



IC-BRIGHT 2025

INTERNATIONAL CONFERENCE ON BUSINESS RESILIENCE, INNOVATION, GROWTH AND HIGH-TECH TRANSFORMATION

HYBRID MODE

November 13-14, 2025

icbright2025@akgim.edu.in

CALL FOR PAPER

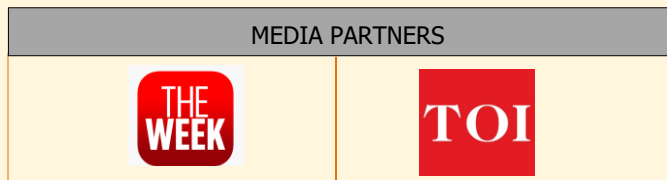


AJAY KUMAR GARG INSTITUTE OF MANAGEMENT

ASSOCIATE PARTNERS



MEDIA PARTNERS



ABOUT THE CONFERENCE

In a today's fast-moving environment where most is not known, businesses must be strong, adaptable, agile and innovative to survive and succeed. Organizations around the world are using new technologies like artificial intelligence, blockchain, and automation and this transformation has reshaped the processes in the companies. This shift has not only affected the corporates rather it has created the challenges for the academicians to guide the students with the same pace while preparing them for the future.

This conference intends to bring together professors, researchers, industry experts, policymakers, and students to brainstorming and discuss how businesses can leverage **AI, blockchain, automation, cloud computing, and Industry 5.0** to drive long-term resilience. It also endeavours to provide a platform to connect academic knowledge with real-world applications, help faculty stay updated with industry trends and give students practical insights into the future of business. Through discussions and collaboration, we aim to explore new ideas and intervention that will shape the future of business and management education.

This conference will explore a wide range of **business domains**, including **Marketing, Operations, Finance, Human Resources, and Strategy**, focusing on how digital transformation and resilience are shaping the future of global enterprises.

SUB THEMES OF CONFERENCE

1. Digital Transformation and AI-Driven Business Models

- The impact of AI on business strategy and decision-making
- Data-driven marketing and customer experience personalization
- AI-driven market research and competitive intelligence.

2. Resilient Supply Chains and Business Continuity Planning

- Optimizing supply chains with digital tools and risk management
- Using predictive analytics for better logistics and inventory control
- The role of blockchain in supply chain transparency.

3. Cybersecurity, Data Privacy, and Trust in the Digital Age

- Protecting business data in an AI-driven world
- Cybersecurity challenges in financial services and e-commerce
- Regulatory frameworks and ethical considerations for data privacy.

4. Automation in HR, Leadership, and Workforce Agility

- The impact of AI and automation on talent acquisition and workforce management
- Remote work, digital collaboration, and the future of HR analytics
- Leadership strategies for managing digital transformation.

5. The Role of FinTech and Blockchain in Future Enterprises

- The future of digital payments and decentralized finance (DeFi)
- AI-driven investment strategies and risk management
- Blockchain applications in fraud prevention and regulatory compliance.

6. Sustainable and Smart Manufacturing with Industry 5.0

- The role of IoT and automation in sustainable production
- Managing sustainable supply chains and circular economy models
- Improving efficiency with robotics and AI.

7. Marketing in the Digital Era: AI, Big Data, and Consumer Behavior

- Personalization and predictive analytics in digital marketing
- Influencer marketing, social media trends, and the role of AI.

8. Operations Management and Business Efficiency in a Digital World

- AI-powered process optimization and automation
- Digital twins and smart manufacturing innovations
- Leveraging big data for operational efficiency.

9. Smart Living and Tech-Integrated Consumer Products

- Emergence of smart, connected consumer products.
- Shift in marketing approaches and consumer engagement.
- IoT-driven operational and supply chain efficiency.
- Innovation-led product differentiation and market expansion.

