



**GURUGRAM
UNIVERSITY**



Department of Management

Gurugram University, Gurugram, Haryana, India

&

College of Business Administration

Central Michigan University (CMU), Michigan, USA

invite you to

Joint International Conference

on

Entrepreneurship in the Age of AI: Paradigms of Sustainability and Social Innovation

(IC-MGMT-2025)

December 11-12, 2025



Venue : Gurugram University, Sector-51, Mayfield Garden, Gurugram, Haryana, India

Website : gurugramuniversity.ac.in

About the Organisers

Gurugram University is an internationally acclaimed premier institution of higher education in India. The University aims at developing global citizens of tomorrow through research, innovation, life skills, technical skills, and ethical training. The University focuses on the education ecosystem through enshrined core values of intellectual excellence, collegiality, diversity, and integrity. Gurugram University offers a unique and inspirational academic model designed to match the international standards. A wide spectrum of programs is paired with flexibility, experiential learning, and interdisciplinary orientation. The University has a dynamic academic fraternity drawn from top universities nationally and internationally. The event has been conceptualized by the Department of Management. The Department is the epitome of excellence and has created dynamic industry leaders and aspires to develop into a destination of choice for future managers. Department attracts a great diversity of students who have the drive, confidence, and a burning desire to advance the progress for business and society. Students here get the platform to train themselves with a view to face the challenges of the corporate world with confidence. Special emphasis is given to their holistic development through a healthy and collaborative learning environment. An integrated approach that combines field work, case studies, presentations and group discussions is followed by the department to inculcate pedagogical and conceptual knowledge along with practical exposure of management concepts and theories in students.

Central Michigan University (CMU) is a public research University in Mount Pleasant, Michigan, United States. CMU was established as normal school in 1862 and later became a state institute in 1895. CMU is one of the largest universities in Michigan and attracts a diverse student body from all over the world. The renowned University offers 200 programs in the area of business, engineering, health sciences, education and many more and has more than 15000 students enrolled with it. The University is classified among R2: Doctoral Universities for high research activity. Its setting is rural, and the campus size is 480 acres. The university has a strong network of alumni and employers who provide job and internship opportunities, mentorship, and career advice. The College of Business Administration offers an innovative, high-quality, business-connected learning environment to prepare students for a variety of careers in the ever-changing world of business. The college offers a quality education through the School of Accounting and the Departments of Business Information Systems, Economics, Entrepreneurship, Finance and Law, Management, and Marketing, Hospitality, and Logistics. CMU is one of only 190 universities worldwide accredited in both accounting and business by the AACSB.

About the Conference

Entrepreneurship in the Age of AI: Paradigms of Sustainability and Social Innovation (IC-MGMT-2025) encompasses a broad theme emphasizing on the significance of changing paradigms of entrepreneurship in the era of Artificial Intelligence (AI). In this disruptive ecosystem, entrepreneurs harness AI not only to optimize operations but also to tackle global challenges, climate change, inequality and access to education leading to sustainability. This helps in providing inclusive solutions which reduces waste, increases equity and empower marginalized communities. This conference theme explores how entrepreneurs are leveraging AI not only to disrupt traditional markets but to create solutions that address some of the world's most pressing challenges. From climate change and public health to education and economic inequality, AI is being used to power sustainable, inclusive, and human-centered innovations. These aspects can also be seen as accelerating gears which provide the necessary momentum to any economy to progress towards sustainable development, and Gurugram University seeks to provide a platform to deliberate on these global agendas through the 5th edition of this international conference.

Against this backdrop, the two-day International Conference “Entrepreneurship in the Age of AI: Paradigms of Sustainability and Social Innovation (IC-MGMT-2025)” is being jointly organized by the Department of Management and Central Michigan University (CMU), USA. The conference invites participants to engage in critical dialogue on the responsibilities of innovation towards providing support to sustainable entrepreneurship and emphasis on the role of social innovation in building equitable futures. The conference strives to provide a platform for academicians, research scholars, practitioners, government officials and students to contribute their research papers and case studies in this Joint International Conference. Only original and unpublished work will be accepted for the conference.

