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Call For Papers

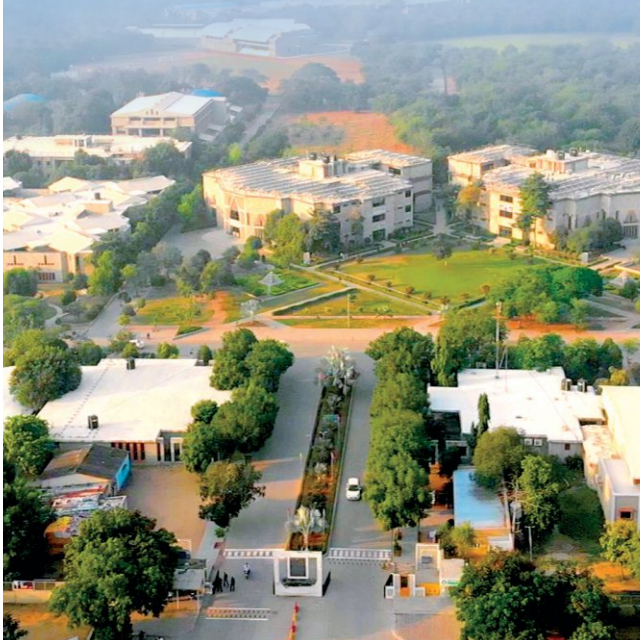
**17<sup>th</sup> International Conference on**  
*Business,*  
**Technology and Sustainability**

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.

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

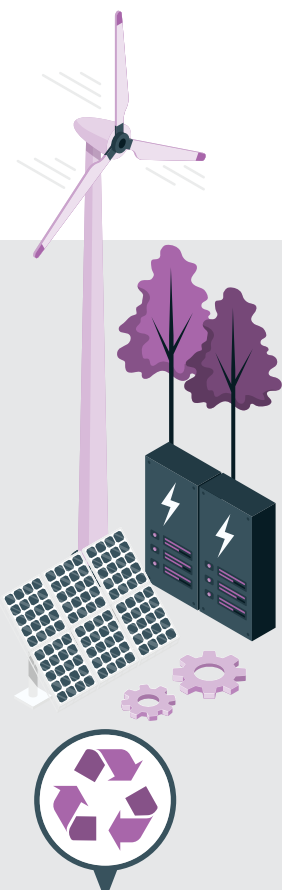
GUNI-FMS offers Core and Industry Specific MBA, BBA, and Ph.D. programs in Management. It offers its students a choice of focused specialization in Marketing, Finance, HRM, Agribusiness, Financial Services, Pharmaceuticals, Business Analytics, Logistic and Supply Chain and International Business. FMS 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 <sup>TH</sup> IN TOP PRIVATE & SOCIETY ALL OVER INDIA	8 <sup>TH</sup> IN TOP PRIVATE & SOCIETY IN WEST ZONE	12 <sup>TH</sup> IN TOP PRIVATE UNIVERSITY/ COLLEGE & SCHOOLS	2022 OCTOBER 17
34 <sup>TH</sup> IN TOP PRIVATE & SOCIETY ALL OVER INDIA	11 <sup>TH</sup> IN TOP PRIVATE & SOCIETY IN WEST ZONE	14 <sup>TH</sup> IN TOP PRIVATE UNIVERSITY/ COLLEGE & SCHOOLS	2021 NOVEMBER 12
54 <sup>TH</sup> IN TOP PRIVATE & SOCIETY ALL OVER INDIA	12 <sup>TH</sup> IN TOP PRIVATE & SOCIETY IN WEST ZONE	19 <sup>TH</sup> IN TOP PRIVATE UNIVERSITY/ COLLEGE & SCHOOLS	2020 OCTOBER 30

**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:

### Marketing

- The Role of AI and Automation in Revolutionizing Marketing Strategies
- Green Marketing and Sustainable Consumer Engagement
- Omnichannel Marketing: Integrating Digital and Physical Consumer Journeys
- Data Privacy and Ethics in Digital Marketing
- Sustainable Branding: Creating Value Beyond Products
- Gamification and AR/VR Applications in Consumer Engagement
- Marketing Innovations in the Circular Economy
- Sustainable B2B Marketing Through Technology-Driven Innovations

