



SYM-EMERGE 2025



International Conference
on
**Emerging Areas in Business Management,
Technology & Sustainability**

10th – 12th January, 2025

ABOUT THE SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

Symbiosis International (Deemed University) is a multi-disciplinary university offering students and faculty a vibrant learning ecosystem centered on its multicultural and innovative ethos. In 1971, Prof. Dr. S.B. Mujumdar established Symbiosis as a 'home away from home' for African-Asian students on the principles of Vedic thought of the "Vasudhaiva Kutumbakam" - World as One Family.

Symbiosis International (Deemed University) is nestled on a beautiful 300-acre campus, the Symbiosis Knowledge Village, Lavale, on the outskirts of the city of Pune in Maharashtra, India. The University's name fittingly captures the quintessence of the relationship with international students; a mutually beneficial bond between India and the International student community. Symbiosis is committed to building international understanding by offering quality education and is resplendent with the activities and students of several countries. It was granted "Deemed to be University" status by the Ministry of Human Resource Development in 2002.

- *The university was awarded the Category-I status by UGC, and an 'A++' grade by NAAC.*
- *The university is No.1 in the Top General (Private) Universities category by India Today 2024 Rankings*
- *The university ranked 31st in the Universities Category of NIRF 2024*
- *Ranked 10th in the category of 'University & Deemed to be University (Private-Self-Financed)' in Atal Ranking of Institutions on Innovation Achievement (ARIIA) 2021*
- *Globally, the Times Higher Education (THE) World University Ranking 2023 has ranked Symbiosis International University amongst the top 801-1000 Universities in the World*
- *The University is ranked as 140th in the World and 6th in India in Business Management Studies by QS World Rankings (2024) and amongst 261-270 Universities in Asia by the QS Regional Rankings (2024).*
- *It is also the only Indian university to have received the Asia Pacific Quality Label.*

ABOUT THE FACULTY OF MANAGEMENT, SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

The Faculty of Management (FoM) has 16 Business Schools of which 11 are at the postgraduate level and 5 are at the undergraduate level. The business schools are located across Pune, Nashik, Bengaluru, Noida, Hyderabad and Nagpur in India. Additionally, an offshore campus of the university functions at Dubai where under the Faculty of Management, MBA and BBA programs are offered.

The FoM is one of the largest faculties of the University. The business schools under FoM of Symbiosis International University are highly reputed for management education in India. The FoM offers a range of undergraduate, postgraduate programs, and a doctoral program in management covering the entire spectrum of management education.

The faculty is known for its innovative and contemporary curriculum, experienced faculty, state-of-the-art infrastructure, and extensive industry connections. The various business schools under the Faculty of Management at Symbiosis International University have been consistently ranked among the top management institutes in India by various national and international ranking agencies.

Constituent Institutes under the Faculty of Management:

- Symbiosis Institute of Business Management (SIBM), Pune
- Symbiosis Centre for Management and Human Resource Development (SCMHRD), Pune
- Symbiosis Institute of International Business (SIIB), Pune
- Symbiosis Institute of Management Studies (SIMS), Pune
- Symbiosis Institute of Digital and Telecom Management (SIDTM), Pune
- Symbiosis Institute of Operations Management (SIOM), Nashik
- Symbiosis Institute of Business Management (SIBM), Bengaluru
- Symbiosis School of Banking and Finance (SSBF), Pune
- Symbiosis Institute of Business Management (SIBM), Nagpur
- Symbiosis Institute of Business Management (SIBM), Hyderabad
- Symbiosis Institute of Business Management (SIBM), Noida
- Symbiosis Centre for Management Studies (SCMS), Pune
- Symbiosis Centre for Management Studies (SCMS), Noida
- Symbiosis Centre for Management Studies (SCMS), Nagpur
- Symbiosis Centre for Management Studies (SCMS), Bengaluru
- Symbiosis Centre for Management Studies (SCMS), Hyderabad

ABOUT THE SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT PUNE

Symbiosis Institute of Business Management (SIBM) Pune is a constituent of Symbiosis International (Deemed University) - SIU. Established in 1978, SIBM Pune is one of the premier B-Schools in India and is ranked the #13th among B-Schools in the country by National Institute Ranking Framework (NIRF), Government of India in 2024. The MBA program at SIBM Pune is accredited by National Board of Accreditation (NBA), India. The institute was also awarded 'Gold' Star by the QS Star University Rating 2018. It is:

- *Ranked #1 among the Top 50 Business Schools Under University Program IIRF Ranking 2024*
- *Ranked #2 in Private University - Constituent Colleges Outlook -ICare 2024*
- *Ranked # 3 Top B-School by Times B- School Ranking 2024*

SIBM Pune is recognized for its academic excellence and valuable contributions to industry, society, and students. SIBM Pune is a member of EFMD & EFMD Global network.

