



INTERNATIONAL CONFERENCE ON Business, Management, Educational Strategies and Technological Integration

28th & 29th April 2025 | Istanbul, Turkey



Organized by: IFERP Academy

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International Conference on Business, Management, Educational Strategies and Technological Integration

Organized by IFERP Academy

Post Conference Report

ICBMESTI – 2025, Contributed to Following SDGs



Foreword

Dear Participants,

It gives me great pleasure to share with you the outcomes and results of the ICBMESTI – 2025, with the theme of " Innovative Strategies for Sustainable Growth in a Digital Era " which was held at Istanbul, Turkey on 28th & 29th April, 2025. More than 300 people attended the event in person, and more than 500 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 Business, Management, Educational Strategies, and Technological Integration (ICBMESTI - 2025), 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 Sustainable Business Strategies in the Digital Era, Technological Advancements and Business Integration, Educational Strategies for Sustainable Development, Digital Transformation in Education, Leadership and Change Management in the Digital World, Innovation and Entrepreneurship for Sustainable Growth, Corporate Social Responsibility (CSR) and Ethical Business Practices, Human Capital Development and Workforce Innovation, Sustainable Supply Chain and Operations Management that foster critical and creative thinking, mainly in the Business, Management, Educational Strategies, and Technological Integration experts in Multidisciplinary and Current Educational Research.

We are grateful for the support of many universities and research institutes, 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 Business, Management, Educational Strategies, and Technological Integration (ICBMESTI - 2025).

Mr. Siddth Kumar Chhajjer

MD & Founder, IFERP, Technoarete Group

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13. Technical Presentation Sessions

13.1 Technical Presentation Session 1

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13.1.2 Speech by Session Speaker Dr Rasha El-Ibiary

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1. Conference Summary



Conference Name	: International Conference on Business, Management, Educational Strategies, and Technological Integration (ICBMESTI - 2025)
Date	: 28th & 29th April, 2025
Venue	: Istanbul, Turkey
Conference Theme	: Innovative Strategies for Sustainable Growth in a Digital Era
Organized By	: IFERP Academy
No. of Organizing Committee Members	: 29
No. of Editors/Reviewers	: 18
No. of Speakers	: 22
No. of Abstracts Received	: 102
No. of Participants Registered	: 82
No. of Attendees	: 213

1.1 Conference Overview

International Conference on Business, Management, Educational Strategies, and Technological Integration (ICBMESTI - 2025), was the place where ideas collided and innovations take the spotlight for the contribution towards achieving Sustainable Development Goals! International Conference on Business, Management, Educational Strategies, and Technological Integration (ICBMESTI - 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 Business, Management, Educational Strategies, and Technological Integration conference in Istanbul, Turkey, 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 Istanbul, Turkey, 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 Business, Management, Educational Strategies, and Technological Integration (ICBMESTI - 2025) “ **Innovative Strategies for Sustainable Growth in a Digital Era** “ was to provide a lively space where different academic areas come together. ICBMESTI – 2025 stands as a melting pot of ideas, where the boundaries between advances in Business, Management, Educational Strategies, and Technological Integration disciplines blur, giving rise to innovative solutions that address global challenges. The conference embraces the multidisciplinary nature of educational excellence driving through digital transformation, 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 Business, Management, Educational Strategies, and Technological Integration. 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 Business, Management, Educational Strategies, and Technological Integration (ICBMESTI - 2025) aims to bring together academics, researchers, industry professionals, and students from diverse fields to explore cutting-edge advancements and trends across Business, Management, Educational Strategies, and Technological Integration.

Key objectives include:

- To provide a global platform for scholars, industry professionals, educators, and researchers to present their latest innovations, research findings, and experiences in the fields of business, management, education, and technology.
- To explore and evaluate the integration of emerging technologies in business and educational ecosystems, fostering data-driven decision-making and digital transformation.
- To encourage cross-disciplinary collaboration among academic institutions, industry leaders, and policy-makers for addressing modern-day challenges in sustainable development, leadership, and educational reform.
- To support the development of innovative pedagogical strategies, management practices, and technology applications that improve organizational performance and learning outcomes.
- To recognize and disseminate high-impact research that contributes to the advancement of knowledge in business, management theory, education policy, and technological evolution.

