

International Research Conference  
Theme

# Transforming Tomorrow: Trends in Management & Technology

“Focus on Research Today for Transforming Tomorrow”



**March 28-29, 2025**

**SIES COLLEGE OF MANAGEMENT STUDIES**  
SECTOR-V, NERUL, NAVI MUMBAI-400 706  
website: [www.siescoms.edu.in](http://www.siescoms.edu.in)

## ABOUT INSTITUTE

South Indian Education Society (SIES) established in 1932 is a value-based educational trust that manages several educational institutes in the city of Mumbai and Navi Mumbai, which has gained acclaim for its strong foundation of cultural values and ethos.

SIES College of Management Studies (SIESCOMS) established in 1995 and affiliated to Universities of Mumbai. Institute offers higher education programs that include Master's in Management Studies (MMS), Master's in Computer Applications (MCA) and PhD in Management Studies and Computer Applications.

Masters in Management Studies (MMS) is a two-year full time management program affiliated to the University of Mumbai and is approved by the All India Council for Technical Education (AICTE) and offers specialization in the areas of Marketing, Finance, Operations, System & Human Resources

Master's in computer applications (MCA) was introduced in SIESCOMS in the year 2001. MCA is a two-year full-time program affiliated to the University of Mumbai and is approved by AICTE, New Delhi. The MCA programme at SIESCOMS is accredited by the National Board of Accreditation (NBA), New Delhi.

### VISION STATEMENT

To be one of the preferred Business Schools in India

### MISSION STATEMENT

- ◆ To provide an education that equips students with knowledge, skills and attitude that meets industry expectations.
- ◆ To develop critical thinking and innovative skills through experiential learning, applied research and mentoring.
- ◆ To instill and nurture sense of ethics and values in students.
- ◆ To impart leadership and collaborative skills with high professional competence

## ABOUT THE CONFERENCE

Current management and technological practices are based on traditional models that have been developed over the last century. These models have been effective in the past, but they are becoming increasingly outdated for tomorrow.

The future industries continue to play a pivotal role in assessing market challenges and building solutions. Managers must remain lifelong learners, actively staying on top of emerging technologies and industry developments while staying grounded in the principles of sustainability and ethical business practices. The future of business is not just about technological advancement but about integrating these innovations with a profound understanding of their impact on society and the planet.

**Focus on Research Today for Transforming Tomorrow** with this tag line SIESCOMS has decided to convene International Research Conference under the theme:

## " Transforming Tomorrow: Trends in Management & Technology"

To prepare for tomorrow and adapt new changes, organizations and managers need to be proactive and stay informed about the latest technologies and trends. Organizations should also be open to new ways of working and be willing to experiment with new technologies.

The primary aim of two days international research conference is to provide a platform for industry practitioners, academicians, and research scholars to come together, to learn, share, and discuss with thought leaders, technologists, and industrial experts. The conference includes sessions with renowned experts, panel discussions with academicians and practitioners, and dedicated tracks for paper presentations and publications.

### CONFERENCE OBJECTIVES

1. To provide a unified platform for academicians, research scholars, corporate professionals to explore, discuss, and present their perspectives on topics aligned with the conference themes.
2. To enhance and foster a vibrant research ecosystem.
3. To offer valuable learning opportunities through pre-conference workshops.

### PRE-CONFERENCE WORKSHOP

Pre-Conference Workshop will be held on the 28<sup>th</sup> of March 2025. Our speaker will provide insight on role of research in **Transforming Tomorrow**. All attendees will be given certificates.

### CALL FOR PAPERS

We invite researchers, academicians and industry professionals to submit research papers, case studies aligned with the conference tracks, and relevant to the conference theme. The Conference Committee will ensure participants will have a worthwhile experience.

