



VISHWAKARMA
UNIVERSITY
Maximising Human Potential



International Conference on **Smart & Sustainable Business Practices**

ICSSBP-2027

Reimagining Business Through Technology,
Sustainability & Responsible Leadership



Organized by:

Faculty of Management Studies
Faculty of Commerce & Management

Partners



Sustainability and
Social Impact Partner



Academic Partner



Knowledge Partner



Professional
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Publication Partner



Publication Partner

 **21-22**
January 2027

 **Vishwakarma**
University,
Pune, India

 **Hybrid Mode**
Online + Offline

About Vishwakarma University, Pune

Vishwakarma University (VU), Pune, is a UGC-recognized state private University backed by the four-decade educational legacy of the Vishwakarma Group. Recognized and ranked by various national and international academic, governmental, and industry benchmarking bodies, VU stands as a premier multidisciplinary University committed to academic excellence, research, and sustainability. A member of the Association of Indian Universities (AIU), VU integrates transdisciplinary Centers of Excellence, robust industry engagement, and outcome-based experiential learning. Fostering innovation and entrepreneurship, the University cultivates globally competent, socially responsible, and future-ready graduates equipped to address modern real-world challenges.

About the Conference

Businesses today are being reshaped by emerging technologies, sustainability priorities and the growing need for responsible leadership. The International Conference on Smart and Sustainable Business Practices (ICSSBP - 2027) brings together Academicians, Researchers, Industry Professionals, Entrepreneurs, Policymakers and Scholars across the globe to discuss how these practices are transforming business and society. The conference offers a platform to explore new ideas, present original research, exchange knowledge and build meaningful academic and industry collaborations.

Conference Highlights & Benefits of Participation

- Double-blind peer review process ensuring academic rigor and quality.
- Opportunity to present research before an international audience of academicians, researchers, and industry experts.
- Insightful discussions on emerging themes such as AI, Analytics, ESG, Sustainability, Innovation, and Digital Transformation.
- Keynote sessions and expert talks by distinguished national and international speakers.
- Publication opportunities in reputed journals.
- Networking with global scholars, industry leaders, policymakers, and practitioners.
- Platform for interdisciplinary knowledge exchange and collaborative research.



- SDG-focused discussions addressing contemporary business and societal challenges.
- Opportunities to establish academic, research, consulting, and industry partnerships.
- Exposure to innovative ideas, best practices, and future trends shaping business and management.

Key Focus Areas

- Artificial Intelligence and Business Innovation
- Sustainable Finance and ESG
- Digital Marketing Transformation
- Responsible Leadership and Governance
- Sustainable Operations and Competitive Advantage
- Entrepreneurship and Innovation
- Human Capital Development in AI era

Who Can Participate?

- Academicians • Researchers • Industry professionals
- Entrepreneurs • Policymakers • PhD Scholars
- Undergraduate and postgraduate students • Alumni

Conference Tracks

Track 1 : Next Gen Technologies in Business

- Artificial Intelligence & Machine Learning in Business Decision-Making
- Internet of Things (IoT) in Smart Enterprises
- Blockchain for Business Transparency & Trust
- Big Data Analytics & Predictive Intelligence
- Cloud Computing & Business Scalability
- Cybersecurity & Risk Management
- Automation & Robotics in Business Processes
- Digital Twins & Smart Manufacturing
- Industry 5.0 & Smart Supply Chains
- Human–Technology Interaction & UX Innovation

Track 2 : Sustainable Finance & ESG

- ESG Metrics, Reporting & Disclosure Standards
- Sustainable Investing & Impact Investing
- Green Finance & Climate Financing Instruments
- Corporate Social Responsibility (CSR) Strategies
- ESG Risk Assessment & Management
- Sustainable Banking & Financial Inclusion
- Carbon Accounting & Net-Zero Strategies
- Ethical Investment Practices
- Governance & Board Diversity in ESG
- Regulatory Frameworks & ESG Compliance

Track 3 : Digital Marketing Agility & Consumer experience

- Digital Transformation Strategies & Frameworks
- Agile Marketing & Real-Time Customer Engagement
- Omnichannel Marketing & Customer Experience
- Social Media Analytics & Digital Branding
- AI in Marketing Personalization
- Martech Marketing Technology Integration (Martech)
- E-commerce & Platform Business Models
- Customer Data Platforms (CDP) & CRM Systems
- Content Marketing & Influencer Ecosystems
- Consumer Behavior in the Digital Era

Track 4: Responsible Leadership & Governance

- Ethical Leadership & Decision-Making
- Corporate Governance & Board Effectiveness
- Diversity, Equity & Inclusion (DEI) in Leadership
- Stakeholder Theory & Value Creation
- Leadership in Crisis & Uncertainty
- Transparency, Accountability & Compliance
- Responsible Innovation & Ethical AI
- Organizational Culture & Values-Based Leadership
- Public Policy & Corporate Governance
- Human Capital Development in AI era