SIBM Pune has a strong track record in research, fostering innovation, and contributing significantly to academic and industry knowledge. The faculty member has a strong imprint of quality research recognized by high-impact journals indexed in world renowned databases like Scopus and Web of Science.

With a legacy of more than 45 years, SIBM Pune has a strong connection with its Alumni base that constantly helps in improving the industry linkage.

SIBM Pune offers:

- *A two years full time MBA programme with options to specialize in Marketing, Finance, Operations and Supply Chain Management, Human Resource and Data Analytics*
- *A two years full time MBA programme in Innovation and Entrepreneurship.*
- *Executive MBA programme for working professionals offered during weekends.*

SIBM, Pune also offers Management Development Programmes (MDPs) to reputed corporates customized to their varying needs.

ACADEMIC PARTNER

ABOUT THE GEORGE MASON UNIVERSITY

George Mason University is Virginia's largest public research university.

Located near Washington, D.C., George Mason enrolls more than 40,000 students from 130 countries and all 50 U.S. states. George Mason has grown rapidly over the past half-century and is recognized for its innovation and entrepreneurship, remarkable diversity, and commitment to accessibility. U.S. News and World Report ranks George Mason #1 in Virginia and #9 nationally among public institutions for innovation. George Mason is among the top ten in research growth among U.S. public universities, according to the National Science Foundation.

George Mason offers more than 200 undergraduate and graduate degrees and numerous minors and certificate programs to help students customize their education and meet their career and personal goals. Every day, George Mason's faculty, staff, students, and partners work to solve pressing problems, illuminate important issues, and shape decisions on policy. They are driven by the urge to break new ground and have a meaningful impact in the world.

The George Mason community extends beyond just the classroom, connecting with government, industry, and global opportunities. Through these connections, George Mason is able to make a larger impact on the economy and workforce by creating educational opportunities for professionals.

From health care to technology, nonprofits to government, George Mason's alumni are enacting change in the world today. Recent graduates become successful hires in top industries such as business or financial consulting, government or military-related industries, technology, health care, and education.

ACADEMIC PARTNER

ABOUT THE COSTELLO COLLEGE OF BUSINESS

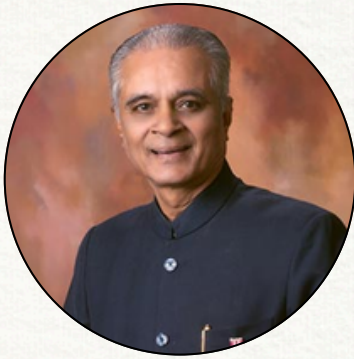
The Donald G. Costello College of Business at George Mason University is one of the largest business schools in Virginia, with over 4500 undergraduate and nearly 700 graduate students. The Costello College of Business is located near Washington, D.C., in Arlington and Fairfax, and at George Mason's global campus in Incheon, South Korea. Costello ranks annually among the top 100 undergraduate business programs and part-time MBA programs in the U.S.A.

The college is accredited by the Association to Advance Collegiate Schools of Business (AACSB), and is among only 25 percent of AACSB-accredited business schools worldwide accredited in both business and accounting. As the world's largest business education alliance, AACSB International connects educators, students, and business to achieve a common goal: to create the next generation of great leaders.

The college's AACSB-accredited business and accounting curricula prepare undergraduate and graduate students from the U.S. and across the globe for career success in business and government. Its research-based faculty and focus on multi-disciplinary academic programs, inclusive entrepreneurship, modular education, experiential learning, and corporate partner engagement are transforming the landscape of business education and workforce development.

From study abroad programs, internationally-focused courses, and a minor in International Business to our George Mason campus in South Korea, the college has a global reach and encourages its students to approach their learning with a global mindset. Our global residency experiences allow students to fully immerse themselves in the business culture of the country they are visiting—through site visits to multinational businesses, startups, and everything in between; in-depth study of their business practices; and familiarization with local culture. Our acclaimed faculty are thought leaders in their fields who often serve as editors, associate editors, or on editorial boards of top-tier journals and are frequently invited as speakers, presenters, or discussants to conferences and universities around the world.