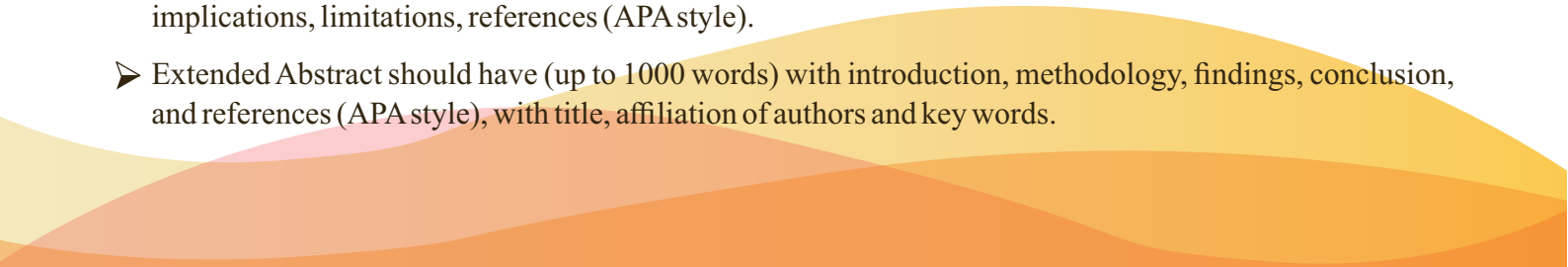


## Tracks

<p><b>Finance</b></p> <ul style="list-style-type: none"> <li>• Financial Technology (FinTech) and Innovation</li> <li>• Sustainable Finance and ESG (Environmental, Social, and Governance)</li> <li>• Global Financial Markets and Emerging Trends</li> <li>• Digital Transformation in Banking and Financial Services</li> <li>• Risk Management and Financial Resilience</li> </ul>	<p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• Digital Transformation and Sustainability</li> <li>• Experiential Marketing</li> <li>• Marketing Analytics</li> <li>• Emerging Trends of Consumer Behaviour</li> <li>• Retail Transformation</li> <li>• Cross-cultural Marketing</li> </ul>
<p><b>Human Resources :</b></p> <ul style="list-style-type: none"> <li>• Managing a Multigenerational Workforce in a Digital Age</li> <li>• HR Analytics: Predictive Insights for Workforce Planning</li> <li>• Gamification in HR: Boosting Engagement and Productivity</li> <li>• Sustainable Workforce Management in a Technology-Driven World</li> <li>• The Gig Economy: Challenges and Opportunities for HRM</li> <li>• Cross-Cultural Team Management in Global Virtual Environments</li> </ul>	<p><b>Technology - NextGen Computing</b></p> <ul style="list-style-type: none"> <li>• Augmented and Virtual Reality</li> <li>• Cybersecurity and Blockchain</li> <li>• Artificial Intelligence and Machine Learning</li> <li>• Data Science and Big Data Analytics</li> <li>• Internet of Things (IoT)</li> <li>• Green Computing and Sustainable Technologies</li> </ul>
<p><b>Operations &amp; Supply Chain Management:</b></p> <ul style="list-style-type: none"> <li>• Industry 5.0 in manufacturing and services</li> <li>• Supply chain trends for the future</li> <li>• Digital Transforming in operations</li> <li>• Lean six sigma and smart manufacturing</li> <li>• Future of logistics with data analytics innovations</li> </ul>	<p><b>General Management:</b></p> <ul style="list-style-type: none"> <li>• International and environmental Economics</li> <li>• Sustainable Development &amp; Green Skills</li> <li>• Social Entrepreneurship</li> <li>• Design Thinking</li> <li>• Creativity in Business Process</li> <li>• Managerial Learning Ecosystem &amp; Pedagogies</li> </ul>

## SUBMISSION GUIDELINES

- Full Research paper /Case study should have (up to 3000 words) and clearly define title, affiliation of authors, abstract, key words, purpose of the study, research objectives, research design, findings, implications, limitations, references (APA style).
- Extended Abstract should have (up to 1000 words) with introduction, methodology, findings, conclusion, and references (APA style), with title, affiliation of authors and key words.



- The font should be Times New Roman- 12-point size with single line spacing, and 1-inch margins.
- Original and unpublished research papers/articles should be submitted by February 15, 2025, using the Conference Management System at <https://cmt3.research.microsoft.com/SIESCOMSIRC2025>
- At least one author should present the paper at the conference for consideration of acceptance and publication.
- Co-authors of the paper must pay full registration charges to attend the conference.
- Registered participants will be provided with the certificate.

## PUBLICATION OPPORTUNITIES

All authors will get a copy of Conference Proceedings with ISBN Number. The conference provides an opportunity to publish in the following journals. Academic Processing Charges apply in accordance with the policy of journals.

The following is the list of journals.

1. *Empirical Economics Letters, ABDC Indexed, C Category, ISSN 1681 8997*
2. *SIES Journal of Management, Peer-reviewed, ISSN 0974-2956*

Authors will be informed about the necessary formalities to be completed once their paper is accepted for publication. All presenters and attendees will be given certificates.

## BEST PAPER AWARD

Contributing authors in Management & Technology Tracks will be awarded cash prizes.

