



In Collaboration With



SOMCON-2025

**INTERNATIONAL CONFERENCE ON NAVIGATING THE
NEW BUSINESS LANDSCAPE IN A DISRUPTIVE ERA**

ICBL 2025

December 6th–7th, 2025



THEME

Harnessing Technology for Sustainable Business Growth

Organized by

School of Management

Doon University (A State Government University)

OUR KNOWLEDGE PARTNERS



www.doonuniversity.ac.in



About the University

Doon University, Dehradun was established on April 23, 2005, by the Uttarakhand Legislative Assembly under the Doon University Act 2005 (Uttaranchal Adhiniyam Sankhaya 18 of 2005) to emerge as a Centre of Excellence. Its campus spread over 55.0 acres, is located on the foothills of the Shivalik range on the banks of river Rispana. It is around eight kilometers away from the main city. Its lush green environment makes it one of the most beautiful universities in the country. Due to its scenic campus, state-of-the-art infrastructure, and stunning architecture, Doon University has emerged as an attractive choice for higher learning among students. The university ensures that its curriculum is cutting-edge and meets regional, national, and global standards and requirements. The curriculum is updated following the latest pedagogical frameworks shaped by modern technological advancements, shifting industry needs, and governmental policies.

The university delivers quality education through 22 Departments (including Environmental Science, Physics, Mathematics, Chemistry, Computer Science, Geology, Management, foreign languages, Economics, Social Work, Psychology, Biological Sciences, Anthropology, Performing Arts and Folk Theatre, Design, Geography, and Media & Communication Studies) housed under 9 Schools, which offer 52 programs (UG, PG, and PhD) and 1909 courses in total. Ph.D. program is offered in 11 disciplines. In letter and spirit, ours is the first university in Uttarakhand to have implemented the National Education Policy 2020 from the academic year 2022-2023. In conformity with NEP 2020, the programmes taught at Doon University have multiple entry and exit options for students, where each exit point is linked to a specific job role. Moreover, students are offered several Ability Enhancement Courses where they can learn regional, Indian, or foreign languages of their choice. With its finger on the pulse of time, Doon University has established the Centre of Innovation, Incubation Entrepreneurship and Industrial Relationship (CIIEIR) to make the students 'industry ready'.

Furthermore, the university focuses on building confidence and encouraging innovative and critical thinking. The teaching-learning process is student-centric and interactive, with the use of ICT tools such as LCD projectors, smart classrooms, and a Learning Management System (LMS). The university offers interdisciplinary learning through the Choice-Based Credit System (CBCS) and the implementation of the National Education Policy (NEP) in 2022-2023. Students can also undertake MOOCs for additional learning opportunities. Practical training and industrial visits are emphasized, along with small group interactions, classroom presentations, and assignments. Field visits, internships, and community engagement activities are incorporated to provide experiential and practical learning experiences. Students are encouraged to undertake projects, case studies, workshops, and seminars to acquire relevant skills. The university also has renowned experts as adjunct faculty and visiting professors to provide insights and exposure to the external world.



School of Management (SoM)

The School of Management (SoM) at Doon University is a premier institution focused on academic excellence, industry exposure, and research-driven education. With experienced faculty from esteemed institutions and an industry-integrated curriculum, SoM ensures that students gain both theoretical knowledge and practical skills.

The school offers MBA, Executive MBA (E-MBA), BBA (Honours/with Research), B.Com (Honours/with Research), and Ph.D. in Management, with specializations in Marketing, Finance, HR, and Logistics & Supply Chain Management. SoM provides state-of-the-art infrastructure, including smart classrooms, advanced computer labs with SPSS, Tally, and Python, and virtual interaction tools.

Students benefit from strong corporate tie-ups with top companies like Cognizant, Deloitte, Amazon, Accenture, HDFC, ICICI, and S&P Global, securing excellent placements and internships at BHEL, ONGC, ITC, and more.

The school emphasizes global exposure, with MoUs signed with University of Oakland, AIMA, CII, and others. Through soft skills training, leadership development, business competitions, industrial visits, and entrepreneurship support, SoM prepares students for dynamic careers in the corporate world.

For more information, visit: www.doonuniversity.ac.in

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About ICBL 2025

The International Conference on Business & Leadership (ICBL-2025) is a two-day global event dedicated to exploring the role of technology in driving sustainable business growth. Scheduled for December 6th–7th, 2025, in a hybrid mode, the conference will bring together academicians, researchers, industry leaders, and policymakers to discuss digital transformation, innovative business strategies, and sustainable development.

