



ST JOSEPH'S UNIVERSITY

#36, Lalbagh Road, Bengaluru - 560027

A PUBLIC-PRIVATE PARTNERSHIP UNIVERSITY UNDER RUSA 2.0 OF MHRD (GOI),
KARNATAKA GOVT. ACT No. 24 of 2021

School of Business

DEPARTMENT OF MANAGEMENT ORGANISING

International Conference

ON

INNOVATIVE HORIZONS

UNITING MANAGEMENT, ACCOUNTING, SUSTAINABILITY, AND TECHNOLOGY

(IHUMAST)

21 - 22 MARCH, 2025

About the University

St Joseph's University (formerly St. Joseph's College, Autonomous), Bengaluru, established in the year 1882 is one of the oldest institutions in the State of Karnataka with a history of 142 years. The University aims at a holistic and integral formation of its students, fostering in them a spirit of academic excellence and social concern. It also aims at character formation, shaping each individual student into becoming "men and women" for others. The Government of Karnataka formally conferred the University status on July 2, 2022, after passing the St Joseph's University Bill in February 2021. The University has been ranked 2nd in India and 1st in Karnataka in the year 2022 by Education world rankings. At the University, we try to create leaders for a better world. Leaders, deeply rooted in our philosophy "Fide et Labore" (a Latin phrase that means 'Faith and Toil'), commit themselves to excel in the fields they choose.

Department of Management

The Department of Commerce and Management was established in 2019 and bifurcated as the Department of Management and the Department of Commerce in 2022. The department has grown by leaps and bounds to a student strength of 2000+ from 341 since its inception. A rigorous curriculum, professional outlook, industry integration, international and national collaboration, and qualified and capable faculty members are some of the distinguishing features of the departments under the School of Business. State-of-the-art facilities on the university campus coupled with quality teaching and learning has made the School a sought-after place for young minds seeking meaningful careers through commerce and business education.

About the Conference

The international conference titled "Innovative Horizons: Uniting Management, Accounting, Sustainability, and Technology (IHUMAST)" is a pioneering conference that seeks to explore the convergence of management disciplines, sustainability, and technology. In a rapidly changing world, organizations are increasingly required to navigate complex challenges that demand innovative, tech-driven, and sustainable approaches. This conference provides a platform for academics, industry leaders, policymakers, and practitioners to discuss and share insights on how management practices can evolve to meet future demands.

The conference themes encompass a wide range of management areas, including strategic management, operations, finance, human resources, marketing, and governance, all viewed through the lenses of sustainability and technology. It highlights the role of digital transformation in driving sustainable practices, such as integrating green supply chain management, sustainable finance, and ethical governance frameworks. Key topics include digital marketing for sustainable brands, sustainable business model innovation, leadership for technological and environmental change, and the impact of AI, IoT, and data analytics on sustainable business practices.

IHUMAST encourages a multidisciplinary approach, showcasing how technology can enhance sustainability across various management fields, from project management to risk assessment and compliance. The conference aims to foster dialogue on innovative solutions that lead to sustainable growth and resilience in business operations. By uniting diverse perspectives, IHUMAST aspires to shape the future of management, where sustainability and technology are integral to strategic decision-making, driving organizations toward a more sustainable and technologically advanced world.

Themes of the Conference

The themes of the conference include, but are not limited to the following

1. Strategic Management and Sustainable Innovation

- Integrating sustainability into strategic decision-making.
- Leveraging technology for sustainable competitive advantage.

2. Sustainable Operations and Supply Chain Management

- Green supply chain practices and technology integration.
- Circular economy models and sustainable logistics.

3. Technology-Driven Marketing and Consumer Engagement

- Digital marketing strategies for sustainable brands.
- Consumer behavior insights in the age of sustainability and technology.

4. Financial Management for Sustainable Growth

- Green finance, investment in sustainable technologies.
- Financial risk management in sustainable business models.

5. Human Resource Management in the Digital and Sustainable Era

- Talent management for sustainable and tech-savvy workplaces.
- The role of HR in fostering a culture of sustainability and innovation.

6. Entrepreneurship, Innovation, and Sustainable Business Models

- Start-ups driving sustainability through technology.
- Sustainable business model innovation and entrepreneurial ecosystems.

7. Information Technology Management for Sustainable Enterprises

- Digital transformation for sustainability in organizations.
- Role of AI, IoT, and blockchain in driving sustainable business practices.

8. Corporate Governance, Ethics, and Sustainable Business Practices

- Governance frameworks for sustainable technology adoption.
- Ethical implications of technology in sustainable management.

9. Project Management in Sustainable and Technological Environments

- Managing sustainable projects with digital tools.
- Agile project management for sustainability-focused initiatives.

10. Leadership and Change Management for Sustainable Technological Integration

- Leading organizational change towards sustainability and technology adoption.
- Sustainable leadership practices in the digital era.

11. Sustainability Reporting, Accounting, and Compliance in the Digital Age

- Digital tools and technologies in sustainability reporting.
- Accounting for sustainability: Integrating environmental and social metrics.

