



International Conference on Emerging Trends in Management Practices - SAMAVAYA (ICETMP – 2025)

**Organized by
LJ Institute of Management Studies, LJ University, India
in association with IFERP Academy**

Post Conference Report

ICETMP – 2025, Contributed to Following SDGs



Foreword

Dear Participants,

It gives me immense pleasure to share with you the outcomes and results of the ICETMP - 2025, with the theme of " Technology and Management Practices " which was held at LJ Institute of Management Studies, LJ University, India on 21st & 22nd February, 2025. More than 200 people attended the event in person, and more than 300 people watched the live stream online. We were able to actively engage and reach out to a wider spectrum of research communities.



Mr. A. Siddth Kumar Chhajjer

MD & Founder, IFERP
Technoarete Group

The International Conference on Emerging Trends in Management Practices - SAMAVAYA, provided a vibrant platform that brings together scholars, educators, and researchers from a variety of disciplines. It is a hub for exchanging innovative research about Finance, Marketing, Human Resources, Innovation and Entrepreneurship, Sustainable Development, Emerging Trends and advancement in technology / Digital transformation, Indian economy and public policies etc that foster critical and creative thinking, mainly in the educational research, and fostering multidisciplinary exchanges among experts in Emerging Trends in Management Practices.

We are grateful for the support of LJ Institute of Management Studies, LJ University, whose contributions were vital to the success of this conference. We extend our sincere gratitude and highest respect to the professors who played an important role in the review process, providing valuable feedback and suggestions to authors to improve their work. We also extend our appreciation to the external reviewers for providing additional support in the review process and to the authors for contributing their research results to the International Conference on Emerging Trends in Management Practices - SAMAVAYA

Mr. Siddth Kumar Chhajjer

MD & Founder, IFERP

Technoarete Group

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12.2 Technical Presentation Session 2 (Emerging Trends in Marketing)

12.2.1 Speech by Session Speaker Dr. Bijal Mehta

12.2.2 Speech by Session Speaker Dr. Kedar Bhatt

12.2.3 – 12.2.8 Scientific Presentations

12.3 Technical Presentation Session 3 (Emerging Trends in HR Practices)

12.3.1 Speech by Session Speaker Prof. Margie Parikh

12.3.2 Speech by Session Speaker Dr Anu Gupta

12.3.3 – 12.3.8 Scientific Presentations

12.4 Technical Presentation Session 4 (Emerging Issues in Sustainable Development)

12.4.1 Speech by Session Speaker Dr. Reetika Gupta

12.4.2 Speech by Session Speaker Dr Ruchi Khandelwal

12.4.3 – 12.4.9 Scientific Presentations

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12.5.1 Speech by Session Speaker Dr. Azamat Maksudunov

