

3rd International Conference
on
**SUSTAINABLE PRACTICES IN BUSINESS
MANAGEMENT – RETHINKING, REDESIGNING,
AND REEVALUATING THE BUSINESS
ECO-SYSTEM THROUGH ARTIFICIAL
INTELLIGENCE**

INCSPBM-2025

05th, 6th & 7th November, 2025

Organized by

**School of Commerce and Management
Mohan Babu University, Tirupati, A.P**



ABOUT MBU

Mohan Babu University, located in Tirupati, Andhra Pradesh, India, is a State Private University founded by Sree Vidyanikethan Educational Trust under the leadership of Padma Shri Dr. M. Mohan Babu, a philanthropist, former Rajyasabha Member, producer, and cine artist. The University promotes excellence in all the frontiers of Engineering, Computing, Pharmaceutical, Liberal Arts and Sciences, Agricultural Sciences, Management, Para Medical and Health Sciences, and Film Academy with a five-star rated campus, advanced curriculum, expert mentorship, and 65+ clubs. Boasting a robust placement record, including a remarkable package of Rs. 60 lakh offered by Google, the university also actively mentors other engineering colleges.

RANKINGS AND ACCREDITATIONS



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To foster Research, Innovation and Entrepreneurship, MBU has the following:

DST-STI Hub
worth of
3.61
Crores

AICTE-IDEA
Lab worth of
1.1
Crores

V-Hub,
Innovation
Centre

Ear
project



ABOUT SCHOOL OF COMMERCE AND MANAGEMENT

The School of Commerce & Management strives to build itself as an institution of quality management education, research, executive training development and consultancy. In a very short span of time, the school has built an excellent faculty pool of experience and a rich intellectual capital base, state of the art infrastructure, technology-savvy campus along with commitment towards quality. The emphasis has been to prepare business leaders for the society and develop sound academia-industry collaboration.

The School of Commerce and Management offers Three years of B.Com (Computer Applications), BBA and Two Years Full Full-time MBA Programs with dual specialization and PhD in Commerce and Management (Full time & Part-time).



The programs aim to transform young graduates into successful and effective business leaders and research scholars make them good researchers. The programs' main focus is to develop professionals who would take up leadership positions in organizations across industry, government and non-government organizations. The programs have been designed to prepare youngsters with the basic set of knowledge, skills and aptitude that would be required of them in corporate and non-corporate organizations. The comprehensive programs aim at building young, thinking minds the power to shape their paths and influence change, enhance the depth of understanding, analytical rigor, and independence of thought, commitment, cooperation, competition, integrity, and innovation are the core values instilled in each individual who graduates from the two-year programs. All this is achieved through a well-crafted set of curricular, co-curricular, and extra-curricular activities, delivered by a mix of experts from academia and industry.