ICBL-2025 will be structured around seven thematic tracks:

- **Marketing:** AI-driven consumer insights, digital branding, influencer marketing, e-commerce strategies, and international marketing.
- **Human Resource Management:** HR analytics, talent management, employee engagement, recruitment strategies, and the future of work.
- **Finance:** Financial risk management, corporate governance, green finance, blockchain trends, and financial inclusion.
- **Supply Chain Management:** Sustainable logistics, circular economy, digital transformation in supply chains, and climate resilience.
- **Entrepreneurship & Innovation:** Startup strategies, social entrepreneurship, women and youth entrepreneurship, and business expansion.
- **Technology:** AI applications in business, cybersecurity challenges, cloud computing, big data analytics, and blockchain innovations.
- **Sustainability:** Green marketing, AI-driven sustainability, social responsibility, IoT for climate action, and SDG-aligned business strategies.

Conference Highlights:

- **Keynote Address:** Insightful talks from globally renowned business leaders, policymakers, and technology experts.
- **Paper Presentations:** Opportunity for scholars and researchers to present their work and receive expert feedback.
- **Best Paper Awards:** Recognizing outstanding research contributions in various thematic tracks.
- **Campus Tour:** Exploring the host institution's infrastructure, innovation labs, and research centers.

Track 1: Marketing

- Digital Marketing
- AI and Consumer Behavior Insights
- Influencer and Viral Marketing Trends
- Brand Development
- Hospitality, Tourism, and Sports Marketing
- International and Cross-Cultural Marketing
- E-Commerce and Retail
- Marketing mix

Track 2: Finance

- Corporate Governance and Financial Risk Management
- Strategies for Financial Inclusion and Empowerment
- Green Finance and Sustainable Investment Practices
- Digital Banking, Cryptocurrency, and Blockchain Trends
- Corporate Finance, Taxation, and Global Practices
- Financial Services in Crisis and Recovery
- Entrepreneurial Finance and Microfinance Innovations
- Sustainable Financial Performance and Accounting
- ESG Practices in Corporate Finance

Track 3: Human Resource Management

- Employee Engagement and Performance Enhancement
- Recruitment Practices for Organizational Growth
- HR Analytics and Technology in HR
- Future Trends in Talent Management
- Employee Learning and Development
- Retention and Career Development
- Global HR Practices and Cultural Adaptation

Track 4: Supply Chain Management

- Sustainable Supply Chain Practices and Innovation
- Circular Supply Chain
- Green Manufacturing and Operational Efficiency
- Resilient Supply Chains
- Digital Technologies in Supply Chain Management
- Climate Change Mitigation in Supply Chains
- Behavioral Aspects of Operations and Supply Chains
- Achieving Net-Zero Emissions through Supply Chain Strategies

Track 5: Entrepreneurship and Innovations

- Innovation and Entrepreneurial Strategies
- Sustainable and Social Entrepreneurship Practices
- Growth and International Expansion Strategies
- Entrepreneurial Decision-Making and Behavioral Trends
- Technology Transfer and Academic Entrepreneurship
- Women, Youth, and Inclusive Entrepreneurship
- Entrepreneurship and Family Businesses

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Track 6: Technology

- Artificial Intelligence in Manufacturing and Operations
- Cybersecurity, Data Privacy, and Security Challenges
- Cloud Computing and Enterprise Solutions
- Big Data Analytics for Business Decision Making
- Blockchain Technology and Fintech Advances
- Virtual Teams and Remote Work Productivity
- Digital Transformation and IT Project Management

