



**JAIPURIA INSTITUTE
OF MANAGEMENT**

EMPOWER • ENTHUSE • EXCEL

INDIRAPURAM, GHAZIABAD

Affiliated to Dr APJ Abdul Kalam Technical University, Uttar Pradesh, Lucknow



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)



NAAC
NATIONAL ASSESSMENT AND
ACCREDITATION COUNCIL

Accredited by NAAC with Grade 'A'

INTERNATIONAL CONFERENCE ON RISE 2025:

RESPONSIBLE INNOVATION FOR SUSTAINABLE ECONOMY

**SATURDAY,
05 JULY, 2025**

VENUE: JIM CAMPUS,
INDIRAPURAM, GHAZIABAD (INDIA)

JAIPURIA INSTITUTE OF MANAGEMENT
INDIRAPURAM, GHAZIABAD



ABOUT THE CONFERENCE

The world is undergoing a transformative phase marked by technological breakthroughs, evolving economic dynamics, and increasing environmental challenges. In this context, businesses face a crucial responsibility to innovate in ways that foster sustainability while ensuring ethical practices and economic growth. The call for responsible innovation has become a cornerstone for creating solutions that address these complex global challenges.

RISE 2025: Responsible Innovation for Sustainable Economy is a platform designed to bring together academics, industry leaders, researchers, policymakers, and practitioners to explore how innovation can be responsibly harnessed for sustainable development. This conference will delve into critical discussions, such as:

- How can businesses balance innovation with sustainability and ethical considerations?
- What strategies can organizations adopt to foster sustainable economic growth?
- How can emerging technologies be utilized to drive positive societal and environmental outcomes?

**Who
should
Attend ?**

The conference themes and sessions are relevant to Research Scholars, Management Students, Academicians and Corporate Practitioners

PUBLICATION OPPORTUNITIES

- **International Journal of Management Practice (IJMP), Scopus (Elsevier) Indexed Journal**
- **JIMQUEST - Journal of Management & Technology, UGC Care Listed Journal**
- **International journal of Tourism Policy (Inderscience, Scopus and "C" in ABDC)**
- **Journal of Content, Community and Communication (Scopus, Q2)**
- **Review of Management Literature (Emerald, Scopus)**
- **South Asian Journal of Marketing (Emerald, ProQuest indexed)**

SUBMISSION GUIDELINES

Guidelines for Abstract Submission:

Abstracts should not be longer than 250 words each, 12 pt. font, Times New Roman, Line Spacing 1.5, summarising the objective of the manuscript. Keywords: Following the Abstract, a list of 5-10 keywords should be included in the manuscript. These keywords should be common indexing terms. Keywords should appear in the manuscript or be related to the main thrust of the manuscript.

GUIDELINES FOR MANUSCRIPT SUBMISSION

All Manuscript Submissions should follow the below requirements:

- 1.Length: The length of the submitted manuscript should fall between 5000 to 6000 words and appear in 12pt, single spaced text, left-justified.
- 2.Copyediting and proofreading: Manuscripts should be submitted grammatically and stylistically adequate. It is required that manuscripts be submitted as a copy edited and proofread document, including proper use of the English language, proper grammatical structure, and correct spelling and punctuation.
- 3.Quantitative analysis: All manuscripts should have empirical justifications of outcomes.

Originality of manuscripts- Only original and previously unpublished manuscripts will be accepted for publication. Manuscripts should be submitted as an email attachment in .doc or .docx. The main body of the e-mail message should contain the title of the paper and the names and addresses of all authors. Manuscripts must be in English.

All manuscripts undergo a double-blind peer-review process. Manuscripts should be stripped of identifying information of the author and co-authors. A cover page should accompany the manuscript and include all contact information for all manuscript authors (affiliation, postal address, email address, and phone number). Manuscripts should include a thorough literature review and adequate reference citations to support the arguments and methodology of the research study (manuscript should include approximately 25-30 references to assert a high level of rigor). All material that is paraphrased or quoted from another source is substantiated with an in- text reference citation. Manuscripts and references must strictly follow APA style.