Full papers are to be submitted through the E-mail ID: ic.mgmt@gurugramuniversity.ac.in

Guidelines for Submission

The author(s) may send full length original research paper(s) alongwith a brief bio-data, Certificate of originality and Consent for publication.

Paper Guidelines are : **Title Page** : Title of Paper, Name of Author(s), Organization affiliation, Contact details, Abstract (500 words) and Keywords (4-5).

Full Paper : Title, Word Limit - 5000–7,000 words, Format - A4 Size, MS-Word, Font Type-Times New Roman, Font Size - Heading-14; Text-12, **Line Spacing** : Single, Margins-1.5 inch on all four sides.

Notes :

- **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.
- **References** : Should be in APA Style.

Publication Opportunities

Selected high-quality research papers will be recommended for publication in the following Scopus/ABDC indexed/peer reviewed journals and edited book, are subjected to the scope of the journal peer review process and editorial decisions.

A. Journals

- **The Journal of Entrepreneurship**- published by Sage Publications (Scopus Indexed)
- **Korean Review of International Studies**- Published by Global Research Institute, Korea University (ABDC-C indexed)
- **Journal of Services Research** – Published by Vedatya Institute, India (ABDC-C indexed)
- **Gurugram University Business Review**- published by Gurugram University.

B. Conference Proceedings

- Selected papers will also be published in the form of edited book by an International Publisher of repute with ISBN.

Quality of research paper will be adjudged by the reviewers and the best paper award will be conferred track-wise.

Note: Authors to bear APC if applicable.

Travel

The new corporate hub and millennium city, Gurugram is just 20 minutes from IGI Airport and is a part of the National Capital Region (Delhi-NCR). With strong presence of multinationals and connectivity through Delhi Metro, the culture of this city is truly cosmopolitan. Its proximity to Delhi makes it an attraction for corporate and tourists alike, as Delhi is said to be one of the oldest existing cities in the world. Legend estimates it be over 5000 years. It has a rich heritage and places of tourist's interest around, in & nearby areas of Delhi NCR, including the famous Taj Mahal at Agra. Excursion tours to Taj Mahal & other places of tourist's interest are available through most of the online hotel & tour service providers. We will be glad to assist you to make your conference experience comfortable & enjoyable, besides being intellectually & professionally enriching.

Registration and Payment

Category of Delegates	With early bird Incentives (In INR)	Regular fee (In INR)
Students	1000	1500
Research Scholars	1500	2000
Academicians	2000	2500
Industry Practitioners	3000	3500
Accompanying person	1000	1500
Foreign Nationals	US\$100	US\$ 120

Registration & Participation

- Registration Fees includes kit, lunch and tea on both the days.
- All participants / author(s) who register for the event will get Participation Certificate. Anyone of the author(s) can present the paper, however only those author(s) will be awarded the Certificate of presentation who has registered for the event.
- At least one of the authors needs to present their paper on the day of the event. The presentation will be through MS-PowerPoint. Presentation time allocated for each presenter is 6-8 minutes, followed by Question/Answer round.

Accommodation

Gurugram University extends assistance for accommodation in hotels in Gurugram at the expense of participants. Gurugram is home to modern and contemporary styling; it has a state of the art luxury 5 star & 7 star hotels. Limited accommodation for participants is available at the campus guest house on first come first serve basis. Intimation for reservation of the room should be sent alongwith the registration fee. Information about hotels in Gurugram is available at conference website.

