



**Ganpat
University**

॥ विद्यया समाजोत्कर्षः ॥

Faculty of
**Management
Studies**



GCEMP
Feb. 14-15, 2025 **2K25**

Academic Partners



AIT
Asian Institute of Technology

Call For Papers

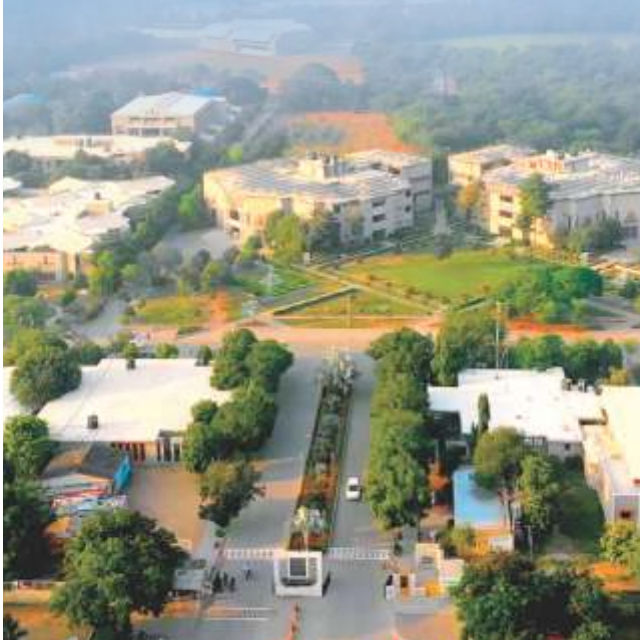
17th International
Conference on
Business,
Technology and Sustainability

February 14 - 15, 2025



Ganpat University (GUNI) is a hi-tech education campus with ultra modern infrastructure facilities; located on 300 acres of lush green campus on Mehsana-Gandhinagar Highway, Gujarat, India. The University provides technical and professional education in the areas of Management, Engineering & Technology (including Marine Engineering), Sciences, Pharmacy, Computer Science, Social Sciences & Humanities, Architecture, Design & Planning, Maritime Studies, Nursing, Agriculture, Physiotherapy & Skill, offering Diploma, Undergraduate, Post Graduate, M. Phil. and Ph.D. Programs.

 **India**



Rated
5-Star ★★★★★
in Gujarat State Institutional Rating Framework
By Education Department, GOVERNMENT OF GUJARAT

ICARE RATINGS
GSIRF

2019 3-Star ★★★	2020 4-Star ★★★★	2021 4-Star ★★★★	2022 5-Star ★★★★★	2024 5-Star ★★★★★
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GUNI Faculty of Management Studies

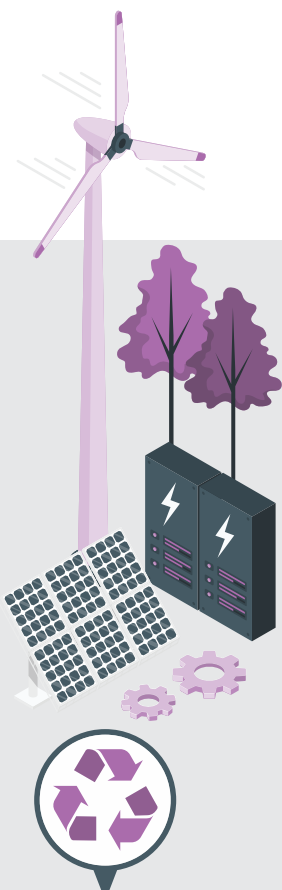
GUNI-FMS offers Core and Industry Specific MBA, BBA, and Ph.D. programs in Management. It offers its students a choice of focused specialization in Marketing, Finance, HRM, Agribusiness, Financial Services, Pharmaceuticals, Business Analytics, Logistic and Supply Chain and International Business. FMS believes in balanced approach towards theoretical and practical learning and to achieve this, it organizes Seminars, Symposiums, Case Writing Workshops, Student Competitions etc. on regular basis at national and international levels. FMS publishes GFJMR which is a Bi-annual referred journal in Management.

