



IMS
GHAZIABAD
UNIVERSITY COURSES CAMPUS
Status of 12(B) by UGC

विकसित भारत
अभियान
1947 TO 2047



IMS GHAZIABAD
(University Courses Campus)

Announces

6th INTERNATIONAL CONFERENCE

on

**Shaping Viksit Bharat @2047: Resilient future through
Innovation, Sustainability and Inclusivity**

(SVBRISI-2025)



11th -12th April 2025



IMS GHAZIABAD

(University Courses Campus)

**National Highway -09, Adhyatmik Nagar, Ghaziabad
Uttar Pradesh 201015 (India)**

 www.imsuc.ac.in

About the Conference

The International conference on Shaping Viksit Bharat@2047: Resilient future through, Innovation, Sustainability and Inclusivity organized by IMS Ghaziabad, serves as a landmark event for leaders, innovators, policymakers, and researchers to collaboratively envision and advance India's pathway to becoming a developed, resilient, and inclusive nation.

With a focus on the pillars of innovation, inclusivity and sustainability, this conference aims at exploring actionable solutions to address India's most pressing socio-economic and environmental challenges, aligning with the nation's aspirations for holistic development by 2047. Inclusivity is a cornerstone of India's growth story, aiming to bridge the socioeconomic gaps and empower all communities, especially sidelined and underserved populations. The conference will feature discussions on equitable access to education, economic empowerment, and digital and financial inclusion, ensuring that every individual has the resources, skills, and support to participate meaningfully in the economy and community.

By highlighting the practices around social equity and economic empowerment, the event underscores the importance of inclusive growth to achieve a balanced, prosperous society. Innovation is another critical theme, underscoring the need for creative, community-driven, and technology-

enabled solutions to address social and economic challenges. Sustainable development aims at encouraging responsible growth that respects and protects natural resources, ensuring a healthy and sustainable environment for future generations. Participants will discuss India's advancements in renewable energy, climate resilience, sustainability, and waste management, emphasizing the integration of economic growth with environmental management.

The Shaping Viksit Bharat 2047 conference will also feature an array of keynote addresses and panel discussions where thought leaders from academia, government, industry, and the social sector will share insights, best practices, and strategic recommendations for building a more inclusive and sustainable future. The event will also offer a platform for start-ups, researchers, and social entrepreneurs to present their cutting-edge solutions that address inclusivity, social impact, and environmental challenges, fostering a dynamic environment for collaboration and inspiration. Through this conference, IMS Ghaziabad aims to inspire participants to not only engage in discussion but to actively contribute toward creating a roadmap for a developed India grounded in equity, resilience, and sustainability.

For more details log on to our

<http://www.imsuc.ac.in/internationalconference>

About IMS Ghaziabad

Institute of Management Studies Ghaziabad (University Courses Campus) has a unique trilogy of students, faculty members and learning resources, producing some of the best human capital in the country. For the past 35 years, the institute has attained a reputable place amongst the best professional education institutions in the country. IMS intends to graduate with a global perspective with faculty who are competent, innovative professionals having high potential and character. Its aim is to impart a quality educational experience, delivering both knowledge and skills to use that effectively in their related professional areas. It has consistently produced University toppers which speaks volume about the quality of education imparted by its erudite faculty members.

Recognitions

From the time of inception, IMS Ghaziabad (University Courses Campus) has promoted education in the areas of Management Sciences, Tourism, Information Technology, Bio-Sciences, Engineering Sciences and Journalism through its three educational campuses equipped with state of art infrastructure. IMS has attained a unique and a highly respectable place amongst the best professional education institutions in India.

The institute is an ISO 9001:2015 and ISO 50001:2018 certified and accredited by National Assessment and Accreditation Council (NAAC) with Grade "A" and Status of UGC 12B. The Institute has been ranked as the 3rd best BBA institute in North India and 2nd best for placements in North India, according to the Times B-School Survey 2024. Additionally, it has been honoured with the IIRF Education Impact Award 2025 for its outstanding academic excellence in International Business.

Call for Papers

Full research papers with maximum word count of 5000-6000 words are invited for the conference in all areas of marketing, human resource, strategy, finance, information technology, life sciences, media and journalism, entrepreneurship, economics, international business and case studies closely related to the theme of the conference that can be any of the following but not limited to:

CONFERENCE TRACKS/THEMES/SUBTHEMES

Marketing

- Integration of technology in marketing strategies for diverse audience
- Impact of culture, Heritage, Values on brands
- Vocal for local for Viksit Bharat
- Role of organic, sustainable and green marketing
- Mapping eco conscious trends with customer delight
- Role of VR, AR, phygital on consumer experience
- AI in marketing and branding
- Marketing Bharat for rediscovering rural realms
- Youth-Centric Marketing and decoding Gen Z, Gen Alpha and Gen Beta of the future
- Aspirational marketing for luxury and masstige products
- Philosophical Vedic Marketing and branding

