

CONFERENCE COMMITTEE

CHIEF PATRON

JUSTICE L. NARASIMHA REDDY,

Former Chief Justice of Patna High Court,
Chancellor of North-Eastern Hill University, Meghalaya,
President of Keshav Memorial Educational Society (KMES)

PATRONS

CA Sri. J. NARASIMHA RAO, Vice President, KMES

Dr. A. V. SUBRAHMANYAM, Secretary, KMES

Sri. B. SRIDHAR REDDY, Joint Secretary, KMES

Sri. L. PRABHAKAR REDDY, Treasurer, KMES

Dr. J. NAGESWARA RAO, Director, KMES

ADVISORY COMMITTEE

Prof. D. SREERAMULU, DEAN,
Department of Business Management, O.U.

Prof. Y. JAHANGIR, HEAD,
Department of Business Management, O.U.

Prof. P. VENKATAIAH, SENIOR PROFESSOR,
Department of Business Management, O.U.

Prof. SMITHA SAMBRANI, BOS,
Department of Business Management, O.U.

Dr. G. VIDYA SAGAR RAO, ASSOCIATE PROFESSOR,
Department of Business Management, O.U.

Dr. V. SAMUNNATHA, ASSOCIATE PROFESSOR,
Placement Officer & Vice-principal UCC & BM
Department of Business Management, O.U.

CONVENER

Ms. V. SANTHI, Principal, KMIM

CO-CONVENERS

Dr. V. N. SANTHISREE, HOD, Associate Professor, KMIM

Dr. B. RENUKA, Associate Professor, KMIM

CONFERENCE COORDINATOR

Ms. DEEPA. J, Assistant Professor, KMIM

ORGANISING COMMITTEE

Dr. V. SAI POORNA, Assistant Professor, KMIM

Ms. T. SWETHA, Assistant Professor, KMIM

Mr. D. AMBA PRASAD, Assistant Professor, KMIM

Mr. K. V. R MURTHY, Assistant Professor, KMIM

Mr. ADITYA KALAMNURIKAR, Assistant Professor, KMIM

REGISTRATION FEE

CATEGORY OF PARTICIPANTS	REGISTRATION FEE
FACULTY/ RESEARCH SCHOLAR/STUDENTS	₹ 500/-
INDUSTRIALIST & OTHERS	₹ 1000/-

IMPORTANT DATES

ABSTRACT SUBMISSION: 10 OCTOBER 2025

ACCEPTANCE NOTIFICATION: 15 OCTOBER 2025

FULL PAPER SUBMISSION: 30 OCTOBER 2025

PAPERS TO BE SENT TO EMAIL ID:

kmimconference@gmail.com

NOTE:

**THERE WILL BE NO FEE COLLECTED FOR ISSN JOURNAL AND
CONFERENCE PROCEEDING IN ISBN BOOK.**

LINK FOR REGISTRATION:

<https://forms.gle/TcjhmVKDYVo1S3Rn6>

FOR DETAILS CONTACT:

FACULTY COORDINATORS

Dr. V. SAI POORNA	9502564881
Ms. T. SWETHA	9949589432
Ms. DEEPA. J	9705574010

STUDENT COORDINATORS:

Mr. B. VAMSHI VIKYATH	9246501099
Mr. D. ANIRUDH	9347956088

AWARDS

ORAL PRESENTATIONS WILL BE EVALUATED BY A PANEL OF EXPERTS FOR CONTENT, CLARITY, INNOVATION, AND RELEVANCE TO THE THEME. AWARDS WILL BE PRESENTED SEPARATELY FOR:
STUDENT PRESENTERS - THREE AWARDS PER TRACK
FACULTY PRESENTERS - THREE AWARDS PER TRACK