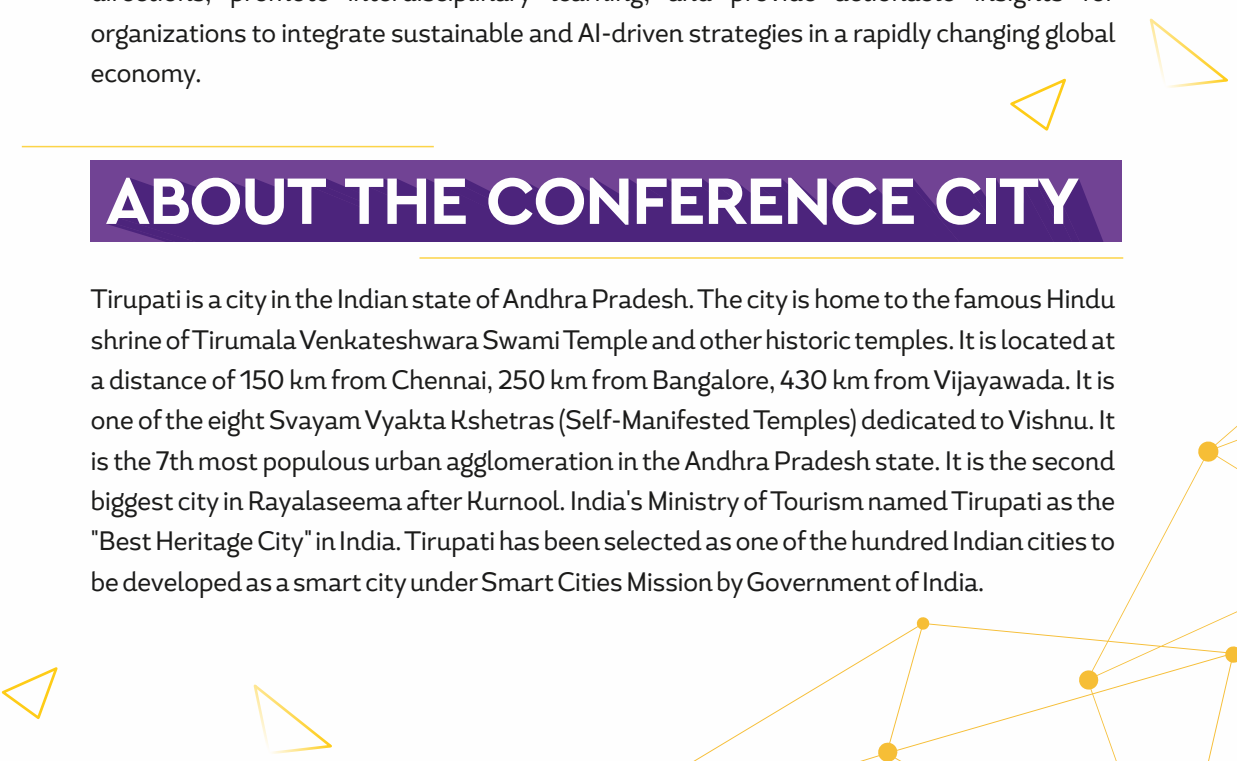
ABOUT THE CONFERENCE

The 3rd International Conference on Sustainable Practices in Business Management (INCSPBM-2025) brings together academicians, researchers, industry experts, and policymakers to explore innovative approaches for a sustainable future. Centered on the theme “Rethinking, Redesigning, and Reevaluating the Business Eco-System through Artificial Intelligence”, the conference highlights how AI can transform business practices to be more resilient, ethical, and sustainable.

With plenary talks, panel discussions, research paper presentations, and networking opportunities, INCSPBM-2025 serves as a dynamic platform for sharing knowledge, fostering collaborations, and shaping business ecosystems that balance profitability with social and environmental responsibility. The conference also aims to inspire new research directions, promote interdisciplinary learning, and provide actionable insights for organizations to integrate sustainable and AI-driven strategies in a rapidly changing global economy.

ABOUT THE CONFERENCE CITY

Tirupati is a city in the Indian state of Andhra Pradesh. The city is home to the famous Hindu shrine of Tirumala Venkateshwara Swami Temple and other historic temples. It is located at a distance of 150 km from Chennai, 250 km from Bangalore, 430 km from Vijayawada. It is one of the eight Svayam Vyakta Kshetras (Self-Manifested Temples) dedicated to Vishnu. It is the 7th most populous urban agglomeration in the Andhra Pradesh state. It is the second biggest city in Rayalaseema after Kurnool. India's Ministry of Tourism named Tirupati as the "Best Heritage City" in India. Tirupati has been selected as one of the hundred Indian cities to be developed as a smart city under Smart Cities Mission by Government of India.

The page features several decorative geometric elements. On the right side, there are two yellow triangles pointing towards the left. At the bottom left, there are two yellow triangles, one pointing up and one pointing down. On the bottom right, there is a complex network of yellow lines connecting several dots, forming a web-like structure.

THEMES

Sustainable Entrepreneurship

- a. Innovation and Entrepreneurship
- b. Sustainable and Circular Economy
- c. Women Entrepreneurship
- d. Renewable and Clean Energy
- e. E-Business
- f. CSR
- g. Technology Transformation/Technopreneurship
- h. Rural Entrepreneurship
- g. Green HRM
- h. Employee Engagement
- i. Stress management and Work-life harmony
- j. Talent and career management
- k. Strategic HRM
- l. Generational Diversity & Inclusive Leadership
- m. International HRM
- n. Performance Management
- o. Compensation Management
- p. E-HRM
- q. Training and Development

Marketing

- a. Green Marketing
- b. Affiliate and Influencer Marketing
- c. Design Thinking
- d. Community Building
- e. Marketing Automation
- f. Neural Marketing
- g. CRM
- h. Gamification and Brand Loyalty Ecosystems
- i. Voice and Conversational Marketing
- j. Digital Marketing strategies
- k. E-Commerce: Planning & Execution
- l. Marketing Analytics & Marketing Metrics
- m. Buzz Marketing
- n. Rural Marketing
- o. Branding of Professional Services
- p. AI in marketing
- q. Social Media Marketing

