



**KALINGA  
UNIVERSITY**



**FACULTY OF  
COMMERCE AND MANAGEMENT**

Organises

# TWO DAYS INTERNATIONAL CONFERENCE



On

# INNOVATIVE MANAGEMENT TECHNIQUES FOR SUSTAINABLE DEVELOPMENT (IMTS-2025)

 21<sup>st</sup> – 22<sup>nd</sup> February 2025

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## MISSION

Kalinga University aims to be an outstanding institution for Talent Development and Knowledge Creation for a vibrant and inclusive society.

Kalinga University, Naya Raipur, is a NAAC accredited University with a Grade B+ and the only University in Chhattisgarh ranked in the Top 101-150 Universities in NIRF Ranking 2023 and has emerged as a centre of excellence in higher education in Central India. Strategically located in the Smart City of New Raipur, this University has started carving a niche for itself in the education domain and is rising as a shining star on the horizon of quality education.

## ABOUT KALINGA UNIVERSITY

**Infrastructure** – Kalinga boasts of World Class Infrastructure and student facilities with a student-centric approach. The highest attention is paid to the hands-on learning approach, and students are encouraged to come up with innovative ideas for projects and practicals. The University has more than 75 laboratories and workshops, all well-equipped with the latest state-of-the-art apparatus and tools. Special emphasis is given to the development of communication skills through the language lab. More than 1200 computers are available for the use of the students.

The Library has a collection of over 80,000 books and also offers digital content through membership of DELNET, National Digital Library and NPTEL. Various magazines and journals are available for the use of the faculty and students. Infrastructure consists of Student Hostel facilities, Green Acres, Canteen, Food Mess, Gymnasium, a Fully Wi-Fi Campus, ATM, Mini Market, Student Hangout Areas, Sports Complex, and Recreation Halls with Indoor Games and Music and recreation activities.

**Establishment** – Established in 2013, this University has been able to win the confidence of over 7000 students. Meritorious students from all over the country and various foreign countries like Afghanistan, Angola, Bangladesh, Cameroon, Gambia, Ivory Coast, Kenya, Lesotho, Liberia, Malawi, Namibia, Nepal, Nigeria, Papua New Guinea, South Sudan, Swaziland, Tanzania, Uganda, Zambia, Zimbabwe, etc., have chosen this University for their education and career.

**Schools of Excellence** – Currently, the University is serving the student community through various schools offering UG and PG programs, namely Arts & Humanities, Biotechnology, Commerce & Management, UX Design, Engineering, Fashion Design, Information Technology, Interior Design, Journalism & Mass Communication, Law, Library Science, Pharmacy, Science, Education and Yoga. It also has a centre for Doctoral Research Programmes in various fields.

**Academics and Faculty** - All schools are headed by senior professors with excellent academic credentials and experience in teaching, publications and research. They are ably supported by well-qualified faculty members who come from top educational institutions and the Industry. Students also get an opportunity to learn from a distinguished panel of experts drawn from various industries, who regularly come for guest lectures.

## **ABOUT THE FACULTY OF COMMERCE AND MANAGEMENT**

The Department of Commerce creates a stimulating environment for the academic growth of its students and provides them with a thorough understanding of a range of subjects such as business organisation, financial accounting, corporate law, economic theory and business communication.

