

International Conference on Sustainable Management and Development 2025 (ICSMD- 2025)

Organized by:



**The Sparkling Minds,
Lucknow, Uttar Pradesh, India.**

In Association with



**Maa Vaishno Devi Law College,
Lucknow, Uttar Pradesh, India.**

Dates:

01st and 2nd February 2025

About The Sparkling Minds:

The Sparkling Minds is one of the upcoming organizations registered under Ministry of Micro, Small and Medium Enterprises (MSME) with **Udyam Registration Number: UDYAM-UP-50-0146616**. The main objective of The Sparkling Minds is to provide quality services in research, education, and allied educational domains. The Sparkling Minds is your ultimate destination for comprehensive and innovative training solutions. Our mission is to cater to all your training needs by offering a diverse range of programs designed to enhance skills, boost productivity, and foster personal and professional growth. Whether you are an individual looking to upskill or a corporation aiming to develop your workforce, we have tailored courses to meet your unique requirements. Our expert trainers bring a wealth of knowledge and real-world experience, ensuring that each session is engaging, informative, and impactful.

Objectives of the Conference:

The objectives of a ICSMD are multifaceted, aiming to foster collaboration, knowledge sharing, and professional growth among attendees. Firstly, ICSMD serve as a platform for disseminating the latest research, innovations, and best practices within a specific field or industry. By bringing together experts, researchers, and practitioners, ICSMD enable the exchange of cutting-edge ideas and developments that can drive progress and inspire new approaches to existing challenges.

Secondly, networking is a critical objective of any conference. These events provide attendees with opportunities to connect with peers, establish professional relationships, and build a community of like-minded individuals. Networking can lead to collaborations, partnerships, and mentorship opportunities that extend beyond the duration of the conference. By engaging in discussions and participating in various sessions, attendees can expand their professional networks, gain insights from different perspectives, and potentially find new career opportunities.

Conference Tracks:

The participants are invited to contribute the original manuscripts (not published anywhere or not in consideration or in review with any journal or conference) on the following tracks but not limited to:

Marketing (Track- 1)	
Recent Trends in Marketing	Recent Trends in Advertising and Branding
Retailing Trends in 2024	Sustainable Marketing
Consumer Consumption and Behavior	Marketing of Services
Product Development	Digital Marketing and Social Media Marketing
Pricing Strategies	The Dark Side of Social Media
Sustainable CRM	Corporate Communications and Public Relations
Innovative Marketing Practices	Marketing and Advertising for Healthcare and Pharma Industry
Marketing Analytics	Sales and Distribution
Recent Trends in Marketing	Sports Marketing
Artificial Intelligence (AI) and Marketing	

Human Resource & Organization Behavior (Track- 2)	
Recent Trends in HR	Learning in Multicultural Environment
Individual, Team, and Organizational Learning	Managing Multi-cultural Teams
Training and Development	Innovativeness in Recruitment Practices
Spirituality at Workplace	Leadership and Change Management
Performance Management	HR Analytics
Green HRM	Industrial Relations
Sustainable practices in HRM	Communication at workplace
Yoga Psychology	Artificial Intelligence (AI) and HR Practices

Accounting, Finance & Economics (Track- 3)	
Recent Trends in Finance	Financial Inclusion
Cryptocurrency/ Digital Currency	Blockchain Technology
Accounting and Accounting Standards	Digital Economy
Cost Accounting	Financial Accounting
Financial Analytics	Investment Banking
Payment Banks	FinTech
Corporate Finance	Stock Markets and Portfolio Management
International Trade	The value of Investor Relations and Financial PR.
Artificial Intelligence (AI) and Finance	

IT, Operations and Supply Chain Management (Track- 4)	
Data-driven Business Analytics	Data Science & Analytics
Internet of Things	Lean Six Sigma, Quality Control, and TQM
Service Operations Excellence	Operations Research
Automation and Operational Efficiency	Smart Innovation and Technology
Sustainable Supply Chain Management	Supply Chain Analytics
Green Manufacturing	Decision Modelling
E-Commerce and E-Government	Project Management
Smart Logistics and Reverse Logistics	Business Process Re-engineering

General Management (Track- 5)	
Entrepreneurship	Business Sustainability
Start-ups	Strategic Management
Communicating with Business	Innovation Management
Mergers and Acquisitions	Government Policies
Sustainable Tourism	Psychology in Management
Corporate Governance	Recent Trends in Management
Artificial Intelligence (AI) and Management	

Education (Track- 6)	
Innovative Practices in Education	Perspectives in Online Education
Internationalization of Higher Education	New Education Policy 2020
CSR Initiatives in Educational Sector	Use of Technology in Education
Artificial Intelligence (AI) and Education	

