



International Conference 2K27

(Hybrid Mode)

**Innovation and Sustainable Transformation in the Modern Business
Environment (ISTMBE 2k27)**

(15th Jan. 2k27)

Seminar Hall, Block- A

Organized by
Department of Management Studies
DPG Institute of Technology & Management
(Affiliated to M.D University, Rohtak, Haryana, India)
and
(Approved by AICTE, Govt. of India)

About Institution

DPG Institute of Technology and Management (DPGITM) was Established in 2011 and is one of the premier Engineering and Management institutions in Gurugram, Haryana. The Institute is approved by the All India Council for Technical Education (AICTE) and the Government of Haryana, and it is affiliated with Maharshi Dayanand University (MDU), Rohtak. The college aims to provide high-quality technical education and equip students with the skills required to excel in the corporate and industrial sectors

About Department

The Department of Management Studies is dedicated to fostering excellence in business education and research. With a strong focus on practical learning, collaboration and global perspectives, the department aims to equip future leaders with the necessary skills to navigate complex business environments. Our faculty members, renowned for their research and teaching, continuously work towards bridging the gap between theoretical insights and real-world applications.



About Conference

ISTMBE-2027: “Innovation and Sustainable Transformation in the Modern Business Environment” is an International conference that brings together academicians, researchers, industry experts, and policymakers to explore emerging innovations shaping modern business. The conference focuses on intelligent technologies, digital transformation, and responsible business practices that drive sustainable and ethical growth. It provides a collaborative platform to discuss cutting-edge research, real-world applications, and strategic insights aimed at building resilient, future-ready, and socially responsible business enterprises in a rapidly evolving global economy.

Conference Vision

Global Convergence: A premier international platform uniting academicians, researchers, industry experts, and policymakers.

Innovation at the Core: Spotighting intelligent technologies and breakthrough ideas shaping modern business.

Digital Transformation: Exploring strategies for agile, technology-driven, and future-ready organizations.

Responsible & Sustainable Growth: Promoting ethical business practices, ESG integration, and social impact.

Research & Practice Integration: Bridging scholarly insights with real-world applications.

Collaborative Ecosystem: Encouraging cross-sector partnerships and interdisciplinary dialogue.

Themes

1. Artificial Intelligence & Intelligent Business Systems

- Machine Learning Applications in Business
- Intelligent Decision Support Systems
- Automation and Cognitive Technologies
- AI-Driven Strategy and Governance
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2. Digital Transformation & Industry 4.0

- Smart Factories and Cyber-Physical Systems
- Digital Twins and IoT Integration
- Robotics and Automation in Industry
- Cloud Computing and Edge Technologies

3. AI in Production, Operations & Manufacturing

- Predictive Maintenance and Quality Control
- Smart Scheduling and Resource Optimization
- Autonomous Production Systems
- AI-Enabled Logistics and Planning

4. Data Analytics & Decision Intelligence

- Big Data Platforms and Architectures
- Business Intelligence and Visualization
- Prescriptive and Predictive Analytics
- Data Governance and Privacy

5. Responsible Business, Ethics & Corporate Governance

- Ethical AI and Algorithmic Transparency
- Corporate Social Responsibility
- Governance in Digital Enterprises
- Regulatory and Compliance Frameworks

6. Sustainability, ESG & Green Strategies

- Sustainable Supply Chains
- Circular Economy Models
- Green Technologies and Innovation
- Climate-Driven Business Strategies

7. Innovation Management & Disruptive Models

- Open Innovation and Collaboration
- Platform Economies
- Business Model Innovation
- Managing Technological Disruption

8. Entrepreneurship, Startups & Digital Ecosystems

- Startup Financing and Venture Capital
- Incubators and Accelerators
- Innovation Hubs and Clusters
- Digital Platforms for Entrepreneurs

9. Neuromarketing, FOMO & Consumer Psychology

- Behavioural Economics in Marketing
- Digital Persuasion and Decision Biases
- Emotional Analytics and Brand Engagement
- Social Media Influence

10. Marketing Innovation & Digital Branding

- Omni-Channel Marketing Strategies
- Influencer and Social Commerce
- AI in Marketing Analytics
- Customer Experience Design

11. Human Resource Analytics & Future of Work

- Workforce Planning through AI
- Hybrid Work Models
- Leadership in Digital Era
- Talent Analytics and Development

12. FinTech, Risk & Smart Supply Chains

- Blockchain and Digital Payments
- Cyber Risk and Financial Security
- Smart Contracts and RegTech
- AI-Driven Supply Chain Optimization

Call for Abstract/ Papers

Abstract Submission Deadline: 30th Sept. 2026

Submission of Camera-Ready Manuscript: 15th Nov. 2026

Intimation of Acceptance of Full Paper: 30th Nov. 2026

Last Date of Registration: 15th Dec. 2026

Note:- Participants are required to email the AI-generated content report and plagiarism report along with the full research paper.

Submission Guidelines

- The manuscript must be an original and unpublished work and must not be under consideration for publication in any other journal, conference, or edited volume.
- All manuscripts must follow ethical research and plagiarism norms.
- Use of ChatGPT or any AI-generated content is strictly prohibited.
- The manuscript should follow the prescribed formatting style:
 - Font: Times New Roman
 - Font Size: 12 pt
 - Line Spacing: 1.5
 - Margin: 1 inch on all sides
 - Referencing Style: APA (7th Edition)
- The length of the full paper should be 6,000–8,000 words, including references, tables, and appendices.
- Tables, figures, and illustrations must be properly numbered and titled, and the source must be acknowledged wherever applicable.
- Manuscripts not complying with the above formatting, originality, or AI-use guidelines may be returned to authors for revision or rejected without review.

Publication Opportunities



Selected high-quality papers will be published in: Scopus-Indexed Journals ABDC- A & B Category Journal & Rest of the papers will be published in ABDC 'C' Category Journal

`Cadernos de Pós-Graduação em Direito Político e Econômico (ISSN: 1678-2127)

Registration Fee

Registration Fee Details

Participants (Without Paper): ₹ 500

Research Scholars: ₹ 7500 (T&C Apply)

Delegates / Academicians from Educational Institutes: ₹ 8500

Delegates from Public Sector Enterprises & Industry: ₹10,000

The registration fee includes a copy of the conference proceedings, conference kit, lunch, and refreshments.

Travelling and accommodation expenses will not be reimbursed.

Publication Policy

The above registration fees covers publication of the accepted paper in an ABDC "C" Category journal. If a paper is selected for publication in an ABDC Category A or B journal, or in a Scopus-indexed journal, the Article Processing Charges (APC) shall be separate and payable additionally, as per the respective journal's policy.

Paper Submission Authors are requested to submit their abstract or full paper via email to:
conferenceitmbe@gmail.com

Note - In case of online payments, please UPLOAD the transaction details and the screenshot in the google form

Registration Details

Payment Details The bank account details are as follows:

Name of Payee - Principal DPG Inst of Tech & Mgt

Account Number- 921010031200254

IFSC - UTIB0000791

Bank - Axis Bank LTD. Account Type Saving Bank (Society)

Branch Sector – 15 Gurgaon

Scan the QR code below or click the

Scan to Register



Participants are required to register for the conference through the following steps: Fill out the Google Form:

<https://forms.gle/Zv2qzM6QNSFNQ6wo8>

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