



JAGRAN INSTITUTE OF MANAGEMENT

organizing

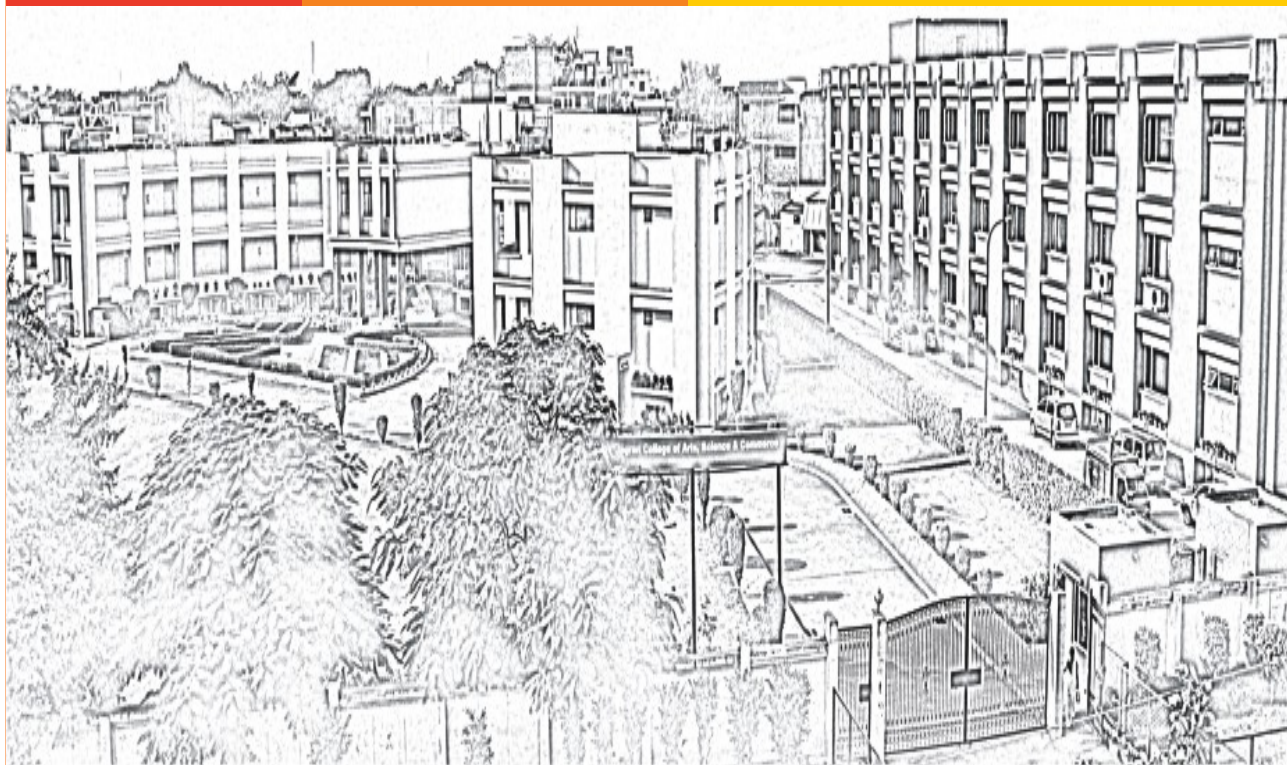
8TH INTERNATIONAL CONFERENCE

(An Initiative of IQAC & Research and Mentorship Cell)

Theme

NEXT- GEN IT SOLUTIONS FOR
BUSINESS EXCELLENCE AND LEADERSHIP
(NITBEL-2025)

Saturday, November 29,2025



Jagran Institute of Management
620, W Block, Saket Nagar
Kanpur - 208014 U.P. India



www.jimkanpur.ac.in



icjim@jef.org.in



+91-7786939177
0512-2601126

CHIEF PATRON

Dr. Mahendra Mohan Gupta, Chairman - JEF & CMD Jagran Prakashan Ltd.

PATRON

Mrs. Ritu Gupta , Vice Chairperson- Jagran Education Foundation

CONFERENCE CHAIR

Dr. J.N. Gupta, CEO - Jagran Education Foundation

Dr. Divya Chowdhry, Director - Jagran Institute of Management

CONVENOR

Dr. Anil Kumar Singh, Dean Academics - Jagran Institute of Management

CO-CONVENORS

Dr. Anand Kumar Dixit, Assistant Professor

- Mob: 9198468732

Ms. Priya Chopra Arora, Assistant Professor

- Mob: 9036066724

ADVISORY COMMITTEE

- Dr. J. Ramkumar, Professor, Dept. of Mechanical Engineering, IIT- Kanpur
- Dr. Neerja Garg, Principal Scientist, Intelligent Machine & Comm. Systems (IMCS) CSIR, Chandigarh
- Mr. Akhilesh Rathore, Staff Engineering Systems Northrop Grumman California, USA
- Mr. Adhish Anand System Integration Engineer & Defect Manager Mercedes - Benz AG, Germany
- Mr. Justin Paul Professor of Marketing & Int Business University of Puerto Rico, USA
- Dr. Bhagwan Jagwani , Professor & HOD, Management - Geeta University , Panipat - Haryana
- Dr. Neeraj Gupta, Associate Professor NL Dalmia Institute of Management & Research, Mumbai
- Dr. Narendra Kohli, Ex. Professor- Dept. of CSE , HBTU- Kanpur
- Dr. Rakesh Kumar Yadav, Associate Professor, Head CSE & Dept. Dean MSOET - MUIT, Lucknow
- Dr. Rakhi Gupta, Faculty of Commerce, BHU, Varanasi
- Dr. Meenakshi Srivastava, Assistant Professor AIIT , Amity University , Lucknow