**THE REGISTRATION FEE COVERS CONFERENCE KIT, SOFT COPY OF
CONFERENCE PROCEEDING, LUNCH AND HIGH TEA**



Estd. 2011

Keshav Memorial Institute of Management

A Unit of Keshav Memorial Educational Society

Affiliated to Osmania University, Approved by AICTE

Narayanaguda, Hyderabad - 500029

DEPARTMENT OF BUSINESS MANAGEMENT ORGANISES

National Conference

on

Business 5.0 – Resilience, Responsibility & Digital Reinvention

14th & 15th November 2025

Venue: MBA Block



SCAN FOR LOCATION



ABOUT THE SOCIETY



FOUNDED IN 1940 IN MEMORY OF JUSTICE KESHAV RAO KORATKAR, KESHAV MEMORIAL EDUCATIONAL SOCIETY (KMES) IS A TRUSTED NAME IN EDUCATION WITH A LEGACY SPANNING OVER EIGHT DECADES. FROM ITS HUMBLE BEGINNINGS AS A MIDDLE SCHOOL, IT

HAS GROWN INTO A NETWORK OF 11 PREMIER INSTITUTIONS INCLUDING KESHAV MEMORIAL INSTITUTE OF MANAGEMENT (KMIM), ESTABLISHED IN 2021, AFFILIATED TO OSMANIA UNIVERSITY AND APPROVED BY AICTE. KMES BLENDS ACADEMIC EXCELLENCE WITH CULTURAL VALUES, FOSTERING SOCIALLY RESPONSIBLE AND PROFESSIONALLY COMPETENT GRADUATES.

ABOUT US

KESHAV MEMORIAL INSTITUTE OF MANAGEMENT (KMIM), ESTABLISHED IN 2021, IS AFFILIATED TO OSMANIA UNIVERSITY AND APPROVED BY AICTE. WITH EXPERIENCED FACULTY, STATE-OF-THE-ART INFRASTRUCTURE, AND AN INDUSTRY-RELEVANT CURRICULUM, KMIM IS COMMITTED TO GROOMING COMPETENT AND ETHICAL BUSINESS LEADERS.

ABOUT THE CONFERENCE

THE NATIONAL CONFERENCE ON BUSINESS 5.0 - RESILIENCE, RESPONSIBILITY & DIGITAL REINVENTION, ORGANIZED BY THE DEPARTMENT OF BUSINESS MANAGEMENT, KESHAV MEMORIAL INSTITUTE OF MANAGEMENT (KMIM), NARAYANAGUDA, HYDERABAD, BRINGS TOGETHER ACADEMICIANS, RESEARCHERS, INDUSTRY LEADERS, AND STUDENTS TO DELIBERATE ON THE EVOLVING LANDSCAPE OF BUSINESS IN THE DIGITAL ERA.

THIS CONFERENCE SERVES AS A VIBRANT PLATFORM TO EXCHANGE IDEAS, SHOWCASE RESEARCH, AND EXPLORE INNOVATIVE SOLUTIONS THAT ADDRESS THE CHALLENGES AND OPPORTUNITIES OF BUSINESS 5.0— RESILIENCE, RESPONSIBILITY & DIGITAL REINVENTION, A PARADIGM THAT BLENDS HUMAN-CENTRIC VALUES WITH ADVANCED TECHNOLOGIES FOR SUSTAINABLE GROWTH. WITH FOUR FOCUSED TRACKS—FINANCE, ENTREPRENEURSHIP & INNOVATION, MARKETING, AND HUMAN RESOURCE MANAGEMENT— THE EVENT AIMS TO FOSTER MEANINGFUL COLLABORATIONS BETWEEN ACADEMIA AND INDUSTRY FOR SHAPING THE FUTURE OF BUSINESS.

OBJECTIVES OF THE CONFERENCE

THE NATIONAL CONFERENCE ON BUSINESS 5.0 - RESILIENCE, RESPONSIBILITY & DIGITAL REINVENTION IS TO CREATE A DYNAMIC PLATFORM FOR EXCHANGING IDEAS, RESEARCH, AND INNOVATIONS THAT MERGE CUTTING-EDGE TECHNOLOGY WITH ETHICAL, HUMAN-CENTRIC BUSINESS PRACTICES. THE CONFERENCE AIMS TO -

- EXPLORE THE EVOLVING LANDSCAPE OF BUSINESS 5.0 AND ITS IMPACT ON ORGANIZATIONS.
- DISCUSS INNOVATIVE STRATEGIES BLENDING ADVANCED TECHNOLOGY WITH HUMAN-CENTRIC VALUES.
- ENCOURAGE RESEARCH AND CASE STUDIES ADDRESSING CONTEMPORARY BUSINESS CHALLENGES.
- PROVIDE A PLATFORM FOR INTERACTION BETWEEN ACADEMIA, INDUSTRY, AND ENTREPRENEURS.
- PROMOTE SUSTAINABLE, RESPONSIBLE, AND RESILIENT BUSINESS PRACTICES.

