

**Department of Business Management, Tripura University,  
Tripura, India**



**त्रिपुरा विश्वविद्यालय**  
(केंद्रीय विश्वविद्यालय)  
**TRIPURA UNIVERSITY**  
(A Central University)

*and*

**The North Eastern Management Association (NEMA), India**



**Jointly Organize**

**International Conference**

On

***“Reimagining Business Management: Innovation, Inclusion, and  
Indian Knowledge Systems”***

**(4<sup>th</sup> & 5<sup>th</sup> July 2025)**

**Venue: Tripura University**

**Important Dates:**

<b>Last Date for Abstract Submission</b>	<b>15<sup>th</sup> May, 2025</b>
<b>Notification of Acceptance</b>	<b>22<sup>nd</sup> May, 2025</b>
<b>Submission of full paper</b>	<b>22<sup>nd</sup> June, 2025</b>
<b>Registration (on or before)</b>	<b>30<sup>th</sup> May, 2025</b>

## **About the Conference**

Business management education marks a paradigm shift emphasizing multidisciplinary experiential learning. Incorporating the rapid digital transformation, and sustainability concerns are the need of the hour marking an enormous scope for the integration of the Indian Knowledge System (IKS). In alignment with these objectives, this seminar aims to explore how business management education and industry practices can evolve to meet the demands of a rapidly changing global economy and how India's cultural and ethical traditions contribute towards that evolution. The seminar will provide a platform for academicians, industry leaders, policymakers, and research scholars to discuss emerging trends in entrepreneurship, digitalization, sustainability, finance, leadership, HR, consumer culture, marketing, resource management and international trade. Furthermore, it wants to explore the role of traditional Indian wisdom and practices in shaping modern business strategies, fostering a unique blend of innovation and heritage.

## **About Department of Business Management, Tripura University (TU)**

The Department of Business Management, Tripura University aspires to be the best in offering research informed business understanding to the learners across business disciplines. Over the years the department has created an enabling environment to foster future managers organically. Teaching in the department is a fine blend of classroom activities, case based learning, role playing, industry-academia interactions, internship and industrial tours; offering a nuanced understanding of business theories and practice. Cutting edge research outputs of the faculty members featuring in the globally renowned journals of management are brought back to the class room for further discussion, and debate to ignite business acumen of the learners. The Department offers Bachelor's Degree in Business Administration (BBA), Master's Degree in Business Administration (MBA) and PhD degree in Business Management. BBA program of the Department is crafted following guidelines of NEP 2020.

## **About North Eastern Management Association (NEMA)**

The North Eastern Management Association (NEMA), which came into being on 21st May, 2016, is a non-political, non-partisan, voluntary regional management association with national and international perspectives. This is a cohesive group of management experts, economists, business community, business and management researchers, technologists etc, with multifarious objectives such as- to serve as a forum for the exchange of ideas, experiences; collection and dissemination of information on management, business, trade, and commerce; to promote the research and consultancy activities; and to bring coordination in the Business Management curriculum at national level. Any person/institution interested in the study of business management, trade and commerce, and economic issues of the firms and issues subscribing to the objectives of the Association can be member of the NEMA. Members of NEMA are presently drawn from the eight North Eastern States but membership to NEMA is also open to all

the interested individuals/institutions from all over the world. The core activities of NEMA include organization of seminars, conferences, workshops, and meetings; promotion of research; providing technical assistance and consultancy to the clientele world and publication of books, journals and periodicals, etc.