29 TH IN TOP PRIVATE & SOCIETY ALL OVER INDIA	8 TH IN TOP PRIVATE & SOCIETY IN WEST ZONE	12 TH IN TOP PRIVATE UNIVERSITY/ COLLEGE & SCHOOLS	2022 OCTOBER 17
34 TH IN TOP PRIVATE & SOCIETY ALL OVER INDIA	11 TH IN TOP PRIVATE & SOCIETY IN WEST ZONE	14 TH IN TOP PRIVATE UNIVERSITY/ COLLEGE & SCHOOLS	2021 NOVEMBER 12
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Outlook INDIA'S TOP PRIVATE & SOCIETY WEST ZONE 2022
ICARE ANNUAL RANKINGS

About Conference

The 17th International Conference on Business, Technology, and Sustainability (GCeMP 2k25) epitomizes a confluence of cutting-edge thought leadership and pragmatic innovation, addressing the intricate interplay of business dynamics, technological advancement, and sustainability imperatives. With an expansive scope encompassing Strategic Thinking in Dynamic Markets, Leadership in Digital Transformation, and Corporate Governance, the conference delves into Digital Marketing Strategies, Fintech Innovations, Sustainable Supply Chains, and AI-driven Business Automation, among other pivotal topics. Participants will explore themes such as Branding in the Era of Sustainability, Green Policies and Economic Implications, Industry 4.0 and Smart Manufacturing, Blockchain Applications, and Sustainable Finance, fostering insights into emerging paradigms. Sub-themes like Social Entrepreneurship, Circular Economy, Ethical Leadership, and Corporate Social Responsibility underscore the emphasis on equitable growth and community resilience, while Operations Analytics, Big Data, and Quantum Computing highlight transformative technological trajectories. GCeMP 2k25 offers an unparalleled platform for redefining strategies that harmonize profitability, innovation, and sustainability in an era of global complexity. We invite you to join us at the "Business, Sustainability, and Technology" conference, where we will explore the transformative trends, strategies, and innovations that are defining the businesses of tomorrow.



Sub-Theme

The broad theme of conference entails the following sub-themes:

General Management

- Strategic Thinking and Decision-Making in Dynamic Markets
- Leadership in the Era of Digital Transformation
- Corporate Governance, Ethics, and Risk Management
- Organizational Change and Development in Complex Environments
- Business Excellence through Quality Management Practices
- Cross-Cultural Management and Global Strategy Execution
- Behavioral Insights for Managerial Effectiveness

Marketing

- Green Marketing and Circular Economy
- Digital Marketing Strategies and Evolving Consumer Behavior
- Marketing Analytics and Predictive Modelling
- Branding in the Era of Sustainability
- Innovations in Integrated Marketing Communication
- Retail and E-commerce Marketing Strategies
- Customer Relationship Management in the Digital Age
- Marketing Strategies in Emerging Economies

Finance and Accounting

- Financial Modelling and Risk Management
- Sustainable Finance and ESG Investments
- Corporate Restructuring and Mergers
- Fintech Innovations and Blockchain Applications
- Strategic Cost Management for Business Efficiency
- Financial Reporting Standards and Corporate Transparency
- Behavioral Finance in Decision-Making

Economics and Public Policy

- Economic Policies for Sustainable Development
- Global Trade Dynamics and Business Impacts
- Industrial Economics and Policy Analysis
- Green Policies and Their Economic Implications
- Role of Public Policy in Driving Innovation
- Behavioral Economics in Shaping Consumer Trends
- Socioeconomic Impacts of Global Crises

Operations and Supply Chain Management

- Lean Manufacturing and Agile Practices
- Sustainable Supply Chain and Logistics Strategies
- Operations Analytics and Decision Optimization
- Industry 4.0 | 5.0 & Smart Manufacturing Systems
- Inventory Management in Dynamic Environments
- Global Supply Chain Resilience and Risk Mitigation
- Innovations in Procurement and Vendor Management

