

International Conference on  
**SUSTAINABILITY, TECHNOLOGY,  
RESILIENCE, INNOVATION,  
DEVELOPMENT AND  
ENTREPRENEURSHIP  
(STRIDE 2025)**

24<sup>th</sup> - 25<sup>th</sup> April, 2025  
(Hybrid Mode)



**Call for Papers**

Department of Management & Commerce

## About the Conference

A two-day International Conference on Sustainability, Technology, Resilience, Innovation, Development and Entrepreneurship (STRIDE 2025) by the Department of Management & Commerce.

The conference is aligned with the objectives of the G20, a group of the world's major economies, in promoting sustainability, technology, resilience, innovation, development, and entrepreneurship. By addressing these key areas, the conference aims to contribute to global efforts in achieving sustainable and inclusive economic growth.

There isn't an iota of doubt that humanity continues to embark on a period of unparalleled technological advancement. The next 20 years will present both significant challenges and opportunities. Private sectors, governments, academics and entrepreneurs are all seeking the roadmap for navigating these profound changes in the world of work. Such a road map must be created collaboratively by all stakeholders. One of the most immediate and impactful outcomes of technological evolution is the vast advancement in automation. Every day, more manual processes become automated, and as technology continues to accelerate, so will automation. As a result of these developments, the world of work and labor market demand are swiftly changing. According to McKinsey, up to 375 million workers may need to change their occupational category by 2030, and digital work could contribute \$2.7 trillion to global GDP by 2025. Faced with the scale of the unstoppable shifts in workforce demands, there is a need to address the challenges associated with workforce transformation, starting by taking an in-depth look at its impact on the world of work. Against this background, themes of Sustainability, Technology, Resilience, Innovation, Development, Entrepreneurship will be explored and discussed during the Conference.

## About NCU

Established in 1996, formerly known as ITM University, The NorthCap University is a progressive multidisciplinary university located in the city-centre of Gurugram, Haryana. The university's rich heritage of 30 years, 13,000+ alumni and a robust academic infrastructure enables deep linkages with government, industry and research bodies. The university operates multiple schools and departments in its state-of-the-art urban campus and hosts a diverse student body of engineering, technology, management, liberal arts, law, media & entertainment, business and applied science aspirants.

NCU is recognised by the University Grants Commission (UGC) and accorded 12 (B) status. It is also recognised by the Bar Council of India (BCI). NCU is a Member of the Association of Indian Universities (AIU), a Member of the American Society for Quality (ASQ) and is accredited by Accreditation Services for International Colleges (ASIC), UK, as a 'Premier Institution.' With a 5-Star QS Ranking for Teaching, Employability, Academic Development, Inclusiveness & Online Learning, NCU ranks among the Top 30 Best Performing Universities as per ARIIA rankings.

NCU is a National Assessment and Accreditation Council (NAAC) Grade 'A' accredited university that serves as a research as well as talent catalyst between students and industry. Guided by eminent academicians and industry leaders, it follows an immersive pedagogy to deliver undergraduate, postgraduate as well as doctoral programmes. With an extensive network of international university partners, NCU offers students the chance to engage in global semester exchanges, twin and dual degree programmes and cutting-edge research collaborations for unparalleled academic and cultural enrichment.

## Department of Management & Commerce

The Department of Management & Commerce at The NorthCap University offers undergraduate, postgraduate and doctoral programs in Management and allied disciplines. The School has been very cutting-edge in its approach and has kept abreast with the contemporary trends and advancements in business. As a progressive, student-friendly institution, the School has introduced innovative programs that are the need of the industry and takes several initiatives to ensure student employability. Highly qualified and experienced faculty using differential pedagogy make learning fun and easy. With the help of smart classrooms, multimedia aids, learning management systems and blended learning, the students demonstrate high engagement in the classroom. The emphasis of the School is on academic excellence, research, innovation, entrepreneurship and developing socially responsible managers.



NCU invites research papers and case studies from industry practitioners, government sector employees, faculty members, research scholars, students and all interested professionals on any of the sub-themes as given below:

## Sub-themes of the Conference:

### Sustainability

- Sustainable Development Goals
- Sustainable Development & Indigenous People
- Building Institutions for Sustainable Development
- Sustainability and Waste Management
- Sustainable Agriculture & Food Security
- Industrialization vs Environment
- Sustainable Business Practices
- Ecological Sustainability
- Sustainable Finance
- Sustainable Analytics
- Green Marketing / Green HRM
- Green Energy, Green Economy, Green Business & Green Computing

### Development

- Development Economics & Policies
- Development Indicators & Indices
- Cultural & Social Orientations for Entrepreneurship Development
- Economic Development & Growth: Regional, Rural & Urban
- Developing Managerial Capabilities for MSMEs, Skill Development & Subsidiaries
- Inclusive Growth, Economic Development & SDGs
- Gender Inequality, Poverty and Social Inclusion
- Development Analytics