10. Digital Twins, Simulation, and Predictive Decision-Making

- Adoption of digital twin technology across industries
- Use of simulation tools for real-time scenario analysis
- Enhanced forecasting and data-driven decision-making
- Risk mitigation and crisis management through virtual modeling.

11. Green Tech and Digital Sustainability Strategies

- Integration of ESG principles into digital transformation
- Deployment of energy-efficient and low-impact technologies
- Smart systems for sustainable resource management
- Data-driven monitoring of environmental performance.

12. Human-AI Collaboration and the Future of Work

- Integration of AI in collaborative work environments
- Redesign of job roles and hybrid workflow models
- Empowerment and upskilling of the workforce
- Implementation of adaptive and continuous learning systems.

13. Customer-Centric Innovation through Emerging Tech

- Personalization using AI and predictive analytics
- Immersive customer experiences via AR/VR
- Co-creation of products and services with user input
- Real-time feedback loops for continuous improvement.

14. Startups and Innovation Ecosystems in the Digital Era

- Growth of tech-enabled, agile startup models
- Role of incubators and accelerators in innovation
- Collaboration between startups and corporates
- Rapid prototyping and scaling through digital platforms.

SUBMISSION GUIDELINES

All papers must be original and not simultaneously submitted to another journal or conference. Please submit your abstract and full paper on icbright2025@akgim.edu.in as per the instructions given below.

- Manuscripts will be accepted in electronic format only on given Email.
- A separate page should include an informative title, name(s), affiliations, address(es) of Institute/Organization, corresponding address, email id(s), contact no(s) of all authors
- Please do not indicate author(s) name, affiliation, or any other such information in the manuscripts elsewhere.
- The abstract should be of 200-300 words followed by a list of 5-6 keywords which are to be written in alphabetical order
- The manuscript should be of 2500-3000 words approximately, including tables, graphs & charts
- All text should be in 1.5 space with 1-inch margins on all the sides on A4 size paper using the Font Times New Roman of size 12
- All charts, graphs, pictures should be drawn and labelled legibly in MS Word
- References should be arranged in alphabetical order and as per the APA (American Psychological Association) Guidelines. It is imperative to ensure that all works cited in the text are included in the References section.
- All manuscripts would be checked for plagiarism.
- Footnotes should be avoided, but any short, succinct notes making a specific point may be placed in number order following the alphabetical list of references.
- References should be made only to works that are published, accepted for publication (not merely "submitted"), or available through libraries or institutions. Any other source should be qualified by a note regarding availability.

CONFERENCE HIGHLIGHTS AND PUBLICATION OPPORTUNITIES

1. **Best Paper Award:** All the delegates who will present their papers will be having an opportunity for contesting the best paper awards. Three Best paper award of Rs 25000/-, Rs 15,000/- & Rs 10,000/- will be given for IC-BRIGHT-2025. A panel of jury, consisting of renowned academicians and corporate experts will decide on the best paper award.
2. **Exclusive Students Presentation Track:** A dedicated technical session will be organized for all the student's submissions of the research paper. A separate Best paper award will be conferred to the best paper presentation of all students' presentation.
3. **Publication in Journal:**
 - I. The quality selected papers will be published in the special issue of the **Journal of AKGIM – AAYAM (A peer reviewed bi annual journal, indexed in ProQuest, Crossref, Ebsco and listed in Cabell's Directory, USA) with ISSN.**
 - II. Select papers would be forwarded for the final publication in the ABDC, Scopus, Web of Science Journals (Additional processing fee (if any) would be borne by the contributor/s)

We have entered into a collaboration with following journals for publication of selected full-length papers and are exploring the further possibility of tie-ups with more journals for selected papers. This list will be updated as and when tie-ups are finalized.

