



Department of Commerce  
Shaheed Bhagat Singh College  
(University of Delhi)  
organises

**12<sup>th</sup> - ICBM, 2025**  
**Sustainable Business  
Transformation:  
Driving Innovation & Impact  
Through Technology**

on  
February 18-19 , 2025

Venue

Auditorium, Shaheed Bhagat Singh College  
University of Delhi, New Delhi, India

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**Sabaragamuwa**  
University of Sri Lanka



## About

### University of Delhi



The University of Delhi, established in 1922, is a premier institution known for its academic excellence and diverse programs. With a commitment to teaching, research, and social outreach, it has become a role model for higher education in India. The university began with three colleges and 750 students and has since expanded to over 80 departments and 16 faculties, serving more than seven lakh students. Its motto, "Nishtha Dhriti Satyam" (Dedication, Steadfastness, and Truth), reflects its dedication to universal values. The University maintains high global standards and is governed by distinguished officials, including the President of India as Visitor.

### Shaheed Bhagat Singh College



Shaheed Bhagat Singh College, named after the great son of India, Shaheed-e-Azam, Sardar Bhagat Singh was established as a co-educational college in 1967, as a constituent college of University of Delhi. The College takes pride in celebrating its Golden Jubilee Year in 2016-17. Over a period of 55 years, the college has distinguished itself in diverse academic and professional fields by providing a vibrant and intellectually stimulating academic culture, to promote independence of thought and vision.

The college is equipped with a fully computerized library with state of the art facilities to upgrade knowledge, skills and capabilities needed for the complex business environment of the 21st century. The college is proud of its well-known alumni contributing in diverse fields of business, culture and society at large. The College has been accredited as Grade 'A' by NAAC in 2017.

### Department of Commerce

The Department of Commerce is in existence since the inception of the college and conducts the Undergraduate Programme and Master's Programme in Commerce. Starting with a strength of 10 faculty members in 1967, the Department has 64 highly qualified, vibrant, committed and research-oriented faculty members with specializations in diverse fields of Commerce discipline.

The Department publishes Peer Reviewed Refereed 'Journal of Business Studies' that provides the researchers a major platform to publish their quality research work. The department organizes various workshops and seminars throughout the year.

The Department also organizes International Conference every year on contemporary issues in Business and Management which sees participation from across the globe. The 11th International Conference on Business and Management was organized in February November 2024 with the theme Synergising Industry 5.0 and Responsible Growth - A Pathway to Global Innovations.

This year the Department of Commerce is organizing its 12th International Conference on Sustainable Business Transformation: Driving Innovation and Impact through Technology.



# Sustainable Business Transformation

## Driving Innovation and Impact Through Technology

### About the Conference:

In today's interconnected world, businesses are navigating a complex landscape marked by rapid technological advancements, heightened consumer expectations, and increasing global challenges. The imperative for sustainable business practices has never been more urgent, driven by rising environmental concerns, social responsibility expectations, and the need for long-term economic viability.

The convergence of technology and sustainability offers unprecedented opportunities for businesses to innovate, improve efficiency, and create positive impact. By leveraging cutting-edge technologies, organizations can:

- **Address pressing global issues:** Contribute to addressing climate change, social inequality, and other pressing global challenges.
- **Enhance competitive advantage:** Differentiate themselves in the marketplace by demonstrating a commitment to sustainability and ethical practices.
- **Improve operational efficiency:** Streamline processes, reduce costs, and minimize waste through technological innovations.
- **Create positive social and environmental impact:** Make a tangible difference in their communities and the environment through sustainable initiatives.

This conference aims to provide a platform for thought leaders, industry experts, and practitioners to explore the intersection of technology and sustainability. By showcasing cutting-edge innovations and best practices, the conference will offer valuable insights into how businesses can harness technology to drive sustainable transformation, enhance operational efficiency, and create positive social and environmental impact.

### *Conference Objectives*

- **Global Networking:** Connect with leading marketing scholars, editors, industry professionals, and researchers worldwide.
- **Publishing Avenues:** Opportunity to publish full papers in conference-edited books and special journal issues.
- **Industry Insights:** Discover marketing trends and innovations through discussions with industry practitioners.



