



16th INTERNATIONAL CONFERENCE

Innovative Business Practices for Global Sustainability

(Hybrid Mode)

Date : March 7 - 8, 2025

Faculty of Management

Pacific Academy of Higher Education and Research University, Udaipur, Rajasthan, India



About the Conference

In a world facing unprecedented environmental, social, and economic challenges, the business community has a critical role to play in driving sustainable development. The pursuit of profit can no longer come at the expense of the planet and its inhabitants. Instead, innovative business practices must prioritize global sustainability, integrating economic, social, and environmental considerations. Innovative business practices offer a transformative solution by harnessing cutting-edge technologies, disruptive business models, and cross-sector partnerships that reduce environmental impact to enhance social well-being and drive economic growth to ensure long-term sustainability. The conference will delve into the synergy between management and innovation,

exploring the latest advancements and applications of novel research and best practices like digital transformation, artificial intelligence, data analytics, etc. Participants will gain insights into the latest advancements in the field of business management and allied disciplines and will explore new applications in achieving sustainability goals. The event will provide a platform for networking, knowledge sharing, and collaboration among professionals from various sectors. By highlighting successful case studies, best practices and emerging trends, the conference aims to inspire businesses to adopt sustainable solutions that not only enhance profitability but also contribute to environmental stewardship.

About Pacific University

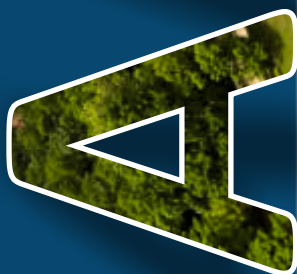
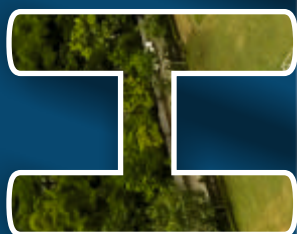
Established in 1997, the Pacific group has made a mark on the educational map of India. Over the last 27 years, the Pacific Society has continued to make rapid strides in the field of higher & technical education. Pacific Academy of Higher Education and Research University is established as per UGC Recognition under section 2(f) of UGC Act, 1956. It has a set up of more than twenty one institutes and become a multi-disciplinary conglomeration of colleges providing higher education in the diverse fields of Engineering, Management & Commerce, Dentistry, Pharmacy, Education, Basic & Applied

Sciences, and Research Programmes (Ph.D.) in all relevant disciplines. The University Campus is spread over 100 acres of lush green land and has a build up area of more than 250,000 sq.mt. The campus provides a perfect educational environment which is free from any type of pollution and is easily accessible. Education at Pacific is holistic, aiming to develop the intellectual & personal strengths of students. Pacific has an excellent track record of launching its student into successful careers which has been proved by our alumni presently working in 150+ global and Indian super brands.

About Faculty of Management

Faculty of Management in its pursuit of excellence in education has brought Udaipur on the National Map of Management Education. It was the 1st private B-School established in 1997 in the lake city. To build managerial skill through real life experience is the hallmark of the Institute's standards and has now created a unique place in the educational world. Currently it has globally designed courses including MBA dual specialization, MBA

Hospital Administration, MBA Business Analytics. The Institute has to its credit the heritage of Teaching Support from BSE, MCX, AIMA, SPSS, etc. All these efforts are undertaken to ensure complete personality development of our students, leading to creation of successful managers. Pacificans have outperformed in various intercollegiate competitions and received overwhelming laurels worldwide.



KEY THEMES AND SUB-THEMES

Track I



Innovative Practices in Human Resource Management

- Modern HRM Functions
- Human Resource Analytics
- Spirituality & Religious Practices in Sustainable Work Culture
- Artificial Intelligence in HR
- Sustainable Green HRM Practices
- Sustainable Talent Management, Organizational Culture & Employee Engagement
- Hybrid Workspace
- Work Ethics, Value, Trust and Conflict Resolution
- Diversity & Inclusion

Track II



Innovative Practices in Marketing

- Customer Experience, Engagement & Relationship Management
- Marketing Analytics
- AI and Neuromarketing
- Brands Development in Digital Marketing Age
- Retail Marketing and Shoppers' Experience
- Social & Digital Media Marketing
- Green Marketing & Consumerism
- E-Commerce Marketing & Digital Platforms
- Emojis & Non-Verbal Marketing Communication
- Rural & Marketing Strategies