ICBMESTI – 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:

1. Business & Management:

- Strategic leadership and entrepreneurship
- Corporate governance and sustainability
- Financial innovation and digital economy
- Marketing analytics and consumer behavior
- Human resource development and organizational psychology

2. Educational Strategies:

- Curriculum development and instructional design
- E-learning platforms and digital pedagogy
- Educational leadership and policy reform

- Assessment techniques and learner engagement
- Inclusion, equity, and global learning standards

3. **Technological Integration:**

- Artificial intelligence and machine learning in business/education
- EdTech tools and smart learning environments
- Blockchain applications in management and education
- Cybersecurity and data privacy in institutional systems
- Industry 4.0 technologies and their organizational impact

4. **Interdisciplinary Innovations:**

- Integration of business intelligence in education
- Tech-enabled business models and start-up ecosystems
- Social innovation and entrepreneurship
- Case studies on digital transformation across sectors
- Sustainable development goals (SDGs) and academic responsibility

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

Guest of Honors



Mr. Siddh Kumar Chhajer
Founder & Managing
Director,
IFERP, Technoarete Group,
India.



Mr. Subhrajyoti Ranjan Sahu
Chief Process and Innovation
Officer
IFERP, Technoarete Group,
India.



Prof. Dr. SEMRA ERPOLAT
TASABAT
Professor,
Department of Statistics
Mimar Sinan Fine Arts University,
Istanbul, Turkey

Keynote Speakers



Prof. Dr. Vedat COSKUN
R&D Consultant
Professor of Software Engineering
Istanbul Atlas Universitesi
Istanbul, Türkiye.



Assoc Prof. Dr. Neyara Radwan
Industrial Management Dept., Liwa
College, Abu Dhabi, UAE
Mechanical Department, Faculty of
Engineering,
Suez Canal University, Egypt.



Mr. Salih Sertbaş
Director
Linktera Bilgi Teknolojileri
Istanbul, Türkiye.



Ts. Dr. Chan Shiau Wei
Senior Lecturer
Department of Production and Operation
Management
Faculty of Technology Management and Business
Universiti Tun Hussein Onn Malaysia (UTHM)
Malaysia.



**Ts. Dr. Mathivannan
Jaganathan**
Senior Lecturer
Universiti Utara Malaysia
Malaysia.



Dr Esra Akca
Senior Data Scientist at Artificial Intelligence
and Robotics
Borusan Makina ve Güç Sistemleri R&D
Istanbul, Turkey.



Karthik Hosavaranchi Puttaraju
Business Transformation Leader
Koch engineered solutions
USA.



Kenchen Bharwani
Empire Apparel LLC - New York, USA
USA.



Sai Vishnu Vardhan Machapatri
Salesforce Analyst
Vernus Technologies
USA.



Syed Sadique Basha
Senior Architect
Areas of expertise: Data Science and
IT solution architecture
Shell Oil and Gas, Houston USA
USA.



Krishna Chaganti
Associate Director
S&P Global
USA.



Srinivasa M Kona
Sr Technical Lead
Cisco Systems Inc,
USA.

Session Speakers



Mr. Amith Ashokan
CXO - Advisor
Director- Projects and Strategy
Aysdev Global Consultancy
Unipolar Technologies Pvt. Ltd
India.



Dr. Alben Mert ,PhD, MBA
Head of Advanced Data Analytics
beIN MEDIA GROUP
Istanbul, Türkiye.



Assoc Prof. Dr. Sakinah Ali Pitchay
Director – Centre of Soft Skills
Development
Universiti Sains Islam Malaysia
Malaysia.



Ts Dr Prashanth Beleva
Senior Lecturer
INTI International University-Malaysia
Malaysia.



Dr. Rasha El-Ibiary
Associate Professor (Adj)
Journalism and Mass Communication Department
The American University in Cairo and ESLSCA
University in Egypt
Media Consultant at UN Women, Media and
Politics researcher
Egypt.



Asst Prof. Dr. Yogesh Golhar
St. Vincent Pallotti College of
Engineering & Technology
Nagpur University
India.

Workshop Speaker



Dr. Lucia Barbara DELL'ABATE ÇELEBİ

Associate Professor,
Faculty of Literature
Istanbul University,
Istanbul , Turkey.

3. Welcoming & Introduction

Welcome to the International Conference on Business, Management, Educational Strategies, and Technological Integration (ICBMESTI - 2025), 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 Istanbul, Turkey. This location has been thoughtfully chosen to provide an inspiring environment for our discussions and networking. The theme of the International Conference on Business, Management, Educational Strategies, and Technological Integration (ICBMESTI - 2025) is “ Innovative Strategies for Sustainable Growth in a Digital Era “. Our objective is to explore new technologies in Business, Management, Educational Strategies, and Technological Integration etc. Over the next two days, we have a packed schedule with two sessions, one workshop, and twenty two 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 Speeches

4.1 Welcome Speech by Special Guest - Mr. A. Siddth Kumar Chhajer



Mr.Siddth Kumar Chhajer
Founder & Managing Director,
IFERP, Technoarete Group,
India.