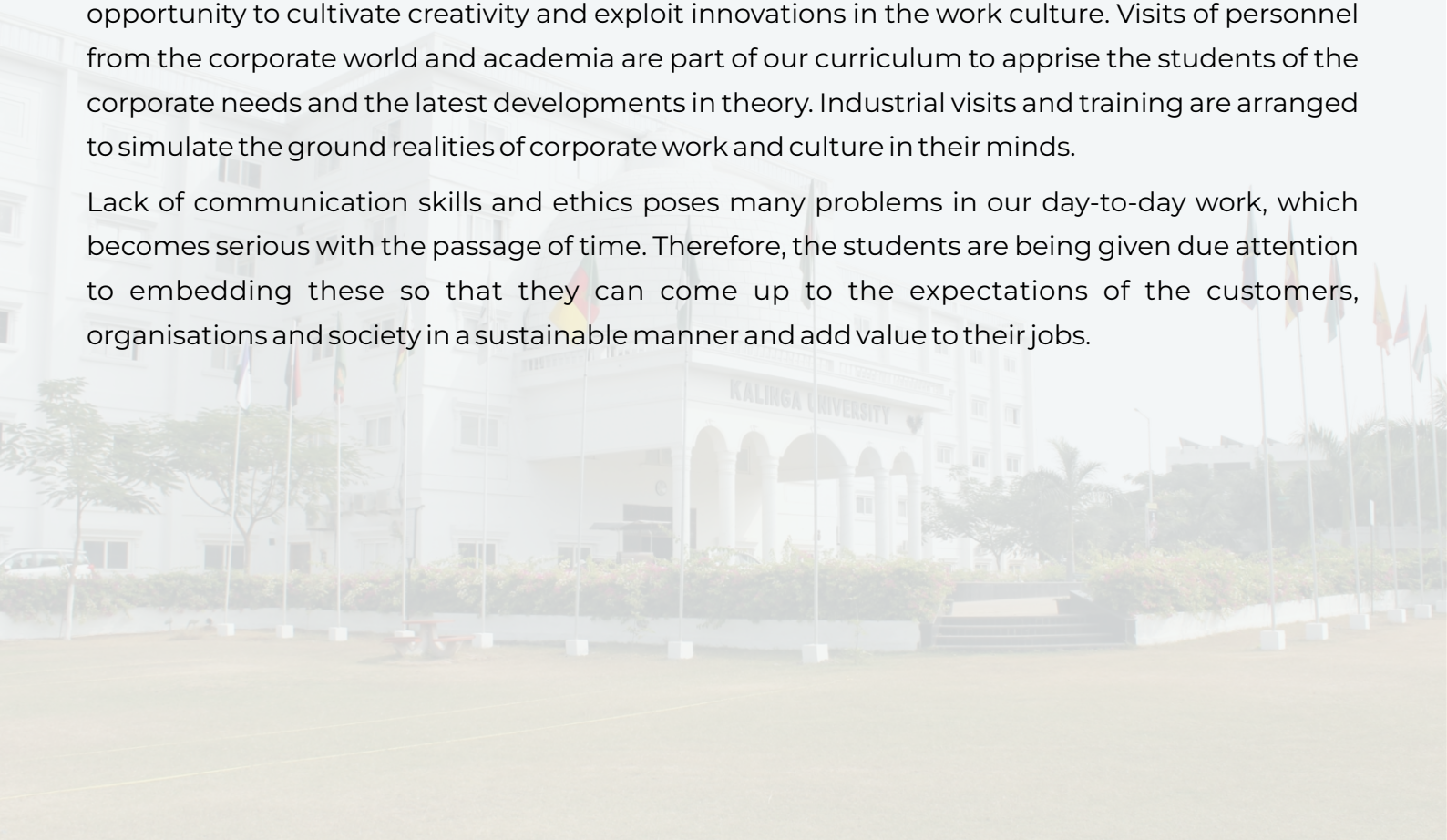
The faculty members of the Department are known for their expertise in finance and organisational behaviour and impart practical knowledge of the discipline of auditing, company law and income tax. Interwoven into teaching practices is the goal of fostering in students a sense of responsibility towards society as well. In line with this emphasis, the classroom space is democratic and one in which differences in opinions are respected. Most importantly, teachers remain available to students at all times.

To foster student learning, several initiatives are taken beyond classroom teaching; these include workshops, talks, paper presentations, field trips, etc.

The Department of Management focuses on management education more than just business management. The commitment is thought leadership with a deep understanding of business. The approach to pedagogy combines fieldwork, case studies, research and instrumented feedback with a strong emphasis on concepts and theory.

We, as a Department of Management, are training our students to cope with the pressure of fierce competition. Our education is a fair blend of human behaviour, organisational psychology & behaviour, human resource management, economics, quantitative methods, finance & accounts, marketing, production & operations, and information technology. Students are given ample opportunity to cultivate creativity and exploit innovations in the work culture. Visits of personnel from the corporate world and academia are part of our curriculum to apprise the students of the corporate needs and the latest developments in theory. Industrial visits and training are arranged to simulate the ground realities of corporate work and culture in their minds.

Lack of communication skills and ethics poses many problems in our day-to-day work, which becomes serious with the passage of time. Therefore, the students are being given due attention to embedding these so that they can come up to the expectations of the customers, organisations and society in a sustainable manner and add value to their jobs.





## ABOUT THE TWO DAYS INTERNATIONAL CONFERENCE



The conference aims to provide a platform for academicians, researchers, scientists, and industry leaders to come together and conjure & deliberate ideas, inventions, and models on the theme. The Innovative Management Techniques for Sustainable Development As a consequence, the business has also undergone various changes, and the way of doing business has seen major changes. This requires that new ways are discovered to manage the business and its various dimensions. The aim of the conference is to focus on such dimensions and bring to light the issues and the possible solutions for them.

