

ICMS 2025

International Conference on
Management for Sustainability:
Strategies and Technology
Intervention

**School of Management
Sciences, IIST Shibpur**

(Through Hybrid Mode)
August 21-22, 2025
Organized by School of Management Sciences
Indian Institute of Engineering Science and Technology, Shibpur



About IIST Shibpur

IIST, Shibpur (Erstwhile "Bengal Engineering College") is the first college to become Indian Institute of Engineering Science and Technology (IIST) in India in 2014. The Institute has a rich history. It is empowering the nation since 1856. Considering the year of establishment, it is the 3rd engineering college in India but considering the year of graduation it is the 2nd oldest engineering college in India. It has 16 departments and 8 schools. It has over 250 faculty members and a student strength of over 4000.

About School of Management Sciences

School of Management Sciences (SOMS) is an integral part of IIST, Shibpur. SOMS started its journey as B.E. College School of Management Sciences (BECSOMS) in the year 1999 for management education with the commitment of meeting the needs of professional managers in the Indian industries. Over 20 years, SOMS has emerged as an Institution of excellence in all facets of management education with highly specialized, sophisticated and 21st Century oriented courses and curriculum. The goal of SOMS is to achieve professional growth through holistic management education to shape future leaders for the corporate through the intermingling of functional knowledge of Marketing, Finance, Operations, and Human Resource Management.

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International Conference on Management for Sustainability: Strategies and Technology Intervention

In celebration of 25 years of academic excellence and innovative leadership, the School of Management Sciences proudly presents ICMS-2025, an international conference dedicated to advancing sustainable solutions for business challenges. The synthesis of sustainable with management is called sustainable management. The purpose of sustainable management is to ensure that resources (and a healthy world) are available for future generations while reducing emissions and energy consumption. It also applies sustainable techniques to enterprises, agriculture, buildings, and communities. In contemporary business, the idea of sustainable is being emphasized more and more, and ethical management decisions about company growth and development are taking into account the perspectives of the economy, the environment, and society as a triangle. The field of sustainable management has advanced significantly since the 1970s environmental revolution. To comply with Environmental Protection Agency (EPA) regulations, the majority of industry and commercial management teams during this time only considered sustainable to be crucial. Although it remained low on the list of corporate concerns, several businesses progressively started to view environmental protection as a social obligation throughout the 1980s. Sustainable management has grown in significance as the globe struggles with the growing threat of climate change because it helps businesses, communities, and facilities minimize their emissions while generating profit. Businesses are realizing more and more that they need to be sustainable to draw in clients, capital, and positive press.

This international conference (ICMS-2025) provides a platform to assimilate sustainable knowledge in handling business challenges. Through oral presentations of technical papers on pertinent emphasis issues, the conference aims to establish an efficient platform for environmental scientists, engineers, technologists, academicians, and industry professionals to share their research objectives and practical experiences.

Pre-Conference Workshop on 21st August 2025 for Undergraduate Students.

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Mode of Conference

A Two-Day International Conference on “STRATEGIES FOR SUSTAINABLE MANAGEMENT: NAVIGATING CHALLENGES AND OPPORTUNITIES (ICMS-2025)” will be conducted through hybrid mode under the Google Meet Platform. Participants must mention his/her preference for presentation in the Registration Form. Outstation participants may go for online paper presentations. There will be a schedule of the conference with specific Meeting Links for Online Mode. All links will be sent to the participants in advance. Respective participants should have an active Google mail account to join in all the sessions of the conference.

Conference Themes

Theme 1

Economics of Inclusive Growth: Strategies and Perspectives

- 1.1.Climate Change Economics: Policies and Impacts on Global Economies
- 1.2.Poverty Alleviation Strategies: Economic Perspectives and Interventions
- 1.3.Macroeconomic Dynamics: Trends, Challenges, and Policy Responses
- 1.4.Health Economics: Economics of Healthcare Systems and Public Health Policies
- 1.5.Trade and Investment in Emerging Markets: Dynamics and Strategies
- 1.6.Gender Inequality and Economic Development: Challenges and Solutions