VISIONARIES



Dr. S. B. Mujumdar

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Founder and President
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Dr. Vidya Yeravdekar

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ABOUT THE CONFERENCE

SYM-EMERGE 2025

Sym-Emerge 2025, will serve as a platform for researchers to share their ideas with both academia and industry. It will also enable participants to meet domain experts and fellow scholars, fostering a broad network with attendees from various institutions worldwide.

Sym-Emerge 2025 will feature traditional areas of business management such as strategic management, innovation, entrepreneurship, marketing, consumer behavior, organizational behavior, human resources, finance, accounting, operations, supply chain management along with cutting edge contemporary areas such as AI & technology for business, digital transformation, e-commerce and technology platforms, environmental sustainability, social responsibility and ethics, climate change and business, circular economy, etc. In order to enable the doctoral students to enhance the quality of their research, a pre-conference workshop is also proposed along with the conference.

CONFERENCE OBJECTIVES



Exploring the innovative trends in business management

- A broader shift towards more agile, data-driven, and socially responsible business practices.
- As technology and societal expectations continue to evolve, businesses will need to stay adaptable and innovative to thrive in the ever-changing landscape



Enhancing the skills to adopt AI & latest technologies

- Blending technical proficiency, strategic insight, and practical applications.
- Integration of tools seamlessly into business strategy, improving efficiency, decision-making, & overall performance.



Promoting the ESG frameworks

- Integration of sustainable and ethical practices into the core operations and strategy of an organization.
- Embedding ESG frameworks into the business management processes to enhance long-term sustainability, build trust with stakeholders, & create value for society & shareholders.

CALL FOR PAPERS

Authors are invited to submit their original and unpublished manuscripts based on empirical research, experiences, value-based decision-making, or promising ideas that demonstrate research focusing on various aspects needed to achieve strategies for excellence.

THEMES FOR SYM-EMERGE 2025

The conference focuses on the emerging areas of Business Management, Technology for Business, and ESG. Sub-themes and tracks of the proposed conference are as follows (but not limited to):

Track I: Business Management

1. Strategic Management:

- Corporate Strategy and Governance
- Strategic Leadership in the Digital Age
- Competitive Intelligence and Market Dynamics
- Blue Ocean Strategy
- Strategic Management in e-commerce

2. Innovation and Entrepreneurship:

- Innovation Strategies in Business
- Start-ups and Sustainable Entrepreneurship
- Open Innovation and Collaboration Models
- Technological innovation process
- Green Innovation and Entrepreneurship

3. Marketing and Consumer Behavior:

- Digital Marketing Trends
- Sustainable Marketing Practices
- Consumer Behavior in the Global Marketplace
- Marketing Analytics
- Marketing and Social Media

CALL FOR PAPERS

4. Organizational Behavior and Human Resources:

- Workplace Diversity and Inclusion
- Employee Well-being and Engagement
- Leadership in Sustainable Organizations
- Technology in HR
- HR Analytics

5. Finance and Accounting:

- Sustainable Finance and Investment
- Environmental, Social, and Governance (ESG) Reporting
- Financial Technologies (FinTech) and Business Finance
- Strategic Accounting
- Derivatives and structured financial products

6. Operations and Supply Chain Management:

- Supply Chain Analytics
- Sustainable Operations Management
- Humanitarian Logistics
- Quality Control and Six Sigma
- Operational Excellence

Track II: AI & Technology for Business

1. AI & Business:

- Ethical AI and Responsible AI Practices
- Applications of AI in Business and Sustainability
- Human-Machine Collaboration

2. Digital Transformation:

- Industry 4.0 and Smart Manufacturing
- Digital Business Models
- IoT (Internet of Things) and connectivity

3. E-commerce and Technology Platforms:

- Sustainable E-commerce Practices
- Technology-driven Business Platforms
- Online Marketplaces and Sustainability

CALL FOR PAPERS

Track III: ESG

1. Environmental Sustainability:

- Sustainable Supply Chain Management
- Renewable Energy and Green Technologies
- Biodiversity Conservation in Business

2. Social Responsibility and Ethics:

- Corporate Social Responsibility (CSR)
- Ethical Business Practices
- Social Impact and Sustainable Development Goals (SDGs)

3. Climate Change and Business:

- Climate-Resilient Business Strategies
- Carbon Footprint Reduction
- Climate Finance

4. Circular Economy:

- Circular Business Models
- Waste Reduction and Recycling
- Sustainable Product Design