Entrepreneurship and Innovation

- Start-up Ecosystems and Entrepreneurial Leadership
- Social Entrepreneurship and Community Impact
- Disruptive Innovations in Emerging Markets
- Financing Start-ups: Challenges and Opportunities
- Incubation and Accelerator Models for Entrepreneurs
- Building Innovation Capabilities in Organizations
- The Role of Design Thinking in Business Solutions

Technology

- AI, Machine Learning, and Business Process Automation
- Digital Transformation for Competitive Advantage
- Blockchain for Transparent Business Operations
- Big Data Analytics in Business Decision-Making
- Cybersecurity Challenges in the Digital Era
- Virtual and Augmented Reality in Customer Engagement
- Quantum Computing and the Future of Business

Sustainability

- Business Strategies for Achieving Net Zero
- Circular Economy and Business Innovation
- Green Supply Chains and Operations Management
- Renewable Energy Adoption in Business
- The Role of Businesses in Addressing Climate Change
- Sustainable Development Goals (SDGs) and Corporate Alignment
- Measuring and Reporting ESG Performance

Social Impact and Leadership

- Corporate Social Responsibility and Shared Value Creation
- Ethical Leadership in Driving Social Change
- Diversity, Equity, and Inclusion in Organizations
- Impact Assessment of Social Initiatives
- Building Community Resilience through Business Partnerships
- Leadership in the Non-Profit Sector
- Role of Business Education in Social Transformation

We also welcome contributions beyond the sub-themes mentioned above. Please send your contributions to gcomp@uni.ac.in

CALL FOR PAPERS

Research papers, conceptual papers (review of literature) and cases are invited from academicians, management consultants, research scholars, practicing managers and management students, which addresses the theme of the Conference.

Paper Submission Guidelines

- ◆ We invite only original, unpublished work is sought. Any proposal submitted to present identical or substantially similar work already published, under review for another conference or publication will not be considered.
- ◆ In the covering note, accompanying the manuscript, the contributors should certify that manuscript has neither been published anywhere nor is being considered presently anywhere for publication.
- ◆ **Abstract (not exceeding 200 words) should reach us latest by January 26, 2025 in Microsoft Word Format only.**
- ◆ Submission should include a separate title page, which clearly indicates the name of the authors, affiliations, complete mailing address, contact number and e-mail address, title of the paper and up to four key words that describe the paper.
- ◆ For preparation of the manuscript, authors are requested to follow APA Citation Style. Please visit: https://guides.library.uwa.edu.au/apa/introduction_apa7
- ◆ Kindly send your abstract and full paper in Microsoft Word Format only to gcomp@guni.ac.in

Review Criteria

1. Relevance: Does the subject of the paper appeal to the interests of the conference attendees?
2. Methodology: Does the paper use sound and appropriate methods?
3. Originality: Does the paper add new findings, insights, or knowledge to the body of literature?
4. Research: Does the paper compare and weigh the material against other's work?
5. Conclusions: Are the conclusions sounds and justified as per the problem discussion?
6. Policy/ Managerial Implications: Are the policy implications relevant and useful for the problem shown?
7. References: Are the references relevant and adequate?



Scan and Register

All participants attending the conference are required to register in advance by filling the form available at gcomp.guni.ac.in



Online Account Payment:

Account Name: **Ganpat University**

Account Number: **130010100235204**

Bank Name and Branch: Axis Bank
Ganpat University- Mehsana Extension Branch

IFSC Code: **UTIB0000130** | Branch Name: **Mehsana**

Details of Online Account Payment has to be filled in online registration form.

Convener, GCeMP 2K25

Ganpat University - Faculty of Management Studies
Ganpat Vidyanagar - 384012, Mehsana, Mehsana -
Gandhinagar Highway, Gujarat, India.

