

Ramachandran International
Institute of Management
Pune's 1st Corporate Style B - School



RIIM INTERNATIONAL CONFERENCE 2025

18th & 19th of April, 2025

**Emerging Trends in Global Business Management:
A Changing Landscape**

In association with



BRICS
HIGH LEVEL EXPERT COUNCIL

University of
South Wales
Prifysgol
De Cymru



Welcome to RIIM Pune!

Pune's 1st Corporate Style B-School

Ramachandran International Institute of Management (RIIM), Pune, is one of the leading and recognised Management Institutes of India. **RIIM is Pune's 1st Corporate Style B-School.** It was founded under the able guidance of Visionary leader, Educator and First generation Entrepreneur **Prof. Suraj Sharma** in the year 2014. RIIM was started with the vision to bridge the Industry - Academia gap by making the existing PGDM programmes more Practical, Industry relevant and Skill based. **RIIM Pune is approved by AICTE New Delhi, Ministry of Education, Govt. of India.**

RIIM has a very strong Corporate Interface which allows RIIM to understand complex and dynamic expectations of the Industry. These inputs are used to design and develop suitable training interventions for the Management students which enable them to be Market ready and face the diverse challenges. We engage our Industry partners for Guest sessions, Panel Discussions, Live Projects, Domain Trends, Mentoring, Mock Interviews, Industrial Visits and Assessments which helps students to develop deeper insights about the Job Markets and Entrepreneurship. RIIM's programme offers “**Advanced Employability & Leadership Development opportunities**” and **optional Management Development Programme (MDP) for students.**

Majority of the Learning initiatives including certifications like Business Analytics, Advanced Excel, Digital Marketing, Artificial Intelligence & Machine Learning are based on **(70%:30%)** pattern where 30% is to cover the theoretical aspect of the concept and 70% is practical and skills focused. Under the Soft Skills Umbrella, a lot of relevant skills are covered by our Expert Corporate Trainers which enable students to work and perform in multi-cultural environments, team based projects or in leadership roles.

RIIM is located in Bavdhan, off the Mumbai-Pune Expressway with state of the art infrastructure and beautiful surroundings. The highway gives easy access to Hinjewadi IT and Business Park which is a Special Economic Zone and Mumbai (Financial Capital of India). This helps us to stay connected with our Industry Partners.

Team RIIM welcomes Management aspirants to join us in contemporary Management education and Employability based programmes!



RIIM Milestone & Awards



TIMES EDUCATION ICONS 2024

Promising Institute in Management – Education and Placement



TIMES POWER BRAND 2024

Excellence in Education Corporate Learning & Placement



TIMES POWER BRAND 2022

Leading B- School Corporate infrastructure



TIMES EDUCATION ICONS 2021

Best B- School in Placement



ACHIEVERS AWARDS

Top Corporate Style B- School



BHARAT LEADERSHIP AWARDS 2021

For his contribution as a Visionary Leader in the field of Management Education



EDU EXCELLENCE AWARDS

The Best Management Institute in Industry Exposure with MDP



EXCELLENCE AWARDS

In Management Education & Advanced Employability Programme B-School



ICONIC PUNEKAR AWARD

Everlasting Impact in the field of Education



EDU EXCELLENCE AWARD

A Young Emerging Educationist



LOKMAT EDUCATION AWARDS 2022

Immense quality contribution made in academia



GLOBAL BUSINESS LEADERSHIP AWARDS

Powered by ADFocus Media

Most Prominent B- School on ROI in India



SHIKSHA BHARTI AWARD

For the outstanding Professional Achievement & Inspiring Social Contribution





About The Conference

"The RIIM International Conference 2025 on Emerging Trends in Global Business Management: A Changing Landscape" is dedicated to exploring the transformative shifts that are redefining the global business landscape. In a world marked by rapid technological advancements and unprecedented economic challenges, the business management field faces constant change. This conference aims to bring together scholars, academicians, industry experts, and practitioners to discuss and analyze these dynamics, while also sharing research-driven insights and innovative solutions for adapting to the new realities of global business. This year's theme, "A Changing Landscape," emphasizes the critical role of agility and foresight in navigating today's business environment.