	Management Track	Technology Track
1st Best Paper	INR 10,000/-	INR 10,000/-
2nd Best Paper	INR 5000/-	INR 5000/-

## IMPORTANT DATES

Last date for research paper submission	<b>February 15, 2025</b>
Intimation of acceptance	<b>February 28, 2025</b>
Early Bird registration fee	<b>on or before March 15, 2025</b>
Late Registration fee	<b>after March 15, 2025</b>

## REGISTRATION FEES (NON-REFUNDABLE) GST APPLICABLE

Categories	Early Bird Registration Fee on or before March 15, 2025	Late Registration Fee after March 15, 2025
Research Scholars	INR 1000 + 18%	INR 1500 + 18%
Academic Delegates	INR 1500 + 18%	INR 2000 + 18%
Industry Delegates	INR 2000 + 18%	INR 2500 + 18%
Only Attendees	INR 500 + 18%	INR 1000 + 18%

## REGISTRATION

The Account details for registration are as below:

Account Name :	SIES College of Management Studies
Bank :	Union Bank of India
Account No. :	520101005664868
IFSC:	UBIN0905721
Branch :	Nerul

You can submit the paper using Microsoft CMT at <https://cmt3.research.microsoft.com/SIESCOMSIRC2025> and send the transaction details/ UTR/ screenshot to [comsirc@sies.edu.in](mailto:comsirc@sies.edu.in)





## **CHIEF GUEST**

**Mr. Dineshkumar Singh**

**Group Leader, Digital Food Initiative (DFI),  
Corporate Research and Innovation,  
Tata Consultancy Services**

**Mr. Dineshkumar Singh having around 3 decades of experience in the area of technology research, especially the application of digital technologies such as Artificial Intelligence (AI) for sustainability and innovation in Agriculture, Fisheries, and Livestock.**

## **GUEST OF HONOUR**

**Dr. Suresh Kumar Krishnamurthy**

**IIT Bombay (Alumnus),  
India Lead for Analytics,  
DXC Technology**



**Dr. Suresh Kumar is a thought leader, creative thinker, and digital strategist. He excels in mentoring teams, driving multi-million-dollar revenues, and creating customer value. His expertise spans IT solutions, Analytics, Data Warehousing, Business Intelligence, Big Data, IoT, AI, Machine Learning, Deep Learning, Digital Transformation, Project Management, and Solution Architecture.**

## **PRE-CONFERENCE WORKSHOP ON “Role of Research in Transforming Tomorrow”**



**Dr. Sanjeev Verma,**  
Chair Fellow Program,  
Marketing Department  
IIM -Mumbai

**Dr. Sanjeev Verma is a Professor of Marketing at the Indian Institute of Management (IIM), Mumbai. Dr. Verma holds an MBA and Ph.D. in Marketing. Dr. Verma's teaching/research interests are Strategic Marketing, Artificial Intelligence in Marketing, Marketing Analytics, and Marketing Research.**

**Dr. Verma is an active researcher, and his papers have been published in top-tier international journals of repute like California Management Review, Journal of Interactive Marketing, Psychology and Marketing, International Journal of Consumer Studies, Marketing Intelligence and Planning, Technological Forecasting and Social Change, International Journal of Human-Computer Interaction, Tourism Review, Government Information Quarterly, Journal of Marketing Communications, Journal of Internet Commerce, Journal of Global Marketing, International Journal of Marketing and Philanthropy etc.**

**His academic and research achievements have earned him a place among the top 2% of scientists globally, a recognition bestowed by Elsevier and Stanford University.**

**Dr. Verma has provided consultancy to more than 20 companies. Some of them are S.C. Johnson, Garden Vareli, Hinduja Hospital, GlaxoSmithKline, Ranbaxy, IOCL, BPCL, HPCL, MSPGCL, Subros, EMCO, Owens Corning, IPCA, SRF, Dorf Ketel, Alok Industries, Apollo Logi solutions, etc.**



## Conference Chairperson

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**Dr. Madhavi Dhole**  
I/C Director, SIESCOMS

## Conference Convener

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**Dr. Rajesh Chouksey**  
Professor, Operations  
+91 7020213828

## Organizing Committee (Faculty)

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**Dr. Anup Palsokar**  
**Dr. Sarita Kumari**  
**Dr. Shalini Gulecha**  
**Dr. Neha Chopade**

**Dr. Abhishek Deokule**  
**Dr. Vikram Hande**  
**Dr. Christina Shiju**  
**Dr. Sanju Gupta**

## Conference Support Team (Students)

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**Ms. Divya Suja,**  
**Ms. Priyanka Konar**  
**Mr. Nishant Naidu,**  
**Mr. Chaitya Shah**  
**Mr. Kartik Khade,**  
**Mr. Gautaman Kamaraj**



Contact us on +022 61083430/ 54/ 79



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Visit our conference page on [www.siescomsirc.in](http://www.siescomsirc.in)



Website : [www.siescoms.edu.in](http://www.siescoms.edu.in)



Location Map : <https://maps.app.goo.gl/naBnAHmJmmf8jift5>

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