



**AMITY**  
BUSINESS SCHOOL



# 10<sup>th</sup> GLOBAL LEADERSHIP RESEARCH CONFERENCE

## Theme

**Navigating the Future: Sustainable Business Management  
through Emerging Technologies and Intelligent Systems**

**19<sup>th</sup>-21<sup>st</sup> March, 2025**

[www.amity.edu/abs/glrc2025](http://www.amity.edu/abs/glrc2025)



Scan to Register



Celebrating a Decade of Leadership & Research  
**2025**

Amity Business School  
Amity University Campus  
Sector 125, Noida -201313, Uttar Pradesh, India



## AMITY BUSINESS SCHOOL

AMITY UNIVERSITY UTTAR PRADESH

10th GLOBAL LEADERSHIP RESEARCH CONFERENCE (GLRC 2025)

ON

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

Date: 19<sup>th</sup> - 21<sup>st</sup> March 2025

### ABOUT AMITY BUSINESS SCHOOL

Amity Business School, Noida founded in 1995, is the first institution of higher education of the Amity Education Group. In its glorious journey of 30 years, ABS has set many quality benchmarks and is proud to have several of its illustrious alumni heading reputed global companies. ABS is driven by its vision of nation building through providing integrated transcultural quality education and emerge as a global front runner in management education by nurturing talent. ABS has been striving to impart quality education in all domains of business management to meet the growing demand for competent managers equipped with modern outlook and technology yet well-grounded in Indian ethos and culture. At ABS, students are encouraged to develop a balanced outlook and personality through integration of academics, research and extracurricular activities of their choice.



### ABOUT THE CONFERENCE

In an era characterized by rapid technological advancements, global interconnectedness, and escalating environmental challenges, the nexus between technology and sustainability has become a link pin for business viability and societal impact. In an ever dynamic environment, emerging issues have created a dire need to develop enhanced tools and practices to facilitate more adaptive responses to complex issues as they surface. In the face of accelerating environmental challenges, sustainable business management has emerged as a critical priority for organizations globally. Emerging technologies, such as blockchain, IoT, and AI, alongside intelligent systems, offer innovative solutions for achieving sustainability. Intelligent systems exhibit an advanced degree of analytical capabilities and can predict future outcomes, helping industries across sectors to make informed decisions and strategies. The rise of intelligent systems represents a significant shift in the way we approach problem-solving and decision-making. Intelligent systems comprise both the methods, processes and technologies to gather, analyse and interpret data with the goal of helping decision makers improve the performance of any organization.

The conference aims to explore the integration of these technologies into business practices so as to promote sustainability in long run. The 10th Global leadership Research conference provides a valuable platform for academicians, industry leaders, innovators, and professionals who are inclined to explore the intersection of sustainability, business management, and advanced technologies through intelligent systems. The scope of the Conference covers the domains of Finance, Marketing, Information Systems Management, Business Innovation, Entrepreneurship, Human Resource Management, Economics, Decision Sciences, Sustainability and other diverse areas. The Conference spanning over 3 days is meticulously designed to highlight contemporary intelligent systems as a concept that unifies theoretical research and applications in varied areas of management.

### KEY HIGHLIGHTS

#### SPECIAL SEGMENTS :

- 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

KAVYA SANDHYA

BEST PAPER AWARD FOR ALL TRACKS

₹10,000

₹5,000

FINAL DATE FOR REGISTRATION: 12TH MARCH 2025





## FORUMS AND TRACKS

Leadership Forum	Sustainable and Technology facilitated Leadership for Emergent Organizations
Human Resource Forum	From Insight to Impact :Catalysing Sustainable HR Transformation
Marketing Forum	Future of Marketing with Emerging Technologies
Finance Forum	Augmenting Financial Growth: Harnessing Evolving Technologies for Sustainable Business Practices
Track 1 - General Management Track generalmanagementglrc@amity.edu	Intelligent systems in General Management: Strategies for the future
Track 2 - Finance Track financeglrc@amity.edu	Next-Gen Finance : Leveraging Intelligent systems for financial transformation
Track 3 - Human Resource Track humanresourcesglrc@amity.edu	Intelligent systems in HR : Transforming the future of workforce
Track 4 - Marketing Track marketingglrc@amity.edu	Marketing 5.0 : Intelligent systems, AI, IOT and its application in Marketing Practices

## PUBLICATION OPPORTUNITIES

Publication in Journals subject to applicable quality standard and publication fee as per Journal's guidelines:

- International Journal of Technology Transfer and Commercialisation
- International Journal of Entrepreneurship and Small Business
- International Journal of Business and Globalisation
- International Journal of Public Sector Performance Management
- World Review of Entrepreneurship, Management and Sustainable Development
- GLIMS Journal of Management Review and Transformation
- Intangible Capital
- Journal of Industrial Engineering and Management
- Special issue: Artificial Intelligence and Machine Learning New Concepts in Smart Energy Systems
- Special issue: University 4.0 Sustainable Development in the Way of Society 5.0

## REGISTRATION FEE

Category	INR Conference Charges	USD Conference Charges
Academician	2500/-	100.00
Corporate Nominee	3000/-	100.00
Research scholar	2000/-	75.00
Students	1500/-	50.00

For Registration [Click Here](#)