Track III



Innovative Practices in Accounting and Finance

- Sustainable Micro-Finance & Rural Development
- Sustainable Green Investing Innovative Economic Strategies for Financial Inclusion.
- Financial Innovation, Engineering & Analytics
- Global Taxation Practices
- Crypto Currency & Block-Chain
- Digital Banking Practices, Payment Banks & E-wallet

Track IV



Global Innovative Practices

- Emerging Trends in Manufacturing and Service organizations
- Sustainable Supply Chain Management & Reverse Logistics
- Quantity Control & Six Sigma Management
- Eco-design and Green Manufacturing
- Behavioural Operation Management & Industry 5.0
- Smart City & Urban Planning
- Circular Economy and Sustainable Waste Management
- Community Engagement and Holistic Education
- Automation and Experimental Machines
- Energy Conservation
- Material Sciences and Engineering

Track V



Innovative Practices in Information Technology & Data Analytics

- Impact of IT on Climate Change
- Data Science & Machine Learning
- Robotics & Artificial Intelligence
- Big Data / Biomimicry
- Blockchain
- Gamification
- Virtual and Augmented Reality

Track VI



Innovative Practices in Services

- Educational services
- Healthcare services
- Hospitality, Travels and Tourism
- Financial Services
- Entertainment, Media and Publicity
- Health and Wellness
- Tourism & Sports

IMPORTANT DATES

Last date of Paper Submission	: 20 February, 2025
Last date of Registration	: 10 February, 2025
Date of Conference	: 7 & 8 March, 2025

Abstracts received before 10 February, 2025 will be considered for inclusion in Souvenir Abstract Book.

CONFERENCE REGISTRATION FEE*

Fee (Per person)	Corporate	Faculty	Research Scholars/Students
Indian Delegate	INR 2500	INR 1500	INR 1000
Foreign Delegate	USD 35	USD 25	USD 15

PAPER SUBMISSION GUIDELINES

Title page	: Name of author(s) and designation
Full Length Paper Count	: 5000 - 6000 words
Abstract count	: 200-250 words
Key words	: 5-7 words
Font	: Times New Roman
Font Size	: Running Text 12-point, Title 16 Bold, Headings 14 Bold, Sub-heading 12 Bold
Line	: 1.5 Spacing
References	: APA Format

Note:

1. An author is allowed to submit multiple papers, however the author must register separately for each new paper.
2. Certificates will be provided to all registered participants but in case of online participation only E-certificate will be issued.
3. *Registration fee includes Conference Kit, Breakfast and Lunch.

Registration and Paper Submission Process

1. Scan the QR code or use this link
<https://ibp.pacific-university.ac.in>
2. For new user, Sign-Up in the New Registration Tab and Create your login ID and password.
3. Fill in the details of author and co-author.
4. Proceed for payment of registration fee and upload paper as well as abstract.
5. In case you are not able to upload paper you may login afterwards and submit it with your login ID and password.
6. For submission of another paper do re-registration with Sign-Up Registration Tab and also with a different Email - ID.
7. If you forget your password or for any other technical issues mail us at fmconference25@pacific-university.ac.in or call on 7737708786



PUBLICATION OPPORTUNITY

Selected* papers will be published in any of the below mentioned Publications on payment of APC on the basis of quality of submitted papers.

1. Pacific Business Review International - indexed and listed at Web of Science (ESCI), Cabell's Directories, Ulrichsweb, Indian Citation Index, SIS, RIF, OAJI, SJIF & ISI. Impact factor (SJIF) 8.603, ISSN : 0974-438X
2. Unnati - The Business Journal - ISSN : 2319-1740 (Print) Impact factor (SJIF) 8.173
3. Pacific Journal of Social Science - ISSN : 2456-7477 (Print)
4. Edited Book as conference Proceedings with ISBN

* The selection of papers will be through double blind review process.

For any query contact

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SNAPSHOT OF PAST CONFERENCES

- **International Conference on Contemporary Innovative Practices in Management**
13 - 14 April, 2012
- **National Seminar on Ethics and Ethos in Management**
27-28 July, 2013
- **International Conference on Managing Change in Business & Economy**
6 - 7 April, 2013
- **International Seminar on Ethics and Values in Resource Management**
1-2 November, 2014
- **National Seminar on Education for Enhancing Ethics and Excellence**
11-12 January, 2015
- **International Conference on Integral Development for Wholesome Life**
4-5 June, 2016
- **International Conference on Mapping Global Changes in Business, Economy, Society & Culture**
19-20 January, 2018
- **International Conference on Transformation of Business Economy & Society in Digital Era**
26-27 April, 2019
- **International Conference on Shifting Paradigm in Business Economy and Society: Vision 2050**
9-10 September 2020
- **International Conference on Sustainable Global Trends : Planet, People and Profit**
16-17 April, 2021
- **International Conference on Emerging Prospects of Accounting and Finance**
25 February 2022
- **International Conference on Next Normal : Strategies for Sustainable Future**
22-23 April, 2022
- **International Conference on Innovative Technologies in Business and Economy for Sustainable Development : Industry 5.0**
15-16 March, 2024
- **75th All India Commerce Conference on Viksit Bharat@2047**
18-20 October, 2024

