



International Management Conference (IBMR-IMC 2025)

Call for Papers
on

CORPORATE GLOBAL SUSTAINABILITY PRACTICES: NAVIGATING ADVANCES, CHALLENGES AND FUTURE PATHWAYS

28th-29th March, 2025



Organised by:

IPS Academy, Institute of Business Management and Research, Indore, M.P.

(NAAC A++ Accredited, An Autonomous Institute, Established in 1994)

Affiliated to Devi Ahilya Vishwavidyalaya, Indore (M.P.) India

Content Supported by:

Harvard Business Publishing

Conference Partners:



Business Standard

ABOUT IPS ACADEMY, INDORE

IPS Academy, a premier institution of Central India, has become a celebrated brand name & has carved a unique identity for itself as a center of excellence in the entire country. It is the leader of Campus Placement in Central India.

IPS Academy is approved by AICTE, UGC, COA, BCI, PCI, NCTE, DTE, Govt. of M.P. & Affiliated to DAVV Indore, RGPV Bhopal, MCRPV Bhopal, RMTA&SV Gwalior. The Academy runs 78 courses through its 16 colleges namely School of Architecture, Institute of Engineering, Institute of Business Management & Research, College of Pharmacy, School of Computers, Institute of Hotel Management, College of Law, College of Commerce, Institute of Science & Research, School of Travel & Tourism & Mass Communication, School of Fine Arts, Institute of Economics & Research, School of Performing Arts, School of Education, Institute of Fashion Technology. The academy boasts of UGC autonomous engineering and management institutes.

The Academy with 16 colleges and 78 courses boasts of a unique & marvelous infrastructure, spread over 58 acres of lush green terrain. The various colleges, housed in separate aesthetically designed buildings, have state of art infrastructure with well-designed classrooms, laboratories, and libraries. The Academy is proud of its well qualified, skilled & experienced faculty, ably supported by dedicated staff teams. The students get access to excellent sports facilities which include indoor & outdoor games such as swimming, rifle shooting, horse riding, Cricket, football, basketball etc. The presence of IPS Alumni in every nook & corner of the globe bears testimony to our triumph.

ABOUT IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH, INDORE

Institute of Business Management and Research, IPS Academy, Indore, is a **NAAC A++** accredited. The institute has helped shape careers in business management since it was established in the year 1994. It has been our endeavour to impart quality education and practical training that help moulding an amateur into a professional. The emphasis is on cultivating a mind-set that helps students to become proactive learners and positive catalyst to change.

"The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn." This statement by Alvin Toffler has inspired us to focus on programs, which empowers the students and the institute, to constantly innovate. The MBA and BBA courses at IBMR aim at equipping the students with the requirements of the industry and make them ready not only for the present scenario but also for the future. The course contents, teaching pedagogy, amalgamation of traditional and digital medium etc. adds on to the legacy of IPS Academy and IBMR in particular, and personifies the core values of IPS Academy family, KNOWLEDGE, SKILL and VALUES.

IPS Academy, Institute of Business Management and Research has been consistently ranked in the Rank-band: 76-100 by MHRD in the NIRF consecutively from 2017 to 2021.

ABOUT THE CONFERENCE

Corporations are increasingly integrating Environmental, Social and Governance (ESG) criteria into their strategies by setting carbon neutrality goals, improving energy efficiency, and ensuring fair labour practices across supply chains. Technologies like AI and block chain enhance these efforts by optimising resource use, reducing waste and improving supply chain transparency. Many companies are adopting circular economy principles, focusing on product longevity, material reuse and waste recycling to minimise environmental impact. Additionally, financial tools such as green bonds and sustainability-linked loans are aligning corporate financial strategies with environmental goals, incentivising sustainable practices with favourable terms.

Despite these advancements, challenges persist. Greenwashing undermines genuine efforts by misleading stakeholders, while global supply chains complicate adherence to environmental and social standards, especially in regions with weaker regulations. The lack of standardized sustainability metrics makes performance comparison difficult, and balancing short-term financial pressures with long-term sustainability goals remains a struggle. Companies must also navigate evolving international regulations, address resource scarcity through innovation, and meet growing consumer demands for transparency. Implementing sustainable practices often requires cultural shifts, process changes, and strong leadership to align stakeholder interests and foster a sustainability-oriented mindset.