# Panel Discussions

*PANEL I - Sustainable Development Goals in Business & Commerce*

*PANEL II - Sustainable Finance*

*PANEL III - Role of AI in Business & Management*

## Conference Tracks

### *Track 1: Emerging Technologies and Disruptive Innovation*

- Blockchain in business
- Internet of Things (IoT) applications
- Artificial intelligence applications in different areas of business
- Augmented and virtual reality in business
- Technology-driven business model disruption
- Generative AI applications in business
- Changing face of service innovation
- Green supply chain management
- Managing creativity for innovation: design, collaborative spaces, and people

### *Track 2: Sustainable Innovation*

- Sustainable technologies
- Sustainable business practices in digital transformation
- Digital Sustainability
- Sustainable production and consumption
- Social responsibility in technology-driven initiatives
- Smart mobility solutions
- Energy-efficient technologies

### *Track 3: Data Analytics and Business Intelligence*

- Big data analytics
- Predictive analytics and forecasting
- Data-driven decision-making
- Business intelligence tools and practices
- Real-time analytics for business operations
- Machine learning applications in business
- Data visualization for managerial insights



# Conference Tracks

## *Track 4: Sustainable Customer-Centric Digital Transformation*

- Personalization strategies in the digital era
- Enhancing customer experience through AI and automation
- Omnichannel customer engagement in sustainable business models
- Customer relationship management with emerging technologies
- Sustainable digital marketing strategies
- Data ethics and customer trust
- Leveraging customer feedback for sustainable innovation
- Shifting consumer behaviours in the digital age

## *Track 5: Workplace Transformation and Future of Work*

- Digital tools for workforce collaboration and innovation
- Remote and hybrid work models: sustainable practices
- AI and automation in workforce management
- Diversity, equity, and inclusion in the digital workplace
- Employee well-being in a digitally transformed workplace
- Lifelong learning and continuous upskilling in the digital era
- Managing digital burnout and promoting work-life balance
- Ethical considerations of AI in workforce management

## *Track 6: Digital Finance and Sustainable Investment*

- Fintech for sustainable business models
- Impact of AI and machine learning in financial services
- Sustainability in financial risk management
- Green bonds and sustainable investment vehicles
- Blockchain applications in sustainable finance
- Digital transformation in financial institutions
- Data-driven approaches for ESG (Environmental, Social, Governance) investing

## *Track 7: Entrepreneurship and Innovation in the Digital Era*

- Technology-driven business model innovation
- Scaling startups through digital platforms
- Tech-enabled social entrepreneurship
- Leveraging AI and blockchain for entrepreneurial ventures
- Digital platforms for collaboration and co-creation
- Sustainable entrepreneurial ecosystems
- Managing digital risks for entrepreneurs
- Innovation hubs and digital incubators



# Conference Tracks

## *Track 8: Digital Ethics*

- Data privacy and security challenges
- Algorithm bias and fairness
- Transparency and accountability in AI
- Ethical implications of big data analytics
- Responsible AI adoption: framework and challenges
- Digital ethics training and awareness program
- Ethical leadership in a digital age
- Policy frameworks for ethical AI and data governance

## *Track 9: Sustainability Reporting & Accounting*

- Sustainability Reporting Frameworks and Standards
- Role of Accountants in Sustainability Reporting
- Sustainability Performance Measurement and Management
- Sustainability Accounting and Financial Implications
- Assurance and Verification of Sustainability Reports
- Green Accounting and Natural Capital
- Regulatory Perspectives on Sustainability Reporting
- Technological Innovations in Sustainability Reporting

## *Track 10: Leadership in digital and sustainable transformation*

- Organizational culture and sustainability in the digital era
- Talent management for sustainable innovation
- Reskilling and upskilling in the age of technological disruption
- Inclusive leadership for technology-driven change
- Building resilient organizations with technology
- Fostering collaboration between technology and sustainability teams
- Employee engagement in sustainability initiatives

## Best Paper Awards

The Best Paper Award will be awarded for each track based on the decision of the committee comprising the Cahir and Co-Chair of each track. All paper presenters would receive a certificate of participation.

## Research Over Coffee

Research Over Coffee is designed as an informal yet highly engaging discussion platform for budding and upcoming research scholars in the fields of management and commerce. This global café-style event provides an opportunity for emerging scholars to engage in meaningful conversations with experienced research guides and industry experts. Over a relaxed environment with coffee, participants will exchange ideas, discuss research methodologies, share insights on ongoing projects, and seek guidance on their academic journey.

