

**TWO DAYS**  
**INTERNATIONAL CONFERENCE**  
**ON**  
**Reimagining Business: Innovate, Include & Thrive**  
**08<sup>th</sup> - 09<sup>th</sup> October, 2025**  
**(Venue: Senate Hall, Kurukshetra University,**  
**Kurukshetra)**



**DEPARTMENT OF COMMERCE**  
**KURUKSHETRA UNIVERSITY**  
**KURUKSHETRA**  
**(‘A++’ Grade, NAAC Accredited)**



### ABOUT THE UNIVERSITY

Founded in 1956, Kurukshetra University is one of India's premier educational institutions, recognized for its academic excellence, rich legacy, and strong research orientation. Situated in the historic city of Kurukshetra, the university stands as a beacon of higher learning, innovation, and intellectual pursuit. Accredited with an A++ grade by NAAC, Kurukshetra University offers a diverse array of programs across disciplines, including science, commerce, humanities, engineering, management, and law. With a robust ecosystem that encourages interdisciplinary research and innovation, the university has established itself as a leading centre for advanced studies and scholarly inquiry.

Kurukshetra University's dedication to research is embodied in its well-established research centres, extensive publication record, and numerous national and international collaborations. The university actively encourages a culture of inquiry and innovation through various government-funded projects, faculty development programs, and student research initiatives. It also builds partnerships with industries and institutions to connect academic research with practical applications. With its dynamic faculty, advanced laboratories, and resource-rich libraries, the university offers a supportive environment for scholars and researchers to explore, experiment, and excel.

*With a vision to create knowledge that contributes to national development and global understanding, Kurukshetra University continues to evolve as a future-ready, research-driven institution committed to excellence, inclusivity, and impact.*



### ABOUT THE DEPARTMENT

Established in 1971, the Department of Commerce at Kurukshetra University has emerged as a distinguished centre of academic excellence and research in the fields of commerce, business studies, and financial management. With a strong foundation rooted in academic rigor and an evolving curriculum aligned with industry demands, the department has consistently played a pivotal role in nurturing professionals and thought leaders who contribute meaningfully to the national and global economy.

The department offers a comprehensive range of academic programs, including M. Com and Ph.D., aimed at equipping students with in-depth knowledge, analytical skills, and practical insights into the dynamic world of commerce and business. It is supported by a dedicated team of highly qualified faculty members who bring a blend of scholarly expertise and real-world experience to the classroom, fostering a culture of inquiry, innovation, and critical thinking.

With a strong focus on research and development, the Department of Commerce has successfully undertaken numerous UGC-sponsored research projects and regularly organizes seminars, workshops, conferences, and guest lectures. These events provide a vibrant platform for academic exchange, industry interaction, and interdisciplinary collaboration. The department also promotes entrepreneurship, ethical business practices, and inclusive growth, in line with contemporary economic and social priorities.

Situated within the prestigious Kurukshetra University, an institution of repute and a NAAC A++ accredited university, the Department of Commerce continues to uphold its legacy of academic excellence while embracing change and innovation. Its commitment to holistic development, intellectual growth, and societal contribution makes it a dynamic and forward-looking academic hub, preparing students to become leaders and change-makers in the evolving landscape of commerce and industry.





### ABOUT THE CONFERENCE

In the wake of unprecedented global shifts and evolving business paradigms, the International Conference on *Reimagining Business: Innovate, Include & Thrive* seeks to bring together academicians, industry experts, policy makers, entrepreneurs, and students on a common platform to rethink the future of business. Hosted by the Department of Commerce, Kurukshetra University, this conference aims to explore transformative ideas and actionable strategies to build a more dynamic, equitable, and sustainable business ecosystem. It offers a timely opportunity to reflect on emerging challenges, share global best practices, and co-create pathways for a better economic future.

The importance of this conference lies in its ability to bridge the gap between traditional business frameworks and the rapidly changing realities of today's interconnected world. As markets grow more complex and technology continues redefining industries, it is crucial to adopt forward-thinking approaches that respond to economic goals and social and environmental imperatives. The conference serves as a crucible of ideas where thought leadership, scholarly research, and practical insights converge to shape resilient, inclusive, and future-ready business models.

At the core of this initiative are three interlinked pillars—**Innovation, Inclusion, and Thrive**. *Innovation* drives transformation by encouraging creative solutions, digital adoption, and new-age entrepreneurship. *Inclusion* emphasizes the value of diversity, equity, and access, ensuring that economic progress benefits all sections of society. *Thrive* focuses on holistic growth—helping businesses survive and flourish in the face of change by embedding sustainability, agility, and responsibility into their DNA.

Through keynote sessions, panel discussions, and research paper presentations, the conference aims to spark dialogue, inspire ideas, and encourage partnerships that translate into impactful outcomes. It invites participants to not only imagine the business of tomorrow but to actively shape it. Reimagining Business: Innovate, Include & Thrive is more than a theme; it is a vision for collective progress and purposeful growth.

### OBJECTIVES OF CONFERENCE

- To promote innovation in business models, strategies, and technologies.
- To encourage inclusive practices in Businesses and corporate leadership.
- To explore pathways for sustainable and ethical business growth.
- To support and empower youth and emerging entrepreneurs.
- To rethink business resilience in the face of global challenges.
- To drive empowerment of youth, women, and underrepresented groups by leveraging innovation and forward-thinking solutions.
- To facilitate cross-disciplinary collaboration between academia and industry.

