



# International Management Perspective Conference (IMPeC) - 2025

## Call for Papers

International Management Perspective Conference (IMPeC) 2025,  
with emphasis on Digitalization, Entrepreneurship, and Sustainability



Date: 30th January - 1st February 2025  
Indian Institute of Management, Sambalpur

# About the Conference

Keeping in line with the vision of Viksit Bharat@2047: Transforming the nation's future, the Indian Institute of Management Sambalpur is organizing its Annual Flagship Conference, International Management Perspective Conference (IMPeC) 2025, with emphasis on Digitalization, Entrepreneurship, and Sustainability. The purpose of IMPeC 2025 is to unite academicians, practitioners, policymakers, scholars, and students from various domains related to management science to facilitate knowledge sharing, research collaboration, improvement of institutional pedagogy, and dissemination of global business best practices for a better future of the globe. Thought-provoking discussions during the IMPeC 2025 conference will spark inspiration among all the participants and ignite a sense of potential linear and interdisciplinary collaborations.

This conference is about more than just exchanging information; it is about fostering a global movement of knowledge sharing. The conference offers a multitude of events and opportunities, such as seminars, editorial sessions, case studies, and research paper presentations. The conference also promises thought-provoking keynote speeches from eminent scholars and professionals. The goal is to improve the quality of research presented by soliciting insightful feedback from experts in a variety of fields. Additionally, attendees will have a better understanding of the problems and trends that their specific sectors of interest are currently facing, which will be beneficial in the future for their research work and the ecosystem as a whole.

## Objectives of the conference:

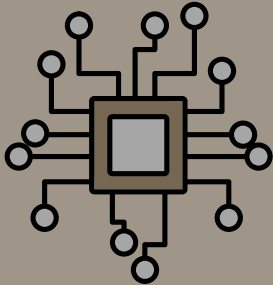
1. To provide a common forum for researchers, eminent academicians, research scholars, and students to exchange ideas, and to communicate and discuss research findings leading to new advances in Management Science.
2. To facilitate the production of high-quality research that specifically addresses emerging topics in the areas of Digitalization, Entrepreneurship, and Sustainability.
3. To create opportunities for participants to disseminate research ideas and explore possible scholarly collaborations and networking.

## Call for Papers and Suggested Themes

The IMPeC 2025 Conference invites abstracts & full-length original research from professionals from academic institutions, government agencies, and industries around the world. Each submitted abstract/paper will go through a rigorous peer review process, during which it will be evaluated based on the following criteria: originality, depth of technical and/or research knowledge, accuracy, & relevance to the conference's themes & topics. The required submission topics include the following themes and sub-themes, but are not restricted to the following:

# Themes and Sub-themes

## Digitalization:



1. **Hyper-automation and the Evolving Workforce**
2. **The Rise of Decision Intelligence**
3. **The Evolving Customer Journey and Digital Experience**
4. **Building a Secure and Sustainable Digital Supply Chain**
5. **The Future of Business Models and Platforms**
6. **Digital Transformation Beyond Efficiency: Innovation and Growth**
7. **Digital Workplace and Collaboration**
8. **The Future of Business Security and Risk Management**
9. **The Decentralized Future of Business: Blockchain and Beyond**

## Entrepreneurship:



1. **The Future of Work and Entrepreneurship**
2. **The Rise of the Sharing Economy**
3. **Globalized Ventures**
4. **Sustainable Entrepreneurship**
5. **The Future of Entrepreneurial Education**
6. **Emerging Funding Models for Startups**
7. **Evolving Entrepreneurial Ecosystems**
8. **Data-driven Entrepreneurship**
9. **The Democratization of Entrepreneurship**
10. **The Rise of the Gig Economy**
11. **Social Entrepreneurship and Impact Investing**
12. **The Role of Entrepreneurship in Emerging Economies**

## Sustainability:



1. **Transition to Clean Energy**
2. **Nature-Based Solutions**
3. **Climate Change Adaptation and Resilience**
4. **Sustainability Science and Policy Integration**
5. **The Role of Technology in Sustainability**
6. **Building a Circular Economy**
7. **Sustainable Food Systems**
8. **Sustainability Governance and Policy**
9. **Sustainable Technologies and Materials**

# Track-wise Suggested Research Areas

## Track 1: Marketing Practice and Research

- Customer Engagement and Relationship Management
- Marketing Analytics, Business Intelligence and Automation
- Brand Development in the Digital Marketing Age
- Retail Marketing and Shoppers' Experience
- Social and Digital Media Marketing
- Green Marketing and E-Commerce
- Sustainable Value Chain
- Tourism and Sports Marketing
- Marketing Strategies for Rural Consumers
- BOP (Bottom of Pyramid) Marketing

