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KEYNOTE SPEAKERS

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Principal
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Prayagraj, U.P. (India)

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Ms Tanu Singh

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UNITED
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NAINI PRAYAGRAJ

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International Conference on Global Innovative Practices in Sustenance of Modern Businesses

April 25-26, 2025

Venue: United Institute of Management (UIM),
Naini Prayagraj



ICGIPSMB 2025

In Collaboration with IQAC

**BEST
PAPER AWARD**

Will be granted to the author
of the presentation in
valideatory session selected
by the conference
committee members

UNITED INSTITUTE OF MANAGEMENT

Naini, Prayagraj

Global Innovative Practices in Sustenance of Modern Businesses (ICGIPSMB 2025)

April 25-26, 2025

ABOUT THE CONFERENCE

Modern businesses operate in an environment that is more digitalized, densely networked and fiercely competitive than it has ever been. It is essential to change with the time and adopt cutting-edge competencies embracing innovative practices if we want to expand and remain relevant in bipolar world.

With the title "Global Innovative Practices in Sustenance of Modern Businesses" an international conference is being conducted to deliberate on how to implement in our concerns applying creative, innovative and inventive methods adopting best practices that encourage an innovative workforce to yield unprecedented, unparalleled and unimaginative outcome. Organisations may accelerate development, increase operational efficiency and improve customer experience by adopting innovative business practices through their processes, technologies, cultures and methodologies.

Thus, the said international conference will allow the participating students, researchers, experts, academicians and industry persons to share their knowledge, approaches and working styles in the direction of the current business perception, progression and praxis.

CONFERENCE TRACKS

MARKETING : • Consumer Behavior • Marketing and Social Media • Customer Relationship Management • Ethical Issues in Marketing.

HUMAN RESOURCE MANAGEMENT : • Strategic HRM • Contemporary & Entrepreneurial Leadership • Organizational Development & Change Management • Emotional Intelligence.

ACCOUNTING & FINANCE : • Accounting Challenges • Risk Management • Corporate Finance • Investment & Portfolio Management.

INFORMATION TECHNOLOGY : • Information Systems • Artificial Intelligence • Marketing Analytics • E-Business.

INTERNATIONAL BUSINESS : • International Business & Foreign Trade • International Marketing • Foreign Exchange Management • Global Business Practices.

OPERATIONS MANAGEMENT : • Operations & Supply Chain Management • Project Management • Quality Management & Control • Production Management.

ABOUT UNITED GROUP OF INSTITUTIONS

The United Group was founded by late Shri Shiv Ram Das Gulati in 1951. United Group of Institutions (UGI) has excellence in imparting technical and management education services since its inception in 1989. It has more than 35 years the group is triumphing with 12 different educational Institutions located at Prayagraj and Delhi-NCR regions with 820+ highly qualified full time faculty members and 28700+ alumni globally. UGI is committed to provide the best quality education, NBA accredited courses, quality recognized by the World Bank with its world-class State-of-the-art Infrastructure, remarkably campus placements and robust academic ecosystem.

The group runs UG, PG and professional courses in diverse areas of academic domains of science, technology, engineering, management, agriculture, social science, medical science, education, etc. The group is empowered with learned academicians, experts, professionals, trainers, in order to disseminate knowledge and skills to the society and nation.

ABOUT UNITED INSTITUTE OF MANAGEMENT

United Institute of Management (UIM), is one of the leading management institute of United Group of Institutions, which was established in 1997, has completed twenty eight glorious years of excellence in management education. The institute conducts MBA & MCA programs. It ranks amongst the top Management Institution under Dr.A. P.J Abdul Kalam Technical University, Uttar Pradesh. It has been constantly molding itself according to the fast changing business and social environment. UIM has constantly endeavored in promoting research activities among the faculty members and students in the field of management and IT education with the primary aim of enhancing and enriching the quality of education.

SUBMISSION GUIDELINES

- All papers must be original and not simultaneously submitted to any another conference or journal.
- The abstract submission should be between 200 - 250 words in length and 7-10 Keywords.
- Full Papers: On acceptance of the abstract, authors must submit the final paper within the deadline. The papers should be of 2000-2500 words in length (including references, tables, figures, and appendices).
- All submissions should be in Times New Roman, 12 Font size, single-spacing, with 1 inch margin on all sides, Heading(s) must be short, with a clear indication of the distinction between the hierarchies of headings.
- All referencing should be according to APA or Harvard Referencing Style.
- A separate cover page must contain: Title of the paper, Name, designation and affiliation of the author(s) & their contact details.
- Abstract and full paper submission be made through icgipsmb@gmail.com

Incomplete submissions will not be considered for review process.

IMPORTANT DATES

Abstract Submission	-	06 April, 2025
Communication of Abstract/Acceptance	-	08 April, 2025
Full Paper Submission	-	16 April, 2025
Announcement of Accepted Papers	-	19 April, 2025
Last date for Registration	-	22 April, 2025
Conference Date	-	25-26 April, 2025

REGISTRATION FEE

Category	INR	USD
Students (UG, PG)	₹500	\$25
Research Scholar	₹750	\$40
Faculty Member	₹1000	\$50
Industry Person	₹1500	\$80

REGISTRATION PROCESS

Registration:- Authors need to scan the QR code to fill the required information or they can use the link mentioned below-
<https://forms.gle/YfaG1iyaj2nXmVGa9>

Online Payment:- After completing the author details, scan the QR code to complete the fee payment.



Scan this QR code for Registration



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PUBLICATION OPPORTUNITIES

All the presented quality research papers will be published in 'SAMIKSHA: International Journal of Management and Technology' / ICGIPSM-2025 edited book with ISBN Number.

KEYNOTE SPEAKERS



Prof Dr Deep Bahadur Rawal
Dean
Graduate School of Management
Mid-West University, Surkhet
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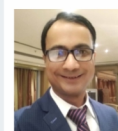
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