



MANIPAL
ACADEMY of HIGHER EDUCATION
BENGALURU CAMPUS

Institution of Eminence Deemed to be University



**DEPARTMENT OF COMMERCE
MAHE BENGALURU**

International Conference

SUSTAINABLE SYNERGIES

Technological Innovation and Resilience
in Global Business Practices



27th - 28th November 2025



Register @



<https://conference.manipal.edu/SUSYNCON2025/>



IMPORTANT DATES

Abstract Submission: 25th August 2025

Acceptance of Abstract: 08th September 2025

Full Paper Submission: 19th October 2025

Full Paper Acceptance: 26th October 2025

Last Date for Author registration: 05th November 2025

Conference Dates: 27th - 28th November 2025



About MAHE

Manipal Academy of Higher Education (MAHE) stands as a premier institution fostering excellence in higher education and research. Renowned for its multidisciplinary approach, MAHE bridges diverse academic domains—ranging from health sciences and engineering to management and humanities. Its robust research ecosystem promotes innovation, collaboration, and real-world impact, empowering faculty and students to address complex global challenges. Interdisciplinary centers, international partnerships, and a strong focus on experiential learning create a vibrant environment for knowledge creation. With a commitment to academic rigor, sustainability, and societal relevance, MAHE continues to shape thought leaders and researchers who drive transformative change across sectors.

About Department of Commerce MAHE Bengaluru

The Department of Commerce at MAHE Bengaluru is dedicated to preparing students for future-ready careers through specialized programs in areas such as Business Analytics, FinTech, and more. Renowned for its academic excellence, the department emphasizes a holistic approach to education by integrating theoretical knowledge with practical exposure.

With a diverse student body from across the country and beyond, the department thrives on inclusivity and collaboration. Students are encouraged to balance

About the Conference

In an era marked by rapid globalization, technological disruption, environmental and social challenges the need for sustainable and resilient business practices has never been more critical. This conference provides a platform for scholars, industry experts, and policymakers to deliberate on topics related to Economics, FinTech, Accounting,

About MAHE Bengaluru

MAHE Bengaluru is an off-campus centre of MAHE, Manipal and, thrives in providing holistic education to students with state-of-the-art infrastructure, well-qualified experienced faculty, and mentors.

The programmes offered at MAHE Off Campus Centre, Bengaluru are diverse and contemporary. Engineering to Art, Design and Technology, Commerce, Management, Law, Liberal Arts and Regenerative Medicine. The possibilities and opportunities are unlimited at MAHE Bengaluru.

With over 9,500 students in the campus, the campus offers a vibrant and a diverse gathering of students from across the country.

academics with active participation in sports, cultural events, and extracurricular activities, fostering all-around development.

Our vibrant student community takes pride in organizing and participating in club activities and intercollegiate fests, showcasing leadership and creativity. Guided by the vision of creating opportunities, the Department of Commerce empowers students to excel in academics, extracurriculars, and beyond.

Human Resource Management, Marketing, Business Analytics, Supply Chain and Operations, Corporate Governance and Ethics. The aim is to drive innovation in business practices aligned with the United Nations Sustainable Development Goals (SDGs).

SUB-THEMES

The following are the sub themes for the conference but not limited to

ECONOMICS

- ☐ Circular Economy
- ☐ Inclusive Economic Growth
- ☐ Inclusive Growth: Equitable Economic Transitions

FINTECH

- ☐ Blockchain in ESG Reporting
- ☐ Green Investment Strategies
- ☐ FinTech for Financial Inclusion and Sustainable Development

ACCOUNTING

- ☐ Sustainable Accounting and Integrated Reporting Practices
- ☐ Green Accounting and Environmental Cost Management
- ☐ Technological Innovations in Accounting for Sustainable Development

HUMAN RESOURCE MANAGEMENT

- ☐ Hybrid Human-Digital Teams
- ☐ Agile Leadership in Industry 5.0
- ☐ Mental Well-Being Mechanism

MARKETING

- ☐ Sustainable Branding
- ☐ Digital Marketing for Sustainability
- ☐ Inclusive Marketing Strategies

BUSINESS ANALYTICS

- ☐ Predictive Analytics for Resilience
- ☐ ESG Data Analysis
- ☐ AI and Machine Learning in Sustainable Business Solutions

SUPPLY CHAIN AND OPERATIONS

- ☐ Sustainable Supply Chain Management
- ☐ Resilient and Agile Operations Post-Pandemic
- ☐ Circular Logistics and Reverse Supply Chain

CORPORATE GOVERNANCE AND ETHICS

- ☐ Governance Mechanisms for ESG Integration
- ☐ Board Diversity and Corporate Sustainability
- ☐ Stakeholder Capitalism and Responsible Leadership

ABSTRACT SUBMISSION

GUIDELINES

- ☐ **Length:** Maximum **300 words**
- ☐ **Format:**
Title (bold, centered)
Author(s) Name, Affiliation, Email ID, ORCID ID,
Keywords (3-5)
- ☐ **Font:** Times New Roman, 12 pt, 1.5 line spacing
- ☐ **File Format:** Word Document (.doc/.docx)
- ☐ **Submission Email:**
conference.docblr@manipal.edu
- ☐ **Payment Link:**
<https://tinyurl.com/3ntcabj7>



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FULL PAPER SUBMISSION

GUIDELINES

- ☐ **Length:** 5,000 - 6,000 words (including references)
- ☐ **Structure:**
Title | Abstract | Introduction | Literature Review
Methodology | Results & Discussion | Conclusion &
Implications | References (APA 7th edition)
- ☐ **Font & Formatting:**
Times New Roman, 12 pt, 1.5 spacing, justified
alignment use standard MS Word margins
- ☐ **Originality:** Manuscripts must be original,
unpublished, and not under review elsewhere
- ☐ **Similarity & AI:** Should not exceed 10%
- ☐ **File Format:** Word Document (.doc/.docx)
- ☐ **Submission Email:** conference.docblr@manipal.edu

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REGISTRATION FEE

Registration Fee	Faculty	Research Scholars	Industry Practitioners
MAHE Participants	INR 2,500/-	INR 1,250/-	-
Non MAHE Participants	INR 3,000/-	INR 1,500/-	INR 3,000/-

Cash prize of INR 5000 will be awarded to best papers in each track

PUBLICATION

Accepted papers will be published in conference proceeding of Taylor and Francis / Springer and Indexed in Scopus.
Publication charges as applicable will be communicated upon acceptance