12.5.2 Speech by Session Speaker Dr. Logaiswari Indiran

12.5.3 Speech by Session Speaker Prof. Chandramauli Pathak

12.5.4 – 12.5.9 Scientific Presentations

12.6 Technical Presentation Session 6 (Emerging Trends and Advancement In Technology)

12.6.1 Speech by Session Speaker Dr Heena Khanna

12.6.2 Speech by Session Speaker Dr Jasmin Padiya

12.6.3 – 12.6.6 Scientific Presentations

12.7 Technical Presentation Session 7 (Emerging Trends in Financial Sector)

12.7.1 Speech by Session Speaker Dr. Kaushal Bhatt

12.7.2 Speech by Session Speaker Dr Yogesh Kumar Jain

12.7.3 Speech by Session Speaker Dr. Gianluca Mattarocci

12.7.4 – 12.7.8 Scientific Presentations

12.8 Technical Presentation Session 8 (Emerging Trends in Marketing)

12.8.1 Speech by Session Speaker Prof. Manisha Panwala

12.8.2 Speech by Session Speaker Dr Deepa Kapoor

12.8.3 – 12.8.8 Scientific Presentations

12.9 Technical Presentation Session 9 (Emerging Trend in HR Practices)

12.9.1 Speech by Session Speaker Dr Manoj Mishra

12.9.2 Speech by Session Speaker Dr. Ashwinin Sonawane

12.9.3 – 12.9.7 Scientific Presentations

12.10 Technical Presentation Session 10 (Emerging Socio-economic issues and Public Policy)

12.10.1 Speech by Session Speaker Dr Kishore Bhanushali

12.10.2 Speech by Session Speaker Mr Sachin Jain

12.10.3– 12.10.8 Scientific Presentations

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1. Conference Summary



Conference Name : International Conference on Emerging Trends in Management Practices – SAMAVAYA (ICETMP – 2025)

Date : 21st & 22nd February 2025

Venue : LJ Institute of Management Studies, LJ University, India

Conference Theme : Technology and Management Practices

Organized By : LJ Institute of Management Studies, LJ University, India, and IFERP Academy

No. of Organizing Committee Members : 43

No. of Editors/Reviewers : 10

No. of Speakers : 5

No. of Abstracts Received : 279

No. of Participants Registered : 200

No. of Attendees : 174

1.1 Conference Overview

International Conference on Emerging Trends in Management Practices – SAMAVAYA was the place where ideas collided and innovations take the spotlight for the contribution towards achieving Sustainable Development Goals! ICETMP – 2025 had long been the meeting place for professionals, educators, researchers, policymakers, and industry professionals looking to network, share ideas, and grow in their respective fields. At this Multi-Disciplinary Research conference in LJ University, India, professionals, academics, researchers, and educators were came together to share their groundbreaking research, and different views, and explore unique ideas from various fields.

Through collaboration, the conference explored intersections between various disciplines and created a dynamic environment to enhance educational discussions and explore diverse studies. This International Conference in LJ University, India was a part of shaping the future of global education. They continued to inspire, transform, and shape education together. Their participation was more than just an RSVP; it is an important role in our community dedicated to academic success and positive change.

1.2 Conference Theme

The theme of the International Conference on Emerging Trends in Management Practices – SAMAVAYA "**Technology and Management Practices**" was to provide a lively space where different academic areas come together. ICETMP – 2025 stands as a melting pot of ideas, where the boundaries between advances in Emerging Trends in Management Practices blur, giving rise to innovative solutions that address global challenges. The conference embraces the multidisciplinary nature of educational excellence driving through recent trends in multi-disciplinary research, recognizing that true breakthroughs often occur at the intersections of different fields.

This theme encapsulates the conference's focus on fostering innovation and collaboration across diverse disciplines within Emerging Trends in Management Practices. It encourages participants to explore and present cutting-edge solutions that contribute to the sustainable development of industries, addressing challenges and advancing knowledge for a better future. The multidisciplinary perspective highlights the interconnectedness of various fields in creating holistic and impactful solutions.

1.3 Objectives & Scope of the Conference

The International Conference on Emerging Trends in Management Practices – SAMAVAYA aims to bring together academics, researchers, industry professionals, and students from diverse fields to explore cutting-edge advancements and trends across Emerging Trends in Management practices.

Key objectives include:

Knowledge Sharing: Facilitate the exchange of ideas, research outcomes, and best practices among participants to enhance understanding of emerging management trends.

Networking: Provide opportunities for attendees to connect with peers, industry leaders, and academicians to foster professional relationships and collaborations.

Skill Development: Offer workshops and sessions aimed at developing new skills and competencies relevant to modern management practices.

Policy Dialogue: Engage stakeholders in discussions about policy implications and strategies to adapt to evolving management landscapes.

ICETMP – 2025 transcends traditional boundaries, providing a platform for comprehensive exploration across a multitude of disciplines. The conference encompasses a wide scope that includes, but is not limited to:

- **Strategic Management:** Exploring new approaches to strategy formulation and implementation in dynamic markets.
- **Human Resource Management:** Discussing innovative practices in talent acquisition, retention, and development.
- **Technology and Innovation Management:** Examining the impact of technological advancements on business operations and management strategies.
- **Sustainable Business Practices:** Addressing the integration of sustainability into core business strategies and operations.
- **Financial Management:** Analyzing emerging trends in financial planning, risk management, and investment strategies.
- **Marketing Management:** Investigating new marketing techniques, consumer behavior insights, and digital marketing trends.