Theme 2

Market Dynamics and Strategic Insights

- 2.1.Understanding Consumer Behavior: Insights and Strategies for Modern Markets
- 2.2.Leading the Digital Frontier: Innovations in Digital Marketing Strategies
- 2.3.Brand Sustainable and Social Responsibility
- 2.4.Social Media Dynamics: Transforming Connections and Consumer Preferences
- 2.5.Strategic Marketing Excellence: Navigating Markets for Sustainable Growth
- 2.6.Data Analytics and Market Research: Leveraging Big Data for Insights

Theme 3

Contemporary Issues in Human Resource Management

- 3.1. AI augmented ethical issues in HRM
- 3.2. Organization Restructuring
- 3.3. AI in Recruitment and Selection
- 3.4. Phenomenal Changes in Performance Management Practices.
- 3.5. Social Loafing at Workplace
- 3.6. Moonlighting and Employee's Productivity
- 3.7. Algorithm of HR Analytics
- 3.8. Benchmarking Training and Development Programmes
- 3.9. New Labour Code and Its Implications
- 3.10. Leadership in AI era
- 3.11. Fostering AI in inculcating conducive work culture.
- 3.12. Role of AI in navigating Challenges in Training and Development

Conference Themes

Theme 4

Sustainable IT, Operations and Supply Chain Management

- 4.1. Green IT
- 4.2. Circular economy practices and its societal implications
- 4.3. Sustainable supply chain and reverse logistics
- 4.4. Eco-design and green manufacturing
- 4.5. Industry 4.0 and its applications towards sustainable
- 4.6. New product development and service management
- 4.7. Artificial intelligence and machine learning applications in sustainable operations
- 4.8. Quality control and six sigma
- 4.9. Lean management tools and techniques
- 4.10 Sustainable tourism

Theme 5

Sustainable Accounting and Finance Practices.

- 5.1. Financial Reporting including IFRS and XBRL
- 5.2. Capital Market Issues
- 5.3. Banking and Insurance
- 5.4. Foreign Exchange and Foreign Capital
- 5.5. Financing through Social Stock Exchange
- 5.6. Auditing (including Social Auditing (including Social Audit) and Related Standards
- 5.7. Taxation Issues in current scenario
- 5.8. Financial Management
- 5.9. Corporate Governance
- 5.10. Financial Literacy and Investor Protection
- 5.11. Financial Inclusion
- 5.12. Public Finance

Call For Papers

All Extended Abstracts as per the given format are invited from Academicians, Scientists, Engineers Research scholars and Students in the related field of sustainable management. Abstracts should be formatted in MS-Word with 12 font size and Times New Roman font style in A4 size mentioning name and contact mail of all the authors. Template of the full paper will be available on the website of the conference.

**EXTENDED ABSTRACTS SHOULD BE SUBMITTED ON THIS E-MAIL ID:
icms2025@soms.iiests.ac.in**

Submission of Extended Abstract	March 31, 2025
Intimation of Acceptance	April 30, 2025
Full Paper Submission	May 31, 2025
Deadline of Registration	June 30, 2025

The Registration Fee can be paid electronically (e-payment) through SWIFT/NEFT.

Selected full papers may be published in the Scopus-indexed/UGC care journals after peer review. The best paper will be awarded for each theme.

Registration Fees

Delegate	Indian	Foreign Country
Research Scholar/Student	INR 1500	US \$ 100
Faculty	INR 3000	US \$ 125
Industry Person	INR 6000	US \$ 150

The registration fee covers Tea, Snacks, Lunch (2-Days). It also includes Conference Kit, Proceedings, Certificates. Registration Fee may be paid in favor of “CONTINUING EDUCATION CENTRE- BESUS”. The Registration Fee can be paid electronically (e- payment) through SWIFT/NEFT. The details of Bank A/C are given below: A/C Name: CONTINUING EDUCATION CENTRE- BESUS, A/C No: 1532010011963, Bank: PUNJAB NATIONAL BANK, Branch: BESUS, IFSC Code: PUNB0153220. SWIFT CODE: PUNBINBBXX

The Registration form will be submitted through this link:
<https://forms.gle/S8wZ3dCioJJmWssy9>

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Contacts

For Registration, Sponsorships and Advertisements

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For Enquiry related to Submission and Publication