

# 10<sup>th</sup> GLOBAL LEADERSHIP RESEARCH CONFERENCE

## Theme

**Navigating the Future: Sustainable Business Management  
through Emerging Technologies and Intelligent Systems**

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

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



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Celebrating a Decade of Leadership & Research  
**2025**



## AMITY BUSINESS SCHOOL

AMITY UNIVERSITY UTTAR PRADESH

10th GLOBAL LEADERSHIP RESEARCH CONFERENCE (GLRC 2025)

ON

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

Date: 19<sup>th</sup> - 21<sup>st</sup> March 2025

Venue: Amity Business School, Amity University, Noida

### ABOUT AMITY BUSINESS SCHOOL

Amity Business School, Noida founded in 1995, is the first institution of higher education of the Amity Education Group. In its glorious journey of 30 years, ABS has set many quality benchmarks and is proud to have several of its illustrious alumni heading reputed global companies. ABS is driven by its vision of nation building through providing integrated transcultural quality education and emerge as a global front runner in management education by nurturing talent. ABS has been striving to impart quality education in all domains of business management to meet the growing demand for competent managers equipped with modern outlook and technology yet well-grounded in Indian ethos and culture. At ABS, students are encouraged to develop a balanced outlook and personality through integration of academics, research and extracurricular activities of their choice.



### ABOUT THE CONFERENCE

In an era characterized by rapid technological advancements, global interconnectedness, and escalating environmental challenges, the nexus between technology and sustainability has become a link pin for business viability and societal impact. In an ever dynamic environment, emerging issues have created a dire need to develop enhanced tools and practices to facilitate more adaptive responses to complex issues as they surface. In the face of accelerating environmental challenges, sustainable business management has emerged as a critical priority for organizations globally. Emerging technologies, such as blockchain, IoT, and AI, alongside intelligent systems, offer innovative solutions for achieving sustainability. Intelligent systems exhibit an advanced degree of analytical capabilities and can predict future outcomes, helping industries across sectors to make informed decisions and strategies. The rise of intelligent systems represents a significant shift in the way we approach problem-solving and decision-making. Intelligent systems comprise both the methods, processes and technologies to gather, analyse and interpret data with the goal of helping decision makers improve the performance of any organization.

The conference aims to explore the integration of these technologies into business practices so as to promote sustainability in long run. The 10th Global leadership Research conference provides a valuable platform for academicians, industry leaders, innovators, and professionals who are inclined to explore the intersection of sustainability, business management, and advanced technologies through intelligent systems. The scope of the Conference covers the domains of Finance, Marketing, Information Systems Management, Business Innovation, Entrepreneurship, Human Resource Management, Economics, Decision Sciences, Sustainability and other diverse areas. The Conference spanning over 3 days is meticulously designed to highlight contemporary intelligent systems as a concept that unifies theoretical research and applications in varied areas of management.

### KEY HIGHLIGHTS

#### SPECIAL SEGMENTS :

- 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

#### CULTURAL EVENING

BEST PAPER AWARD FOR ALL TRACKS

₹10,000

₹5,000

#### IMPORTANT DATES

Full Paper submission

February 10, 2025

Intimation of Acceptance

February 20, 2025

Final date for registration

February 25, 2025



## FORUMS AND TRACKS

Leadership Forum	Sustainable and Technology facilitated Leadership for Emergent Organizations
Human Resource Forum	From Insight to Impact :Catalysing Sustainable HR Transformation
Marketing Forum	Future of Marketing with Emerging Technologies
Finance Forum	Augmenting Financial Growth: Harnessing Evolving Technologies for Sustainable Business Practices