## PROGRAMME SCHEDULE

SESSION(s)	Time
<b>Day 1: 19th March 2025</b>	
Pre-Conference Workshop on 'Next-Generation Business Intelligence with Cutting Edge Tools for Research Analytics'	10:30 hrs – 13:00 hrs
Inaugural Session (Viksit Bharat @ 2047 The Road Ahead)	14:15 hrs-17:10 hrs
Networking Hi-Tea	17:10 hrs onwards
<b>Day 2: 20th March 2025</b>	
Leadership Forum Theme- Sustainable and Technology facilitated Leadership for Emergent organisations	10:15 hrs – 12:15 hrs
Marketing Forum Theme- Future of Marketing with Emerging Technologies	12:30 hrs – 14:30 hrs
Networking Lunch	13:30 hrs – 14:00 hrs
MOU's and Collaborations	16:15hrs – 17:00 hrs
<b>Parallel Sessions</b>	
Intelligent systems in General Management: Strategies for the future -Technical Session I	9:30 hrs – 13:30 hrs 14:00 hrs - 16:10 hrs
Next Gen Finance: Leveraging Intelligent systems for financial transformation -Technical Session I	9:30 hrs – 13:30 hrs 14:00 hrs - 16:10 hrs
Intelligent systems in HR: Transforming the future of workforce -Technical Session I	9:30 hrs – 13:30 hrs 14:00 hrs - 16:10 hrs
Marketing 5.0: Intelligent systems, AI, IOT and its application in Marketing Practices- Technical Session I	9:30 hrs – 13:30 hrs 14:00 hrs - 16:10 hrs
Networking Hi-Tea	17:00 hrs onwards
<b>Day 3: 21st March 2025</b>	
Human Resource Forum Theme- From Insight to Impact: Catalysing Sustainable HR Transformation	10:15 hrs – 12:15 hrs
Finance Forum Theme- From Insight to Impact: Catalysing Sustainable HR Transformation	12:30 hrs – 14:30 hrs
Networking Lunch	13:30 hrs – 14:00 hrs
<b>Parallel Sessions</b>	
Intelligent systems in General Management: Strategies for the future -Technical Session II	9:30 hrs – 13:30 hrs 14:00 hrs - 15:10 hrs
Next Gen Finance: Leveraging Intelligent systems for financial transformation -Technical Session II	9:30 hrs – 13:30 hrs 14:00 hrs - 15:10 hrs
Intelligent systems in HR: Transforming the future of workforce -Technical Session II	9:30 hrs – 13:30 hrs 14:00 hrs - 15:10 hrs
Marketing 5.0: Intelligent systems, AI, IOT and its application in Marketing Practices- Technical Session	9:30 hrs – 13:30 hrs 14:00 hrs - 15:10 hrs
Valedictory Session (Spotlight on Hidden gems: Celebrating Unsung Heroes)	15:15hrs – 17:15 hrs

## GLIMPSES OF PAST EDITIONS OF GLRC



## SOME OF THE EMINENT PAST SPEAKERS

Shri Anand Kumar, Founder -SUPER 30

Mr. Christopher Greenwood, CEO - Success Mpowered

Mr. Avinash Pandey, CEO- ABP Network, President- News Broadcasters & Digital Association and President, International Advertising Association (India Chapter)

Mr. S.K. Bose, CEO, Hydrocarbon Sector Skill Council

Mr. Rohit Arora, Managing Director, Head of Performance Marketing, Strategy & Operations, JP Morgan Chase Marketing, USA

Mr. Uttam Lal, Director (Personnel), NHPC.

Dr Sanjiv K Singh, Medical Director, Amrita Hospital, Faridabad

Dr Rohan Pallewatta, Executive President, Lanka Harness Pvt Ltd, Sri Lanka

Mr. Dadimuni Chamath De Silva, Chief Executive Officer, Nagananda International Institute of Buddhist Studies (NIIBS), Srilanka

Dr Samsit Patra, Member of Parliament, Rajya Sabha

Mr. Abhishek Raj, Chief Operating Officer, Lacoste India

Mr. E. Avaz D. Khodjiev, Honorable ambassador of Republic of Uzbekistan

Mr. Krishnamurthy Subramanian, Chief Economic Adviser to the Government of India

Mr. Sanjeev Sanyal, Principal Economic Advisor, Ministry of Finance, GoI

Dr Naufel Vilcassim, Vice Dean and Professor, London School of Economics

Dr Pierre Chandon, Professor, INSEAD, Paris

Dr Karl Moore, Professor, Desautels Faculty of Management, McGill University, Canada & Green Templeton College, Oxford University, UK

Dr Ivan Coste Maniere, Professor, Skema Business School, France,

Prof. (Dr.) Yong Wang, Professor, University of Wolverhampton

Mr. Rajesh Maheshwari, CEO, The National Accreditation Board for Certification Bodies (NABCB), Quality Council of India

Dr Michael Henry, Professor, Thompson River Pool University, Canada

Dr Deepak Khazanchi, Professor, University of Nebraska, Omaha

Dr Mathew Jacobson, Dücere Global Business School, Australia

Dr Niranjana Hiranandani, Immediate Past President-ASSOCHAM & Managing Director, Hiranandani Group of Companies, India

Prof. Naufel Vilcassim, Vice-Dean - TRIUM Executive MBA Program & Head of Department, London School of Economics, UK



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(The Foundation of Amity Institutions and  
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Amity University Uttar Pradesh



### CONVENORS

**Dr. Puja Sareen Dr. Priyanka Agarwal**

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