Venue: V. M. PATEL INSTITUTE OF MANAGEMENT

New MBA Building, Ganpat University, Ganpat Vidyanagar

Participation Fee (Including 18% GST)

Category	Fee# (In Person)	Fee# (Virtual)
Academician	INR 2400	INR 1600
Corporate Representative	INR 2800	INR 2200
Alumni/Research Scholar/Student	INR 1600	INR 1200
International Delegate	-	US\$ 30



Scan to pay conference fee



Awards

1st Prize: Rs. 10000/- (INR)

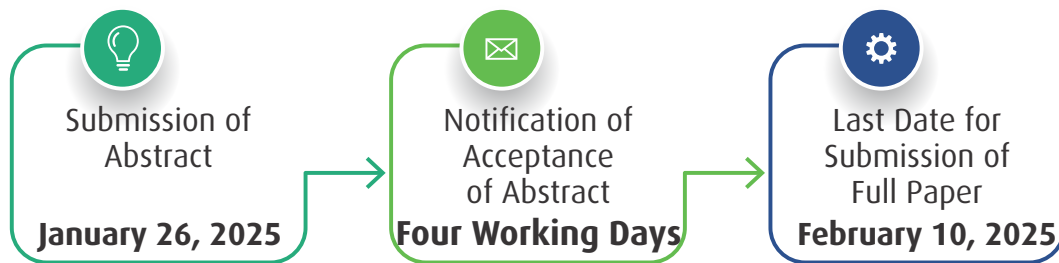
2nd Prize: Rs. 7000/- (INR)

3rd Prize: Rs. 5000/- (INR)

4th Prize: Rs. 4000/- (INR)

5th Prize: Rs. 3000/- (INR)

Dates to Remember

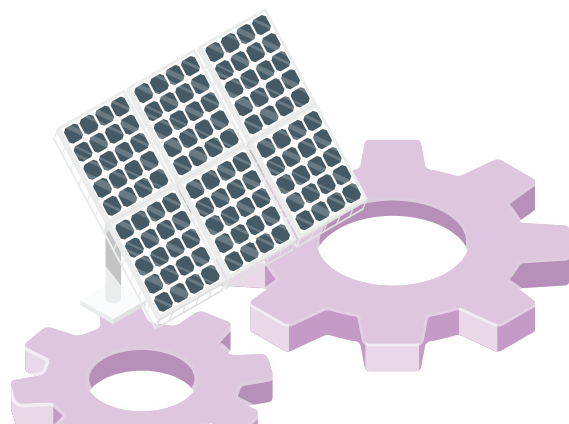


gcomp@uni.ac.in

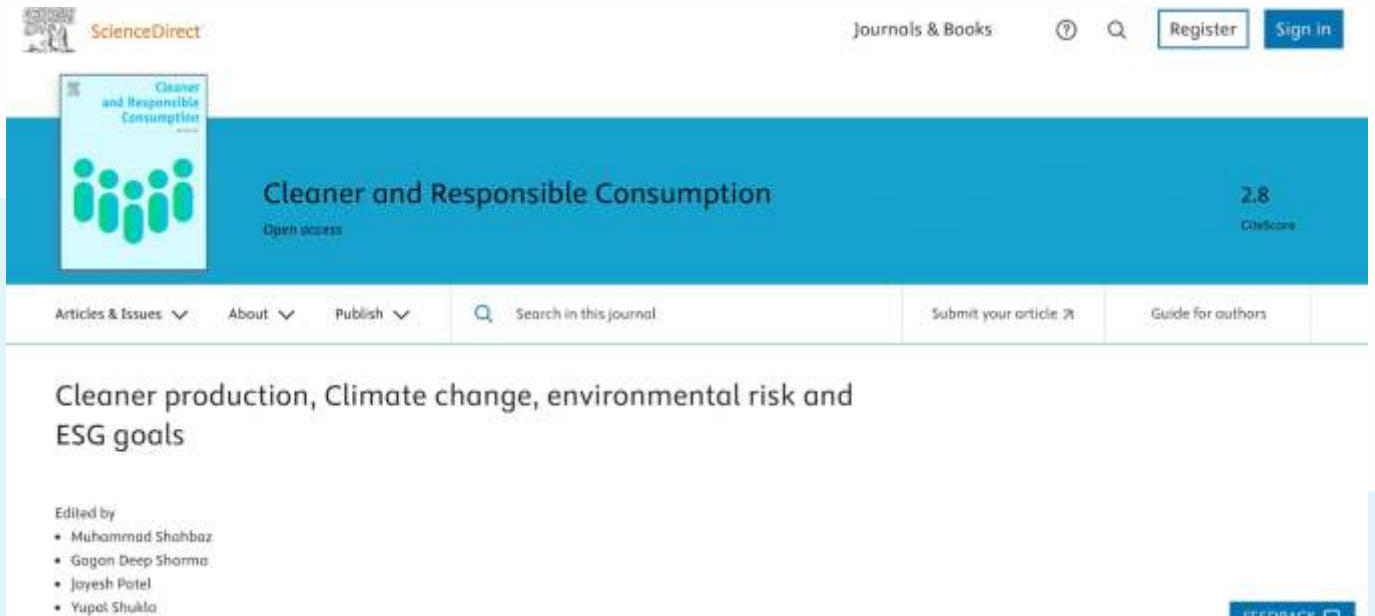
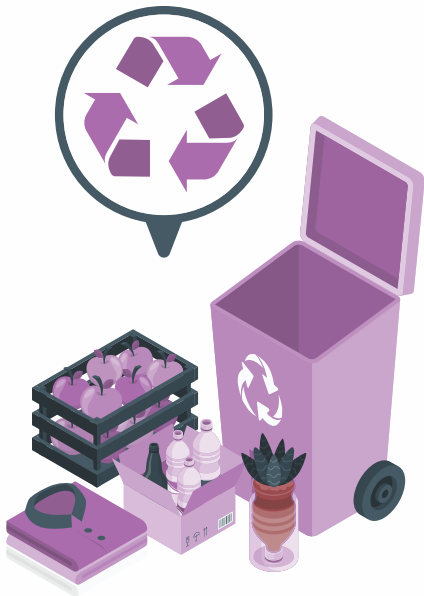
Publication Opportunities