SUBMISSION GUIDELINES

- 1.The manuscript should be submitted through Microsoft CMT Link: <https://cmt3.research.microsoft.com/SYMEMERGE2025>
- 2.The full paper should have a separate cover page bearing only the title of the paper and author's name(s), designation(s), official address(es) along with phone number(s) and e-mail address(es).
- 3.The full paper length should be between 4000-8000 words (all inclusive) and APA format (Times New Roman, 12pt, single spacing, normal margin) should be followed throughout the manuscript including references.
- 4.All the submitted papers will undergo plagiarism check through software. Papers not satisfying the criteria will be liable to be rejected.
- 5.Authors will be notified about the acceptance of their paper(s) for presentation through email, after which the process of registration will begin.

REGISTRATION

- 1.Author(s) with multiple papers must register for each paper separately.
- 2.Each author is required to register and make the payment separately for attending the conference and to receive a presentation/participation certificate.
- 3.Registration will be confirmed only after the payment of the registration fee and at least one author must be present for the conference and paper presentation. Registration form is available on the conference website.
- 4.Unregistered authors/co-authors will not be entitled to receive presentation/participation certificate.
- 5.Registration fee is inclusive of certificate.
- 6.Authors need to provide a full paper for presentation.

POTENTIAL PUBLICATION OPPORTUNITIES

- Selected papers will be invited for review and potential publication in the top-quality SCOPUS indexed conference proceedings / journals following the due process of the same.

Scopus Indexed Journals

1. Benchmarking: An International Journal
2. South Asian Journal of Business Studies
3. Journal of Applied Structural Equation Modelling
4. Journal of Global Responsibilities
5. Advances in Accounting

Other Journals

1. Asian Journal of Business Innovation and Responsibility
2. International Journal of Marketing and Digital Creative (IJMADIC)
3. Samvaad

The papers would be considered for publication as per the guidelines of the concerned journal and peer review Process.

- The committee does not accept any fee towards the publication of papers.
- The authors need to submit the full papers for publication.

BEST PAPER AWARDS

- The nomination for the Best Paper Award will be available only for the registered authors who present their paper (If it is a multi-author paper, any of the authors can present the same).
- The authors need to provide the full paper for best paper nomination.
- Only the registered authors will be provided a Best Paper Certificate.
- The Prize money is per paper, not per author.

CONFERENCE BEST PAPER PRIZE FOR EACH TRACK

1st Prize: ₹ 25000

2nd Prize: ₹ 20000

3rd Prize: ₹ 15000

IMPORTANT DATES

- Last date of paper Submission: 31st October 2024
- Last date of Registration: 31st December 2024
- Conference Dates: 10th - 12th January, 2025

REGISTRATION FEE

	Attending	Presenting
Students & Research Scholars	₹ 2500	₹ 3000
Faculty & Academicians	₹ 3000	₹ 7000
Industry participants	₹ 6000	₹ 10000
Foreign delegates	USD 200	USD 300
Participants for workshop only	₹ 2000	--

***18% GST Extra**

Registration fee is non-refundable and includes admission to all the plenary sessions, paper presentation tracks and research workshop fees

STAY OPTIONS FOR PARTICIPANTS

While there are several hotels in Pune to stay in, SIU has its campus stay arrangement @ **Sandipani Homotel** which is located in the picturesque setting on the SIU's Lavale Hilltop campus amid lush green mountains. It is part of the Symbiosis International University campus. It has 98 fully furnished comfortable rooms. All rooms are equipped with a Television set with DTH, Tea/Coffee Maker, Mini Fridge Air Conditioning, etc.

Here rooms are available on pre-booking for further details pls contact:

Sandipani Homotel

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Hill Top Campus, Lavale

Pune 412115

+91 20 61936651/ 28116651

<https://sandipanihomotel.com/about.html>

HOW TO REACH

By Air

Pune airport is located about 10 km away from the city center. Taxis are available from the airport to the city. Delhi, Chennai, Bengaluru, Hyderabad, Kolkata and Mumbai are all well-connected to Pune. International travelers can get a connecting flight from Mumbai/ Delhi.

By Train

Pune is an important railway junction. Pune is well-linked with all major rail junctions and towns in India.