4.2 Welcome Speech by Special Guest - Prof Dr.Semra Erpolat Tasabat



**Prof Dr.SEMRA ERPOLAT
TASABAT**
Professor,
Department of Statistics
Mimar Sinan Fine Arts University,
Istanbul, Turkey

4.3 Welcome Speech by Special Guest – Dr.Lucia Barbara Dell Abate Çelebi



Dr.Lucia Barbara DELLABATE ÇELEBİ
Associate Professor,
Faculty of Literature
Istanbul University,
Istanbul , Turkey.

4.4 Welcome Speech by Special Guest – Prof. Dr. Vedat Coskun



Prof. Dr. Vedat COSKUN
R&D Consultant
Professor of Software Engineering
Istanbul Atlas Universitesi
Istanbul, Türkiye.

4.5 Welcome Speech by Special Guest – Assoc Prof. Dr. Neyara Radwan



Assoc Prof. Dr. Neyara Radwan
Industrial Management Dept., Liwa
College, Abu Dhabi, UAE
Mechanical Department, Faculty of
Engineering,
Suez Canal University, Egypt.

4.6 Welcome Speech by Special Guest – Mr. Salih Sertbaş



Mr. Salih Sertbaş
Director
Linktera Bilgi Teknolojileri
Istanbul, Türkiye.

4.7 Welcome Speech by Special Guest – Dr Esra Akca



Dr Esra Akca

Senior Data Scientist at Artificial Intelligence
and Robotics
Borusan Makina ve Güç Sistemleri R&D
Istanbul, Turkey.

4.8 Welcome Speech by Special Guest – Dr. Alben Mert ,PhD, MBA



Dr. Alben Mert ,PhD, MBA

Head of Advanced Data Analytics
beIN MEDIA GROUP
Istanbul, Türkiye.

5. Keynote Speeches

5.1 Speech by Keynote speaker - Prof. Dr. Vedat Coskun



Prof. Dr. Vedat COSKUN
R&D Consultant

Professor of Software Engineering
Istanbul Atlas Universitesi
Istanbul, Türkiye.

5.2 Speech by Keynote speaker – Assoc Prof. Dr. Neyara Radwan



Assoc Prof. Dr. Neyara Radwan
Industrial Management Dept., Liwa
College, Abu Dhabi, UAE
Mechanical Department, Faculty of
Engineering,
Suez Canal University, Egypt.

5.3 Speech by Keynote speaker – Mr. Salih Sertbaş



Mr. Salih Sertbaş
Director
Linktera Bilgi Teknolojileri
Istanbul, Türkiye.

5.4 Speech by Keynote speaker – Dr Esra Akca



Dr Esra Akca
Senior Data Scientist at Artificial Intelligence
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5.5 Speech by Keynote speaker – Ts. Dr. Chan Shiau Wei



Ts. Dr. Chan Shiau Wei
Senior Lecturer
Department of Production and Operation
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Faculty of Technology Management and Business
Universiti Tun Hussein Onn Malaysia (UTHM)
Malaysia.

5.6 Speech by Keynote speaker – Ts. Dr. Mathivannan Jaganathan



**Ts. Dr. Mathivannan
Jaganathan**
Senior Lecturer
Universiti Utara Malaysia
Malaysia.

5.7 Speech by Keynote speaker – Prof. Dr. Arfan Shahzad

5.8 Speech by Keynote speaker – Karthik Hosavaranchi Puttaraju



Karthik Hosavaranchi Puttaraju
Business Transformation Leader
Koch engineered solutions
USA.

5.9 Speech by Keynote speaker – Kenchen Bharwani



Kenchen Bharwani
Empire Apparel LLC - New York, USA
USA.

5.10 Speech by Keynote speaker – Sai Vishnu Vardhan Machapatri



Sai Vishnu Vardhan Machapatri
Salesforce Analyst
Vernus Technologies
USA.

5.11 Speech by Keynote speaker – Syed Sadique Basha



Syed Sadique Basha
Senior Architect
Areas of expertise: Data Science and
IT solution architecture
Shell Oil and Gas, Houston USA
USA.

5.12 Speech by Keynote speaker – Krishna Chaganti



Krishna Chaganti
Associate Director
S&P Global
USA.

5.13 Speech by Keynote speaker – Srinivasa M Kona



Srinivasa M Kona
Sr Technical Lead
Cisco Systems Inc,
USA.

6. Presentation by IFERP Representative



Mr. Subhrajyoti Ranjan Sahu
Chief Process and Innovation
Officer
IFERP, Technoarete Group,
India.

7. Workshop by Dr.Lucia Barbara Dell Abate Çelebi



Dr.Lucia Barbara DELLABATE ÇELEBİ

Associate Professor,
Faculty of Literature
Istanbul University,
Istanbul , Turkey.

8. Group Photo



9. Inaugural Programme

The inaugural program of the International Conference on Business, Management, Educational Strategies, and Technological Integration (ICBMESTI - 2025), Istanbul, Turkey on 28th & 29th April, 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.

