



Dayananda Sagar
University



SCHOOL OF
COMMERCE & MANAGEMENT STUDIES



National Conference on Transforming Business & Society

Innovation, Leadership and Sustainable Future



The transformation of business and society through innovation, leadership, and sustainable future is a strategic necessity for tackling complex global issues.

DATES

**NOVEMBER
27 - 28, 2025**

**09 AM TO
04 PM**

THURSDAY & FRIDAY

 DAYANANDA SAGAR UNIVERSITY, Kudlu Gate



dsu.edu.in



ABOUT DAYANANDA SAGAR UNIVERSITY

Dayananda Sagar University (DSU), is a top ranked (K-SURF) Private University in Karnataka, with over six decades in education. The city campus was created during 2014 to address the new paradigms of higher education that have raised during the recent years. The University fosters innovation, creativity and scholarly pursuits among its students and faculty members. The graduates of the University have the domain and unique leadership qualities to solve problems at local, national and global levels and are trained to be lifelong learners.

DSU has ensured that the programmes and curriculum are current, relevant and outcome-based by reviewing the curriculum on an annual basis by involving academics and industry champions from across industry sectors. The Schools have adopted modern pedagogical methods like case study, project-based learning, problem/simulation-based learning, blending online courses into its curriculum and experiential learning. To achieve experiential learning and for students to access industry, DSU has developed the partnership with Industry clusters and has created **DERBI** (Dayananda Sagar Entrepreneur Research and Business Incubation), a hub for students entrepreneurial and startup aspirations.

The University is continuously investing in newer tools and laboratories, and faculty development programs to handle the ever-changing skill needs. The University's Innovation and Entrepreneurship cell have created an ecosystem to motivate a significant number of students to take up an entrepreneurial route and several champion faculty members are identified to continuously work on new and feasible ideas to support entrepreneurship amongst their students

ABOUT SCHOOL OF COMMERCE AND MANAGEMENT STUDIES

The School of Commerce and Management Studies has a large footprint at Dayananda Sagar University, Bengaluru and worldwide, with its alumni spanning the globe. The school offers full-time programs in BBA and B.Com with several specialisations. The full-time MBA program is highly regarded, and the school is consistently ranked as one of the **"top emerging business schools in India"**, along with several new-age IIMs.

The school has deep industry connections, and the Executive Education division of the school offers an Executive MBA program. This is a weekend degree program for working professionals with diverse specialisations, and certificate programs in management and the management of technology. Almost every MNC represents Executive Education at SCMS, and programs serve to craft superior managers and leaders, which is a crying need in the industry.

The school offers Executive Education programs through a hybrid model, which works brilliantly for busy professionals. The personal learning cloud is a vast array of classroom courses, online courses, interactive platforms, and instructional software tools. It makes personalising, socialising, contextualising, and tracking learning accessible and affordable. The school has top-class faculty both scholarly and practice which gives the programs an edge over other B-Schools. It is for this reason that SCMS has been ranked as a **"top fifteen emerging B-School in India"** for 2021 and 2022.

ABOUT THE CONFERENCE

The Conference on Business and Leadership will take place under the theme- **'Transforming Business and Society: Innovation, Leadership, and Sustainable Future'**. The transformation of business and society through innovation, leadership, and a sustainable future is a strategic necessity for tackling complex global issues. It transcends conventional profit-driven models to adopt a comprehensive approach known as the triple bottom line, which evaluates environmental and social impacts in conjunction with economic performance. Effective leadership is essential for navigating the intricacies of business. The transformation of business and society presents considerable challenges, yet it also provides vast opportunities for innovation and growth. The Conference seeks to unite individuals from academic, research, policy, practice, and business sectors to exchange practical solutions for achieving a sustainable future. This conference is part of a larger initiative and vision by the UN to confront global challenges and promote a sustainable future through the Sustainable Development Goals (SDGs) by 2030. The conference will concentrate on **six themes**. The conference is expected to lead to voluntary commitments and the establishment of new partnerships.

CONFERENCE SUB-THEMES/ TRACKS

We invite Empirical papers/ Conceptual papers /Working papers/Review papers/ Case Studies/ Posters. Submissions are not restricted only to the below-mentioned sub-themes. However, the papers that fall in the scope of the conference theme are welcome.

Hybrid Conference (In-Person + Virtual)

Join us in Bengaluru or participate virtually from anywhere in the world!

Track 1: Transformational Leadership for Sustainable Futures

Exploring how modern leadership paradigms drive sustainable development, foster inclusive growth, and navigate complex global challenges.

