



CHARUSAT[®]
CHAROTAR UNIVERSITY OF SCIENCE AND TECHNOLOGY

NAAC
GRADE **A+**



An International Conference

संवाद 2025

on

Future-Ready Organizations & Sustainability

February 14 - 15, 2025

Organized by



Tracks

- Marketing
- Human Resource Management & Organization Behaviour
- Financial Management and Accounting
- Entrepreneurship and Innovation
- IT & Analytics

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Registration



<https://www.charusat.ac.in/samvad/>

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About University

CHARUSAT offers various programs, viz., UG, PG, Doctoral, Post-Doctoral, Value-added and Executive Development Programs under the tutelage of 9 Institutes, 7 Faculties, and various Centers / Cells. An employee strength of more than 800, student strength of more than 10000 and a Capital Outlay of more than INR 150 Crores are the scalar dimensions of CHARUSAT. The programs are offered in the allied disciplines of Technology & Engineering, Pharmacy, Computer Applications, Management Studies, Applied Sciences, Nursing, Physiotherapy, Paramedical Sciences, and Humanities.

About Institute

The Indukaka Ipcowala Institute of Management is a constituent of CHARUSAT and was established with the support of IPCO Industries, a well-regarded business entity. IIIM commenced its management education services in the academic year 2006-07 through its MBA Programme, which is approved by the All India Council for Technical Education (AICTE). The Institute offers a comprehensive range of educational programs, including Undergraduate, Post-Graduate, and Doctoral Programmes, all designed to meet the current and future global needs of students.

One of IIIM's unique characteristics is its provision of full-time specialized programs, such as the BBA in Business Analytics and BBA in Entrepreneurship & New Venture Management, which enable students to acquire specialized skills and abilities. The Institute offers various specializations for the BBA & MBA Programmes and is committed to providing contemporary and relevant education to its students.

About Samvad-2025

In a world of rapid technological advancement, shifting societal expectations, and urgent environmental concerns, organizations must adapt to remain competitive and responsible. This conference focuses on equipping organizations to be "future-ready" — capable of identifying uncertainties, leveraging innovation, and implementing sustainability as a core value. It explores how organizations can integrate sustainable practices into their business models, nurture resilience, and build an agile workforce that flourishes in a dynamic environment.

Objectives

- To explore innovative strategies, technologies, and business models that help organizations prepare for future challenges
- To create a platform for academia, industry, policymakers, and NGOs to share knowledge and best practices.
- To explore how organizations can build a future-ready workforce by investing in skills, technology, and inclusive practices.

Attractions

1

**Plenary and
Keynote Sessions**

2

Paper Presentations

3

**Best Paper
Award Ceremony**

4

**Paper Publications in
Recognized Journals**

Call for Papers

We cordially invite industrialists, academicians, research scholars, and students to contribute their original research across various management fields, encompassing but not limited to the following sub-themes.

Tracks/Subtheme

Marketing

- Digital Transformation and Marketing Analytics
- Consumer-Centric Marketing Strategies
- Innovative Marketing Approaches
- Branding and Corporate Reputation
- Others

Human Resource Management & Organization Behaviour

- Digital HR and Analytics
- Workplace Transformation and Resilience
- Leadership and Organizational Change
- HR Legal and Behavioral Insights
- Others

Financial Management and Accounting

- Technology and Finance Innovation
- Sustainability and Risk Management
- Data-Driven Financial Decisions
- Modern Accounting Practices
- Others

Entrepreneurship and Innovation

- Data and Technology-Driven Entrepreneurship
- Scaling and Funding Start-ups
- Sustainable and Social Entrepreneurship
- Creative and Innovative Strategies
- Others

IT & Analytics

- Advanced Analytics for Business
- Technology Integration and Transformation
- Customer and Operational Insights
- Governance, Privacy, and AI Ethics
- Others

Key Note Speakers

Prof. Anna Zarkada

Cyprus University of Technology



Anna K. Zarkada, holds a BSc (1st Class Honors) in Business Administration from Athens University of Economics and Business, an MSc in International Marketing from the University of Manchester, and a PhD in Services Science from Queensland University of Technology. With extensive teaching experience at leading universities across Greece, the UK, Australia, India, Russia, and Japan, she has excelled in both traditional and distance learning formats. Her research includes over 100 publications presented in academic journals and international conferences, earning prestigious accolades like the Emerald Literati Network Outstanding Author and Best Paper awards. An active consultant and trainer, she advises Greek and multinational corporations, government agencies, and non-profits on corporate culture, marketing, communication, and sustainability, while also promoting Music and Arts Education.



