



AMITY BUSINESS SCHOOL AMITY UNIVERSITY UTTAR PRADESH, NOIDA

PRESENTS 10th GLOBAL LEADERSHIP RESEARCH CONFERENCE ON

NAVIGATING THE FUTURE: SUSTAINABLE BUSINESS MANAGEMENT THROUGH EMERGING TECHNOLOGIES AND INTELLIGENT SYSTEMS

19th - 21st March, 2025

CHIEF PATRON



DR. ASHOK K CHAUHAN
Founder President
Ritnand Balved Education Foundation
(The Foundation of Amity Institutions
and the sponsoring body of Amity
Universities)
Chairman, AKC Group of Companies

PATRON



DR. ATUL CHAUHAN
Chancellor, AUUP
President, Ritnand Balved
Education Foundation
CEO, AKC Group of Companies

CO-PATRON



PROF. (DR.) BALVINDER SHUKLA
Vice Chancellor
Amity University Uttar Pradesh

CHAIR



PROF. (DR.) SANJEEV BANSAL
Addl. Pro Vice Chancellor, AUUP
Dean FMS & Director ABS

CO-CHAIR



**DR. LAKHWINDER
KAUR DHILLON**

CONVENORS



**DR. PRIYANKA
AGARWAL**



DR. PUJA SAREEN

FINAL DATE FOR REGISTRATION: MARCH 12, 2025

Key Highlights:

Special Inaugral segment on Viksit Bharat @ 2047: The Road Ahead

Spotlight on Hidden gems: Celebrating Unsung Heroes

Pre- Conference workshop: Next-Generation Business Intelligence
with Cutting Edge Tools for Research Analytics

Best Paper Presentation Awards For all Tracks

General Management Track

Intelligent systems in
General Management:
Strategies for the future



Finance Track

Next Gen Finance:
Leveraging Intelligent
systems for financial
transformation



Human Resource Track

Intelligent systems in HR:
Transforming the future of
workforce



Marketing Track

Marketing 5.0: Intelligent
systems, AI, IOT and its
application in Marketing
Practices



Discussion Forums:

Leadership Forum: Sustainable and Technology facilitated
Leadership for Emergent Organizations

Human Resource Forum: From Insight to Impact : Catalyzing
Sustainable HR Transformation

Marketing Forum: Future of Marketing with Emerging
Technologies

Finance Forum: Augmenting Financial Growth: Harnessing
Evolving Technologies for Sustainable Business Practices

Exciting Prizes for Student Activities

PUBLICATION OPPORTUNITIES

Selected quality papers from the conference will be published in the Prestigious Scopus & WOS Indexed Journals

Kindly submit your research papers in the following tracks:

Track 1 - General Management track: generalmanagementglrc@amity.edu

Track 2 - Finance track: financeglrc@amity.edu

Track 3 - Human Resource track: humanresourcesglrc@amity.edu

Track 4 - Marketing track: marketingglrc@amity.edu

Main Conference Id: glrc@amity.edu

Contact at:

DR. PUJA SAREEN
PHONE: +91-9911574469

Please feel free to write to us on glrc@amity.edu

www.amity.edu/abs/glrc2025

Venue: F-3 Block, Amity Business School
Sector 125, Noida -201313, Uttar Pradesh, India

DR. PRIYANKA AGARWAL
PHONE: +91-9818811642