

PGDM | PGDM Marketing | FPM



8th International Research Conference
Transforming Business and Society -
Harnessing the Power of Technology

7th - 8th March, 2025
Mumbai, India (Hybrid Mode)

Conference Highlights

Keynote Address & Panel Discussions



Research Paper & Poster Presentations

Publication Opportunities

Networking and Awards

In collaboration with





Chetana Trust has been at the forefront of higher education in Mumbai since its inception in 1969. With his philosophy of “Education for all”, The Founder President of the Trust, Late Shri Madhukarrao Chaudhari believed in delivering quality education as well as contributing to the overall welfare of the society. Pursuing the same vision, Chetana's Institute of Management & Research (CIMR), have been imparting quality management education programs to meet the industry requirements. CIMR an institute that has a legacy of 28 glorious years offering AICTE approved, NBA Accredited and AIU Equivalent PGDM and PGDM Marketing programs and AICTE approved Fellow Program in Management (FPM) . The Institutes have been consistently ranked amongst the Top-50 Private B- schools in India and amongst the Top-10 in Mumbai by The Economic Times, Corporate Dossier issue and The Week.

With a focus to ‘Develop ethical business leaders’, Chetana's undertakes many CSR activities with profit and non-profit organisations. Chetana's Institute of Management & Research (CIMR), through Chetana's Centre of Excellence (CoE) offers Management Development Program, Training Programs, Consulting services and undertakes sponsored research projects for different stakeholders. With the aim to bridge the Industry-Academia gap, strong strategic collaborations are developed on various fronts.

The past conferences at Chetana's have focussed on Business Agility, Water Secure World, Harnessing India's Resources for Self-Reliant in collaboration with ASEAN, Business Resilience in Post Covid Era, and Future Business Strategies using the Triple Bottom Line Approach.





8th International Research Conference

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Conference Purpose

The purpose of the CIMR's International Research Conference is to create a collaborative platform for scholars, industry experts, and policymakers to engage in meaningful dialogue on the profound impact of technology on business practices and societal structures. In an era where technological advancements are driving innovation at an unprecedented pace, this conference aims to highlight both the opportunities and challenges associated with these developments. It seeks to encourage interdisciplinary research and knowledge exchange that will enable participants to explore how emerging technologies can be effectively managed to transform industries, improve decision-making, and enhance public services.

Harnessing the management of technology involves not just embracing its innovations but also ensuring that its deployment is aligned with the broader goals of sustainable and inclusive growth for business and society. Technology can empower people, drive economic progress, and solve some of the world's most pressing problems if implemented responsibly. By embedding ethical considerations into the design, implementation, and management of technology, it is possible to safeguard the rights and well-being of individuals and society at large.

Conference Objectives

The key objectives of the conference is to :

- Examine different approaches adopted by businesses to leverage technology driven innovation, enhance operational efficiencies, and address pressing societal challenges.
- Contribute in developing collaboration and build connections between academics and practitioners.
- Provide a platform for exchange of thoughts and best practices on role of technology in transforming business and society.
- Promote research among academicians, research scholars, students and industry thought leaders.



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Conference Patrons

Dr. Madhumita Patil, CEO, CRKIMR and CIMR,
Dr. Nandita Mishra, Director, CIMR

Conference Advisory Committee

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Technology and Management (IATM), USA

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Conference Convenor, Professor, HR & OB, Chairperson Accreditation

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Dr. Indira Singh, Co-Convenor

Assistant Professor, HR and Entrepreneurship

Dr. Nalini Krishnan

Program Chair, PGDM, Professor, Finance,

Dr. Sandeep Nemlekar

Program Chair, PGDM-Marketing, Professor, Operations

Conference Tracks

Potentail Tracks and sub-themes of the Conference (but not limited to)

Finance

- Fintech for financial inclusion & empowerment
- Blockchain technology & Decentralized Finance (DeFi)
- The role of RegTech in regulatory compliance
- Leveraging technology to bridge the financial inclusion gap
- Credit risk management in Fintech environment
- Robo-Advisors and personalized investment strategies
- Behavioral finance and the impact of digital tools on financial decisions
- Cryptocurrencies-Investment opportunities and regulatory challenges
- The role of AI in liquidity and market efficiency
- The Impact of Technology on Global Stock Exchanges

Operations

- Smart Factories and Industry 4.0
- Leveraging the IoT for operational excellence
- Human-Robot collaboration in operations
- Enhancing process efficiency through Data-Driven insights
- Technology-driven waste reduction and resource optimization
- Cloud-Based solutions for resource planning
- Supply Chain Transformation

Information Technology

- Data-Driven decision making
- The role of cloud computing in modern enterprises
- Leveraging AI and ML for competitive advantage
- Artificial Intelligence- Ethical dilemmas and responsible use
- Governance and regulation of emerging technologies
- Blockchain and its impact on business models
- Digital platforms and the Gig economy

Educational Intervention

- Innovations in healthcare and education
- The role of EdTech in democratizing education
- E-learning platforms and the future of higher education
- AI and machine learning in education
- A Tech-Driven Curriculum

Marketing

- E-commerce and the changing face of retail
- The role of Social Media in shaping consumer preferences
- Hyper Personalization in Marketing
- Augmented reality and virtual reality in enhancing customer experience
- Phygital Consumer Behaviour
- Digital marketing & influencer economy in the Ai age
- AI driven personalization & customer experience
- Omni channel and Multichannel Marketing
- Conscious Consumerism and Ethics
- Role of AI in designing and delivering Choice Architecture to Consumers
- Cross Cultural Consumer Behaviour and Global Branding using Technology

Human Resource

- Talent Management -Upskilling for the digital age
- Remote work and digital collaboration tools
- Human-machine collaboration in the workplace
- AI and Automation: Opportunities and Challenges for Employment
- Ethical consideration in HR technology
- Leadership and Digital ethics
- Sustainable HR practices
- Employee experience, Well-being, DEI

Entrepreneurship

- Social Entrepreneurship and Digital solutions for global challenges
- Startups in the age of disruption
- Venture capital & funding for new-age businesses
- Scaling Tech-Based business models-Challenges and Opportunities
- Role of incubators & accelerators in the Tech Ecosystem
- Intellectual property challenges in a Tech-driven world

Sustainable Development

- Green technologies for a sustainable future
- Using IoT and AI for environmental monitoring
- Climate change, technology, and corporate social responsibility
- Circular economy and technological innovations
- Technology for urban sustainability

Important Dates

Submission of Abstract (Upto 500 words)

14th January, 2025

Announcement of acceptance of Abstract

28th January, 2025

Last date for Registration

11th February, 2025

Registration Details

Academicians & Research Scholar

Rs. 2,000
Rs. 1,000 (For additional authors)

Academicians & Research Scholar (Online Mode)

Rs. 1,500
Rs. 700 (For additional authors)

Participation - Industry Professional

Rs. 1,500

Presentation - Industry Professional

Rs. 3,000

Student Participants (upto 3 Authors)

Rs. 1,000

International Participant

USD 50

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