HRM

- a. Emotional Intelligence
- b. Change Management
- c. Hybrid Model in Workplace
- d. HR Analytics
- e. Technology transformation in HRM
- f. Ethical and regulatory AI in HR

Finance

- a. Fintech
- b. Behavioral Finance and Sustainable Finance
- c. Micro Finance and Sustainability of SHGs
- d. Financial inclusion measurement framework
- e. Fraud regulation in payment system
- f. Corporate Governance, Mergers and Acquisition
- g. Green and Digital finance

Economic Policy

- a. Global trade-war
- b. Sustainable Globalization
- c. Economic Inequality and Poverty
- d. Digital India
- e. Make in India
- f. Tax Reforms and ease of doing business
- g. Global Governance and Cooperation
- h. Technology and Economic Development
- i. Impact of AI on labor markets
- j. Impact of Global events on economic policy and development

Health, Technology & Business

- a. Digital Health and Wellness Technology
- b. Healthcare Management and Policy Innovation
- c. Bio informatics, Data Privacy & Ethics
- d. Public Health and Corporate Social Responsibility

International Business

- a. AI Driven Global Strategy
- b. Sustainability & ESG in Cross Border Operations
- c. Geopolitics, Policy & Trade
- d. Cross Cultural Leadership & DEI
- e. SME & Startup Internationalization
- f. Digital Transformation & Innovation

Tourism and Hospitality Management

- a. Recent trends in tourism and hospitality management
- b. Tourism and environment
- c. Animation in Tourism
- d. New types of tourism (Event Tourism; Film tourism. Etc.)
- e. Urban Tourism and Culture Heritage.
- f. Entrepreneurship in tourism and Hospitality
- g. AI & Tourism management

The call for papers is not limited to the suggested themes, and submissions beyond the listed scope are also welcome.

CALL FOR PAPERS

The abstract (maximum 250 words) / full-length papers (maximum 25 pages/ 8000 words) representing any of the above thematic areas covering the title, names, and addresses of the authors including email Id and mobile number of corresponding authors, brief introduction, material and methods, results and discussions, and conclusion of the study need to be submitted. Full-length papers must have an abstract of 300 words. The abstract / full-length paper should be written in Times New Roman font with 12 font size having 1.5 space between the lines. All accepted and presented papers will be published in an edited volume with an ISBN. The selected full-length papers will be published in SCOPUS indexed journals through peer review process. (Article processing charges as applicable).

All submissions should be sent to: incspbm@mbu.asia

Registration Link: <https://forms.gle/VMpkFanQ7MPrk5WY6>

Interdisciplinary

- a. Artificial Intelligence, Machine Learning
- b. Data Mining
- c. Data Analytics/Data Modelling, Data Science
- d. Cloud Computing
- e. Internet of Things
- f. Big Data
- g. Cyber Security

Logistics & Supply Chain Management

- a. Green Supply Chains: Integrating Sustainability into Logistics
- b. Leveraging Digital Technologies in logistics
- c. The Gig Economy in Logistics
- d. AI and Machine Learning in Logistics
- e. Remote Work and Hybrid Models in Logistics
- f. Geopolitical Risks and Supply Chain Disruptions
- g. Cybersecurity and Supply Chain Resilience
- h. Supply Chain Resilience and Risk Management

CONFERENCE AWARDS

An external screening committee will evaluate the best oral / poster presentations and the three best oral / poster presentations will be awarded in the valedictory session.

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REGISTRATION FEE

Registration Fee (inclusive of GST)	Faculty members, Academicians, Professionals and Master’s Degree/Research Scholar	Industry	Foreign Author/ Delegates
	INR 2000	INR 4000	\$70

IMPORTANT DATES

Conference dates	05.11.2025 to 07.11.2025
Last date for abstract submission	15.10.2025
Notification of acceptance/rejection of the abstract	20.10.2025
Last date for submission of full-length paper	26.10.2025
Last date for payment of registration fee	30.10.2025

Mode of Conference: **Hybrid (Online & Offline)**

PAYMENT DETAILS:

Account No	:	154012010000884
IFSC Code	:	UBIN0815403
Bank	:	Union Bank of India
Branch	:	Sree Vidyanikethan Engineering College, Sree Sainath Nagar, Tirupati.

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