UEM
UNIVERSITY OF ENGINEERING & MANAGEMENT
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पूर्वोत्तर पर्वतीय विश्वविद्यालय
NORTH-EASTERN HILL UNIVERSITY
A Central University Established under the Act of Parliament

IEM
INSTITUTE OF ENGINEERING & MANAGEMENT
Good Education, Good Jobs

INTERNATIONAL CONFERENCE ON

SUSTAINABLE MARKETING DELIVERY VALUE
SUS-TECH FOR BUSINESS
SMDV 25

DATE :
27th-29th JUNE '25

SMART.

**INSTITUTE OF ENGINEERING
AND MANAGEMENT**
(DEPARTMENT OF MANAGEMENT)

IN COLLABORATION WITH

NORTH-EASTERN HILL UNIVERSITY
(DEPARTMENT OF MANAGEMENT)

REGISTRATION FEES

Research Scholars/Students: 2499 / $50
Academicians : 4499/ $75
industry : 5999/ $100

HTTPS://IEM.EDU.IN/SUSTAINABLE-MARKETING-DELIVERY-VALUE-SUS-TECH-FOR-BUSINESS-SMDV-25-ONLINE-PAYMENT/

IMPORTANT DATES

- Last date of submission of extended abstract: 8 th June,25
- Notification of acceptance: 10th June, 25
- Full Paper Submission: 15 th June, 25

VENUE:
Old Guest House, North–Eastern Hill University, Shillong

Hybrid Mode

PUBLICATION OPPORTUNITY:

Selected papers will be considered for publication in Scopus/Web of Science/ABDC/Peer reviewed Journals/Book Series.Publication is at the discretion of the journals as per journal guidelines.

DETAILS OF THE ORGANIZING COMITTEE

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OVERVIEW:

The conference intends to address dominant areas of research on sustainable practices from the marketing perspective, the origin of interest in sustainability, as well as the practice of misplacing sustainability ideas in pursuit of short term business goals.

BROAD CULTURE THEMES:

- Sustainable Consumer Customs
- New Consumption Influence
- Environmental Marketing & Green Entrepreneurship
- Sustainable Prospects
- Sustainable Development Goal Indicators
- Food Systems
- Sustainable Marketing: Issues and Challenges
- Contemporary Indian Marketing Environment
- Direct and B2B Marketing
- The Indian Consumer and Sustainability
- Tech Supported Sustainability of Brands
- Digital and Social Media Marketing
- Emerging Technologies in Marketing
- Fintech Marketing
- Circular Economy for Sustainability
- Marketing and Finance Interface
- Managing Distribution Logistics
- International Marketing & Marketing in Emerging Countries
- Marketing Models and Analytics
- Marketing and Supply Chain Management
- Marketing and Operations Management Interface
- Rural Marketing
- Green Marketing
- Product, Brand Management and Advertising
- Sales, Distribution and Retail Management
- Sports Management and Marketing
- Strategic Marketing
- Tourism, Hospitality & Destination Marketing
- Marketing and Human Resources Management Interface

Understanding Sustainable Technology

1. Core Principles of Sustainable Tech
o Circular economy and zero waste
o Energy efficiency and carbon reduction
o Ethical sourcing and responsible manufacturing

2. Green Energy Solutions
o Solar, wind, and geothermal energy
o Smart grids and energy storage
Reducing reliance on fossil fuels

3. Sustainable IT & Digital Transformation
o Green data centers and cloud computing
o Low-power devices and eco-friendly software
o AI for sustainability

4. Supply Chain and Logistics Innovations
o Sustainable sourcing and ethical suppliers
o Blockchain for transparency
o AI-driven efficiency and route optimization

5. Eco-Friendly Product Design
o Cradle-to-cradle manufacturing
o Biodegradable materials and 3D printing
o Sustainable packaging solutions

6. Sustainability Metrics and Reporting
o Carbon footprint tracking
o ESG (Environmental, Social, Governance) frameworks
o Certifications and compliance

7. Funding and Investment in Green Tech
o Green bonds and sustainable investing
o Government grants and subsidies
o Venture capital for cleantech startups

8. Scaling Sustainable Business Practices
· Corporate sustainability strategies
· Employee and stakeholder engagement
· Sustainable HR practices
· Partnerships and industry collaborations

9. Emerging Technologies for Sustainability
· AI, IoT, and smart cities
· Carbon capture and climate engineering
· The role of quantum computing

2. Challenges and Opportunities Ahead for Sustainable Tech for Business
· Overcoming adoption barriers
· Global collaboration for sustainability
· The role of businesses in shaping a green future

GUIDELINES FOR AUTHORs

Abstract:

All manuscripts except, editorials, commentaries and reviews, should be accompanied by one-paragraph abstract of no more than 200 words along with 4-5 keywords. The paper should be structured in the following manner: Introduction, Methodology, Results and Discussion (IMRaD style). The introduction should have a brief description of the study followed by the methodology adopted. It should mention the design, sample description and the tool used. The results section should include the findings of the study. Discussion should include the inferences drawn from the results and implications.

1. Author(s) are responsible for any copyright violation, and should ensure the originality of the manuscript submitted by them.

2. Editor has the right to accept or decline a manuscript.

3. Use 'z' spellings instead of 's' spellings. This means that words ending with "-ise', 'isation', etc., will be spelt with '2' (e.g., recognize', 'organize', 'civilize').

4. Use British spellings in all cases rather than American spellings (hence, 'programme' not 'program', 'labour' not 'labor', and 'centre' and not 'center').

5. Use single quotes throughout. Double quotes only to be used within single quotes. Spellings of words in quotations should not be changed. Quotations of 45 words or more should be separated from the text and indented with one space with a line space above and below.

Artwork, figures and other graphics :

1. Figures, including maps, graphs and drawings, should not be larger than page size. Tables and charts should have self-explanatory titles and numbered and arranged as per their references in the text. All photographs and scanned images should have a resolution of minimum 300 dpi and 1,500 pixels and their format should be TIFF or JPEG.

2. Tables, figures, pictures and charts should appear at their original place in the text where they appear. They should not be provided at the end or in a separate file.

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Reference style :

1. Please adhere to the APA reference style. View the APA guidelines to ensure your manuscript conforms to this reference style.

2.Word Limit for full paper submission with references should not exceed the 4000 words**.**

3. The similarity index should be less than 10% checked at less than 14 words using the Turnitin / authenticate.

4. MS Word file should be submitted for review/editing purposes. The first page of the manuscript should include the title, names, and affiliations of all authors, including the email ID.

Note: Double blind peer reviewed selected research papers will be sent for publication

For submission:
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https://smdv.smartsociety.org

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