Attendees will benefit from keynote speeches by prominent figures in global business, panel discussions, workshops, and research presentations that highlight current trends and emerging areas of focus within business management. This event provides a platform to bridge academia and industry, empowering attendees to exchange knowledge, inspire future strategies, and build collaborations that align with the evolving demands of global business.

Join us in engaging with forward-thinking perspectives and discovering actionable insights at the forefront of global business management.

Conference Objectives

- » To disseminate knowledge by exploring and analyzing emerging trends in global business management.
- » To foster Industry-Academia collaboration by encouraging knowledge-sharing and networking between academicians, scholars, industry leaders, and students.
- » Creating an avenue where scholars and practitioners could share their research findings and experience on the proposed theme.
- » To create an opportunity for the participants to publish their research papers in highly reputed scholarly indexed journals and journal proceedings.



Conference Tracks & Sub-Tracks

We are inviting research papers & case studies related to but not limited to the following research areas:

RIIM International Conference 2025 on Emerging Trends in Global Business Management: A Changing Landscape

Marketing Management

- Shaping the Consumer Experience in a Digital World.
- Trends in digital marketing & influencer impact.
- The growing importance of personalized, data-driven marketing strategies.
- Strategies to foster brand loyalty in the global market.
- Sustainability in Marketing and Green Branding.
- Cross-Cultural and Global Marketing Strategies.

Finance Management

- Innovations and Trends in the Financial Landscape
- Fintech and Digital Transformation in business.
- Global Financial Markets and Risk Management.
- Role of Data Analytics and AI in Finance.
- Role of Sustainable finance & ESG in shaping responsible business practices.

Human Resources Management

- Evolving Workforce Dynamics
- Digital HR and Workforce Analytics.
- Remote and hybrid work: its impact on productivity.
- Diversity, Equity, and Inclusion (DEI).
- Employee Well-being and Mental Health.

General Management Management

- Leadership and Strategy in a Changing Landscape
- Corporate Social Responsibility & Ethics in Management.
- Circular Economy: Redefining Economic Value.
- Digital transformation and economic growth.
- Supply Chain Management.
- Sustainability and Innovation.
- Innovation in Pharma Operations.
- Revolutionising Agriculture via Agri-Tech.
- Transformation in the academic ecosystem.

Submission Guidelines

Abstract:

- The acceptable word range for the abstract is 150–200 words. - Minimum 3 and Maximum 5 keywords.

Research Paper :

- To be submitted in a document with A4 size pages with double-spaced, Times New Roman-12 font size in MS Word compatible format text.
- The length of research papers (including references) should be between 3000 to 4000 words.
- Suggestive paper structure:-
 - Introduction | Literature Review | Research Methodology | Data Analysis | Findings/Results | Conclusion/Implications | Recommendations (wherever required) | Acknowledgements (wherever appropriate) | References | Appendices (if any).
- Case studies should be accompanied by teaching notes and references.
- Headings and subheadings must be short and numbered. The primary and sub-headings should be in title-case capitalization.
- Figures/ diagrams/ graphs to be given relevant titles, to be preferably in an editable form and numbered consecutively. The source reference should be indicated at the bottom.
- Tables preferably in an editable form and numbered consecutively. Its 'title' should be placed above the table and 'source' should be indicated at the bottom. Tables should be numbered and referred to in the text as Table 1, Table 2, etc.
- References should be included at the end of the paper and arranged in alphabetical order. The references must follow the style guide of the American Psychological Association (APA) seventh edition.
- All manuscripts will be subject to double-blind peer-review.
- Only e-submission will be accepted via website link.