The ICETMP – 2025 aims to promote multidisciplinary research and collaboration to address contemporary challenges and inspire actionable solutions that contribute to the advancement of Emerging Trends in Management Practices globally.

2. Guest of Honor, Keynote Speakers, Session Speakers, & Session Chairs

Chief Guest

Dr. Montek Singh Ahluwalia

Padma Vibhushan,

Eminent Economist & Former Deputy Chairman

Planning commission of India



Keynote Speakers

Pankaj Setia

The IIMA Chair Professor

Professor of Information

Systems



Professor Sebastian Morris

Senior Professor,

Goa Institute of Management,

Goa, India



Mr. Mihir Joshi

Managing Director

GVFL Limited



3. Welcoming & Introduction

Welcome to the International Conference on Emerging Trends in Management Practices – SAMAVAYA, where we gather the brightest minds and the most innovative ideas to inspire, educate, and connect. Before we dive into today's agenda, let's take a moment to appreciate the vibrant atmosphere here at LJ Institute of Management Studies, LJ University, Ahmedabad, India. This location has been thoughtfully chosen to provide an inspiring environment for our discussions and networking. The theme of the International Conference on Emerging Trends in Management Practices – SAMAVAYA, is “Technology and Management Practices “. Our objective is to explore new technologies in Finance, Marketing, Human Resources, Innovation and Entrepreneurship, Sustainable Development, Emerging Trends and advancement in technology / Digital transformation, Indian economy and public policies etc. Over the next two days, we have a packed schedule with seventeen sessions, and five keynote presentations from industry leaders and experts. This conference would not be possible without the hard work and dedication of many individuals. We would like to extend a special thank you to our conference managers, and organizing committee members.

4. Welcome Speech

4.1 Welcome Speech by Special Guest Dr.Montek Singh Ahluwalia

Dr. Montek Singh Ahluwalia

Padma Vibhushan,

Eminent Economist & Former Deputy Chairman

Planning commission of India



5. Keynote Speeches

5.1 Speech by Keynote speaker - Pankaj Setia

Pankaj Setia

**The IIMA Chair Professor
Professor of Information
Systems**



5.2 Speech by Keynote speaker – Professor Sebastian Morris

Professor Sebastian Morris

**Senior Professor,
Goa Institute of Management,
Goa, India**



5.3 Speech by Keynote speaker – Mr.Mihir Joshi

Mr. Mihir Joshi

**Managing Director
GVFL Limited**



6. Panel Discussion on “Entrepreneurship and Economic Development: Perspectives from Asian Countries”

Panel Discussion

“Entrepreneurship and Economic Development: Perspectives from Asian Countries”

Panelists:

1. Prof. P. P. Singh (India)
2. Prof. R. H. Kuruppuge (Sri Lanka)
3. Prof. Ireen Akhter (Bangladesh)
4. Prof. Govind Tamang (Nepal)
5. Prof. Au Yong Hui Nee (Malaysia)

Moderator- Prof. Chandramauli Pathak

7. Group Photo



8. Inaugural Programme

The inaugural program of the International Conference on Emerging Trends in Management Practices – SAMAVAYA, LJ Institute of Management Studies, LJ University, India on 21st & 22nd February, 2025 conference sets the tone for the entire event, providing an opportunity to introduce the theme, objectives, and key participants. The inaugural program included inaugural addresses, proceedings release, Momento ceremony & Institutional Membership Benefits etc. The inaugural program was a crucial part of the conference, serving to welcome and engage participants, set the context for discussions, and recognize the contributions of key individuals.