### Entrepreneurship

- Challenges & Opportunities for Startups
- Issues & Trends in Entrepreneurial Marketing
- Entrepreneurial Finance: Roadblocks and Opportunities
- Growing and Scaling a Startup
- Attracting & Retaining Talent for Startups
- Entrepreneurship in VUCA World
- Logistic Challenges Faced by Startups
- E-Commerce & Entrepreneurship

### Technology

- Internet of Things (IoT) and Applications
- Disruption and Automation in the Modern Era
- Modelling & Simulation in Business
- Technology in Education & Learning
- Internet of Things (IOT) and Applications
- Artificial Intelligence
- Information Security & Data Privacy
- Business Process Re-Engineering
- Technology & Healthcare
- Digital Marketing & E-Business Strategy
- Fintech
- Management Information Systems & Business Outcomes

### Innovation

- Entrepreneurship & Innovation
- Technical Intelligence & Innovation
- Climate & Innovative Environment
- Innovation Management & Strategy
- Social Entrepreneurship & Innovation
- Financing Innovations for Sustainability
- Innovation in Healthcare Industry
- Innovation in the Agriculture Sector
- Innovation in Education

### Resilience

- Developing Organizational Resilience
- Well-being and Wellness
- Building People Resilience
- Cultural & Cross-Cultural Aspects of Resilience
- Public Investment to Enhance Disaster Resilience
- Making Infrastructure & System Resilient
- Resilience Building for MSMEs & the Private Sector
- Post-Covid Management Strategies: Recovery, Resilience & Adaptation

## Guidelines

The manuscripts will be evaluated on their originality, structure, clarity and relevance. The research paper/case study should be between 5,000 to 7,000 words and must be accompanied by an abstract (about 250 words), brief profile of the author (s) and a written declaration that the manuscript is an original and unpublished work. The document should be in A4 page-setup, with Times New Roman 12 size Font and single line spacing in MS Word. It should be properly formatted and inclusive of title, abstract, keywords, text and references in APA style. Tables and Figures must have titles and be numbered, and should be incorporated into the text of paper as close to where they are first referred. The papers should be mailed to the Convener, International Conference-2025 through e-mail at: [strideconference@ncuindia.edu](mailto:strideconference@ncuindia.edu). The Organizers reserve the right to accept or reject any research paper without assigning any reason. The plagiarism should not be more than 10% to be considered for publication.

**Registration Link:** <https://shorturl.at/yg5Sj>

## Publication Opportunities

Selected Papers will get an opportunity of publication in:

- The Journal of Entrepreneurship- (Scopus, Sage Publications)
- Abhigyan (Sage Publications)
- South Asian Journal of Business and Management Cases (Scopus, Sage Publications)
- International Journal of Entrepreneurship and Small Business (Indexed in Scopus and Web of Science; Inderscience Publishers)
- International Journal of Business and Globalisation (Indexed in Scopus and Google Scholar; Inderscience Publishers)
- International Journal of Public Sector Performance Management (Indexed in Scopus and Google Scholar; Inderscience Publishers)
- World Review of Entrepreneurship, Management and Sustainable Development (Indexed in Scopus and Google Scholar; Inderscience Publishers)
- International Journal of Technology Transfer and Commercialisation (Inderscience Publishers)

The Authors will bear the APC (if any). Please visit the journal website for more details

Publication tie-up with other Scopus/WOS/ABDC/UGC indexed journals is under process (confirmation awaited).

The full papers will be published in Conference Proceedings book with an ISBN number.

## Absentia

In case the authors wish to submit a paper in absentia, it is possible, provided atleast one of the authors registers for the event. Conference will be held in hybrid mode, so presentation is also possible for those who will not be able to physically make it for the conference.

## Presentation Guidelines

The paper presentations will be through MS Powerpoint. Presentation time allocated for each paper presenter is 7-8 minutes, followed by Question/Answer round.

## Best Paper Award

Best paper in each track will be awarded with a commendation certificate and will get an edge in publication with the tied-up journals.

## Registration Fees Per author / participant

The registration amount for the participants is as follows:

Category	Fees
Industry	Rs. 2500
Academia	Rs. 2000
Research Scholars	Rs. 1500
Students	Rs. 500
Delegates (Single Day)	Rs. 1000
Foreign Nationals	USD 40
Foreign National Students	USD 20

Registration Fees includes the Conference kit, Certificate, and Refreshments.

International Participants to convert their Registration Fees into INR and transfer the same using NEFT.

**Registration Fee is payable by online remittance:**

**Account Name** – The NorthCap University

**Account no.** – 90481010005013

**Bank Name** – Canara Bank

**SWIFT code** – CNRBINBBBFD

**IFSC code** – CNRB0000350

**Branch** – Green Park Extension, New Delhi

## Important Dates

**Last date for submission of abstract**  
**Last date for submission of full paper**  
**Date for Notification of Acceptance**  
**Last date of registration**

20th March, 2025  
10th April, 2025  
30th March, 2025  
05th April, 2025

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