Selected competitive papers will be considered for publication in the following peer-reviewed journals subject to their own online submission and normal review process: Ganpat University FMS Journal of Management and Research

All selected research papers will be published in the conference proceeding with ISBN No. as an book chapter.



Previously Published Conference Proceedings

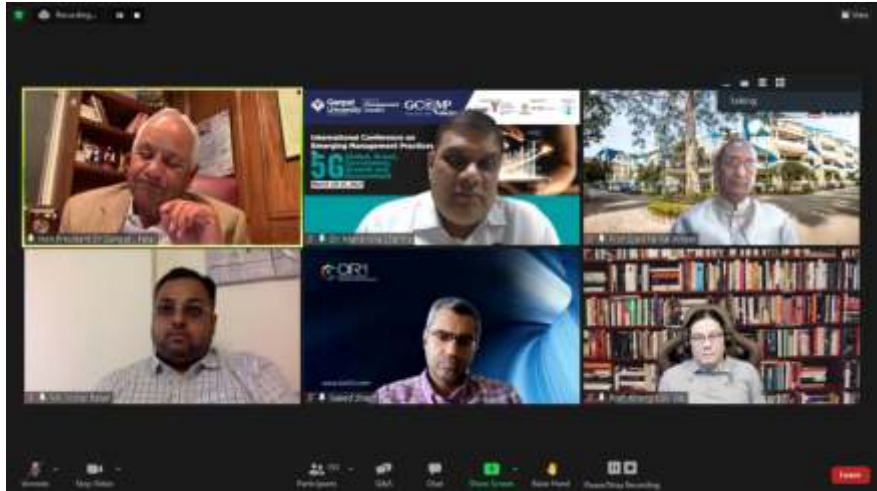


Special Issue Published Previously in
Scopus Indexed Journal





Glimpses



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 Professor of Services Management
 Abu Dhabi University, UAE
 جامعة أبوظبي
 Abu Dhabi University

Prof. Sandeep Krishnamurthy
 Singelyn Family Dean,
 College of Business Administration and
 Singelyn Graduate Business School,
 Cal Poly Pomona, USA
 CalPolyPomona College of Business Administration
 Singelyn Graduate Business School

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Dr. Saurabh Dave

Pro Vice Chancellor &
Executive Dean (Startup)

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Faculty of Computer Applications

Dr. Girish Patel

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Ajay Kumar Gupta

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Dr. Rajesh Bhosale

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