Track 5 : Sustainable Operations Strategy & Competitive Advantage

- Green Operations & Sustainable Supply Chains
- Circular Economy & Resource Efficiency
- Sustainable Manufacturing & Lean Practices
- Operations Strategy for Competitive Advantage
- Waste Management & Reverse Logistics
- Energy Efficiency & Renewable Integration
- Sustainable Procurement Practices
- Resilient & Adaptive Supply Chains
- Cost Optimization through Sustainability
- Innovation in Operations & Process Excellence

Track 6 : Others

The conference themes and sub-themes listed above are indicative and non-exhaustive. We welcome interdisciplinary contributions on any relevant topic aligned with the conference scope, including but not limited to Management, Technology, Social Sciences, and their emerging intersections.

Distinguished Speakers

Dr. Bhimaraya Metri*

Director, Indian Institute of Management Nagpur, India

Prof. Daniel Werner

Professor, Hof University of Applied Sciences, Germany

Dr. Atul Parvatiyar

Professor of Practice, Texas Tech University, USA

Prof. Dr. Majo George

Dean, Faculty of Economics

University of Economics and Finance (UEF), Vietnam

* Subject to final confirmation

Partner Journals & Publication Opportunities

Selected high-quality papers will be considered for publication in the following journals, subject to journal scope, editorial review, and publisher policies.

Authors are required to independently verify the target journal's credentials, editorial standards, indexing status, review timeline, and author guidelines prior to submitting any research paper.

Journals (Without Article Processing Charges)

1. Applied Marketing Analytics : The Peer-Reviewed Journal
2. Journal of Brand Strategy
3. Journal of Cultural Marketing Strategy
4. Journal of Digital Media Management
5. Journal of Digital & Social Media Marketing
6. Journal of Education Advancement & Marketing
7. Journal of Digital Banking
8. Journal of Financial Compliance
9. Journal of Payments Strategy and Systems
10. Journal of Risk Management in Financial Institutions

Important Dates

Activity	Date
Conference Announcement	1st August 2026
Full Paper Submission and Registration	1st September 2026 to 5th January 2027
Last Date of Acceptance Notification	15th January 2027
Conference Dates	21 – 22 January 2027

11. Journal of Securities Operations & Custody
12. Cyber Security : A Peer-Reviewed Journal
13. Journal of AI, Robotics & Workplace Automation
14. Journal of Data Protection & Privacy
15. Corporate Real Estate Journal
16. Journal of Airport Management
17. Journal of Building Survey, Appraisal & Valuation
18. Journal of Urban Regeneration and Renewal
19. Advances in Online Education : A Peer-Reviewed Journal
20. Journal of Business Continuity & Emergency Planning
21. Journal of Supply Chain Management, Logistics and Procurement
22. Management in Healthcare : A Peer-Reviewed Journal

Most of the above listed journals are Scopus-indexed. As Scopus indexing status is subject to periodic updates, authors are advised to verify the current indexing status of target journal/s prior to submitting to ICSSBP 2027.

Journals (With Article Processing Charges)

1. Journal of Asia Entrepreneurship and Sustainability
2. Vishwakarma Journal of Interdisciplinary Research
3. Journal of Commerce, Economics and Finance
4. Business Strategy and Management Insights
5. Environment, Social and Governance Insights
6. Journal of Emerging Technologies and Innovation Management
7. Policy, Law and Governance Insights
8. Review of Social Sciences & Humanities Research

Additional Publication Opportunities (With Article Processing Charges)

- Peer Reviewed International Journals
- Special Issue with DOI
- Edited Book with ISBN and DOI

Registration Fees

Category	Fee
Indian Authors	₹ 4,000 Per Paper
International Authors	USD 50 Per Paper

Submission & Review Process

All submissions to ICSSBP-2027 must be original, unpublished work and should not be under consideration by any other conference, journal, or publication outlet during the review process. Authors are required to prepare manuscripts in accordance with the prescribed Author Guidelines (Refer Separately) and submit their papers through the conference submission portal before the specified deadline.

ICSSBP-2027 follows a rigorous Double-Blind Peer Review process to ensure academic quality and integrity. The review process includes.

- Initial screening for scope, completeness, and compliance with conference requirements. Similarity and academic integrity verification. Double-blind review by domain experts.
- Evaluation based on - Originality and innovation, Relevance to conference themes, Research quality and methodological rigor, Practical and theoretical contribution, Clarity and quality of presentation
- Revision and resubmission (Wherever Possible).
- Final decision by the Scientific Committee.

Advisory Board

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Conference Website :
<https://icssbp.vupune.ac.in>



Submission Link

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