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Hon'ble Vice Chancellor, Aliah University

Patron

Dr. Parveen Ahmed Alam
Registrar (Officiating), Aliah University

Chairperson

Dr. Arup Kumar Baksi

Convener

Dr. Samiran Sur (☎ +91 90025 19224)

Jt. Convener

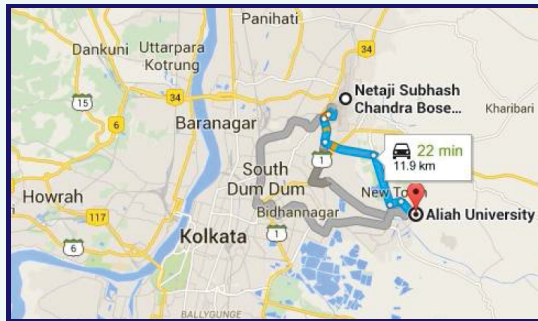
Dr. Nasreen Nasar (☎ +91 98366 76130)

Organizing Committee

Prof. Kaushik Kundu	Mr. Asrafal Islam
Mr. Abdul Motin Ostagar	Dr. Ayan Majumdar
Dr. Somnath Chatterjee	Dr. Gholam Syedain Khan
Mr. Mirza Mabood Ali Beg	Dr. Asima Sarkar
Dr. Furquan Uddin	Dr. Adnan Ahmed Siddiqui
Dr. Rasheed K	Ms. Zarnigah Parwez
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Mr. Md. Wasim Raja	Mr. Rohisuddin Saikh
Mr. Md Arif Hossain	Mr. Anwar Rasheed
Mr. Arsalan Ahmed	Mr. Shafaq Fareed

Address:

Department of Management & Business Administration
Aliah University, 7th Floor, Left Block, II-A/27, New Town, Kolkata
West Bengal, 700160. E-mail : icmbp@aliah.ac.in



Climate

Climate during the last week of January at Kolkata is very pleasant. The day temperature is around 14°C to 20°C. It is in general sunny with dry crispy air blowing from Northern direction. Light woollens are adequate.



REGISTRATION FORM

7th

INTERNATIONAL CONFERENCE

on

Management and Business Practices (ICMBP-2025)

Theme: *Approaches to SDGs through Sustainable Innovations:
Transforming India to Viksit Bharat*

Visit Website for Details

<http://sites.google.com/view/icmbp2025>

Name: _____
Designation: _____
Affiliation: _____
Contact No.: _____
E-Mail: _____

DELEGATE	National/Domestic	International
Student		
Academician/Research Scholar		
Industry Personnel		
Only Attending/Listening		

Title of the Paper: _____

(Please tick)

Mode of attendance: Physical Online

Food preference: Vegetarian Non-Vegetarian

Payment Details:

Account Holder: ALIAH UNIVERSITY
Account Number: 1171104000060987
Bank: IDBI Bank
IFSC: IBKL0001171
MICR Code: 700259032



(Please e-mail the copy of e-receipt of online transfer)

Each contributor is required to register separately.

I agree to abide by the rules and regulations governing ICMBP-2025.

Date: __/__/____

Signature of Applicant



Registration link- <https://forms.gle/U9bUxei9Atpqgs9y8>



7th

INTERNATIONAL CONFERENCE

on

Management and Business Practices

ICMBP-2025

Theme: *Approaches to SDGs
through Sustainable Innovations:
Transforming India to Viksit Bharat*

January 29-30, 2025

HYBRID MODE

Organised by:

Department of Management
& Business Administration

Aliah University

(An Autonomous Institution under the Department of Minority
Affairs and Madrasah Education, Government of West Bengal)

www.aliah.ac.in



• **About the University**

Aliah University - an autonomous institution under the Department of Minority Affairs and Madrasah Education, Government of West Bengal - started in 2008-09. Its roots can be traced back to the Mohammedan College of Calcutta (1780) that was upgraded to Calcutta Madrasah College and then to Aliah University.

Located at New Town, Park Circus and Haji Md Mohsin Square, the University offers graduation, post-graduation and PhD programmes in Engineering, Management, Journalism and Mass Communication, different branches of sciences and humanities as well as Arabic and Islamic Theology. It is hoped that this University will emerge as a unique institution of higher studies and research for all with special emphasis on socially and educationally backward classes belonging to the Minorities.