10. Conference Proceedings Book Release

The International Conference on Business, Management, Educational Strategies, and Technological Integration (ICBMESTI - 2025) Conference proceedings was a comprehensive collection of the papers presented at the ICBMESTI – 2025. The Conference Proceedings serve as a valuable record of the research and discussions that occurred during the ICBMESTI – 2025 conference, providing insights into current trends, innovations, and the future direction of multidisciplinary research studies, Business, Management, Educational Strategies, and Technological Integration.

On behalf of the organizing committee of the International Conference on Business, Management, Educational Strategies, and Technological Integration (ICBMESTI - 2025), the conference proceedings was released.





INTERNATIONAL CONFERENCE ON Business, Management, Educational Strategies and Technological Integration (ICBMESTI)

 28th & 29th April 2025

 Radisson Blu Hotel & Spa, Istanbul, Turkey

Organized by **IFERP Academy**

The CPD Standards Office

CPD PROVIDER: 41182

2024-2026

www.cpdstandards.com



12.2 CPD Credit Hours

#IFERP supports **SDGs**



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

11. Memento Ceremony

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



12. Technical Presentation Sessions

12.1 Technical Presentation Session 1

12.1.1 Speech by Session Speaker Dr. Alben Mert ,PhD, MBA



Dr. Alben Mert ,PhD, MBA
Head of Advanced Data Analytics
beIN MEDIA GROUP
Istanbul, Türkiye.

12.1.2 – 12.1.15 Total 15 Scientific Presentations were presented in the Technical Presentation Session 1

13. Technical Presentation Sessions

13.1 Technical Presentation Session 1

13.1.1 Speech by Session Speaker Mr. Amith Ashokan



Mr. Amith Ashokan
CXO - Advisor
Director- Projects and Strategy
Aysdev Global Consultancy
Unipolar Technologies Pvt. Ltd
India.

13.1.2 Speech by Session Speaker Dr Rasha El-Ibiary



Dr. Rasha El-Ibiary
Associate Professor (Adj)
Journalism and Mass Communication Department
The American University in Cairo and ESLSCA
University in Egypt
Media Consultant at UN Women, Media and
Politics researcher
Egypt.

13.1.3 Speech by Session Speaker Assoc Prof. Dr. Sakinah Ali Pitchay



Assoc Prof. Dr. Sakinah Ali Pitchay
Director – Centre of Soft Skills
Development
Universiti Sains Islam Malaysia
Malaysia.

13.1.4 Speech by Session Speaker Asst Prof. Dr. Yogesh Golhar



Asst Prof. Dr. Yogesh Golhar
St. Vincent Pallotti College of
Engineering & Technology
Nagpur University
India.

13.1.5 Speech by Session Speaker Ts Dr Prashanth Beleya



Ts Dr Prashanth Beleya
Senior Lecturer
INTI International University-Malaysia
Malaysia.

13.1.6 – 13.1.11 Total 11 Scientific Presentations were presented in the Technical Presentation
Session 1

14. Award Ceremony - Best Paper Presentation Awards



Name	Paper Title
Donghwa Jeong	Preliminary Validation of Origami Complexity Using an Information-theoretic Approach
Zedric Lorzano	College Students On Generative A.i.: Basis For Ethical Generative A.i. Utilization Policy
Eliecer Montero Ojeda	Teacher Leadership and Educational Projects: Driving Transformation and Innovation in Learning Environments
Shreya Sharma	Comparing The Efficacy Of 30 Minutes To 60 Minutes Swiss Ball Exercise During Labor: A Protocol For Randomized Controlled Trial
Ian John Galupar	A Theoretical Development Of Robotics Technology Pedagogical Approach (Rtpa) In Mathematics Education

15. Valedictory Function

15.1 Conference - Conclusion Summary

The International Conference on Business, Management, Educational Strategies, and Technological Integration (ICBMESTI - 2025), held on 28th & 29th April, 2025 at Istanbul, Turkey, organized by IFERP Academy brought together a diverse group of experts, practitioners, and enthusiasts from various fields. The central theme of the conference was " Innovative Strategies for Sustainable Growth in a Digital Era " 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 by Mr. Siddh Kumar Chhajer, MD & Founder, Technoarete Group, who emphasized the importance of multidisciplinary conferences, collaboration and innovation, QS University World Rankings and Times Higher Education (THE) University World Rankings. Keynote Speakers highlighted the recent breakthroughs and the potential for future developments in Multidisciplinary and Current Educational Research.

Research Presentations:

Over 102 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.

16. Vote of Thanks

Dear Researchers, Academicians & Students,

As we draw to the close of this remarkable International Conference on Business, Management, Educational Strategies, and Technological Integration (ICBMESTI - 2025), 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.

17. Conference Glimpses









18. 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.
- Workshop was very interactive
- 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.