General Management, HR & Strategy

- Strategic Leadership in a Globalized World
- Digital Transformation in Management and Strategy
- Sustainable Business Strategies
- Innovation and Competitive Advantage
- Global Market Expansion and Strategy
- Organizational Change and Transformation
- Entrepreneurship and Strategic Management
- Strategy Execution and Performance Measurement
- Crisis Management and Business Continuity

IoT, Networking and Security Technologies

- Network security policy, theory and tools
- Database and web-based applications
- Cyber Security
- IoT Enabling Technologies and its Applications
- Security and Privacy concerns in IoT
- Blockchain and Distributed Ledger Technologies
- Cloud Computing
- Cyber-physical systems

Social and Emotional Learning (SEL): Paving the Path to Resilient and Inclusive Growth

- SEL for Workplace Readiness
- SEL in Technology and Digital Age
- Future-Ready SEL Programs
- Measuring the Impact of SEL

Finance Entrepreneurship & Innovation

- Sustainable Finance
- Digital Financial Inclusion and Fintech Innovations
- Financial Resilience and Risk Management
- Global Financial Systems and India's Position in 2047
- Capital Markets and Economic Growth
- Taxation and Revenue Generation
- Financial Literacy and Economic Empowerment
- Role of Microfinance and Rural Banking
- Decentralized Finance (DeFi) and Blockchain

Journalism & Mass Communication

- Media Literacy & Misinformation
- Social Media's Role in Political Movements.
- AI and News Generation: Ethical Concerns
- Impact of Digital Platforms on Traditional Journalism
- Climate Change Journalism: Global Crisis
- Cultural Sensitivity & Inclusivity in Journalism
- The Future of News Subscription Models
- Influence of Indigenous Media in Narratives

Computational Intelligence & Data Science

- Deep Learning Perspectives
- Machine Learning and Data Science
- Artificial Intelligence and Expert Systems
- Pattern recognition and Language processing
- Mathematical, probabilistic and statistical models and theories
- Big data visualization, modeling and analytics

Science & Technology for Sustainable Development

- Nano-Biotechnology/ Environmental Biotechnology
- Computational Approaches and AI in Biotechnology
- Nutraceuticals and Food Security
- Medical Biotechnology/Microbiology
- Microbial and Agriculture Biotechnology
- Entrepreneurship and Innovation in Sciences
- Innovations for Sustainable Development
- Climate Change and adaptation Strategies
- Innovations in Vaccines and Immunotherapy

Submission Guidelines

All the full papers should have an abstract of around 250-300 words covering the following areas:

- Research problem
- Objectives of the study
- Research Methodology
- Findings of the study
- Conclusion
- Key Words



**Scan QR Code
to submit full paper/Abstract**

- Paper should be typed in A-4 format with 1.5 spacing left aligned, with one-and-a-half-page margin and typed in 12-point font (Times New Roman) in MS-Word (PDF would not be accepted). Presenting Author's name should be bold.
- Graphs or pictures should be in JPEG format or compatible with MS Office formats such as Excel or Word.
- All accepted papers MUST be presented in the conference by at least one of the authors in order to receive the certificate.
- The total word count of the full paper should not exceed 6000 excluding references and appendix.

Publication

Selected high quality and original papers would be considered for publication in:

- International Journals indexed in UGC Care/SCOPUS/Web of Science/ABDC
- International Journal of Business Research and Excellence
- Edited Book with reputed publishers (Bloomsbury/ Cambridge/NIPA)*
(*APC applicable for selected papers)

Best Paper Award

Paper submission would be evaluated for originality of thought, academic rigour and contribution to theory and practice. Selective high-quality papers would be presented with Best Paper Award in the three categories of Academician, Research Scholars and Students.

Best Poster Award

Selective high-quality poster would be selected for Best Poster Award in the categories of Research Scholars and UG/PG Students.

Registration Fees

Category of Participants:	Fee (₹)	Fees(\$)
Corporate delegates:	2500/-	30 USD
Academicians/Faculty:	1500/-	25 USD
Research Scholars/ Postdoctoral Fellow:	1000/-	20 USD
Students (UG/PG):	500/-	15 USD



Payment Details

The payment can be made through NEFT/RTGS in the favour of:

A/c Name	INSTITUTE OF MANAGEMENT STUDIES
Bank	PUNJAB NATIONAL BANK
Account No.	51461131000392
IFSC	PUNB0514610
Branch	IMS LAL QUAN, GZB

UPI Payment QR Code



Important Dates

Abstract Submission opens	:	14 th December 2024
Submission closes	:	15 th January 2025
Acceptance of Abstracts	:	25 th January 2025
Registration Opens	:	25 th January 2025
Submission of Full paper	:	15 th February 2025
Registration Closes	:	20 th March 2025
Conference Dates	:	11 th -12 th April 2025

Conference Secretariat

Research Cell

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Glimpses of International Conference

Conference @ 2024



Conference @ 2023



Conference @ 2022