• **About the Department**

The Department of Management & Business Administration offers five year full-time Integrated Masters in Business Administration course as well as Doctoral programme in Management. Within a short span of time, the Department has made its mark in the field of management education with its students placed in benchmarked industries. By 2024, the Department has already organized six international conferences, ICSSR-sponsored Capacity Building Programme, Faculty Development programmes, State-level Seminars and various other academic and training programmes.

• **Objective of the Conference**

The seventh International Conference on Management & Business Practices (ICMBP-2025) intends to offer a platform to exchange ideas and to discuss emerging concepts of management and new business practices for the practitioners as well as the academicians. The Conference also aims to stimulate discussion on various contemporary issues affecting business, covering every aspect of economics, technology, behaviour, society and management.

SUB-THEMES OF THE CONFERENCE

Track - 1: Sustainable Innovative Practices in Financial Management

i) Companies Act, 2013 & IFRS ii) Financial Market and Financial Modeling iii) Investment Banking & Financial Services iv) Financial Derivatives and Risk Management v) Working Capital and Management vi) Indian Financial System vii) Banking and Bank Finance viii) Financial Accounting Practices ix) Portfolio Theory x) Security Analysis and Portfolio Management xi) ESG (Environment, Social and Governance) Factors and Financial Decision Making xii) Fintech and Digital Transformation in Finance xiii) Sustainable Investment Strategies xiv) Corporate Social Responsibility (CSR) and Financial Performance xv) Regulatory Frame works for Sustainable Finance xvi) Ethical Considerations in Financial Management xvii) Behavioral Finance and Investor Psychology xviii) Advanced Financial Risk Modeling xix) Corporate Finance Strategies for Sustainability xx) International Financial Management

Track - 2: Sustainable Innovative Practices in Human Resource Management

i) Management Process and Organisational Behaviour ii) Human Resource Planning and Development iii) Organisational Development and Theory iv) Behavioural Paradigm v) Conflict Management vi) Organisational Culture and Climate vii) Entrepreneurship Development viii) Management of Training and Development Human Capital Creation ix) Work Engagement x) Leadership and Team Building xi) Employee Relations Paradigm xii) Green HR xiii) Strategic Human Resource Management (SHRM) xiv) Diversity and Inclusion in the Workplace xv) Change Management xvi) Employee Wellness and Well-being xvii) Performance Management and Appraisal xviii) Talent Acquisition and Retention ix) Organizational Behavior in a Global Context xx) Technology and HR xxi) Compensation and Benefits Management xxii) Ethical Issues in Human Resource Management xxiii) Succession Planning and Career Development xxiv) Organizational Design and Change xxv) Innovation in HR Practices

Track - 3 Sustainable Innovative Practices in Marketing Management

i) E-Marketing ii) Consumer Behaviour Analysis iii) Strategic Marketing iv) Rural Marketing in India iv) CRM and Supply Chain Management vi) International Marketing vii) Service Marketing viii) Industrial Marketing ix) Organised and Unorganised Retailing x) Green Marketing xi) Green Brands and Services xii) Responsible Tourism xiii) Subaltern Sustainable Marketing xiv) Social Marketing xv) Market Analytics xvi) Ethical Marketing and Corporate Social Responsibility (CSR) xvii) Sustainable Product Development and Innovation xviii) Digital Transformation and Marketing Technology xix) Consumer Privacy and Data Protection xx) Sustainable Packaging and Supply Chain Practices xxi) Impact of Social Media and Influencer Marketing xxii) Circular Economy and Marketing xxiii) Marketing for Sustainable Development Goals (SDGs) xxiv) Greenwashing and Its Implications xxv) Behavioral Economics in Sustainable Marketing xxvi) Sustainability Reporting and Transparency xxvii) Cross-Cultural Marketing and Sustainability xxviii) Sustainable Pricing Strategies xxix) Innovation in Sustainable Marketing Channels xxx) Future Trends in Sustainable Marketing