### Finance and Accounting

- Decentralized Finance (DeFi) and Its Impact on Traditional Financial Systems
- Carbon Credit Trading and Financial Instruments for Climate Action
- AI-Driven Insights in Financial Planning and Decision-Making
- Integrating ESG Metrics into Corporate Valuation Models
- Green Bonds and Sustainable Investment Portfolios
- Blockchain for Enhanced Financial Transparency and Accountability

### Human Resources Management

- AI in Talent Acquisition and Workforce Analytics
- Building a Sustainable Workforce: Policies and Practices for Future Resilience
- The Impact of Remote Work on Organizational Culture and Sustainability
- Diversity, Equity, and Inclusion as Pillars of Sustainable HR Practices
- Upskilling and Reskilling for the Digital Era
- Employee Well-being in a Technology-Driven Work Environment

### Operations and Supply Chain Management

- Digital Twins and Smart Factories in Operations Management
- Green Logistics: Strategies for Sustainable Transportation
- Predictive Analytics for Inventory Optimization
- Blockchain for Transparent and Ethical Supply Chains
- The Role of IoT in Enhancing Supply Chain Resilience
- Circular Economy Principles in Supply Chain Design

### General Management

- Strategic Management in the Age of Disruption
- Leading with Agility in Technologically Dynamic Environments
- Integrating Corporate Social Responsibility into Core Business Strategy
- Behavioral Economics in Strategic Leadership
- Governance Models for Digital and Sustainable Businesses
- Fostering Innovation Ecosystems in Diverse Market Landscapes

### Entrepreneurship

- Start-ups Driving Sustainable Development Goals (SDGs)
- Leveraging AI for Competitive Advantage in Start-ups
- Green Entrepreneurship: Business Opportunities in Sustainability
- Entrepreneurial Challenges in the Metaverse Economy
- Building Scalable and Sustainable Business Models
- Collaborative Networks for Social and Technological Innovation

### Social Impact

- Harnessing Technology for Inclusive Growth and Social Equity
- Corporate Initiatives for Community Sustainability
- Addressing the Digital Divide: Business Contributions to Equal Access
- Sustainable Consumerism and Ethical Business Practices
- Tech-Driven Solutions to Address Global Sustainability Challenges

We also welcome contributions beyond the sub-themes mentioned above. Please send your contributions to

**[gcomp@uni.ac.in](mailto: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](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](mailto: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](http://gcomp.guni.ac.in)



### Online Account Payment:

Account Name: **Ganpat University**

Account Number: **130010100235204**

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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)

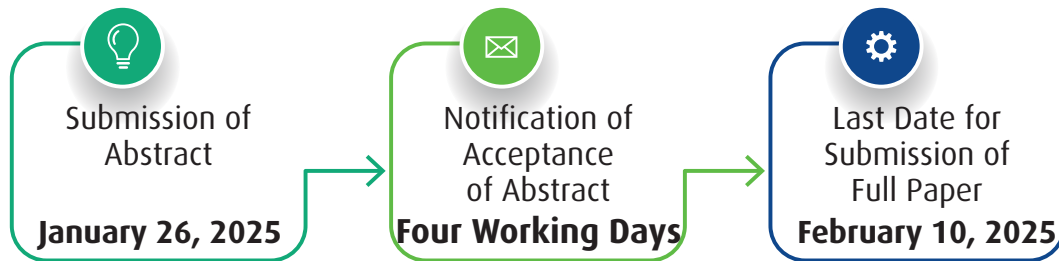
2nd Prize: Rs. 7000/- (INR)

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

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

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

## Dates to Remember



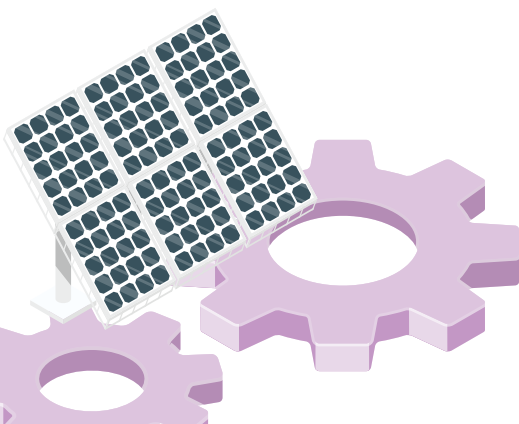
[gcomp@uni.ac.in](mailto:gcomp@uni.ac.in)