The North Eastern Management Association (NEMA) was incorporated as Section 8 Company on 19th April 2023 as per Sub- section (2) of Section 7 and Sub- section (1) of Section 8 of the Companies Act, 2013 (18 of 2013) and rule 18 of the Companies (Incorporation) Rules, 2014. The Corporate identity Number of the company is U898900MN2023NPL014841

Aim and Objectives of North Eastern Management Association:

- To undertake, promote, co-ordinate and collaborate in the study of managerial problems and issues in India with special emphasis on North East India.
- To provide a common platform for interaction of ideals and exchange of experiences among the scholars.
- To contribute in promoting an atmosphere conducive for research through dissemination of information and knowledge.
- To contribute in promoting technical competence for teaching and research in the field of business management and its allied subject covering trade and commerce, economics, tourism and hospitality management, entrepreneurship, international business, strategic management, social and cross cultural studies etc.
- To undertake any other activities in furtherance of the course of the association as per the changing paradigm of the business and managerial world

### ***Conference Tracks***

#### ***Track 1: Indian Knowledge System (IKS) and Management Practices***

The Indian Knowledge System (IKS) offers a rich repository of wisdom drawn from ancient scriptures, philosophical texts, and indigenous economic models, providing timeless insights into governance, leadership, wealth creation, and ethical business practices. This track explores how principles from Arthashastra, Vedas, Bhagavad Gita, Panchatantra, and traditional Indian trade guilds can inform modern management strategies.

#### ***Suggested Topics (But not limited to):***

- Chanakya's Arthashastra in modern business
- Vedic principles for sustainable business practices
- Yoga and mindfulness in leadership and organizational behavior
- Panchatantra and Jataka tales for business ethics

- Ayurvedic principles for work-life balance
- Traditional Indian trade and guild systems and their relevance today
- Dharma, Artha, Kama, and Moksha: A holistic approach to business success
- Ancient Indian governance models for corporate leadership
- Spirituality and business ethics: Indian perspectives on corporate social responsibility
- Indian Knowledge system with focus on North East India

### ***Track 2: Entrepreneurial Education and Startup Ecosystem***

Entrepreneurship is a key driver of economic growth, job creation, and innovation emphasizing the need for entrepreneurial education, skill development, and experiential learning to nurture a self-reliant and globally competitive workforce. This track explores how business schools, incubation centers, and policy frameworks can create a robust startup ecosystem by integrating experiential learning, industry-academia collaboration, and digital transformation into management education.

#### **Suggested Topics (But not limited to):**

- Business incubation centers and economy
- Entrepreneurship education
- Experiential learning and startup development
- Financing startups: Challenges and solutions
- Digital entrepreneurship and AI-driven business models

### ***Track 3: Innovation & Technology in Business Education***

Rapid technological advancements emphasize the integration of technology and digital learning in business education. This track explores how emerging technologies such as artificial intelligence (AI), machine learning, blockchain, augmented reality (AR), and big data analytics are reshaping management education and corporate training.

#### **Suggested Topics (But not limited to):**

- Role of AI & machine learning in business
- Gamification and virtual reality in business
- Implementing blended learning models in business schools
- Blockchain and management practices
- Digital marketing trends for business

### ***Track 4: Skill Development and Industry Readiness***

There is a growing need to align business education with real-world skill requirements to settle the growing challenge of unemployment. This track focuses on enhancing employability by

fostering an entrepreneurial mindset, and equipping students with future-ready skills essential for success in a dynamic job market.

**Suggested Topics (But not limited to):**

- Skill-based management education
- Academia and Industry expectations: bridging the gap
- Vocational training and business management
- Soft skills for business
- Work-integrated learning models
- Sustainable Tourism

***Track 5: Sustainability, Ethics, and Corporate Social Responsibility (CSR)***

As businesses navigate the challenges of a rapidly evolving global economy, the need for ethical decision-making, sustainability, and social responsibility has never been more critical. This track explores how organizations can integrate environmental, social, and governance (ESG) principles, ethical business practices, and sustainable development goals (SDGs) into their core strategies.

**Suggested Topics (But not limited to):**

- Sustainable business models and green economy
- Ethical challenges and digital business transformation
- CSR and inclusive economic growth
- Value-based education and business
- Social entrepreneurship and development

***Track 6: Financial Management and Economic Reforms***

In the wake of rapid globalization, digital transformation, and evolving economic policies, financial management plays a crucial role in ensuring business stability and growth. This track explores the impact of economic reforms, fintech innovations, financial inclusion, and evolving investment strategies on businesses and entrepreneurship.