INSTRUCTIONS FOR ABSTRACT

MAXIMUM 250-300 WORDS, TYPED IN MICROSOFT WORD ON A4 PAPER, TIMES NEW ROMAN, SIZE 14 FOR HEADING AND SIZE 12 FOR CONTENT, LINE SPACING 1.5. INCLUDE 3-5 KEYWORDS BELOW THE ABSTRACT. PROVIDE TITLE, AFFILIATIONS, AUTHOR NAMES, AND EMAIL ADDRESS. HIGHLIGHT THE PRESENTING AUTHOR AND INCLUDE THEIR EMAIL ID.

INSTRUCTIONS FOR FULL PAPER

MAXIMUM 2500-3000 WORDS, TYPED IN MICROSOFT WORD ON A4 PAPER, TIMES NEW ROMAN, SIZE 14 FOR HEADING AND SIZE 12 FOR CONTENT, LINE SPACING 1.5. INCLUDE 3-5 KEYWORDS BELOW THE ABSTRACT. PROVIDE TITLE, AFFILIATIONS, AUTHOR NAMES, AND EMAIL ADDRESS. HIGHLIGHT THE PRESENTING AUTHOR AND INCLUDE THEIR EMAIL ID.

INSTRUCTIONS FOR PRESENTATION

TOPIC MUST BE THE PRESENTER'S OWN RESEARCH WORK. PREPARE A POWERPOINT WITH 10-12 SLIDES. PRESENTATION TIME IS 8 MINUTES PLUS 2 MINUTES FOR Q&A. USE CLEAR FONTS, CONCISE TEXT, AND VISUALS WHERE RELEVANT. SUBMIT PPT 24 HOURS IN ADVANCE AND REPORT TO THE SESSION CHAIR 15 MINUTES BEFORE THE SESSION.

FINANCE TRACK

- SYNERGIZING TRADITIONAL FINANCE WITH EMERGING TECHNOLOGIES
- RECENT DEVELOPMENT AND TRENDS IN FINANCIAL INCLUSION
- APPLICATION OF AI TOOLS IN FINANCE
- FINANCIAL SYSTEMS AND INNOVATION
- FINANCIAL ANALYTICS

HUMAN RESOURCE TRACK

- HR ANALYTICS AND PREDICTIVE INTELLIGENCE
- ETHICAL DILEMMAS IN AI-DRIVEN HR INTEGRATION
- AI IN DIVERSITY, EQUITY, AND INCLUSION (DEI)
- FLEXIBLE WORK MODELS
- SKILL INTELLIGENCE PLATFORMS

ENTREPRENEURSHIP & INNOVATION TRACK

- IOT - SHAPING NEW BUSINESS MODELS
- BLOCKCHAIN FOR BUSINESS - BEYOND CRYPTOCURRENCY TO INNOVATION
- CYBERSECURITY AND ETHICAL INNOVATION IN TECHNOLOGY ENTREPRENEURSHIP
- E-COMMERCE VS TRADITIONAL MSMES
- DIGITAL PLATFORMS AND DIGITAL TRANSFORMATION

MARKETING TRACK

- DIGITAL MARKETING FOR BUSINESS SUSTAINABILITY (AR & VR)
- AGILE METHODOLOGIES IN STRATEGIC BRANDING
- GREEN MARKETING STRATEGIES FOR ORGANISATION
- DEEP LEARNING FOR SMART RECOMMENDATION SYSTEMS
- GLOBAL MARKETING: APPROACHES TO MARKET RESEARCH

PAYMENT DETAILS

ACCOUNT HOLDER'S NAME:

MRS. VELICHARLA NAGA SANTHISREE

ACCOUNT NUMBER: 52125593718

BANK NAME: STATE BANK OF INDIA

IFSC CODE: SBIN0020090

BRANCH NAME: IBRAHIMPATNAM, R.R. DIST.