Track 7: Sustainability

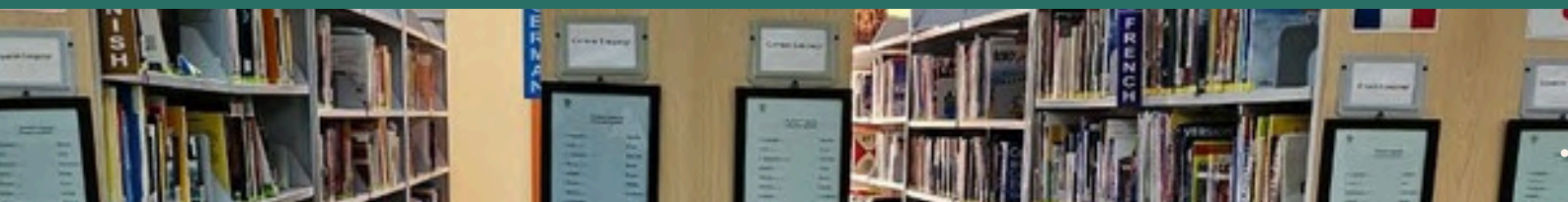
- AI and Sustainability Integration
- Green Marketing and Sustainable E-Commerce
- Social Responsibility in Sustainable Business Practices
- Green HRM and Sustainable Talent Management
- IoT Applications for Sustainability Goals
- Financial Sustainability and Green Investing
- Sustainable Supply Chains and Climate Action
- Strategic Competitive Advantage through Sustainability
- Sharing Economy and SDG's

Track 8: Indian Knowledge System

- जीवन दर्शन
- भारतीय ज्ञान का एकीकरण
- प्राचीन इंजीनियरिंग
- विज्ञान
- कल्याण
- मनोविज्ञान
- कला
- संगीत
- नृत्य
- लोक प्रशासन
- साशन की परियोजना

Target Audience

- Academicians, Scholars, Students, Researchers, and Corporate Social Responsibility (CSR) Practitioners.
- HR/Corporate Professionals, Policy makers & NGOs engaged under the periphery of Economic Development and Growth.
- Government Officials Working on Economic and Regional Development, Public Policies, and Governance.
- Entrepreneurs, who want to express new insights, share research contributions, and discuss best practices.



CHIEF PATRON



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CALL FOR PAPERS

Call for Paper and Posters and Submission Guidelines: SOMCON-2025 invites academicians, research scholars, students and corporate/industry executives to submit Research Paper, Literature Review, Case Study, Conceptual Paper, and Posters.

For Abstract

- Abstracts must be structured and concise, containing 250-300 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).
- 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.
- References should be cited using APA (7th edition) style.

For Poster

- Poster content should be divided into the following sections: Title, Authors, Affiliation, Introduction, Material and Methods, Results and Discussion, Conclusion, and References.
- Posters should be prepared in PORTRAIT format and English only. Poster stand: Vertical type.
- Poster size: 4 feet in length and 3 feet in width.
- One author can present only one poster.
- Eligibility: UG, PG, and Research Scholars.

Publication Opportunities

Accepted abstract will be published in the book of abstracts with ISBN and the 20 best papers will be published in MacMillian Publishers.

REGISTRATION AND FEES:

Category of Participants	Registration fees (Including GST)
Faculty	Rs. 2200
Research Scholar/ Student (PG)	Rs. 600
Industry Participant	Rs. 6000
International Participant	\$220
International Student	\$120

IMPORTANT DATES

Last Date for Abstract Submission	1 st September 2025
Decision on Abstract	20 th September 2025
Registration and Full Paper Submission	30 th September 2025
Last date for Registration	10 th October 2025

PAYMENT DETAILS

Name of the A/C-DOON UNIVERSITY-SOM
A/C No. 321501000005688
IFSC Code- IOBA0003215

SUBMISSION LINK

<https://docs.google.com/forms/d/e/1FAIpQLSeFqL3lgPICttR2zGz7nBoxR0PPd-zUm7I-S0k4p-1b6qzARA/viewform?pli=1>

Abstracts (in .docx or .doc format) can also be submitted to -
drskashyap@gmail.com, ranjanrajeev87@gmail.com

HOW TO REACH DOON UNIVERSITY



To reach Doon University in Dehradun, follow these steps:

- **By Air:** The nearest airport is Jolly Grant Airport, Dehradun.
- **By Rail:** Dehradun Railway Station is about 6.84 km from the university.
- **By Road:** From ISBT Dehradun, it's about 6 km away, taking around 20 minutes.
- Use local transport like taxis or buses from the railway station or ISBT.
- The university is located on Mothorawala Road, Kedarpur, Dehradun.
- You can also use ride-hailing services for convenience.



RECOGNITION AND AWARDS

Best Poster Presentation

RATAN TATA Research Excellence Award for 3 Best Papers



PLACES TO VISIT NEAR BY



Robbers Cave



Forest Research Institute



Buddha Temple



Lachhiwala Range



Tapkeshwar Mandir



Dehradun Zoo

CAMPUS SHOTS






CONTACT US

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