



PSG Institute of Management  
PSG College of Technology



99 YEARS IN NATION BUILDING



**PSG  
CARE**

CENTER FOR ACADEMIC RESEARCH & EXCELLENCE



# PSG INSTITUTE OF MANAGEMENT

in association with

**PSG CENTER FOR ACADEMIC RESEARCH & EXCELLENCE**

organises

# CRMT 2025

## **Diamond Jubilee**

International Conference on  
**CONTEMPORARY RESEARCH IN  
MANAGEMENT AND TECHNOLOGY**

## **CRMT 2025**

**Hybrid Mode**

**27-28 Feb 2025**

Theme of the Conference

**Innovating for a Sustainable Future  
Reimagining Management in a Digital Age**

<https://crmt.psgim.ac.in/>

**PSG COLLEGE OF TECHNOLOGY**

## About the International Conference

Innovating for a Sustainable Future is a compelling theme for the International Conference on Contemporary Research in Management and Technology. In today's world, addressing environmental challenges and promoting social responsibility is paramount. This theme encourages scholars and practitioners to explore innovative solutions that can contribute to a more sustainable future. This conference aims to inspire and empower individuals to drive positive change by fostering research and dialogue on sustainable business practices, renewable energy, and social impact. We can collectively work towards a more sustainable and equitable world through interdisciplinary collaboration and the exchange of knowledge.

## Innovating for a Sustainable Future: Reimagining Management in a Digital Age

From an integrated management perspective, the theme of "Innovating for a Sustainable Future" encompasses a holistic approach to addressing complex challenges. It recognizes that achieving sustainability requires a harmonious integration of environmental, social, and economic factors. By adopting an integrated approach, organizations can identify synergies, mitigate risks, and create long-term value. This perspective encourages a systems-thinking approach, where sustainability is seen as an interconnected web of interdependent elements. By understanding and managing these interdependencies, organizations can develop innovative solutions that are both sustainable and effective.

This theme emphasizes the transformative power of digital technologies in driving sustainable innovation within the context of Industry 4.0 and 5.0. It highlights the crucial role of technologies such as Artificial intelligence, the Internet of Things, business analytics, cloud computing, mobile technologies in advancing sustainable management practices and creating a more resilient future. It also highlights the potential for digital solutions to address environmental challenges, enhance resource efficiency, and create social value.

PSG Institute of Management (PSGIM) in association with PSG Center for Academic Research and Excellence (PSG CARE) is hosting the Diamond Jubilee International Conference on Contemporary Research in Management and Technology from 27 – 28 February 2025, at PSG Institute of Management, Coimbatore, Tamilnadu, India. The Diamond Jubilee International Conference on Contemporary Research in Management and Technology is a premier platform for scholars, researchers, and industry professionals to discuss the latest advancements in the field of management. Organized by the PSG Institute of Management, this conference aims to foster intellectual exchange, collaboration, and the dissemination of knowledge.

## Key Objectives

- **Promote research excellence:** Encourage original research and innovative ideas in management.
- **Facilitate knowledge sharing:** Provide a platform for researchers to present their findings and engage in discussions.
- **Foster networking:** Create opportunities for networking among academia, industry, and government.
- **Drive innovation:** Inspire new approaches and solutions to contemporary management challenges.

Accepted and presented papers will be submitted for inclusion into Scopus indexing subject to meeting Scopus scope and quality requirements through Springer publications (under approval).

## Tracks of the Conference

The Tracks of the International Conference on Contemporary Research in Management and Technology are Marketing Strategy and Digital Marketing, Future of Finance, Modern Human Resource Management, Entrepreneurship and Start-ups, Operations, Strategic Management and Innovation, Sustainability and Social Entrepreneurship, Digital Transformation - Analytics, IoT, ML covering the following sub-themes:

# Subthemes

## Marketing Strategy and Digital Marketing

- Consumer Behaviour
- Brand Management
- Marketing Research
- Digital Marketing
- Customer Relationship Management
- Social Media Marketing
- Search Engine Optimization (SEO)
- Content Marketing
- Email Marketing
- Mobile Marketing
- E-Commerce Strategies
- Digital Marketing Analytics
- Marketing Strategy Development
- Customer Relationship Management
- Marketing Analytics and Measurement
- Marketing Automation and Artificial Intelligence
- Marketing Analytics Tools
- Marketing Data Management
- Marketing Technology Trends
- Customer Data Platforms
- Marketing Cloud Solutions
- Retail Analytics

## Entrepreneurship & Start-Ups

- Venture Capital
- Start-Up Management
- Social Entrepreneurship
- Innovation Ecosystems
- Entrepreneurship Education
- AI for Entrepreneurship
- AI-driven business model disruption and reinvention
- AI-driven talent acquisition and management

## Sustainability & Social Entrepreneurship

- Corporate Social Responsibility
- Sustainable Development
- Environmental Management
- Social Impact
- Ethical Business Practices
- Analytics & AI for Smart, Efficient and Green Energy Systems
- AI in Sustainability
- Data Analytics for Sustainability