Important Dates

Last Date for Submission of full Paper	- 30 th September 2025
Communication of Acceptance	- 15 th October 2025
Early Bird Registration	- 30 th October 2025
Last Date of Registration	- 15 th November 2025
Conference Dates	- 11 th -12 th December 2025

Registration Fee is payable by Online mode as per the details mentioned below. The payment receipt should be sent to the Convener and should be accompanied by details of the authors/participants i.e. name, designation, institution/ organization, mailing address, telephone/ mobile no. and email as per the enclosed Delegate Registration form. Online payment details are:

Account Name : GURUGRAM UNIVERSITY
 Bank Name : ICICI BANK
 Branch : Sector-51
 Bank A/c Number : 732905000213
 IFSC Code : ICIC0007329, Swift Code : ICICINBBCTS
 Branch Address :
 ICICI BANK LTD. Ground Floor, Gurugram University,
 Sector-51, Gurugram

SUGGESTIVE TRACKS FOR THE CONFERENCE

MARKETING IN THE ERA OF AI	HUMAN RESOURCE MANAGEMENT IN GIG ECONOMY
<ul style="list-style-type: none"> AI-powered Personalization and Customer Experience Data Ethics and Privacy in AI-driven Marketing Social & Live Marketing Marketing Challenges & Opportunities in Circular Economy Marketing Ethics for Social Welfare Consumer Behavior and Market Research in the AI Age Marketing Automation 	<ul style="list-style-type: none"> HRM for GIG Workers Human-AI Collaboration in Decision-Making Human Capital Management for Sustainable Work Environment Future of Work in the Era of AI Human Capital Transformation for Sustainable Development Challenges and Opportunities in Changing Role of HRM AI led HRM System
FINANCE FOR NEW-AGE ENTREPRENEURS	SUPPLY CHAIN MANAGEMENT IN THE ERA OF AI
<ul style="list-style-type: none"> Financial Management for Social Innovation Challenges and Opportunities in Adoption of AI in Finance Global Challenges in Green Financing Financial Sustainability in the Era of AI Venture Capital and ESG Criteria Impact Investing and Funding for Sustainable Startups Financing Innovation and its Impact on Entrepreneurs ROI and Performance Metrics for Ai Investment 	<ul style="list-style-type: none"> Smart Forecasting and Demand Planning Using AI Predictive Analytics and Machine Learning In SCM Combating The Supply Chain Risk in A Sustainable Way Sustainable Supply Chain Systems Challenges in Green Supply Chain AI and ICT for Green Logistics and Carbon Tracking Ethical & Sustainable Supply Chain Management ESG (Environmental, Social, Governance) Metrics in Supply Chain Management
ENTREPRENEURIAL ECOSYSTEMS FOR SUSTAINABLE DEVELOPMENT	SOCIAL INNOVATION AND SUSTAINABILITY
<ul style="list-style-type: none"> Ethical Frameworks for Startups in AI Green Strategy for Entrepreneurial Growth Platform Business Models for Social Well-being. Entrepreneurship & Attainment of SDGS Sustainability Index in the ERA of AI Social Entrepreneurship Models for Sustainable Growth 	<ul style="list-style-type: none"> Scaling Sustainable Ventures in Emerging Markets Addressing Social Issues Through Startups Innovation & Entrepreneurship for Social Upliftment Building Inclusive Innovative Ecosystems in Developing Regions Collaborative Platforms for Knowledge Sharing and Impact Green Technology, Startups and Innovation Using AI for Combating Global Challenges
ECONOMICS OF SOCIAL INNOVATION AND SUSTAINABILITY	DISTRUPTIVE TECHNOLOGIES AND ENTREPRENEURSHIP
<ul style="list-style-type: none"> Fostering Sustainable Practices for Economic Growth Schemes & Policies for Ethical Use of Artificial Intelligence Hybrid Value Creation: Profit With Purpose Future-Proofing Economies: ICT, AI, and the Entrepreneurial Ecosystem AI-Driven Solutions for Social Equity and Justice Economic & Social Challenges in Fulfilling SDGS Economic Analysis for Sustainability 	<ul style="list-style-type: none"> Challenges in Navigating the AI-ICT Ecosystem Smart Technologies, Smarter Startups Block Chain Technology for Sustainable Development Green ICT & Sustainability Industry 5.0 Technological Disruptions & Policy Frameworks Future of Green Entrepreneurs



People behind IC-MGMT-2025



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