Track 1 - General Management Track <a href="mailto:generalmanagementglrc@amity.edu">generalmanagementglrc@amity.edu</a>	Intelligent systems in General Management: Strategies for the future
Track 2 - Finance Track <a href="mailto:financeglrc@amity.edu">financeglrc@amity.edu</a>	Next-Gen Finance : Leveraging Intelligent systems for financial transformation
Track 3 - Human Resource Track <a href="mailto:humanresourcesglrc@amity.edu">humanresourcesglrc@amity.edu</a>	Intelligent systems in HR : Transforming the future of workforce
Track 4 - Marketing Track <a href="mailto:marketingglrc@amity.edu">marketingglrc@amity.edu</a>	Marketing 5.0 : Intelligent systems, AI, IOT and its application in Marketing Practices

## PUBLICATION OPPORTUNITIES

Publication in Journals subject to applicable quality standard and publication fee as per Journal's guidelines:

Multidisciplinary Reviews - <https://malque.pub/ojs/index.php/mr/about>

Intangible Capital - [https://www.omniascience.com/?page\\_id=2267&lang=en](https://www.omniascience.com/?page_id=2267&lang=en)

Journal of Industrial Engineering and Management - [https://www.omniascience.com/?page\\_id=2280&lang=en](https://www.omniascience.com/?page_id=2280&lang=en)

Artificial Intelligence and Machine Learning New Concepts in SMART Energy Systems [https://www.mdpi.com/journal/energies/special\\_issues/GLZJP48Y34](https://www.mdpi.com/journal/energies/special_issues/GLZJP48Y34)

University 4.0 Sustainable Development in the Way of Society 5.0 [https://www.mdpi.com/journal/sustainability/special\\_issues/1B3OQ01772](https://www.mdpi.com/journal/sustainability/special_issues/1B3OQ01772)

For Registration [Click Here](#)

## REGISTRATION FEE

Category	INR Conference Charges	USD Conference Charges
Academician	2500/-	100.00
Corporate Nominee	3000/-	100.00
Research scholar	1500/-	75.00
Students	1500/-	50.00

## PROGRAMME SCHEDULE

SESSION(s)	Time
<b>Day 1: 19th March 2025</b>	
Pre-Conference Workshop on 'Next-Generation Business Intelligence with Cutting Edge Tools for Research Analytics'	10:30 hrs – 13:00 hrs
Inaugural Session (Viksit Bharat @ 2047 The Road Ahead)	14:15 hrs – 16:45 hrs
Networking Hi-Tea	16:45 hrs onwards
<b>Day 2: 20th March 2025</b>	
Leadership Forum Theme- Sustainable and Technology facilitated Leadership for Emergent organisations	10:15 hrs – 12:15 hrs
Marketing Forum Theme- Future of Marketing with Emerging Technologies	12:30 hrs – 14:30 hrs
Networking Lunch	13:30 hrs – 14:45 hrs ( For Paper Presenters: 13:30 hrs – 14:00 hrs )
Cultural Evening	16:15hrs – 17:00 hrs
<i>Parallel Sessions</i>	
Intelligent systems in General Management: Strategies for the future -Technical Session I	9:30 hrs – 13:30 hrs 14:00 hrs - 16:10 hrs
Next Gen Finance: Leveraging Intelligent systems for financial transformation -Technical Session I	9:30 hrs – 13:30 hrs 14:00 hrs - 16:10 hrs
Intelligent systems in HR: Transforming the future of workforce -Technical Session I	9:30 hrs – 13:30 hrs 14:00 hrs - 16:10 hrs
Marketing 5.0: Intelligent systems, AI, IOT and its application in Marketing Practices- Technical Session I	9:30 hrs – 13:30 hrs 14:00 hrs - 16:10 hrs
Networking Hi-Tea	17:00 hrs onwards
<b>Day 3: 21st March 2025</b>	
Human Resource Forum Theme- From Insight to Impact: Catalysing Sustainable HR Transformation	10:15 hrs – 12:15 hrs
Finance Forum Theme- From Insight to Impact: Catalysing Sustainable HR Transformation	12:30 hrs – 14:30 hrs
Networking Lunch	13:30 hrs – 14:45 hrs ( For Paper Presenters: 13:30 hrs – 14:00 hrs )
<i>Parallel Sessions</i>	
Intelligent systems in General Management: Strategies for the future -Technical Session II	9:30 hrs – 13:30 hrs 14:00 hrs - 15:10 hrs
Next Gen Finance: Leveraging Intelligent systems for financial transformation -Technical Session II	9:30 hrs – 13:30 hrs 14:00 hrs - 15:10 hrs
Intelligent systems in HR: Transforming the future of workforce -Technical Session II	9:30 hrs – 13:30 hrs 14:00 hrs - 15:10 hrs
Marketing 5.0: Intelligent systems, AI, IOT and its application in Marketing Practices- Technical Session	9:30 hrs – 13:30 hrs 14:00 hrs - 15:10 hrs
Valedictory Session (Spotlight on Hidden gems: Celebrating Unsung Heroes)	15:15hrs – 17:15 hrs