9. Conference Proceedings Book Release

The International Conference on Emerging Trends in Management Practices – SAMAVAYA Conference proceedings was a comprehensive collection of the papers presented at the ICETMP – 2025. The Conference Proceedings serve as a valuable record of the research and discussions that occurred during the ICETMP – 2025 conference, providing insights into Finance, Marketing, Human Resources, Innovation and Entrepreneurship, Sustainable Development, Emerging Trends and advancement in technology / Digital transformation, Indian economy and public policies. On behalf of the organizing committee of the International Conference on Emerging Trends in Management Practices – SAMAVAYA (ICETMP – 2025) the conference proceedings was released.





INTERNATIONAL CONFERENCE ON

Emerging Trends in Management Practices

SAMAVAYA



21st & 22nd Feb 2025
Friday, Saturday



LJ University
Ahmedabad, India

Organized by

LJ Institute of Management Studies, LJ University, Ahmedabad, India

In Association with

IFERP Academy

#IFERPsupportsSDGs



<https://www.iferp.in/past-conferences.php>

10.Momento Ceremony

The conference speakers, session speakers, & session chairs were awarded with Momentos.



11. Technical Presentation Sessions I

11.1 Technical Presentation Session 1 (Emerging Trends in Financial Sector)

11.1.1 Speech by Session Speaker Dr Shubhra Anand

11.1.2 Speech by Session Speaker Dr Ashish Joshi

11.1.3 Speech by Session Speaker Dr. Gianluca Mattarocci

11.1.4 - 11.1.9 Total 9 Scientific Presentations were presented in the Technical Presentation
Session 1

11.2 Technical Presentation Session 2 (Emerging Trends in Marketing)

11.2.1 Speech by Session Speaker Dr. Nitin Kalla

11.2.2 Speech by Session Speaker Dr Ankita Srivastava

11.2.3 – 11.2.9 Total 9 Scientific Presentations were presented in the Technical Presentation
Session 2

11.3 Technical Presentation Session 3 (Emerging Trends in HR Practices)

11.3.1 Speech by Session Speaker Dr. Siddharth Saxena

11.3.2 Speech by Session Speaker Dr. M M Bagali

11.3.3 – 11.3.8 Total 8 Scientific Presentations were presented in the Technical Presentation
Session 3

11.4 Technical Presentation Session 4 (Emerging Issues in Sustainable Development)

11.4.1 Speech by Session Speaker Dr Lucky Mishra

11.4.2 Speech by Session Speaker Dr. Pinky Desai

11.4.3 – 11.4.8 Total 8 Scientific Presentations were presented in the Technical Presentation
Session 4

11.5 Technical Presentation Session 5 (Emerging Socio-economic issues and Public Policy)

11.5.1 Speech by Session Speaker Dr Kishore Bhanushali

11.5.2 Speech by Session Speaker Dr. Jharna Pathak

11.5.3 – 11.5.7 Total 7 Scientific Presentations were presented in the Technical Presentation
Session 5

11.6 Technical Presentation Session 6 (Emerging Trends and Advancement In Technology)

11.6.1 Speech by Session Speaker Dr. Nityesh Bhatt

11.6.2 – 11.6.5 Total 5 Scientific Presentations were presented in the Technical Presentation
Session 6

11.7 Technical Presentation Session 7 (Emerging Trends And Advancement In Technology)

11.7.1 Speech by Session Speaker Dr. Balakrishna Unny

11.7.2 Speech by Session Speaker Dr. Aidanazima Abashah

11.7.3 – 11.7.7 Total 7 Scientific Presentations were presented in the Technical Presentation
Session 7

12. Technical Presentation Sessions II

12.1 Technical Presentation Session 1 (Emerging Trends in Financial Sector)

12.1.1 Speech by Session Speaker Dr Amola Bhat

12.1.2 Speech by Session Speaker Dr Heena Joshi

12.1.3 - 12.1.7 Total 7 Scientific Presentations were presented in the Technical Presentation
Session 1