## CALL FOR PAPERS

The International Conference on Innovative Management Techniques for Sustainable Development (IMTS-2025) organised by the Faculty of Commerce and Management, Kalinga University, Naya Raipur, will be held on 21<sup>st</sup> - 22<sup>nd</sup> February 2025. The Conference invites contributions in the form of full-length scholarly papers documenting original and substantial research work.

## THEMES & SUB-THEMES

### Theme 1: Smart Technologies for Sustainable Development

Sub-theme 1: Smart Cities and Urban Planning

Sub-theme 2: Internet of Things (IoT) for Environmental Monitoring

Sub-theme 3: Renewable Energy and Smart Grids

Sub-theme 4: Sustainable Transportation Systems

Sub-theme 5: Smart Agriculture and Precision Farming

### Theme 2: E-commerce and Digital Transformation

Sub-theme 1: Omni Channel Retailing

Sub-theme 2: Digital Marketing Strategies

Sub-theme 3: E-commerce Platforms and Technologies

Sub-theme 4: Mobile Commerce and App-Based Shopping

### Theme 3: Green Technologies in Business and Management Practices

Sub-theme 1: Corporate Sustainability Strategies

Sub-theme 2: Sustainable Supply Chain Management

Sub-theme 3: Green Finance and Investment

Sub-theme 4: Social Responsibility and Ethical Business Practices

Sub-theme 5: Eco-entrepreneurship and Innovation

### Theme 4: Entrepreneurship and Innovation

Sub-theme 1: Startup Ecosystems

Sub-theme 2: Innovation Strategies

Sub-theme 3: Venture Capital and Angel Investing

Sub-theme 4: Scaling and Growth of Small Businesses

### Theme 5: Cross-disciplinary Collaboration for Sustainability

Sub-theme 1: Science-policy Interface for Sustainable Development

Sub-theme 2: Interdisciplinary Research for Complex Sustainability Challenges

Sub-theme 3: Engaging Communities in Green Initiatives

Sub-theme 4: Role of Government, Industry, and Academia in Collaboration

Sub-theme 5: International Partnerships for Global Sustainable Goals

## Submission Guidelines

### Abstract submission:

- ✓ An abstract may have a maximum of 300 words and a maximum of 5 keywords.
- ✓ Abstract and Full Papers should be E-mailed - [kucm@kalingauniversity.ac.in](mailto:kucm@kalingauniversity.ac.in)
- ✓ The length of the paper should be between 3000-5000 words.
- ✓ The full paper must be formatted as an MS Word document in Times New Roman, 12-point font size.
- ✓ Registration is compulsory for all the participants, authors and co-authors with the Transaction ID number and Payment Receipt in pdf format.
- ✓ Registration without transaction ID number and receipt will not be considered.
- ✓ All registered participants will be given E-Certificates.

## Rules For Participation

- ✓ No abstract or full paper shall be accepted after the last date of submission.
- ✓ Only the selected abstracts will be permitted for presentation.
- ✓ Co-authorship is permitted, and at least one author must attend the Conference to present the paper.
- ✓ All submissions must be the author's original and unpublished work.
- ✓ More than 10% similarity will attract immediate disqualification.

## IMPORTANT DATES

Last Date of Submission of Abstract	30 <sup>th</sup> December 2024
Notification of Acceptance of Abstract	08 <sup>th</sup> January 2025
Last Date for Registration and Payment	10 <sup>th</sup> February 2025
Submission of Full Paper	15 <sup>th</sup> February 2025
International Conference	21 <sup>st</sup> & 22 <sup>nd</sup> February 2025

## MODE OF THE CONFERENCE - HYBRID

### FEE PAYMENT

Step 1: Participants have to make payment on the given bank details:



SCAN THE QR CODE  
FOR UPI PAYMENT

Merchant: **KALINGA UNIVERSITY**  
A/c Name: **KALINGA UNIVERSITY**  
**FACULTY OF COMMERCE & MANAGEMENT**  
A/c No.: **1744100100003494**  
IFSC Code: **PUNB0174410**  
Branch: **RAKHI NAYA RAIPUR, RAIPUR,**  
**CHHATTISGARH, INDIA**

Step 2: Fill out the registration form with all the necessary information and add the screenshot of the payment details.

## SUBMISSION PROCESS

The submission link for the full paper and payment will be shared through E-mail only to the participants whose abstract will be selected. Participants who want to attend the conference without a paper presentation will be sent a final registration link.