Dr. Sachithra Lokuge

University of Southern Queensland

Dr. Sachithra Lokuge is the Program Director of the Master of Information Systems at the University of Southern Queensland, Australia. Holding a PhD in Information Systems from Queensland University of Technology, her research focuses on digital technologies, innovation, digital entrepreneurship, rural innovation, and technology use. She has published over 60 peer-reviewed works in esteemed journals such as Information & Management, Journal of Knowledge Management, and Information Technology and People, as well as in prominent conference proceedings like the International Conference on Information Systems and the Academy of Management. Dr. Lokuge's collaboration with industry in teaching, research, and administration has earned her numerous awards for teaching, research, and leadership excellence.

Prof. Muhammad Kashif Saeed

NUST Business School



Dr. Muhammad Kashif, holds a Post Doctorate in Marketing and Innovation from Technical University of Berlin and a Doctorate in Brand Management from the University of Colombo, Sri Lanka. With 18 years of full-time teaching experience in Pakistan and visiting professorships in Indonesia, Sri Lanka, Morocco, and Germany, he has published 72 manuscripts, including research articles and case studies. As a brand ambassador for Emerald Publishing since 2016, he has conducted over 20 workshops on case writing and teaching both locally and internationally. Dr. Kashif has also served as a consultant for leading brands like McDonald's, Mall-One, Faiza Beauty Cream, and Carrefour, and as a guest editor for international journals such as British Food Journal and Asia-Pacific Journal of Business Administration. He is currently Co-Editor-in-Chief of the South Asian Journal of Marketing.

Fees

S. No.	Category	Delegate Fee
1	Academicians / Industrialists	INR 2999
2	Research Scholar / Students	INR 1999
3	International Participants	USD 49

- Conference Fee includes Conference kit, Breakfast, Lunch, High-Tea and Certificates.
- Accommodation will be provided on Demand
- Registration fee is to be paid per paper and per author.

Bank Detail

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Research Paper Submission Guidelines

- Paper submitted should be an original and unpublished work. Any paper submitted which is identical or substantially similar work already published or under review for another conference or publication, will not be considered.
- A covering letter clearly certifying that the manuscript is original and has neither been published anywhere nor is at present being considered for any other publication should accompany the manuscript.
- Recommended length of the research paper should be between 4000-6000 words. Font used should be Times New Roman with font size 12 and double spaced.
- First page of the manuscript should have the broad theme, title of the paper, name of the author(s), organization's affiliation, complete postal address, phone number, fax number (if any) and e-mail address followed by abstract and full paper. Kindly do not mention author(s) name, affiliation or any other such information inside the manuscript.
- Tables, illustrations, charts, figures etc. should be serially numbered and duly acknowledged. Sources of the data need to be given below each table.
- First level subheadings should be left-justified, in upper and lower case, and printed in 14- point Times New Roman, boldface; second level subheadings should be left –justified, in upper and lower case, in 12-point Times New Roman boldface. The paragraph begins right after the subheading. Headings and subheadings will not carry any numbering.

- References should be complete in all respects, with authors' surnames arranged alphabetically, following conventional citation styles. Authors are requested to follow the APA Style.
- Multiple authors, if attending the conference, will have to register separately to be entitled for the conference certificate (Authors who do not register will not be entitled for the conference certificate). Authors, who are keen to present more than one paper, will have to register for both separately.
- The author(s) must register themselves for the conference by February 10, 2025 to ensure the inclusion of the paper in the conference proceedings. Without registration, paper will not be included in the conference proceedings.
- Papers should be submitted on : samvad.iiim@charusat.edu.in



Important Dates

Date of conference	: February 14-15, 2025
Date of Abstract Submission	: January 10, 2025
Acceptance of Abstract	: January 16, 2025
Date of full-length Paper Submission	: February 5, 2025
Last Date of Registration	: February 10, 2025

Submit your papers / abstracts on the following Link : samvad.iiim@charusat.edu.in

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* Selected papers will be Published in Journal / book (Conference Proceeding with ISBN No.) with / without Scopus, UGC care list & ABDC listed Journals.

* APC Charges, if any will be borne by the authors.