12.2 Technical Presentation Session 2 (Emerging Trends in Marketing)

12.2.1 Speech by Session Speaker Dr. Bijal Mehta

12.2.2 Speech by Session Speaker Dr. Kedar Bhatt

12.2.3 – 12.2.8 Total 8 Scientific Presentations were presented in the Technical Presentation
Session 2

12.3 Technical Presentation Session 3 (Emerging Trends in HR Practices)

12.3.1 Speech by Session Speaker Prof. Margie Parikh

12.3.2 Speech by Session Speaker Dr Anu Gupta

12.3.3 – 12.3.8 Total 8 Scientific Presentations were presented in the Technical Presentation
Session 3

12.4 Technical Presentation Session 4 (Emerging Issues in Sustainable Development)

12.4.1 Speech by Session Speaker Dr. Reetika Gupta

12.4.2 Speech by Session Speaker Dr Ruchi Khandelwal

12.4.3 – 12.4.9 Total 9 Scientific Presentations were presented in the Technical Presentation
Session 4

12.5 Technical Presentation Session 5 (Emerging trends in Entrepreneurship)

12.5.1 Speech by Session Speaker Dr. Azamat Maksudunov

12.5.2 Speech by Session Speaker Dr. Logaiswari Indiran

12.5.3 Speech by Session Speaker Prof. Chandramauli Pathak

12.5.4 – 12.5.9 Total 9 Scientific Presentations were presented in the Technical Presentation
Session 5

12.6 Technical Presentation Session 6 (Emerging Trends and Advancement In Technology)

12.6.1 Speech by Session Speaker Dr Heena Khanna

12.6.2 Speech by Session Speaker Dr Jasmin Padiya

12.6.3 – 12.6.6 Total 6 Scientific Presentations were presented in the Technical Presentation
Session 6

12.7 Technical Presentation Session 7 (Emerging Trends in Financial Sector)

12.7.1 Speech by Session Speaker Dr. Kaushal Bhatt

12.7.2 Speech by Session Speaker Dr Yogesh Kumar Jain

12.7.3 Speech by Session Speaker Dr. Gianluca Mattarocci

12.7.4 – 12.7.8 Total 8 Scientific Presentations were presented in the Technical Presentation
Session 7

12.8 Technical Presentation Session 8 (Emerging Trends in Marketing)

12.8.1 Speech by Session Speaker Prof. Manisha Panwala

12.8.2 Speech by Session Speaker Dr Deepa Kapoor

12.8.3 – 12.8.8 Total 8 Scientific Presentations were presented in the Technical Presentation
Session 8

12.9 Technical Presentation Session 9 (Emerging Trend in HR Practices)

12.9.1 Speech by Session Speaker Dr Manoj Mishra

12.9.2 Speech by Session Speaker Dr. Ashwinin Sonawane

12.9.3 – 12.9.7 Total 8 Scientific Presentations were presented in the Technical Presentation

Session 9

12.10 Technical Presentation Session 10 (Emerging Socio-economic issues and Public Policy)

12.10.1 Speech by Session Speaker Dr Kishore Bhanushali

12.10.2 Speech by Session Speaker Mr Sachin Jain

12.10.3– 12.10.8 Total 8 Scientific Presentations were presented in the Technical Presentation Session 10

13. Award Ceremony - Best Paper Presentation Awards

Name	Paper Title
Dr. Shreya Chatterjee and Dr. Parimita Dash	Paper Title : AI and Block Chain Technology: Critical Assessment of Role of Legal Regime Combating Issues and Challenges
Vandit Shah	Paper Title : Pandemic: Flip side and Exceptions
Dr. Paramsivam Sivasurjan Vellah, Dr. T Muthuvijayan and Dr. Samir Mahajan	Paper Title : Impact of Digital Transformation on Financial Inclusion and Sustainable Development Goals: Evidence from Major Indian States
Dr. Hiteshi Ajmera, Dr. Dhara Shah Dr. Himani Sheth	Paper Title : Safeguarding Financial Integrity: A Study on Fraud Prevention and Detection

14. Valedictory Function

14.1 Conference - Conclusion Summary

The International Conference on Emerging Trends in Management Practices - SAMAVAYA, held on 21st & 22nd February, 2025, at LJ University, India, organized by LJ Institute of Management Studies, LJ University, India, and IFERP Academy brought together a diverse group of experts, practitioners, and enthusiasts from various fields. The central theme of the conference was "Technology and Management Practices" and it successfully fostered a collaborative environment for sharing knowledge, insights, and advancements to achieve SDGs.