SCAN TO REGISTER

## REGISTRATION FEE

Category	Fee (inclusive of taxes)
Faculty & Other Educators	INR 1500/-
Research Scholars	INR 1500/-
UG+PG Students	INR 1200/-
Industry Experts	INR 2500/-
International Participants	USD 50/-

### After the Registration Dates, the Charges will be Applicable as below for

Each Category	INR 250/- additional
International Participants	USD 20/- additional

### On the Spot Registration

Each Category	INR 500/- additional
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- ▶ 50% Concession to participants from Kalinga University and Colleges having MoU with Kalinga University, Naya Raipur.
- ▶ Accommodation will be provided at the Participants' request. (Charges Applicable).
- ▶ Registration Fees include a Conference Kit, High Tea, Lunch and Snacks for both days.

## AWARDS

1. Certificate/E-Certificate will be provided to every Participant.
2. Certificate of Merit will be provided for 3 Best Paper Presentations in every track.
3. The 10 best-selected papers will be published in reputed journals (UGC care group - 2 or Scopus Indexed).
4. Other Selected Papers will be published in an edited book with an ISBN number.
5. Conference proceedings will be released at the inauguration of the Conference.

### Note:

- (1) The author has to pay the Fee for the publication in the journal.
- (2) A soft copy of the book/proceeding shall be provided to the authors.

\* Hard copy will be provided on request with applicable charges.



## PUBLICATION

All the papers will be included in the conference proceedings with ISBN as E-Book . Selected papers will be published in the UGC / ABDC / Scopus indexed journals with applicable charges determined by the respective journals.

### CHIEF PATRONS

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Kalinga University, Naya Raipur

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**Dr. Chandra Bhooshan Singh**

Assistant Professor  
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## KEYNOTE SPEAKERS



**Mr. Amit Kumar Agrawal**

Assistant Professor - Marketing & Entrepreneurship  
Head - Training & Career Cell, President - IIC  
Faculty Incharge - Institute PR & Social Media  
Co-ordinator - IIIT-NR MSME Incubation Centre



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Liberia County Education Officer for the Gbarpolu County, Liberia



**Mr. Anurag Kumar**

Strategist - TeneT TSO Arnhem, Gelderland, Netherlands



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**+91-7024116975** or **+91-7024116973**

## Sponsorship Levels

Sl. No.	Sponsorship Levels	Amount	Exclusive Sponsorship Benefits
01.	Platinum Sponsorship	INR 1,00,000/-	<ol style="list-style-type: none"> <li>1. 5 Complimentary Delegates Passes.</li> <li>2. 4 Complimentary Standee/Banner.</li> <li>3. Address to the audience of 5 Minutes.</li> <li>4. Dedicated space to display products, etc.</li> <li>5. Prominent Display of Logo on Conference Materials.</li> <li>6. Inserts/Flyers will be put in Conference Kits.</li> <li>7. 4 Full-page ads in our Conference Proceedings.</li> <li>8. 5 Minutes promotional video.</li> <li>9. Conference Kit and Memento.</li> </ol>
02.	Diamond Sponsorship	INR 50,000/-	<ol style="list-style-type: none"> <li>1. 3 Complimentary Delegates Passes.</li> <li>2. 1 Complimentary Standee/Banner.</li> <li>3. Prominent Display of Logo on Conference Materials.</li> <li>4. Inserts/Flyers will be put in Conference Kits.</li> <li>5. 2 Full-page ads in our Conference Proceedings.</li> <li>6. 5 Minutes promotional video.</li> <li>7. Conference Kit and Memento.</li> </ol>
03.	Gold Sponsorship	INR 25,000/-	<ol style="list-style-type: none"> <li>1. 2 Complimentary Delegates Passes.</li> <li>2. Display of Logo on Conference Materials.</li> <li>3. 1 Full-page ad in our Conference Proceedings.</li> <li>4. Conference Kit and Memento.</li> </ol>
04.	Silver Sponsorship	INR 15,000/-	<ol style="list-style-type: none"> <li>1. 1 Complimentary Delegate Pass.</li> <li>2. Display of Logo on Conference Materials.</li> <li>3. Conference Kit and Memento.</li> </ol>
05.	Bronze Sponsorship	INR 10,000/-	<ol style="list-style-type: none"> <li>1. Display of Logo on Conference Materials.</li> </ol>

By becoming a sponsor, your organisation will benefit from prominent visibility and recognition among our attendees, speakers, and partners.



Ranked in  
Top 101-150  
Universities

**Campus:** Kalinga University, Kotni, Near Mantralaya Naya Raipur – 492101, Chhattisgarh, India.