12. Innovation Management: Bridging Technology and Sustainability

- Managing innovation for sustainable technology solutions.
- The impact of R&D in driving sustainable technological advancements.

13. Risk Management and Sustainable Business Resilience

- Risk assessment frameworks for sustainable technology adoption.
- Resilience planning for sustainability and technological disruptions.

14. Marketing in Sustainability and Technology

- Using technology to enhance customer engagement with sustainable practices.
- CRM systems for managing sustainability-focused customer experiences.

15. Data Analytics, Big Data, and Sustainability

- Role of big data in advancing sustainability goals.
- Data-driven decision-making for sustainable business operations.

Registration Fee

Participation & Presentation				
Academicians	Research Scholars	Students	Industry Practitioners	Foreign Participants
Rs. 1000	Rs. 800	Rs. 500	Rs. 2000	US \$ 50

- Publication charge shall be additional as per the selected Journal or Book Series.
- Boarding Facility shall be arranged on request basis with additional charge.
- Those need boarding facility are requested to write mail to amudhan.s@sju.edu.in

Registration Fee Payment Bank Details

Account Name	ST JOSEPHS UNIVERSITY COLLECTION ACCOUNT
Account Number	0964073000000053
Account Type	Savings Bank
IFS Code	SIBL0000964
Bank name	South Indian Bank
MICR	560059032
SWIFT	SOININ55XXX
Branch	0964 Langford Road Branch



After the registration payment, the participants are requested to fill the form in the link below

<https://forms.gle/iSzpM7xW4XJmBvDb6>

Best Paper Awards

- Two exceptional papers from each conference track will be recognized with Best Paper Awards, celebrating research excellence and innovation.

Thesis Presentation

- The conference is proud to introduce a dedicated 5-Minute Thesis Presentation track, tailored for Ph.D. scholars.
- Eligible participants include those who have submitted their thesis within the last three years or are on the verge of submission.
- This track offers a unique opportunity to present research in a concise and compelling format.
- To recognize outstanding contributions, two exceptional theses will be honored with the prestigious Best Thesis Awards.

Guidelines For Paper Submission

- All the submissions must be made in word format.
- The manuscript should not exceed 8,000 words.
- Soft copy of the paper should be submitted in A4 size, MS - word format only with Times New Roman with heading in font size 14 and remaining text size 12 with 1.5 line spacing.
- Authors are requested to follow APA style of referencing.
- The participant should send the full manuscript to ihumastconference@gmail.com on before 25/02/2025.
- The selected papers will be peer-reviewed and evaluated based on originality and relevance to the conference.
- The selected papers which are presented during the conference will be published in reputed journals or Book Chapters indexed in Scopus, Web of Science, ABDC, UGC-Care List.
- **Online presentation shall be provided on request basis for outstation participants.**

Core Committee

Finance Committee	Dr. Tadipigari Mahesh Babu; Dr. Rizwana Khanum
Sponsorship committee	Mr. Ebenezer Sam; Dr. Tadipigari Mahesh Babu
Registration and Certificates committee	Dr. Preethi Sarah; Ms. Niha Asif; Dr. Rizwana Khanum
Tracks Committee	Dr. Shakila P; Dr. Amudhan S.
Marketing and Public Relations Committee	Dr. Kanishka; Dr. Tadipigari Mahesh Babu
Hospitality Committee	Ms. Sarah John; Ms. Davita Sananda; Ms. Irene Marie Dove
Logistics, Food & Refreshments committee	Mr. Ebenezer Sam; Mr. Satyanarayana R; Ms A Archana; Ms Leena Baptist
Stage Committee	Ms. Greeshma Francis; Dr. Tejaswini Bastray
Technical Committee	Mr. Davies Varughese Chacko; Ms. Jhanavi N

Patron

Rev Fr Victor Lobo SJ
Vice Chancellor

Conference Director

Dr. Christo Selvan V
Dean
School of Business

Conference Chair

Mr. Prabhakar K.
HOD, Department of Management

Advisory Board Members

Dr. Padma Nandan
Associate Dean , School of Business

Mr. Ebenezer Sam
Coordinator, Shift 3
Department of Management

Mrs. Sarah John
Assistant Professor,
Department of Management

Dr. Beata Glinkowska-Krauze
University of Lodz, Poland

Dr. Kavitha Haldorai
Florida State University, US

Dr. Benedict Valentine
UCSI, Malaysia

Prof K. Venugopal Rao
Vice Chancellor, Himalayan University

Prof. Dr. Satya Parayitam
University Of Massachusetts, UK

Conference Convenors

Dr. Amudhan S - +91 87780 89281
Dr. Tadipigari Mahesh Babu - +91 97036 95615
Dr. Samuel Mores Geddum - +91 70133 97704

For any enquiries, please write a mail to
ihumastconference@gmail.com

Address St Joseph's University, 36 Lalbagh Road,
Bengaluru - 560 027, Karnataka, India

Phone Reception: 08022274079

E-mail desk@sju.edu.in

Website www.sju.edu.in