**Suggested Topics (But not limited to):**

- Fintech and business finance
- Financial literacy and social wellbeing
- Financial inclusion and digital finance
- Investment strategies and the new-age entrepreneurs

### ***Track 7: Leadership and Organizational Development***

In an era of rapid technological change, globalization, and workforce diversity, effective leadership and organizational development have become critical for business success. This track explores transformational leadership, workplace culture, change management, and employee engagement strategies that foster innovation and resilience.

#### **Suggested Topics (But not limited to):**

- Leadership and Sustainability
- Emotional intelligence and leadership
- Women leaders in business management
- Leadership strategies and workplace diversity
- Mentorship and future business leaders

### ***Track 8: Marketing and Consumer Behavior in the Digital Era***

With the rise of digital transformation, data analytics, and artificial intelligence, the way businesses engage with consumers has undergone a profound shift. This track explores the evolving dynamics of digital marketing, consumer psychology, brand management, and the influence of AI-driven insights on consumer decision-making.

#### **Suggested Topics (But not limited to):**

- Digital marketing and small businesses
- Artificial intelligence and consumer behavior
- Influencer marketing and Brand management
- Big data and customer relationship
- Consumer culture and new age technology

### ***Track 9: International Business and Global Trade***

In an increasingly interconnected world, businesses must navigate the complexities of global markets, trade policies, and cross-cultural management to remain competitive. This track explores key themes such as India's role in global trade, international market entry strategies, foreign direct investment (FDI), global supply chain resilience, and the impact of trade agreements on business growth.

#### **Suggested Topics (But not limited to):**

- India, Global Trade and COVID-19
- Trade agreements and Indian businesses
- Indian startups and global expansion
- Cultural intelligence and international business negotiations

- Tariffs and its impact on global trade

### ***Track 10: Human Resource Management and Workplace Transformation***

As businesses evolve in response to digital transformation, workforce diversity, and changing employee expectations, human resource management (HRM) must adopt innovative approaches to talent acquisition, employee engagement, and organizational culture. This track explores the impact of remote and hybrid work models, AI-driven HR analytics, gig economy trends, diversity and inclusion initiatives, and mental well-being programs in shaping the future workplace.

#### **Suggested Topics (But not limited to):**

- The future of work: Remote work and hybrid models
- AI-driven HR analytics and workforce planning
- Employee engagement post COVID-19
- Ethical HR practices
- Work-life balance and mental well-being

#### **Submission Guidelines:**

Author can submit their paper as an email attachment in doc or docx. format mentioning the track in both emails: [manishdas@tripurauniv.ac.in](mailto:manishdas@tripurauniv.ac.in); [secretarynema2016@gmail.com](mailto:secretarynema2016@gmail.com)

- Full-length paper should be about 5000-7000 words all inclusive.
- The entire paper (title, abstract, keywords, main text, figures, tables, references, etc.) must be in ONE document created in MS WORD (compatible mode). Please use Times New Roman font.
- Font size should be 16 point for title, and 12 point for rest of the text. Please provide margin of 1” on all sides. The text should be justified.
- References should be provided using American Psychological Association (APA) guidelines.
- Check that the paper prints correctly (i.e. all imported figures and tables are there) and ensure that the file is virus-free.
- Changes in the paper title, authorship and paper contents shall not be possible after the submission deadline.
- Submitted papers must not have been previously presented, published, accepted for publication anywhere.
- Submission of a paper implies that should the paper be accepted, at least one of the authors will register and present the paper in the conference.

- Last date of registration is 30<sup>th</sup> May, 2025.
- Authors should provide their full name, current affiliation, and contact details on the cover page of their research paper.
- Kindly indicate the name of the corresponding author in case of two or more authors. All conference related mails will be addressed to the corresponding authors.