PUBLICATION OF PAST CONFERENCES

Ethics And Indian Ethos In Management - Text And Cases	Author : Prof. N.M. Khandelwal	ISBN No. 978-93-5104-465-9
Innovative Practices In HR : Contemporary Issues And Challenges	Editor : Prof. N.M. Khandelwal	ISBN No. 978-93-5104-481-9
Green Marketing : Issues And Perspectives	Editors : Prof. B.P. Sharma, Prof. Mahima Birla, Mr. Ravindra Bangar	ISBN No. 978-93-5104-483-3
Consumer Behavior : Emerging Issues And Perspectives	Editors : Prof. B.P. Sharma, Prof. Mahima Birla, Mr. Ravindra Bangar	ISBN No. 978-93-5104-481-6
Contemporary Issues In Marketing	Editors : Prof. B.P. Sharma, Prof. Mahima Birla, Mr. Ravindra Bangar, Prof. Sunita Agarwal	ISBN No. 978-93-5174-027-8
Enhancing Human Capabilities : Big Challenge In Indian Perspective	Editors : Prof. B.P. Sharma, Prof. Mahima Birla, Mr. Ravindra Bangar, Prof. Sunita Agarwal	ISBN No. 978-93-5174-686-7
Emerging Issues in Accounting and Finance	Editors : Prof. B.P. Sharma, Prof. Mahima Birla, Prof. Sunita Agarwal	ISBN 978-81-930017-0
Economic and Socio-cultural Environment of Business	Editors : Prof. B.P. Sharma, Prof. Mahima Birla, Prof. Sunita Agrawal	ISBN 978-93-5796-165-9
Ethics and Values in Resource Management	Editors : Prof. B.P. Sharma, Prof. Mahima Birla, Dr. Pallavi Mehta	ISBN 978-81-930017-1-4
Service Sector : Contemporary Issue	Editors : Prof. B.P. Sharma, Prof. Mahima Birla, Prof. Sunita Agarwal	ISBN 978-93-5174-685-0
Strategies for Reshaping Business and Economy	Editors : Prof. B.P. Sharma, Prof. Mahima Birla, Dr. Pallavi Mehta, Dr. Ashish Adholiya	ISBN 978-81-930017-2-1685-0
Transformation of Business and Economy in Digital Era	Editors : Prof. Mahima Birla, Dr. Pushpkant Shakdwipee, Dr. Pallavi Mehta, Prof. Dipin Mathur, Dr. Ashish Adholiya	ISBN 978-81-930017-5-2
Paradigm Shift in Business Economy and Society in New Millennium	Editors : Prof. Mahima Birla, Dr. Pushpkant Shakdwipee, Prof. Pallavi Mehta, Dr. Khushbu Agarwal	ISBN 978-8193-0017-6-9
Paradigm Shift in Business Dynamics	Editors : Prof. Mahima Birla, Prof. Pallavi Mehta, Prof. Dipin Mathur, Dr. Ashish Adholiya	ISBN 978-93-91355-425
Reshaping Business & Management Practices in the Digital Era	Editors : Prof. Dipin Mathur, Dr. Pallavi Mehta, Dr. Pushpkant Shakdwipee, Dr. Narendra Singh Chawda	ISBN 81-85047-49-9

RESEARCH JOURNALS

Pacific Business Review International (Impact Factor : 8.603)	Editors : Prof. B.P. Sharma, Prof. Dipin Mathur, Dr. Khushbu Agarwal	ISSN : 0974-483x
Unnati - The Business Journal (Impact Factor : 8.173)	Editors : Prof. Dipin Mathur, Dr. Pallavi Mehta	ISSN : 2319-1740
Pacific Journal of Social Science (Impact Factor : 4.276)	Editors : Prof. Dipin Mathur, Dr. Ashish Adholiya	ISSN : 2456-7477

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