IBMR-IMC 2025 aims to bring together academicians, practitioners, policymakers, scholars and students from diverse fields of management science to foster the exchange of knowledge, collaborative research, pedagogical advancements, and the promotion of global business best practices for a sustainable future. Through dynamic discussions and interactions, the conference aspires to inspire participants and encourage both linear and interdisciplinary collaborations that have the potential to shape a brighter future.

Beyond simply sharing ideas, IBMR-IMC 2025 seeks to create a global platform for meaningful knowledge exchange. Participants will gain deeper insights into pressing issues and emerging trends within their areas of interest, equipping them with valuable perspectives to advance their research and contribute to the broader academic and professional ecosystem.

OBJECTIVE OF THE CONFERENCE

While corporate sustainability practices have advanced significantly, with notable improvements in technology and financial mechanisms, challenges remain in areas like greenwashing, supply chain management and regulatory compliance. Addressing these issues effectively is crucial for achieving long-term global sustainability goals. The conference's primary objective is to elevate the quality of research through constructive feedback from leading experts across various disciplines.

The conference attempts to bring all the topics, issues, challenges and corporate best practices related to Corporate Sustainability Practices at a common forum to bring variety of perspectives.

CALL FOR PAPERS AND SUGGESTED THEMES

The IBMR-IMC 2025 Conference invites abstracts & full-length original research papers from academic institutions, government agencies and industries around the world. Each submitted abstract/paper will go through a rigorous peer review process, during which it will be evaluated based on the following criteria: originality, depth of technical and/or research knowledge, accuracy & relevance to the conference's themes & topics. The required submission topics include the following themes and sub-themes, but are not restricted to the following:

THEMES AND SUB-THEMES



Stream 1: Sustainable HR

- Integrating Sustainability into HR Strategy and Practices (Recruitment, Training and Development)
- CSR, Ethical Leadership and HR's Role in Global Sustainability
- Measuring and Reporting Sustainable HR Practices and Metrics
- Global Talent Management and Sustainable Workforce Development
- Future Trends: Sustainability in HR Strategies and Global Labor Practices
- The Role of ESG (Environmental, Social and Governance) Frameworks in Modern Organisations
- Cultural Intelligence, Cross Cultural Teams and Organisational Agility in Digital Age



Stream 2: Sales and Marketing

- Sustainable Sales and Marketing Strategies for Global Markets
- Building a Sustainable Brand Identity and Engaging Consumers
- Digital Marketing and Technology for Sustainable Growth
- Partnerships and Cross-Cultural Approaches for Sustainable Sales
- Metrics, KPIs and Future Trends in Sustainable Marketing and Sales



Stream 3: Finance

- Sustainable Investment and Financing Strategies (Green Financing, Impact Investing)
- Integrating Sustainability into Financial Risk Management and Capital Allocation
- Sustainability Reporting, Corporate Governance and Financial Performance
- Cost-Benefit Analysis of Sustainability Initiatives
- Emerging Trends in Sustainable Finance and Value Creation



Stream 4: Supply Chain and Logistics

- Sustainable Supply Chain Management and Circular Economy Approaches
- Green Logistics: Reducing Environmental Impact in Transportation
- Technology, Risk Management and Regulatory Impact in Sustainable Supply Chains
- Supplier Assessments and Collaborative Partnerships for Sustainability
- Measuring and Reporting Sustainability Performance in Supply Chains



Stream 5: Information Technology

- Digital Solutions and Smart Technologies for Sustainable Operations
- Big Data, AI and Predictive Analytics for Sustainable Decision-Making
- Cloud Computing, Cybersecurity, and IT's Role in Sustainability
- Green IT Practices for Reducing Environmental Impact
- Sustainability Reporting and Compliance through IT and RegTech Solutions
- Bridging the Gender Gap in STEM Fields and Addressing Barriers to Technology Access in Education
- Real-world Problem-solving Through Interdisciplinary STEM Approaches: Role of Hands-on Experiments and Inquiry-based Learning



Stream 6: International Business

- Sustainable International Business Models and Cross-Border Strategies
- CSR, Trade Policies and Sustainability Standards in Global Markets
- Navigating Global Supply Chains and International Partnerships for Sustainability
- Innovation and Cultural Considerations for Sustainable Business Practices
- Measuring Sustainability's Impact on Global Business Performance



