



**AMITY BUSINESS SCHOOL**  
**AMITY UNIVERSITY UTTAR PRADESH, NOIDA**

**PRESENTS**  
**10<sup>th</sup> GLOBAL LEADERSHIP RESEARCH CONFERENCE**

**ON**

**NAVIGATING THE FUTURE: SUSTAINABLE BUSINESS MANAGEMENT THROUGH EMERGING TECHNOLOGIES AND INTELLIGENT SYSTEMS**

19<sup>th</sup> - 21<sup>st</sup> March, 2025

**CHIEF PATRON**



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 Founder President

Ritnand Balved Education Foundation  
 (The Foundation of Amity Institutions  
 and the sponsoring body of Amity  
 Universities)  
 Chairman, AKC Group of Companies

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 Chancellor, AUUP

President, Ritnand Balved  
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**DR. LAKHWINDER  
 KAUR DHILLON**

**CONVENORS**



**DR. PRIYANKA  
 AGARWAL**



**DR. PUJA SAREEN**

**IMPORTANT DATES**

Full Paper Submission: 10<sup>th</sup> February 2025  
 Intimation of Acceptance: 20<sup>th</sup> February 2025  
 Final date for registration: 25<sup>th</sup> February 2025

**PUBLICATION OPPORTUNITIES**

Selected quality papers from the conference will be published in the Prestigious Scopus & WOS Indexed Journals  
 Kindly submit your research papers in the following tracks:  
 Track 1 - General Management track: [generalmanagementglrc@amity.edu](mailto:generalmanagementglrc@amity.edu)  
 Track 2 - Finance track: [financeglrc@amity.edu](mailto:financeglrc@amity.edu)  
 Track 3 - Human Resource track: [humanresourcesglrc@amity.edu](mailto:humanresourcesglrc@amity.edu)  
 Track 4 - Marketing track: [marketingglrc@amity.edu](mailto:marketingglrc@amity.edu)  
 Main Conference Id: [glrc@amity.edu](mailto:glrc@amity.edu)

**Key Highlights:**

Special Inaugral segment on Viksit Bharat @ 2047: The Road Ahead

Spotlight on Hidden gems: Celebrating Unsung Heroes

Pre- Conference workshop: Next-Generation Business Intelligence with Cutting Edge Tools for Research Analytics

**Best Paper Presentation Awards For all Tracks**

**General Management Track**

Intelligent systems in  
 General Management:  
 Strategies for the future



**Finance Track**

Next Gen Finance:  
 Leveraging Intelligent  
 systems for financial  
 transformation



**Human Resource Track**

Intelligent systems in HR:  
 Transforming the future of  
 workforce



**Marketing Track**

Marketing 5.0: Intelligent  
 systems, AI, IOT and its  
 application in Marketing  
 Practices



**Discussion Forums:**

**Leadership Forum:** Sustainable and Technology facilitated Leadership for Emergent Organizations

**Human Resource Forum:** From Insight to Impact : Catalyzing Sustainable HR Transformation

**Marketing Forum:** Future of Marketing with Emerging Technologies

**Finance Forum:** Augmenting Financial Growth: Harnessing Evolving Technologies for Sustainable Business Practices

*Exciting Prizes for Student Activities in Various Forums*

**Contact at:**

**DR. PUJA SAREEN**  
 PHONE: +91-9911574469

Please feel free to write to us on [glrc@amity.edu](mailto:glrc@amity.edu)

[www.amity.edu/abs/glrc2025](http://www.amity.edu/abs/glrc2025)

Venue: F-3 Block, Amity Business School  
 Sector 125, Noida -201313, Uttar Pradesh, India

**DR. PRIYANKA AGARWAL**  
 PHONE: +91-9818811642