RESEARCH TRACKS

Innovating Sustainable Marketing for a Greener Tomorrow

- Sustainable Marketing Strategies and Practices
- Role of AI and Analytics in Consumer Behavior and Decision-Making
- Digital Marketing Innovations for Environmental Sustainability
- Marketing Ethics in the Age of Technology
- Leveraging Influencer Marketing for Social Impact

Redefining Finance for an Inclusive and Sustainable Future

- Sustainable Finance: Green Bonds and Impact Investing
- Financial Technologies (FinTech) for Inclusive Growth
- Ethical Financial Practices in the Global Economy
- Risk Management in the Context of Climate Change
- Corporate Governance and Sustainability Reporting

Leading the Way to Sustainable Business Excellence

- Strategies for Integrating Sustainability into Core Business Operations
- Role of Innovation in Achieving Organizational Resilience
- Business Model Innovation for Sustainable Development
- Cross-Functional Approaches to Responsible Leadership
- Future of Work in a Sustainable Economy

Shaping Economic Policies for a Resilient and Sustainable World

- Circular Economy Models for Economic Resilience
- Global Trade and Its Impact on Sustainable Development
- Economic Policies for Driving Green Innovation
- Role of Behavioral Economics in Shaping Consumer Sustainability Choices
- Addressing Economic Inequalities Through Responsible Innovation

REGISTRATION FEE

Categories	National	International
Research scholars / Students	₹ 850	\$100
Academicians	₹ 1000	\$200
Industry	₹ 3000	\$300
Alumnus	₹ 1000	\$100

Empowering People to Drive Responsible Growth

- Green HR Practices for Building Sustainable Workplaces
- Role of HR in Promoting Diversity, Equity, and Inclusion
- Employee Well-Being in the Digital Era
- Leadership Strategies for Fostering Responsible Innovation
- Talent Management for Sustainable Economic Growth

Harnessing Technology for Responsible Innovation

- Role of Artificial Intelligence in Driving Sustainable Innovation
- Blockchain for Transparency and Accountability in Business
- IT Governance for Achieving Economic and Environmental Sustainability
- Cybersecurity Challenges in a Connected Economy
- Data Analytics for Promoting Circular Economy Models

Fostering Integrity and Responsibility in Innovation

- Ethical Frameworks for Innovation in the Digital Age
- Social Responsibility of Businesses in Achieving SDGs
- Role of Corporate Social Responsibility in Sustainable Economic Growth
- Ethical Dilemmas in Technology-Driven Businesses
- Building Ethical Cultures in Organizations

INTERNATIONAL CONFERENCE ON RISE 2025:

RESPONSIBLE INNOVATION FOR SUSTAINABLE ECONOMY



IMPORTANT DATES

Submission of Abstract	: March 31, 2025
Submission of Full paper	: May 15, 2025
Communication of review	: June 01, 2025
Submission of revised manuscript	: June 10, 2025

VENUE

Auditorium,
Jaipuria Institute of Management,
Block A, Gate No. 2, Shakti Khand IV,
Indirapuram, Ghaziabad.

LEADERSHIP TEAM

Shri. Shishir Jaipuria
Chairman and Patron

Mr. Vinod Malhotra
*Chairman, Academic Council
STTAR, Advisor*

Prof. J.P. Pandey
*Vice Chancellor,
Dr. APJAKTU*

Prof. Dr. Daviender Narang
*Director, JIM
and Conference Chair*

Dr. Ashwani Varshney
*Dean-Student Welfare, JIM
and Conference Co-Chair*

Dr. Rashmi Bhatia
*Dean-Academics, JIM
and Conference Co-Chair*

INTERNATIONAL ADVISORY BOARD



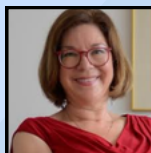
Prof. Russell Belk
*Distinguished Research Professor
Kraft Foods Canada Chair in Marketing
Schulich School of Business
York University
Toronto*



Prof. Yong Wang
*Professor in Family Business &
Entrepreneurship
Wolverhampton Business School
University of Wolverhampton
Wolverhampton*



Prof. Valentina Emilia Balas
*Professor
"Aurel Vlaicu" University of
Arad,
Romania*



Prof. Tamar Almor
*Faculty of Business, The
College of Management
Rishon LeZion,
Israel*

CONFERENCE CONVENERS

Dr. Anubha
Professor

Dr. Ajay Tripathi
Professor

Dr. Namita Nigam
Associate Professor

Dr. Himanshu Sharma
Assistant Professor

Ms. Sanandi Sachdeva
Assistant Professor



**JAIPURIA INSTITUTE
OF MANAGEMENT**

EMPOWER • ENTHUSE • EXCEL

INDRAPURAM, GHAZIABAD

Affiliated to Dr. APJ Abdul Kalam Technical University, Uttar Pradesh, Lucknow



Certified
EXCELLENCE
2024

SCAN THIS
QR CODE
FOR REGISTRATION



Block A, Gate No-2, Shakti Khand IV, Indirapuram Ghaziabad-201014 (U.P.), India
Mobile no: +91 8178444191, +91 99582 22099 | Ph: 0120-4550100 | Toll Free No.: 1800-102-3488
Email: conference@jaipuriamba.edu.in

www.jaipuriamba.edu.in