Publication Opportunities

- » This conference is associated with ABDC, SCOPUS, Web of Science & UGC-CARE Indexed Journals. Quality Papers will be referred to the below mentioned Journals.
- » Abstracts of all registered conference papers will be published in Conference Proceeding with e-ISBN.
- » Selected papers will be published in an Edited book with e-ISBN.

| Name of the Journal | ISSN | Indexed in |
|--|--|--|
| International Journal of Knowledge Management (IJKM) | ISSN: 1548-0666 EISSN: 1548-0658 | Scopus (Q2), ABDC (B) UGC-CARE. |
| Emerging Markets Case Studies (EMCS) | eISSN: 2045-0621 | Scopus (Q4) |
| MANTHAN: Journal of Commerce and Management* | Print ISSN: 2347-4440 e-ISSN: 2395-2601 | UGC CARE |
| MUDRA: Journal of Finance and Accounting* | Print ISSN: 2347-4467 e-ISSN: 2395-2598 | UGC CARE |
| PRAGATI: Journal of Indian Economy* | Print ISSN: 2347-4432 e-ISSN: 2395-261X | Copernicus International, Google Scholar, EBSCO |
| International Journal of Advance & Innovative Research | ISSN:2394-7780 | International Peer- Reviewed, Google Scholar |

- » Cost of Publication in the journal is not included in the conference registration fees. It has to be separately borne by the author(s) as per the Journal's policy.
- » *The selected quality papers complying with the submission guidelines, may get a publication opportunity in regular issue, after double blind peer-review process. The Publisher (JPI), does not charge any fee for the manuscripts accepted for the publication.

Registration Process

Follow the submission & registration process on the conference website link-

www.journalpressindia.com/website/riimpune-ric2025

Scan this to visit website



Registration Guidelines

- » Registration fee structure given below, is for each author/participant, in case of multiple authors, each author needs to register.
- » Registration fee includes GST, Conference kit, Certificate, refreshments and lunch on the days of conference (if opted for physical/offline presentation).
- » Registration excludes travel and stay facilities, which need to be arranged by the participants themselves if opted for offline mode.
- » The registration fee is non-refundable in any case/circumstance.
- » Mode of presentation would be online/offline.

Registration Fee

| Category | India/SAARC* Countries Participants | Foreign Participants |
|-----------------------|-------------------------------------|----------------------|
| Corporate Individuals | INR 1,000/- | USD 40 |
| Academicians/Faculty | INR 800/- | USD 35 |
| Research Scholars | INR 500/- | USD 30 |
| Students | INR 300/- | USD 20 |

*SAARC countries (Afganistan, Bangladesh, Bhutan, Maldives, Nepal, Pakistan and Sri Lanka).



Scan for Payment

Bank Account Details (Axis Bank, Bavdhan, Pune Branch)

Beneficiary Name : Ramachandran International Institute of Management

Account No. : 916010051588484

IFSC Code : UTIB0001918

SWIFT Code : AXISINBBA42

Registration fee can be deposited through online payment



Conference Important Deadlines

Abstract
Submission

24th Feb, 2025

Intimation of
Abstract
Acceptance

28th Feb, 2025

Full Paper
Submission

16th Mar, 2025

Intimation of
Acceptance
of Full Paper

26th Mar, 2025

Registration
Deadline

31st Mar, 2025

Conference
Dates

18th & 19th April, 2025

Best Paper Awards with Certificate



1st Prize **INR 10,000**

2nd Prize **INR 7,500**

3rd Prize **INR 5,000**

» Visionaries



Prof. Suraj Sharma
Chairman
RIIM Pune &
RIIM IAS Academy Pune



Mr. Rajender Singh IPS (Retd.)
Former Additional DGP (L & O),
Maharashtra | Alumni, IIM-
Bangalore | Chief Mentor-RIIM



Ms. Sonia Sharma
Trustee - RIIM Pune

» Chief Patron



Dr. Ajit Sane
Director,
RIIM Pune

» Conference Chair



Dr. Manisha Saxena
Dean (Academics),
RIIM Pune

» Conference Co-Chairs



Dr. Akhtar Ali Sayyed
HoD,
RIIM Pune



Prof. Nidhi Molgi
IQAC Co-ordinator,
RIIM Pune

» Conference Convenors



Dr. Madhuri Shete
Associate Professor
RIIM Pune



Dr. Shravasti Jain
Associate Professor
RIIM Pune



Dr. Yachna Gharde
Associate Professor
RIIM Pune



Dr. Supreet Oberoi
Assistant Professor
RIIM Pune

» Conference Co-ordinator



Dr. Deepti Lele
Associate Professor
RIIM Pune

» Advisory Committee



Dr. Pawankumar Singh
Director
IIM, Trichy



Dr. Naila Aaijaz
Associate Professor
University of Niagara
Falls, Ontario, Canada