Subthemes:

1. Authentic Leadership and SDG Implementation
2. Digital Leadership and Technology Governance
3. Crisis Leadership and Organizational Resilience
4. Cross-Cultural Leadership in Global Markets
5. Servant Leadership and Community Impact
6. Sustainable Leadership Practices

Faculty: Dr. Indrajit Goswami, Professor, SCMS

Dr. Abhijit Das, Assistant Professor, SCMS

Scholar Student: Ms. Nagarathna M

Hall no.: A028

Track 2: Entrepreneurial Ecosystems and Innovation

Examining how entrepreneurial ventures, innovation ecosystems, and startup cultures contribute to achieving sustainable development goals while creating economic value.

Subthemes:

1. Social Entrepreneurship and Impact Ventures
2. Green Entrepreneurship and Circular Economy
3. EdTech and Social Entrepreneurship
4. FinTech and Financial Inclusion
5. EdTech and Skill Development
6. Women Entrepreneurship and Gender Equality

Faculty: Dr. Suresh R, Associate Professor, SCMS

Scholar Student: Mr. Thushar M

Hall no.: Gallery-02

Track 3: Creative Problem-Solving and Innovation Methodologies

Focusing on innovative approaches, creative thinking methodologies, and problem-solving frameworks that address complex business and social challenges.

Subthemes:

1. Design Thinking and Human-Centered Innovation
2. Breakthrough Innovation and Disruptive Technologies
3. Creative Industries and Cultural Economics
4. Innovation Management and Strategies
5. Innovation Ecosystems and Knowledge Network
6. Frugal Innovation and Reverse Innovation

Faculty: Dr. Abhijit C, Associate Professor, SCMS

Dr. Parthasarathi N, Assistant Professor, SCMS

Scholar Student: Mr. Ajay Philips D

Hall no.: Gallery-03

Track 4: Integrated Management Excellence and Organizational Effectiveness

Exploring comprehensive management practices that integrate human resources, marketing, finance, and operations to achieve organizational excellence and sustainable performance.

Subthemes:

1. Strategic HRM and Talent Development
2. Digital Marketing and Customer Experience Management
3. Brand Management and Corporate Communication
4. Sustainable Finance and ESG Investment
5. Financial Technology and Digital Payment Systems
6. Operations Excellence and Quality Management

Faculty: Dr. Shweta Kaur, Associate Professor, SCMS

Scholar Student: Ms. Namrata Rajpurohit

Hall no.: A031

Track 5: Poster

A focused, visual interactive way to share research ideas.

Subthemes:

1. Transformational Leadership for Sustainable Futures
2. Entrepreneurial Ecosystems and Innovation
3. Technology Convergence and Digital Transformation
4. Creative Problem-Solving and Innovation Methodologies
5. Integrated Management Excellence and Organizational Effectiveness
6. Sustainability Integration and Circular Business Models

Faculty: Dr. Chinmoy Kumar, Associate Professor, SCMS

Dr. Nisha Goyal, Associate Professor, SCMS

Scholar Student: Ms. Monica C

Hall no.: SCMS open arena

Track 6: Innovation Track for Students

Catalyze breakthrough solutions while energizing creative ideation. A dedicated space where young minds will showcase their creative projects, prototypes, and entrepreneurial ideas. Students to display and talk on their product, service, business model. More specifically-

- The Business model developed
- Technologies to improve its product line
- Idea Generation and Mobilisation
- Commercialisation and ready for market
- Ideation and Prototyping

Who can Participate? - Open to University, B-School, MBA course, PGDM and Higher education Institutes.

Team Size: Upto 4 members

Hall no.: Gallery-01

BEST PAPER AWARDS

'**Best Paper Awards**' Cash prize of INR 5000 will be awarded to best papers in each track. To compete for the best paper award, submission of full paper as well as the presentation of the same is mandatory.