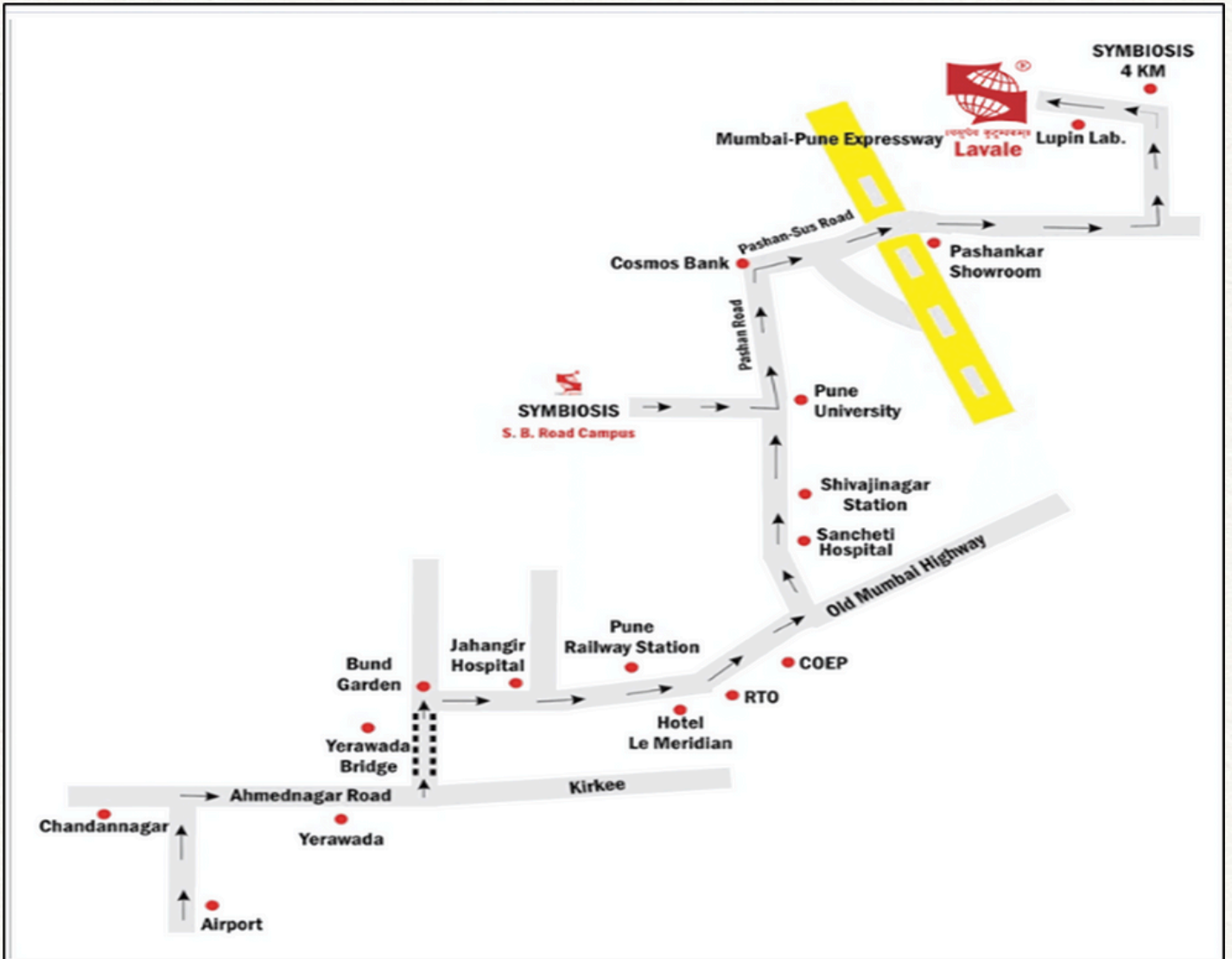
By Road

Pune is well-connected with all major cities in Maharashtra by state-owned bus services. Private deluxe buses also operate from Goa, Mumbai (200 km), and Hyderabad to Pune.

Approximate distance to reach the conference venue from -

- Symbiosis, Senapati Bapat Road (S.B.Road): 15 km (via Sus Road)
- Pune Railway Station: 19.2 km (via Sus Road)
- Shivaji Nagar Railway Station & S.T stand: 16.5 km
- Pune Airport: 25.1 km (via Sus Road)

*** Public transportation direct to the venue is not available. However, buses of PMPML are available till Hill Base, SIU Campus Lavale from Deccan Bus Terminus (City center), and other prominent locations of the city.**



P.S.: In case of any queries, feel free to contact Conference Secretaries/ Organizing Secretaries.