Dr. Andrew Thompson
Head of Global Business,
South Wales Business
School, USW, UK



Dr. Azhar Kazmi
Ex-Professor
King Fahd University
Saudi Arabia



Dr. Shailesh Kasande
CEO and Group Director
Suryadatta Group of
Institutes



Dr. Chetan Choudhary
Senior Director,
Amity Global Business
School, Pune



Dr. Abhijeet Mancharkar
Director,
AISSMS Pune



Prof. Dr. Anjali Sane
Professor and Dean
MIT WPU, Pune



Dr. Atul Kumar
Dean & Professor
Dr. D. Y. Patil
B-School, Pune



Dr. Shilpi Bagga
Associate Professor,
Jaipur National
University



Dr. Ganesh Waghmare
Associate Professor
MIT ADT University



Dr. Narendra Shukla
Professor and Director
Gyan Ganga Institute of
Technology & Science

» Prominent Speakers & Panelists



Dr. Alexander Usanin
Brand Ambassador
BRICS-HLEC, India



Prof. Dr. Weng Marc Lim
Professor and the Dean
Sunway Business School,
Malaysia



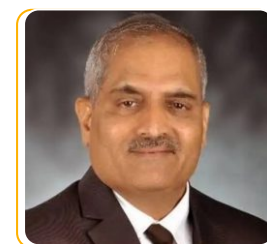
Dr. Garry Wei-Han Tan
Professor at the UCSI
Graduate Business School
Malaysia



Dr. Panagiotis Kokkalis
Chair of the Business &
Management, RIT-Dubai



Dr. Azhar Kazmi
Ex-Professor, King Fahd
University, Saudi Arabia



Dr. Santosh Bhawe
Director- HR & IR
Bharat Forge Ltd



Dr. Mahima Mishra
Associate Professor
Abu Dhabi School of
Management (ADSM)



Dr. Amit Andre
Chief Executive,
Data Tech Labs



Mr. Yogesh Gaidhani
Brand Manager, Vivaldis
Health and Foods Pvt Ltd
(Sun Pharma Group)



Mr. Shabeel Yusuf
Assistant Vice President,
IT Staffing at Ubique
Systems



Dr. Umesh Ahirrao
Managing Director,
Osumare Marketing
Solutions Pvt. Ltd



Dr. Vinamra Nayak
Associate Professor & HOD
Gyan Ganga College of
Technology.



BRICS - HLEC

BRICS-HLEC (High Level Expert Council) aims to strengthen cooperation in research and capacity building among the academic communities of the BRICS countries. RIIM International Conference is in association with BRICS-HLEC, India Chapter. This collaboration marks a significant milestone for our institution and provides a platform for fostering global dialogue. RIC 2025 strongly aligns with BRICS-HLEC's objective to foster collaboration among researchers, scholars, and institutions within BRICS nations and to promote dialogue among industry experts, academicians, and policymakers.

University of South Wales, UK

University of
South Wales
Prifysgol
De Cymru

The association of RIIM Pune with USW fosters collaborative efforts in academic and professional development, providing students from both institutions with opportunities to exchange knowledge, participate in joint initiatives, and enhance their learning experiences

Vijigishu Education Pvt. Ltd.

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Gyan Ganga Group of Institutes



Gyan Ganga Group of Institutions shares a strong association with RIIM Pune. This association fosters collaborative efforts in academic and professional development, providing students from both institutions with opportunities to exchange knowledge, participate in joint initiatives, and enhance their learning experiences

Journal Press India



Journal Press India (JPI) is the official publishing and CMS partner of RIC 2025 providing a comprehensive CMS 'Conference Management System' tool, facilitating the automated workflow for online manuscript submission, double blind peer-review process and publications.



Ramachandran International Institute of Management RIIM Pune

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RIC 2025 Website