Each track will also address

- Digital Transformation Impact
- Post-Pandemic Business Resilience
- Gender Equality and Inclusion
- Youth Engagement and Innovation
- International Collaboration and Partnerships
- Policy and Regulatory Frameworks
- Measurement and Impact Assessment
- Future of Work and Skills Development

DATES TO REMEMBER (2025)

- Abstract submission last date: **1st October**
- Notification of acceptance of abstract: **14th October**
- Full paper submission last date: **24th October**
- Notification of Full paper acceptance: **2nd November**
- Last date of registration: **8th November**
- **Conference dates: 27th and 28th November**

Conference takeaway

- Best Paper Awards Prize Money worth INR ₹50,000+
- Publication Opportunities: Indexed journal submissions
- Networking Platform: Industry-academia collaboration
- Global Perspective: International speakers and participants
- Practical Solutions: Connect with the Incubation centre
- Innovation Showcase: Startup pitches and demonstrations
- DERBI benefit meeting Mentors and Startup opportunity

SUBMISSION DETAILS

- Abstract submission link:
<https://forms.gle/Nq8v7nSnjdUEc5cJA>
- Guidelines for full paper submission:
<https://forms.gle/2LRp94YZGnvDwNZ56>
- Guidelines for poster presentation:
https://drive.google.com/file/d/1kVxVQURKYQdvrBPMXafVCiXl8bZpZP7j/view?usp=drive_link

OPPORTUNITIES FOR PUBLICATION:

Full papers of authors, that are accepted and have duly completed the registration process, will be published in the Institutional repository hosted in <https://www.dsu.edu.in/commerce-management/mba>, with ISBN number. In addition, subject to the author(s) concurrence, selected papers, emerging out of further double-blind review process & fulfilling submission requirements, will be published in the Indexed Journals. All accepted papers will be submitted in Scopus/Web of Science indexed Journals for further review process for publication. Publication charges as applicable will be communicated upon acceptance. Further mentoring for developing paper will be undertaken by SCMS Research faculty for collaborations.

Registration Details

Category	Fees (INR) (incl.GST)	USD \$
Industry Professionals	INR 2500	USD 100
Academicsians	INR 1000	USD 50
Research Scholars	INR 600	USD 40
Students	INR 500	USD 40
Dayananda Sagar Group Faculty	INR 500	-
Audience and Attendees	INR 400	USD 40

Payment of registration fee covers the cost of all conference activities, coffee breaks, conference reception and working lunch during the conference. In addition, each registrant will receive a copy of the conference proceedings.

PAYMENT PARTICULARS

BANK DETAILS

Name – Dayananda Sagar University

A/c No – 100044771729

IFSC Code – INDB0000166

Bank Name – INDUSIND BANK

Branch - MALLESHWARAM, BANGALORE

Note – Please provide the transaction details once you remit the amount.

Receipt will be issued after the confirmation of amount received.



Conference venue: SCMS, Block-A, DSU City Innovation Campus,
Kudlu Gate, Hosur Road, Bengaluru - 560 068, India

ADVISORY COMMITTEE

CHIEF PATRONS



Dr. Hemachandra Sagar
Chancellor
Dayananda Sagar University



Dr. Premachandra Sagar
Pro-Chancellor
Dayananda Sagar University

PATRONS

Shri. Galiswamy
Secretary
DSI

Prof. B. S. Satyanarayana
Vice Chancellor
DSU

Prof. Janardhan R
Pro-Vice Chancellor
DSU

Dr. Prakash S
Pro-Vice Chancellor
DSU

Dr. Puttamadappa C
Registrar
DSU

CONFERENCE CHAIR

Capt. A.Nagaraj Subbarao, PhD
Dean

CO-CHAIRS

Dr.M.M. Bagali
Professor

Dr. SaiGanesh
Professor

CONFERENCE ORGANIZING COMMITTEE

Dr. Indrajit Goswami
Professor

Dr. Abhijit Chakraborty
Associate Professor

Dr. Somnath Debnath
Associate Professor

FACULTY COORDINATORS

Dr. Suresh R
Associate Professor

Dr. Chinmoy Kumar
Associate Professor

Dr. Nisha Goyal
Associate Professor

Dr. Pavithra Salanke
Associate Professor

Dr. Shweta Kaur
Associate Professor

Dr. Silky Sharma
Associate Professor

Dr. Priyanka Roy
Assistant Professor

Dr. Abhijit Das
Assistant Professor

Dr. Parthasarathi N
Assistant Professor

Prof. Navita Vijay
Assistant Professor

Prof. Jayashree N
Assistant Professor

Prof. Mohan Srinivasan
Professor of Practice

Prof. Anurag Jalan
Professor of Practice

Prof. Muralidhara G V
Professor of Practice

Prof. Anant Pophali
Adjunct Professor

Dr. Vasudevan S
Adjunct Professor

Prof. Himanshu Joshi
Adjunct Professor

Prof. Jitendranath Patri
Adjunct Professor

Prof. Amit K Sinha
Adjunct Professor

Conference Office: Mr. Raghavendra Rao, Assistant Director