## Publication Opportunities

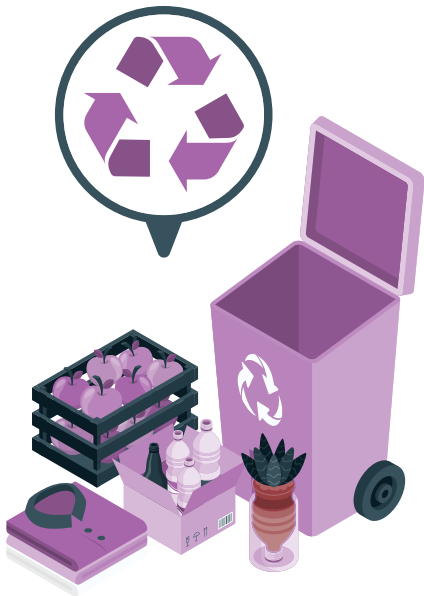
Selected competitive papers will be considered for publication in the following peer-reviewed journals subject to their own online submission and normal review process: Ganpat University FMS Journal of Management and Research

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

The image shows the cover of the **GFJMR** (Ganpat University Faculty of Management Studies Journal of Management and Research) journal. It is a bi-annual refereed journal, Volume 20, Issue 1, published from January to June 2020. The cover features the Ganpat University logo and the text "Indexed in ASCI Asian Science Citation Index". A large stylized 'G' logo is visible in the bottom right corner.



## Previously Published Conference Proceedings



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### Transforming Business in ESG (Environmental, Social, Governance)

*Proceedings of*  
GCeMP 2k22  
14<sup>th</sup> International Conference on Emerging Management Practices on Transforming Business in ESG (Environmental, Social, Governance)

Mahendra Sharma  
Sourbhi Chaturvedi  
Hiren Patel  
Jayesh Patel  
Nirav Halvadia  
*Editors*



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Edited by

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- Yupal Shukla

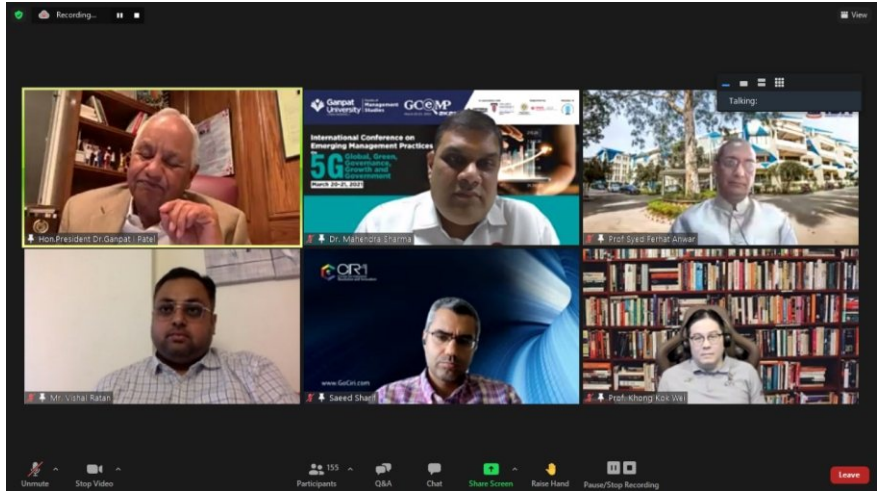
FEEDBACK

Special Issue Published Previously in  
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Glimpses



**Prof. Barry O' Mahony**  
 Dean, College of Business  
 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 School of Business

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Pro Vice Chancellor

### Dr. Saurabh Dave

Pro Vice Chancellor &  
Executive Dean (Startup)

### Dr. Satyen Parikh

Pro Vice Chancellor & Executive Dean,  
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### Dr. Girish Patel

Executive Registrar

### Ajay Kumar Gupta

Director, Research & Development

### Dr. Rajesh Bhosale

Dean (R&D), GUNI-CARS

## Organizing Committee

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### Dr. Jaydipsinh Desai

### Prof. Karan Radia

### Prof. Dhara Jha

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University**

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Faculty of  
**Management  
Studies**



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