## Track 2: Human Resource Management

- Sustainable Employee Retention Strategies in Dynamic Environment
- Sustainable Green HRM practices
- Sustainable Talent Management and Acquisition
- Organizational Culture, Change Management, and Employee Engagement
- Global HRM and Gig Employment
- Workforce Diversity and Inclusion (Gender diversity, LGBT, etc.)
- Work-life Balance and Stress Management Analytics for Sustainable Business
- Spirituality in Sustainable Work Culture
- Artificial Intelligence in HR
- Human Resource Planning and Change Management

## Track 3: Finance & Accounting Management

- Sustainable Micro-Finance and Rural Development Green Investing
- Strategies for Financial Inclusion
- Sustainable Financial Performance and Accounting Practices
- Global Taxation Practices
- Cryptocurrency & Blockchain
- Digital Banking Practices and E-wallet
- Green financing for Resilient Future

## Track 4: Production and Operations Management

- Sustainable Supply Chain Management
- Circular Economy and Digitalization
- Operational Efficiency for Sustainability
- Role of Digital Technologies for Sustainable Operations
- Lean and Green Manufacturing
- Sustainability Performance Measurement of Supply Chain 4.0
- Behavioral Operations Management
- Humanitarian Supply Chain Resilience

## Track 5: Information System Management

- Green Information Management
- Digital Technologies for Sustainability
- Sustainable Business Intelligence
- Platform Architecture
- Enterprise Systems and Cloud computing
- Information Security and Privacy
- Deep Learning, Machine Learning and Artificial Intelligence
- IT Project Management
- Fintech and Blockchain
- Healthcare Information Systems

## Track 6: Strategic Management

- Innovation and Entrepreneurship
- Sustainability and Social Responsibility
- Strategic Analysis and Competitive Advantage
- Corporate Strategy and Governance
- Sustainability and Strategic Management
- Strategic Management in Emerging Economies
- Mergers and Acquisitions

# Paper Submission Guidelines

A maximum of two submissions are allowed per individual. However, an individual can be a co-author in more than two papers.

## For Abstract

- Abstracts must be structured and concise, containing 200 to 250 words.
- The structure should cover research objectives, methodology, and major findings.
- No citations or references are allowed in the abstract.
- Formatting should adhere to A4 size, Times New Roman font size 12, and 1.5 line spacing

## For Research Paper

- Papers must be original and previously unpublished, reflecting the conference theme.
- The word count for the paper should be between 6,000 to 8000 words, including figures, tables, and references (including fig, table, references).
- The paper should follow the suggested structure: Introduction, Review of Literature, Research Gap Identification, Methodology, Findings, Implications, Limitations, and Further Research Agenda.
- Formatting requirements include A4 size, Times New Roman font size 12, and 1.5 line spacing (Template attached hyperlink).
- References should be cited using APA (7th edition) style.

*Link for Abstract/ Full Paper Submission –*

<https://lapp.oxfordabstracts.com/stages/75941/submitter>

## Registration Fees

The registration fees for the conference are given below:

Category of Participants	Early Bird Registrations (Including GST)	Late Registrations (Including GST)
<b>Indian Participants</b>		
Faculty	INR 7100/-	INR 8100/-
Research Scholar	INR 3400/-	INR 4000/-
Student	INR 2200/-	INR 2600/-
Industry Participant	INR 10100/-	INR 11500/-
<b>Participants from other Countries</b>		
Delegate/Author	US\$ 220/-	US\$ 275/-
Research Scholar/Student	US\$ 120/-	US\$ 165/-

*Note: Certificates will be provided to registered authors only.*

<b>Important Dates</b>	
Abstract Submission Opens	01 <sup>st</sup> August 2024
Abstract Submission Closes	30 <sup>th</sup> September 2024
Confirmation of Abstracts	3 <sup>rd</sup> November 2024
Early Bird-Registrations	10 <sup>th</sup> November 2024
Submissions of Full-Length Paper	9 <sup>th</sup> December 2024
Last Date of Registration for the Conference	29 <sup>th</sup> December 2024
Days of the Conference	30 <sup>th</sup> January – 1 <sup>st</sup> February 2025



**Conference Patron**  
**Prof. Mahadeo Jaiswal, Director, IIM Sambalpur**



**Conference Chair**  
**Prof. SaumyaRanjan Sahoo, Assistant Professor, IIM Sambalpur**



**Indian Institute of Management, Sambalpur**  
**Near Goshala, Basantpur, Odisha 768025**

*For more information, please visit the Conference Website or Contact the following –*  
*Email: [info.impec@iimsambalpur.ac.in](mailto:info.impec@iimsambalpur.ac.in), Contact Number – +91 78943 68456*