1. **ABDC B Category Journal** – Advances in Consumer Research
2. **ABDC C Category General** – Journal of Informatics Education Research
3. **ABDC C Category General** – European Economic Letters
4. **Participations Delegate:** Delegates who will participate but not present their papers will get a "Certificate of participation". The conference will be in Hybrid (online/offline) mode

SUBMISSION DEADLINES

Activity	Deadline
Abstract Submission Deadline	25th September 2025
Acceptance of Abstract	30th September 2025
Full Paper Submission Deadline	5th October 2025
Acceptance of Full Paper	10th October 2025
Last Date of Registration	7th November 2025
Conference	13th -14th November 2025

REGISTRATION FEE AND DETAILS

1. The details of the registration fee are as follows

Category	Indian (INR)
Academicians	2000
Industry/Corporate Professional	2500
Research Scholar and Students	1500
Foreign Delegates	USD 150

The registration fee will include the payment for the conference kit, lunch, refreshment and copy of proceedings. The registration fee should be paid through NEFT as per the following details:

* Additional 35% discount for more than two author from the same organisation.

Beneficiary Name	Ajay Kumar Garg Institute of Management
Name of the Bank	Bank of Baroda, Clock Tower, Ghaziabad
Account Number	21330100008125
IFSC Code	BARB0TRDGH

After making the payment, the same should be updated at google form (link given below):

<https://rzp.io/rzp/icbright2025>

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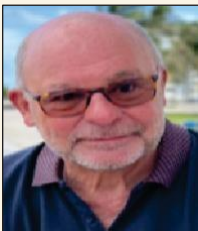
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Solutions Management Consultancy



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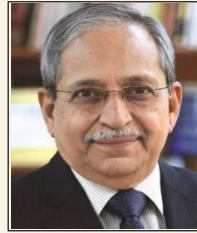


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Gurgaon

ABOUT AKGIM Ghaziabad

Ajay Kumar Garg Institute of Management (AKGIM), Ghaziabad, stands as a distinguished B-School in the National Capital Region (NCR), India. Established under the aegis of the **Indian Institute of Management and Engineering Society**, AKGIM is dedicated to shaping future business leaders through a rigorous academic curriculum, cutting-edge research, and industry-oriented training.

In pursuit of its vision to be a **hub of knowledge creation and dissemination**, AKGIM regularly hosts **International Conferences**, bringing together **renowned academicians, industry experts, and researchers** from across the globe. These conferences serve as a platform for **intellectual exchange, research collaborations, and discourse on contemporary business challenges**. Through such endeavours, the institute continues to **bridge the gap between academia and industry**, fostering meaningful dialogues that drive sustainable growth and innovation.

Conference Core Committee

Conference Chair

Dr TR Pandey, Director, AKGIM, Ghaziabad, India

Conference Co-chairs

Dr Ritesh Singhal
(Professor)

Dr Vidhi Agrawal
(Professor)

Dr Ankit Garg
Assistant Professor &
Coordinator- International/National Conferences

Travel and Accommodation

How to get to Ghaziabad?

Ghaziabad is a part of India's National Capital Region. The best way to reach Ghaziabad is via Delhi. The town is located at a distance of 55 KMs from India Gandhi International Airport and 30 KMs from New Delhi railway station.

It is well served via road and rail links. Delhi is well connected through rail and air from any part of India and the world. Prepaid taxis can also be availed from the airport/railway station to Ghaziabad.

Accommodation

You may stay in the following Hotels in the city:

1. **Radisson Blu Hotel**, Kaushambi Delhi NCR
H-3, Sector14, Ghaziabad, 201010, India
2. **Country Inn & Suites by Radisson**, Sahibabad, Distt Ghaziabad (U.P.)
64, 6, Sahibabad Industrial Area Site 4, Sahibabad, Ghaziabad,
Uttar Pradesh 201010 Phone: 0120 418 0000
3. **Hotel Krishna Sagar**,
27th K.M. Stone, Main Hapur Road,
Dasna, Ghaziabad, 201001

Contact Us:

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AJAY KUMAR GARG INSTITUTE OF MANAGEMENT

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