Stream 7: Economics

- Cost-Benefit Analysis and Sustainable Economic Models for Corporations
- Impact Investing and Economic Incentives for Sustainability Goals
- Corporate Governance and Economic Implications of Sustainability Practices
- Decoupling Economic Growth from Environmental Impact and Valuing Natural Capital
- Global Trade, Market Dynamics and Sustainable Development



Stream 8: Data Analytics

- Big Data and Predictive Analytics for Sustainable Business Decisions
- Enhancing ESG Reporting and Sustainability Metrics through Data Analytics
- Data-Driven Insights for Consumer Behavior and Supply Chain Sustainability
- Real-Time and Collaborative Data Platforms for Sustainability Initiatives
- AI, Data Ethics and the Future of Sustainable Analytics
- Technology-enhanced Learning in Humanities Disciplines: AI and Big Data in Humanities Research and Teaching



Stream 9: Strategy and General Management

- Promoting Cultural Competence in Higher Education: Intercultural Communication and Global Citizenship Education
- Education as a Tool for Social Change and Addressing Historical and Contemporary Inequalities in Humanities Teaching
- Aligning Corporate Strategy and Sustainability Goals
- Sustainability as a Driver of Innovation and Competitive Advantage
- Strategic Risk Management and Stakeholder Engagement for Sustainability
- Corporate Governance and Circular Economy Principles in Strategic Management
- Future Scenarios: Planning for Global Trends in Sustainable Development

BEST RESEARCH PAPER AWARD

Best Paper award will be given in respective tracks. The Papers presented in the Conference will be evaluated by a panel of experts.

BEST DOCTORAL THESIS PRESENTATION AWARD

This is for recently submitted or awarded Ph.D. (Ph.D. Thesis submitted and/or awarded between January 2022 - December 2024). Conference registration charges will apply. There are two awards for best presentations – Winner and Runner-up.

PAPER SUBMISSION GUIDELINES

For Abstract

- Abstracts must be structured and concise, containing 200 to 250 words.
- The structure should cover research objectives, methodology and major findings. No citations or references are allowed in the abstract.
- Formatting should adhere to A4 size, Times New Roman font size 12, and 1.5 line spacing.

For Research Paper

- Papers must be original and previously unpublished, reflecting the conference theme.
- The word count for the paper should be between 6,000 to 8000 words, including figures, tables, and references.
- The paper should follow the suggested structure: Cover Page with the title of the Paper and Full Name, Affiliation, Contact number and e-mail ID of author and co-author (if any), Introduction, Review of Literature, Research Gap Identification, Methodology, Findings, Implications, Limitations and Further Research Agenda.
- Formatting requirements include A4 size, Times New Roman font size 12 and 1.5 line spacing.
- References should be cited using APA (7th edition) style.

Link for Abstract/ Full Paper Submission

<https://forms.gle/aSBVR6xCxv86NEe57>



A close-up photograph of a person's hand flipping through the pages of a very thick, old book. The pages are yellowed and worn. A magnifying glass with a black frame and handle is resting on the open pages of the book. The background is a plain, light-colored surface.

PUBLICATION OPPORTUNITIES

Selected papers as per the guidelines and merits would be considered for publication in **Indexed Journals like Scopus, ABDC** along with publication opportunity in the Institute's In-house Journal **"Unnayan-International Bulletin of Management and Economics"** (A Blind Peer-Reviewed Journal indexed in J-GATE, ISSN- 2349-6622)

The terms and conditions of these Journals will be applied to all selected papers for publication like Article Processing Charges, Formats etc. Once the paper is submitted to the concerned Journal the further communication would be in between the journal and the author.

IBMR-IMC 2025 Journal Collaborations are as follows:

- International Journal of Organisational Analysis (Emerald)
- International Journal of Humanities Education
- Journal of Hospitality and Research (JOHAR) (ABDC)

Note: All the papers will be checked for plagiarism through Turnitin Software. Papers with a 10% or less similarity index will be selected for publication.