### SUB THEMES OF CONFERENCE

- Exploring new frontiers of innovation that drive transformation across industries.
- Fostering inclusive enterprise models that empower diverse communities and promote equitable growth.
- Envisioning thriving futures through sustainable, adaptive, and forward-thinking business practices.
- Reimagining leadership for the modern era, grounded in empathy, agility, and vision.
- Addressing the future of work and workforce transformation in a digitally connected world.
- Advancing digital economies and building smart, tech-enabled enterprises.
- Supporting business models that prioritize both the planet and its people.
- Reimagining entrepreneurship to align with innovation, inclusivity.
- Strengthening resilience, ethics, and governance in an increasingly disrupted global environment.
- Promoting inclusive globalization and collaborative innovation for a balanced global future in MSMEs and Rural Area.

The scope of the conference is not limited to the aforementioned aspects alone.

### TECHNICAL SESSIONS

The conference featured four engaging Technical Sessions on the themes:

- Innovation Frontiers
- Inclusive Growth & Entrepreneurship
- Digital Leadership & Workforce
- AI-Driven Business Transformation

Each session showcased high-quality research and thought-provoking discussions. In every technical session, an Award of Excellence was presented for outstanding contributions, and the Best Paper Award was conferred to recognize exceptional scholarly work.

### PUBLICATION OPPORTUNITY

Selected papers from the conference will be considered for publication:

1. Vision – The Journal of Business Perspective (SAGE, Scopus indexed). Authors are requested to follow the official guidelines available at: <https://journals.sagepub.com/author-instructions/VIS>
2. Rajagiri Management Journal - Indexed in Web of Science, this journal is a peer-reviewed publication. Authors are requested to follow the official guidelines available at: <https://www.emeraldgrouppublishing.com/journal/ramj>
3. International Journal of Entrepreneurship and Small Business - Indexed in Web of Science and Scopus, this journal is a peer-reviewed publication. Authors are requested to follow the official guidelines available at: Source: [Inderscience https://share.google/dgAJmcs5UtDEupbAf](https://share.google/dgAJmcs5UtDEupbAf)
4. International Journal of Public Sector Performance Management - Inderscience (Scopus indexed). Authors are requested to follow the official guidelines available at: <https://share.google/FLVYXFKkA8RlcQyWR>
5. International Journal of Technology Transfer and Commercialisation - Inderscience, Authors are requested to follow the official guidelines available at: <https://share.google/4JcgikyGxjwkyx3x>
6. Kurukshetra University Research Journal (KURJ) as per its official guidelines [Inderscience https://share.google/dgAJmcs5UtDEupbAf](https://share.google/dgAJmcs5UtDEupbAf) (Scan the QR below for KURJ guidelines)



7. An edited book with ISBN.

Guidelines for submitting articles in an edited book:

- a) Papers must be in English, Word format, with a maximum word limit of 6000 words.
- b) Submit via mail, including title, abstract (150–250 words), keywords, author details, and the corresponding author's contact info.
- c) Double-blind peer review process; remove all identifying details from the manuscript before submission.
- d) Papers must be original, unpublished, and not under review elsewhere; plagiarism must be less than 10%, verified through standard plagiarism detection tools.

**Note:** The decision regarding publication of any article will rest solely with the Publication committee of the Conference, and its decision shall be final.

For any queries, contact at [Commerce.events@kuk.ac.in](mailto:Commerce.events@kuk.ac.in)



## FEE DETAILS

Category	Fee
Academicians (India)	₹1200
Research Scholars / Students (India)	₹700
Industry Professionals (India)	₹2000
Foreign Delegates (Academia/Industry/Foreign Students / Research Scholars)	₹5000

### Bank Details for Payment

**Account Name:** Director, International Conference

**Account Number:** 44269435789

**Bank Name:** State Bank of India

**IFSC Code:** SBIN0001600

**SWIFT Code:** SBININBB436

**Branch Address:** VC KUK Collection Account

## REGISTRATION DETAILS

Register by clicking on the link

**Registration Link:** <https://forms.gle/3f7H1NNgcufFCmPt6>

Scanners for registration and payment



### Note:

- The registration fee includes conference kit, certificate, lunch, and refreshments.
- Co-authors attending the conference are required to register separately.
- Registration is mandatory for paper presentation and participation.
- Accommodation facilities may be arranged for participants upon prior request.
- If any queries, please feel free to contact:

Mr. Purshotam Gupta – 9729469394,

Ms Himanshi Malik - 9306628594

**Mode of Payment:** Payment will be accepted only through online bank transfer. Bank details will be shared via email after the abstract is accepted.

**Proof of Payment:** Kindly upload the transaction receipt during registration or email it to [Commerce.events@kuk.ac.in](mailto:Commerce.events@kuk.ac.in)

## ORGANISING COMMITTEE



### PATRON

Prof. Som Nath Sachdeva

Vice Chancellor

Kurukshetra University



### Conference Director

Dr. Mahabir Narwal

Professor & Chairperson

Department of Commerce

Kurukshetra University



### Organising Secretary

Dr. Ajay Suneja

Professor

Department of Commerce

Kurukshetra University

## Advisory Committee:

- Prof. Neelam Dhanda, Dean faculty of Commerce & Management, Kurukshetra University Kurukshetra
- Prof Tejinder Sharma, Department of Commerce, Kurukshetra University
- Prof Subhash Chand, Department of Commerce, Kurukshetra University
- Dr. Rashmi Chaudhary, Department of Commerce, Kurukshetra University
- Dr. Aashish Sangwan, Department of Commerce, Kurukshetra University

## IMPORTANT DATES

**Conference Date:** 08<sup>th</sup> – 09<sup>th</sup> October, 2025

**Abstract Submission Deadline:** 20<sup>th</sup> September, 2025

**Notification of Abstract Acceptance:** 25<sup>th</sup> September, 2025

**Full Paper Submission Deadline:** 30<sup>th</sup> September, 2025

**Last Date for Registration:** 30<sup>th</sup> September, 2025