### Target Audience

**Budding Research Scholars:** PhD candidates, master's students, and early-career researchers in management, commerce, and related fields.



# 12<sup>th</sup> ICBM, 2025 Conference Paper Policies

- All authors of the accepted papers must register for the conference and present the paper on the date and time assigned to the conference program. Any submission accepted but not presented will not be part of the conference proceedings, which will be published as an edited book.
- They must register by the early bird deadline of December 30, 2024, else the paper will be removed from the conference program.
- Individuals can author or coauthor up to three papers.
- An individual or author who needs a visa for the travel must apply based on the conference timelines.
- Your work should not have been submitted elsewhere and should not be under consideration by other publication.
- If you have a conflict of interest, you must declare upon submission; this allows the editor to decide how they would like to proceed.
- By submitting your work you are guaranteeing that the work is not in infringement of any existing copyright.

## Author Guidelines for Paper & Abstract Submission

- Authors need to submit the structured abstracts & the full paper by 30th November 2024 & 30th December 2024 respectively. For the structured abstracts the authors must follow the below guidelines.
  - Contents*
    - Introduction
    - Research Objective
    - Methodology
    - Findings and Conclusion (with references)
    - The structured abstract should be, at most, three pages, 1.5 spaced pages including all the appendices and references, Times New Roman, 12 font size, and 1-inch margins.
- Full paper submissions should be at most 6,000 words, including all the appendices and references. (Times New Roman, 12 font size, 1.5 spacing, 1-inch margins).
- Please do not enter the author's details in the submission. A separate file should contain all the authors' information, including name, affiliation, email address, phone numbers, and corresponding author. This is important as each submission will go through the double blind review process. Ensure that all the details are accurate and with the consent of all the co-authors.
- Please ensure that you submit the paper only in the respective given track.

### *Conference Proceedings*

- Papers, structured abstracts, special sessions, and panels would be published in the edited book with an ISBN in the form of conference proceedings.
- The submission will not allow extra words as publishers have strict policies on each word.
- Authors' details with copyright form have to be submitted for the submission by the corresponding author. If any author is yet to register for the conference, their submission will not be the part of this conference proceedings.
- The main author must ensure that the submission details provided for all corresponding author's must be correct and it's the sole responsibility of the main author to ensure it.



# Meet the Editors

A unique opportunity for aspiring and established researchers in management, commerce, and related fields to engage directly with editors from leading academic journals. This session aims to provide valuable insights into the academic publishing process, offering participants a behind-the-scenes look at how editorial decisions are made, what editors expect from submissions, and how to improve the chances of getting published in high-impact journals. This interactive session will facilitate direct dialogue between participants and editors, offering personalized feedback, addressing key challenges in publishing, and answering pressing questions from attendees.

## Publishing Opportunities

The 12th ICBM - 2025 offers several valuable publishing opportunities for researchers, academics, and professionals. These include:

All submissions will undergo a rigorous editorial review process, conducted by a distinguished panel of experts in the field. Authors whose papers are selected through this process will have the opportunity to publish in

- ABDC Journals
- Scopus-indexed Journals
- UGC-referred Journals

This ensures that your work reaches a global audience and contributes meaningfully to the academic and practitioner communities. Through these pathways—proceedings, journal special issues, and book chapters or volumes—the 12th ICBM, 2025 is a platform rich with opportunities to significantly increase academic and professional visibility.

## Important Dates & Registration Fees

Opening Date for Submission	October 10, 2024
Closing Date for Submission	November 30, 2024
Author Notification and Decision Letters	December 15, 2024
Early Bird Registration	October 10 - December 30, 2024
Research over Coffee Session	February 18, 2025
Conference Dates	February 18 - 19, 2025

Participant Type	Early Bird Oct 10 - Dec 30 2024	Regular 31 Dec - 30 Jan 2025
International Academician/Faculty	US \$ 150	US \$ 200
Indian Academician/Faculty	Rs 1,000	Rs 1,500
Research Scholar	Rs 750	Rs 1,000
SBSC Alums	Rs 1,000	Rs 1500
Industry Professionals	Rs 3,000	Rs 5,000



# Conference Secretariat

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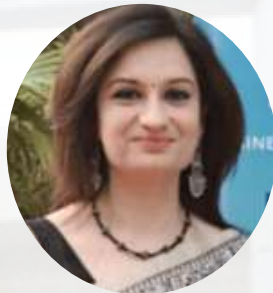
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