Track - 4: Sustainable Innovative Practices in General Management

i) Strategic Management for Sustainability ii) Leadership and Organizational Change iii) Sustainable Business Models iv) Corporate Governance and Sustainability v) Innovation and R&D for Sustainability vi) Sustainable Operations Management vii) Business Communication for Sustainability viii) Technology and Digital Transformation for Sustainability ix) Ethics x) Corporate Social Responsibility (CSR) xi) Customer and Stakeholder Engagement xii) Sustainable Policy and Regulation xiii) Crisis Management and Resilience xiv) Global Perspectives on Sustainable Management xv) Sustainable Product Lifecycle Management xvi) Circular Economy Practices xvii) Sustainability in Corporate Strategy and Policy xviii) Ethical Leadership and Organizational Integrity xix) Impact Measurement and Evaluation xx) Community Engagement and Social Impact xxi) Sustainable Innovation Ecosystems xvii) Corporate Social Innovation xxiii) Managing Environmental Footprint xxiv) Organizational Culture for Sustainability xxv) Future Trends in Sustainable Management

Track - 5: Sustainable Interdisciplinary Innovative Practices

i) Integrating Technology and Business Management ii) Behavioral Science and Business Decision-Making iii) Sociology and Organizational Behavior iv) Psychology and Human Resource Management v) Economics and Strategic Management vi) Law and Business Ethics vii) Environmental Science and Sustainable Business Practices viii) Health and Wellness in the Workplace ix) Data Science and Business Analytics x) Design Thinking and Innovation Management xi) Education and Training in Business Management xii) Artificial Intelligence and Business Strategy xiii) Urban Studies and Business Development xiv) Crisis Management and Interdisciplinary Approaches xv) Cross-Disciplinary Collaboration and Innovation xvi) Media Management and Business Communication xvii) Other Sustainable Development Goals (SDGs) xviii) Promoting Human Rights

Track - 6: Sustainable Innovative Entrepreneurship Practices

i) Start-up Ecosystem and Innovation ii) Funding Strategies for Start-ups iii) Business Development and Growth Strategies for Start-ups iv) Building and Managing Effective Teams for Start-ups v) Lean Start-up Methodology vi) Risk Management and Legal Challenges for Entrepreneurs vii) Social Entrepreneurship viii) Ethical Entrepreneurship ix) Global Perspectives and Cross-Cultural Entrepreneurship x) Conflict resolution and decision-making in Start-ups xi) Women Entrepreneurship

Note: The above mentioned list of sub-themes is not an exhaustive one. Related research would also be highly appreciated. Please check the conference website for more details.

• **Guidelines for Paper:**

Author(s)' name, affiliation and contact details should appear only on the cover page

- Length of the Abstract : Approx.300-350 words
- Length of the Full Paper : Approx.3000-3500 words
- PaperSize : A-4
- Font Type : Times New Roman
- Font Size
- i) Title : (14pt.Bold)
- ii) Subtitle : (12pt.Bold Underlined)
- iii) Text : (12pt. Normal)
- Line Spacing : Single

Figures and Graphics should be included as it appears in main text, as per the sequence of paper.

- Page Numbering :Central Bottom
- DocumentType :MS Word format
- References :As per APA6 style

- **Abstracts of all registered participants will be published in conference proceedings**
- **Selected papers will be published in Peer-reviewed journal / UGC care-listed journal / Edited Volume with ISBN Number** (*APC may apply for journal publication)

• **Registration Fee :**

Category	Indian Author (Early Bird Registration)	Online Mode**	Indian Author (After early bird registration deadline)	Foreign Participants
Student*	₹ 500/-	₹ 500/-	₹ 750/-	\$ 5
Academician	₹ 2500/-	₹ 1500/-	₹ 3000/-	\$ 30
Full -time Research Scholar	₹ 1500/-	₹ 1000/-	₹ 2000/-	\$ 23
Industry Personnel	₹ 4000/-	₹ 3500/-	₹ 4000/-	\$ 45
Only Attending/Listening**	₹ 500/-	₹ 500/-	₹ 500/-	\$ 5

* Full time UG/PG students

** Only certificate will be given (without lunch and kit)

• **Important Dates:**

- Last date of Abstracts submission (Extended) : **30.12.2024**
- Acceptance of Abstracts (Extended) : **02.01.2025**
- Registration opens : **08.11.2024**
- Last date for full paper submission (Extended) : **10.01.2025**
- To be sent as E-mail attachments to : **icmbp@aliah.ac.in**

• **Accommodation:**

On prior intimation, accommodation may be arranged in near by hotels at the expense of the participants.