Entrepreneurship in Emerging Economies (Track- 7)	
Entrepreneurship Policy	Start-ups in Emerging Economies
Environmental, Social and Governance (ESG) and Entrepreneurialism	Entrepreneurship Education
Social Entrepreneurship	Women Entrepreneurship

Legal Aspects of Management (Track- 8)	
Legal Issues in Management	Business Laws for Managers
Labor Laws in Human Resource Management	Consumer Protection Laws
Emerging Issues in Sustainable Environmental Law	Emerging paradigms of IPR
Legal Issues in Taxation	Cyber Laws and Its Application in Management

Sustainable Development Goals (United Nations) (Track- 9)	
Poverty Eradication	Zero Hunger
Good Health and Well-being	Quality Education
Gender Equality	Clean Water and Sanitation
Affordable and Clean Energy	Decent Work and Economic Growth
Industry, Innovation and Infrastructure	Reduce Inequalities
Sustainable Cities and Communities	Responsible Consumption and Production
Climate Action	Life Below Water
Life on Land	Peace, Justice, and Strong Institutions
Partnerships for the Goals	

Publication Opportunity

All papers presented in the conference will be recommended for publication to the following journals:

- Conference Proceedings with reputed publisher.
- Some selected papers will be published in Scopus/WOS/ABDC/UGC-Care journals (the details of the journals will be shared later).
 - International Journal of Learning and Change, Inderscience Publishers. (Scopus, UGC).
 - Journal of Enterprising Communities: People and Places in the Global Economy, Emerald Publishing. (Scopus, ABDC, WOS).

PLEASE NOTE:

- 1. All the shortlisted papers will undergo a double blind peer review process. Acceptance of the paper for presentation at the conference is no guarantee that the paper has been accepted for publication. Publication is based on further review and acceptance by the respective journal / discretion of Editor.**
- 2. The Sparkling Minds, Lucknow do not charge any publication fee. However, charges (if any) for paper publication in journal will be borne by the author.**

Important Points

- A single author may submit a total of two papers (one as the principal author & the other as co-author).
- It is compulsory for all the authors (primary and co-authors) listed in research paper to register for the conference.
- Under no circumstances will the conference registration fees will be returned.
- The author's name cannot be changed after the paper has been submitted.
- The paper cannot be withdrawn under any circumstances after it has been approved and the author has registered.
- Not more than five authors per paper.
- Kindly follow the research ethics as suggested by COPE.

Guidelines for Full Paper Submission

- The author should submit a separate title page with author details along with full paper without author details to **Conference.thesparklingminds@gmail.com**
- The paper should be submitted in word doc only (no Pdf will be accepted).
- The allowed word limit for the paper is between 5000 to 6000 words (including abstract, keywords, and references).
- Please visit **<https://conferences.thesparklingminds.in>** for detailed guidelines.
- "Student paper" means all the authors are ONLY students of UG/PG level.
- In case of paper in the doctoral category, the principal author should be a doctoral scholar.
- All registered presenters and participants will get certificate.

Guidelines for PowerPoint Presentation

- Number of slides should be between 8-10 only.
- The slides must cover Introduction, Review of Literature, Methodology, Data Analysis, Findings, Managerial Implications, Recommendations and Suggestions, Limitations, Scope for Future Research, and Conclusion.
- PPTs must reach us January 15, 2025.
- Maximum time allocated for the presentation will be 10 minutes, including Q&A.

Registration Details

Category	Registration Fees			
	Indian National		Foreign National	
	Early Registrations (Before September 30, 2024)	Regular Registrations (Till October 31, 2024)	Early Registrations (Before September 30, 2024)	Regular Registrations (Till October 31, 2024)
Corporate Delegates	Rs. 4000	Rs. 5000	\$ 160	\$ 200
Academicians	Rs. 3200	Rs. 4000	\$ 120	\$ 150
Research Scholars/ Students	Rs. 2400	Rs. 3000	\$ 80	\$ 100
Participation Only		Rs. 2000		\$ 60

Registration fee includes admission to all the plenary sessions, refreshments, lunch, conference kit, and paper presentation tracks.

Registration fee DOES NOT include publication charges.

Important Dates:

S.N	Activity	Date
1.	Last Date for Submission of the Research Paper (For-authors)	31 st October 2024
2.	Date for Communication of Acceptance of the Research Paper	20 th November 2024
3.	Last Date of Early Registration	30 th September 2024
4.	Last Date of Regular Registration	30 th November 2024
5.	Conference Inauguration	18 th January 2025
6.	Conference Dates	18 th & 19 th January 2025
7.	Valediction	19 th January 2025

Bank Details

NEFT/ RTGS Details

Bank Name: HDFC Bank

Branch: Vikas Nagar, Lucknow

Current Account Number: 50200094435916

IFS Code: HDFC0004492

SWIFT Code: HDFCINBB

Account Name: The Sparkling Minds.

Demand Draft in favor of The Sparkling Minds, payable at Lucknow

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