Key Highlights:

The conference commenced with an inspiring Special Guest of Speech and Keynote Speakers highlighted the recent breakthroughs and the potential for future developments in Emerging Trends in Management Practices.

Research Presentations:

Over 200 research papers were presented, covering a wide range of topics. These presentations showcased cutting-edge research and fostered lively discussions.

Networking Opportunities:

The conference facilitated numerous networking events, allowing attendees to connect with peers, potential collaborators, and industry leaders. The virtual and in-person networking sessions were particularly well-received, enhancing professional relationships and sparking new partnerships.

Achievements and Outcomes:

- Several new collaborative initiatives were announced, aiming to address global challenges. These initiatives will leverage the collective expertise and resources of participating organizations.
- Publication of Proceedings including the conference proceedings, including research papers and keynote addresses, will be published. Future Conferences: Plans for the next conference were discussed, with suggestions for topics and formats that could further enhance engagement and impact.

Closing Remarks:

In the closing session, IFERP Academy expressed its gratitude to all the participants, academic partners, sponsors, and organizers. IFERP Academy highlighted the conference's success in achieving its objectives and underscored the importance of continued collaboration and innovation. Attendees left with a sense of accomplishment and a renewed commitment to advancing in their fields.

The conference concluded on a high note, with participants energized and motivated to apply the insights gained to their respective fields. The event not only celebrated current achievements but also set a forward-looking agenda for future research and development.

15. Vote of Thanks

Dear Researchers, Academicians & Students,

As we draw to the close of this remarkable International Conference on Emerging Trends in Management Practices – SAMAVAYA it is our honor and privilege to extend a vote of thanks on behalf of the organizing committee. Today has been a day filled with insights, inspiration, and

invaluable networking opportunities, and none of this would have been possible without the collective efforts of many individuals and organizations.

Firstly, we would like to express our deepest gratitude to our esteemed speakers. Your expertise, thoughtful presentations, and engaging discussions have been the highlight of this conference. You have not only enlightened us with new knowledge but have also inspired us to think critically and creatively about the challenges and opportunities in our field.

A special thanks to our dedicated organizing committee and volunteers. Your hard work behind the scenes, meticulous planning, and tireless efforts have ensured that everything ran smoothly. Your passion and dedication are truly commendable, and this event could not have happened without you.

We are also grateful to our attendees. Your active participation, thoughtful questions, and enthusiastic engagement have added great value to this conference. It is your eagerness to learn and share that makes the events like this so rewarding and worthwhile.

We would like to acknowledge the venue staff for their excellent service and hospitality, providing us with a comfortable and conducive environment for our discussions and networking.

Finally, I want to thank everyone who has contributed, in big ways and small, to the success of this conference. Whether you were a speaker, sponsor, attendee, or volunteer, your involvement has been crucial.

As we conclude, let us take with us the knowledge we have gained, the connections we have made, and the inspiration to drive forward in our respective fields. We look forward to seeing you at future conferences and continuing these valuable conversations.

16. Conference Glimpses





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SAMAVAYA

📅 21st & 22nd Feb, 2025 📍 LJ University, Ahmedabad, India

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17. General Comments & Feedbacks

Overall Comments of the Participants:

- Organizing and Coordination of the conference was excellent and professional.
- Speakers were no doubt enriching.
- Overall, an excellent International Conference.
- The introduction of the conference program was so effective that it distracts you from the research topic
- Keynote speakers talks were worth listening.
- Issues were resolved carefully.