## Future of Finance

- Digital Payments
- Mobile Banking
- Crowdfunding
- Peer-To-Peer Lending
- Blockchain and Cryptocurrencies
- Financial Analytics
- Insurtech and Fintech Startups
- Regulatory Technology
- Machine Learning for Finance
- Predictive Analytics
- Predictive Modeling
- Time Series Analysis
- Corporate Finance
- Financial Markets
- Investment Analysis
- Financial Reporting
- Risk Management
- Adversarial Network
- Behavioral Finance

## Modern Human Resources

- Talent Management
- Organizational Behavior
- Employee Engagement
- Diversity and Inclusion
- Compensation & Benefits
- HR Analytics
- AI- HR Chatbots and Virtual Assistants
- Data Analytics for Talent Acquisition and Retention
- People Analytics
- Unifying People Analytics, Talent Intelligence and Strategic Workforce

## Operations

- Supply Chain Management
- Operations Strategy
- Quality Management
- Lean Six Sigma
- Project Management
- Machine learning for dynamic decision-making
- AI-driven supply chain optimization
- AI-powered logistics and transportation optimization

## Strategic Management and Innovation

- Corporate Strategy
- Strategic Innovation
- Disruptive Innovation



- Business Model Innovation
- Strategic Alliances and Partnerships
- AI-powered scenario planning and strategic forecasting
- Generative AI for product and service development
- AI-enabled innovation ecosystems and collaborations
- AI-driven market research and customer insights
- Intellectual property and patent strategies in the AI era
- Digital transformation and AI adoption strategies
- AI-powered process optimization and automation Future of Finance
- Demand forecasting and inventory management using AI
- Predictive maintenance and equipment reliability
- Quality control and assurance using AI

## Digital Transformation - Analytics, IoT, ML

- Digitization of work
- Digital value chain innovations
- Business analytics
- Internet of Things
- Machine Learning
- Effects of digitization on jobs
- Role of digital technology in creating value
- Digital channels
- Effect of technology on business performance
- Online marketplaces
- AI in organisational transformation
- Digital business strategy
- Leadership in digital social networks
- Cyber Physical Systems
- Quantum Computing
- Block Chain, Cryptography
- Risks and Compliance

These sub-themes provide a comprehensive overview of the various areas that can be explored in the conference. Researchers can choose to focus on one or more of these sub-themes based on their specific research interests and expertise

## Registration Fees

Category	Amount (₹) Indian Delegates	Amount (\$) Foreign Delegates
Paper Registration	8500	100
Paper Registration (JCRM)	3500	40
Co-Author Registration	2000	30
Conference Attendee	2000	30
Pre-conference Workshop	600	15
Poster Presentation	600	15

## Payment Details

All payments are to be made through PSG Centre for Non Formal and Continuing Education

Account Name : PSG Centre for Non Formal and Continuing Education  
 Account Number : 1481267367  
 Bank : Central Bank of India  
 Branch : Peelamedu, Coimbatore, Tamilnadu, India  
 IFSC Code : CBIN0280913

## Important Dates

Full paper submission 25 January 2025  
 Acceptance notification 05 February 2025  
 Camera-ready copy submission 10 February 2025

## Submission of Papers

We invite submissions from researchers, academics, and practitioners working in the areas of management and technology. Potential topics include but are not limited to:

- Theoretical frameworks and empirical studies
- Case studies and best practices
- Emerging trends and future directions
- Interdisciplinary research

## Benefits of Participation

- **Networking:** Connect with leading experts in the field.
- **Publication:** Opportunities for publication in a reputable journal.
- **Professional development:** Enhance your research skills and career prospects.
- **Recognition:** Gain recognition for your work within the academic community.

Join us for this exciting conference and be part of shaping the future of management research and practice.

## Submission Categories

- Full Papers for Publication and Presentation (12 to 15+ pages in length, including the full reference section): Mature results, tested innovations, or completed projects.
- Poster Presentation (1–2 page summary/abstract): Discussion of fieldwork in progress (with insufficient results for a full paper) that addresses intention, unexpected challenges, unintended outcomes, successes, and failures.

**Conference Format** : **Phygital (Physical and Digital)**

**Venue** : **PSG Institute of Management, Coimbatore, India**

**Email** : **crmt@psgim.ac.in**

## Publication

All selected and presented papers of CRMT2025 will appear in the conference proceedings with ISBN. It is planned to publish the proceedings with Springer in their Communications in Computer and Information Science series (final approval pending).

## Advisory Committee

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## PSG Institute of Management

PSG Institute of Management (PSGIM) is part of the prestigious PSG & Sons' Charities Trust that is committed to uplifting society through education. Management education at PSG was initiated in 1966 with the setting up of the Department of Management Sciences at PSG College of Technology to impart managerial skills to the entrepreneurs of Coimbatore. The Department metamorphosed into the PSG Institute of Management, a full-fledged institution, in 1994. From its modest start, PSGIM has flourished, driven by the vision of becoming a leading private business school in India. With over 60 years of experience, it is a pioneer in management education. The institute actively collaborates with global educational partners in the US and Europe to stay at the forefront.