### **Conference Publication:**

- Few selected quality papers may be published in reputed journal subject to the review process by an expert committee and Editorial board.
- The peer-reviewed conference papers will be published in the Book Proceedings (Full Paper) bearing an International Standard Book Number (ISBN) by a reputed Publisher.

### **Registration for the Conference**

<b>Indian Nationals</b>	
Faculty/Paper Presenting Authors/Delegates (Non-NEMA Members)	INR 3000/-
Faculty/Paper Presenting Authors/Delegates (NEMA Members)	INR 2500/-
Students & Research Scholars (Non-NEMA Members)	INR 2000/-
Students & Research Scholars (NEMA Members)	INR 1500/-
Non-Presenting participant	INR 1000
<b>Foreign Nationals</b>	
Faculty/Paper Presenting Authors/Delegates	US\$ 200
Students/PhD Candidates presenting paper	US\$ 100
Non-Presenting participant	US\$ 50

\*The Registration fee includes the refreshment and lunch (conference days), conference kits, and certificate for the participants from Tripura.

\*\* The Registration fee includes the accommodation (on twin sharing basis in the University guest house from 3<sup>rd</sup> July 2025 afternoon – 6<sup>th</sup> July 2025 afternoon), refreshment, breakfast, lunch, dinner, conference kit, and certificate for outstation participants.

\*\*\*Registration is compulsory for all the participants. At least one participant must be physically present for presentation.

\*\*\*\*If a paper has more than one author, then all the authors need to register separately by paying the fee and filling up registration form separately.

\*\*\*\*\*The registration should be done by filling up the online registration form (google form link provided below) and paying the registration fee.

**Link:** <https://forms.gle/T7w5SLELnJ3iQcWq9>



\*\*\*\*\*Payment for the registration for the Conference should be made to the account of Tripura University given below.

Account Name: “TU-Seminar/Workshop Grants & Collection Etc.”

Bank: State Bank of India (SBI)

Branch: Tripura University Campus Branch

Account No: 43993672508

IFSC Code: SBIN0010495

Once the payment has been made, the Payment Reference No / ID must be emailed to both emails: [secretarynema2016@gmail.com](mailto:secretarynema2016@gmail.com); [manishdas@tripurauniv.ac.in](mailto:manishdas@tripurauniv.ac.in)

### Organizing Committee

<b>Chief Patrons</b>	<ul style="list-style-type: none"> <li>• Prof. G.P. Prasain, Hon’ble Vice Chancellor, Tripura University</li> <li>• Prof L. Shashikumar Sharma, Chairman, NEMA &amp; Professor, Department of Management, Mizoram University</li> </ul>
<b>Patrons</b>	<ul style="list-style-type: none"> <li>• Prof. W.C. Singh, Hon’ble Vice Chancellor, Dhanamanjuri University, Imphal &amp; Director, NEMA</li> <li>• Prof. Chinmoy Roy, Dean, Faculty of CLM &amp; IS, Tripura University</li> </ul>
<b>Convenor</b>	<ul style="list-style-type: none"> <li>• Dr. Manish Das, Assistant Professor, Department of Business Management, Tripura University</li> <li>• Dr. Sunildro L.S. Akoijam, Secretary, NEMA and Associate Professor, Department of Management, North Eastern Hill University (NEHU), Tura Campus, Meghalaya</li> </ul>
<b>Jt. Convenor</b>	<ul style="list-style-type: none"> <li>• Dr. Anjana Kalai, Assistant Professor, Department of Business Management, Tripura University</li> <li>• Dr. Nirmalya Debnath, Assistant Professor, Department of Business Management, Tripura University</li> </ul>
<b>Members</b>	<ul style="list-style-type: none"> <li>• Prof. J.U. Ahmed, Professor, Department of Management, North Eastern Hill University (NEHU), Tura Campus, Meghalaya &amp; Director, NEMA</li> <li>• Prof. L. Prabhakar Singh, Director, Manipur Institute of Management Studies (MIMS), Manipur University</li> <li>• Prof. Parag Shil, Department of Commerce, Assam University, Silchar</li> <li>• Prof. Abhigyan Bhattacharjee, Head, Department of Management, North Eastern Hill University (NEHU), Tura Campus, Meghalaya</li> <li>• Prof. Subir Kumar Sen, Department of Commerce, Tripura University</li> <li>• Dr Gino A Sangma, Assistant Professor, Department of Agri Business Management, NEHU, Tura Campus, Meghalaya</li> <li>• Dr Sharad Kumar Kulshreshtha, Assistant Professor, Department of Tourism and Hotel Management, NEHU, Shillong, Meghalaya</li> <li>• Smt. Juwel Ghosh, Guest Faculty, Department of Business Management, Tripura University</li> <li>• Smt. Ankita Chakraborty, Guest Faculty, Department of Business Management, Tripura University</li> </ul>