## GLIMPSES OF PAST EDITIONS OF GLRC



## SOME OF THE EMINENT PAST SPEAKERS

- Shri Anand Kumar, Founder -SUPER 30
- Mr. Christopher Greenwood, CEO - Success Mpowered
- Mr. Avinash Pandey, CEO- ABP Network, President- News Broadcasters & Digital Association and President, International Advertising Association (India Chapter)
- Mr. S.K. Bose, CEO, Hydrocarbon Sector Skill Council
- Mr. Rohit Arora, Managing Director, Head of Performance Marketing, Strategy & Operations, JP Morgan Chase Marketing, USA
- Mr. Uttam Lal, Director (Personnel), NHPC.
- Dr Sanjiv K Singh, Medical Director, Amrita Hospital, Faridabad
- Dr Rohan Pallewatta, Executive President, Lanka Harness Pvt Ltd, Sri Lanka
- Mr. Dadimuni Chamath De Silva, Chief Executive Officer, Nagananda International Institute of Buddhist Studies (NIIBS), Srilanka
- Dr Samsit Patra, Member of Parliament, Rajya Sabha
- Mr. Abhishek Raj, Chief Operating Officer, Lacoste India
- Mr. E. Avaz D. Khodjiev, Honorable ambassador of Republic of Uzbekistan
- Mr. Krishnamurthy Subramanian, Chief Economic Adviser to the Government of India
- Mr. Sanjeev Sanyal, Principal Economic Advisor, Ministry of Finance, GoI
- Dr Naufel Vilcassim, Vice Dean and Professor, London School of Economics
- Dr Pierre Chandon, Professor, INSEAD, Paris
- Dr Karl Moore, Professor, Desautels Faculty of Management, McGill University, Canada & Green Templeton College, Oxford University, UK
- Dr Ivan Coste Maniere, Professor, Skema Business School, France,
- Prof. (Dr.) Yong Wang, Professor, University of Wolverhampton
- Mr. Rajesh Maheshwari, CEO, The National Accreditation Board for Certification Bodies (NABCB), Quality Council of India
- Dr Michael Henry, Professor, Thompson River Pool University, Canada
- Dr Deepak Khazanchi, Professor, University of Nebraska, Omaha
- Dr Mathew Jacobson, Dücere Global Business School, Australia
- Dr Niranjani Hiranandani, Immediate Past President-ASSOCHAM & Managing Director, Hiranandani Group of Companies, India
- Prof. Naufel Vilcassim, Vice-Dean - TRIUM Executive MBA Program & Head of Department, London School of Economics, UK

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(The Foundation of Amity Institutions and  
the sponsoring body of Amity Universities)



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Addl. Pro Vice Chancellor  
Dean FMS & Director, Amity Business School  
Amity University Uttar Pradesh



### CONVENORS

**Dr. Puja Sareen Dr. Priyanka Agarwal**

### CONTACT US

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