REGISTRATION FEES

Category of Participants	Amount
National	
Research Scholar	Rs. 1,000
Faculty/Academicians	Rs. 2,000
Industry Delegates/Practitioners	Rs. 3,000
International	
Research Scholar	\$ 30
Faculty/Academicians	\$ 40
Industry Delegates/Practitioners	\$ 50

- The participation fee includes all meals/snacks for both days and a kit.
- Travel and stay need to be borne by the participants only.

Note: Certificates will be provided only to the Paper Presenters in the Conference.

Important Dates	
Last date of submission of extended abstracts/full paper	14 th February, 2025
Intimation of Acceptance to the Authors	20 th February, 2025
Last date for Registration	25 th February, 2025
Last date of Submission of Full-length Papers	05 th March, 2025
Days of the Conference	28 th and 29 th March, 2025

Link for Registration

<https://forms.gle/pfgvnWVMN8wkFxTS6>

Mode: Offline

CONFERENCE TEAM

Patrons

Ar. Achal K Choudhary, President, IPS Academy

Mr. Yogendra Jain, Vice President, IPS Academy

Conference Chairs

Ms. Nidhi Jain, Executive Member, Governing Body, IPS Academy

Mr. Nishit Jain, Executive Member, Governing Body, IPS Academy

Convenor

Prof. V. S. Kushwaha, Director, IPS Academy, Institute of Business Management and Research, Indore, M.P.

Co-convenors

Prof. C. K. Goyal, Professor, IPS Academy, Institute of Business Management and Research, Indore, M.P.

Prof. Satyakam Dube, Professor, IPS Academy, Institute of Business Management and Research, Indore, M.P.

Prof. Utpal Sen, Professor, IPS Academy, Institute of Business Management and Research, Indore, M.P.

Prof. Ashok Jhawar, Professor, IPS Academy, Institute of Business Management and Research, Indore, M.P.



Advisory Board

Dr. P.K. Singh, Director, IIM Tiruchirappalli, Tamil Nadu

Dr. Karunesh Saxena, Vice Chancellor, Sangam University, Udaipur, Rajasthan

Dr. Naila Aaijaz, Associate Professor, University of Niagara Falls, Canada

Dr. Neha Pathak, Senior Associate Dean, Hult International Business School, London

Dr. Sangeeta Jain, Professor, IMS, Devi Ahilya Vishwavidyalaya, Indore M.P.

Dr. Jitendra Kumar Mishra, Director/MATS Institute of Management and Entrepreneurship, Bangaluru, Karnataka

Dr. Vinay Goyal, Professor, S.P. Jain Institute of Management and Research, Mumbai

Dr. Leena. A. Kaushal, Associate Professor, MDI, Gurgaon

Dr. Kanhaiya Ahuja, Professor and Head of the Department, School of Economics, DAVV Indore M.P.

Dr. Sachin Kumar Mittal, Associate Professor, N.L. Dalmia Institute of Management Studies and Research, Mumbai, Maharashtra

Dr. Ketan Mulchandani, Professor, K.J. Somaiya Institute of Management, Mumbai, Maharashtra

Dr. Prateek Maheshwari, Assistant Professor, Indian Institute of Foreign Trade GIFT City, Gandhinagar, Gujarat

Organising Team

Dr. Arindam Saha, Associate Professor, IPS Academy, Institute of Business Management and Research, Indore, M.P.

Dr. Kali Charan Modak, Associate Professor, IPS Academy, Institute of Business Management and Research, Indore, M.P.

Dr. Pallabi Mukherjee, Associate Professor, IPS Academy, Institute of Business Management and Research, Indore, M.P.

Dr. Nidhi Jhavar, Associate Professor, IPS Academy, Institute of Business Management and Research, Indore, M.P.

Dr. Ritu Mishra, Assistant Professor, IPS Academy, Institute of Business Management and Research, Indore, M.P.

Ms. Shweta Vyas, Assistant Professor, IPS Academy, Institute of Business Management and Research, Indore, M.P.

Contact Person Dr. Ritu Mishra, +91-9713779952 | Email: ibmrc2025@ipsacademy.org





IPS ACADEMY

KNOWLEDGE, SKILLS, VALUES



IPS Academy, Institute of Business Management and Research, Indore, M.P.

Knowledge Village, Rajendra Nagar, A.B.Road, Indore (MP)-452012

Website: <https://ibmr.ipsacademy.org/IBMRC2025> | Email: ibmrc2025@ipsacademy.org