	<ul style="list-style-type: none"> <li>• Smt. Subarnita Sarkar, Guest Faculty, Department of Business Management, Tripura University</li> <li>• Smt. Sukanti Roy, Guest Faculty, Department of Business Management, Tripura University</li> <li>• Smt. Sustima Dey, Guest Faculty, Department of Business Management, Tripura University</li> <li>• Smt. Debasmita Majumder, Guest Faculty, Department of Business Management, Tripura University</li> <li>• Sri Saurav Saha, Guest Faculty, Department of Business Management, Tripura University</li> <li>• Sri Sumit Debbarma, Guest Faculty, Department of Business Management, Tripura University</li> <li>• Sri Diptanu Das, Guest Faculty, Department of Business Management, Tripura University</li> </ul>
<b>Advisory Committee</b>	<ul style="list-style-type: none"> <li>• Prof. Arvind Kumar, Director, JNU Placement Cell &amp; Professor &amp; Former Dean, Atal Bihari Vajpayee School of Management and Entrepreneurship (ABVSM&amp;E), Jawaharlal Nehru University, New Delhi</li> <li>• Prof. Debarshi Mukherjee, Professor, Department of Commerce &amp; Business Studies, Faculty of Social Sciences, Jamia Millia Islamia, New Delhi</li> <li>• Mr. Tshering Wangdi, President, Sherubtse College, Royal University of Bhutan</li> <li>• Prof. Mohammad Saleh Jahur, Professor of Accounting and Finance &amp; Director, Bureau of Business Research Faculty of Business Administration University of Chittagong, Bangladesh</li> <li>• Dr. Wichian Charoenyingthanarkoon, Chief of the office of University Council, Surindra Rajabhat University, Thailand</li> <li>• Prof. Amit Kumar Singh, Dean, School of Management and Commerce Babasaheb Bhimrao Ambedkar University (A central university) Lucknow</li> <li>• Dr. Aung Kyaw, Prof. and Head, Department of Commerce, Monywa University of Economics, Myanmar</li> <li>• Dr. Ankit Katrodiya, Associate Professor, University of Kwazulu-Natal, School of Management IT and Governance, Durban, South Africa</li> <li>• Prof. E. Nixon Singh, Head &amp; Professor, Department of Management, Mizoram University</li> <li>• Prof. A N Shankar, Professor &amp; Head, Department of Commerce, Sikkim University</li> <li>• Prof. Weng Marc Lim, Dean and Professor, Sunway Business School, Sunway University, Selangor, Malaysia</li> <li>• Dr. Charles Jebarajakirthy, Associate Professor of Marketing, Department Marketing Strategy &amp; Innovation, Sunway Business School, Sunway University, Selangor, Malaysia</li> </ul>

	<ul style="list-style-type: none"> <li>• Dr. M. S. Balaji, Associate Professor of Marketing, RMIT University, Australia</li> </ul>
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**Details for correspondence:**

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