PUBLICATION COMMITTEE

- Dr. Anil Kr. Singh
- Dr. Anand Kr. Dixit
- Ms. Priya Chopra Arora
- Mr. Pawan Omer

FINANCE COMMITTEE

- Mr. Shantanu Kumar
- Ms. Madhu Srivastava

TECHNICAL COMMITTEE

- Mr. Ashish Mishra
- Mr. Vishnu Kr. Shukla
- Mr. Sandeep Singh

INDUSTRY RELATIONS & SPONSORSHIP COMMITTEE

- Mr. Adarsh Srivastava
- Dr. Akshat Gupta

OFFICE BEARERS

- Dr. Meenakshi Jaiswal
- Mr. Aman Kesharwani

PUBLICITY & PROMOTIONS COMMITTEE

- Ms. Premlata Sharma
- Ms. Pratima Gupta
- Mr. Prateek Dubey

HOSPITALITY & INFRASTRUCTURAL COMMITTEE

- Mr. Alok Agarwal
- Ms. Richa Mishra

CONFERENCE THEME

“Next-Gen IT Solutions for Business Excellence and Leadership” emphasizes the transformative role of emerging technologies such as Artificial Intelligence, Blockchain, Cloud Computing, IoT, Big Data Analytics, Cybersecurity, and Metaverse in shaping the future of organizations. In today’s digital era, businesses must move beyond traditional practices and embrace innovative IT solutions to achieve operational efficiency, customer satisfaction, sustainability, and global competitiveness. At the same time, leadership requires a strategic vision empowered by technology to drive innovation, resilience, and ethical governance. This theme highlights how next-generation IT not only supports business processes but also acts as a catalyst for excellence and leadership, enabling enterprises to thrive in an ever-evolving global environment.

OBJECTIVE OF THE CONFERENCE

The primary objective of the conference is to provide a dynamic platform for knowledge sharing on emerging IT solutions and their applications in business and management. The conference is designed to bridge the gap between theory and practice via case studies, applied research and best practices, while also addressing the challenges of adoption, governance, and change management. A central goal is to cultivate leadership that is adaptive, ethical, and informed about sustainability, inclusivity, and social responsibility. By facilitating collaboration across academia, industry, startups, and government, NITBEL - 2025 aspires to identify future trends, build capacity, and chart strategic pathways for enterprises seeking long term competitive advantage in a rapidly evolving IT landscape.

KANPUR CITY

Kanpur is the most important industrial hub in Uttar Pradesh, India. It is now home to major industries including aviation, wool, leather, cotton, spices and chemical works etc. It is also a center of academic excellence with institutions like IITK, HBTU, CSA Agricultural University, GSVM Medical College, CSJM University, National Sugar Institute, Indian Institute of Pulses Research & Uttar Pradesh Textile Technology Institute.

Kanpur has been home to big brands like Dainik Jagran, J.K Group, Mirza Industries, Super House , Pan Parag, Goldiee Masale, MKU ,Lohia Corp. to name a few. Places of tourist interest in Kanpur include the famous J.K Temple, Bithoor & Ganga Bairaj.

JAGRAN INSTITUTE OF MANAGEMENT (JIM)

Jagran Institute of Management (JIM) is one of the Top Management Schools in Kanpur, Uttar Pradesh, India. The Institute runs under the aegis of Shri Puranchandra Gupta Smarak Trust and pioneers academic excellence under Jagran Education Foundation and is promoted by the prestigious media house Dainik Jagran. JIM, a premier business school in Uttar Pradesh, offers cutting-edge facilities that promote experiential learning, supported by a team of expert faculty and a rich library of academic resources. Our programs are affiliated with Dr. A.P.J. Abdul Kalam Technical University, Lucknow.

IQAC

Jagran Institute of Management (JIM) has established an Internal Quality Assurance Cell (IQAC) to ensure continuous quality improvement as an integral part of the institution's framework. Acknowledging that quality enhancement is an ongoing process, the IQAC aims to implement a systematic approach for deliberate, consistent, and catalytic improvement, focusing on the overall performance and sustainability of JIM, Kanpur.

RESEARCH AND MENTORSHIP CELL (RMC)

The Research and Mentorship Cell (RMC) is dedicated to fostering a vibrant environment where faculty, staff, and students are encouraged to engage in high quality research. It undertakes oversight of ongoing research projects, offering essential guidance to ensure rigor and academic integrity. RMC facilitates research publications, seminars, conferences, inter institutional collaborations, and access to funding, while ensuring that all work complies with established scholarly and ethical standards. In addition, the Cell provides mentoring and support for academic and professional development related to research, guiding individuals in developing the skills, knowledge, and confidence needed to succeed in their research endeavors.

CALL FOR PAPERS

Conference Theme:

“Next-Gen IT Solutions for Business Excellence and Leadership” (NITBEL-2025)

Following are the sub-themes of the Conference. However the list is not exhaustive and researchers may submit their work relevant to any of the topics mentioned below or as per theme

SUB THEME

- Startups and Next-Gen IT-Driven Entrepreneurship
- Artificial Intelligence and Machine Learning for Business Excellence
- Marketing and Finance
- Innovation Ecosystems and Digital Entrepreneurship
- Blockchain Applications in Finance, Supply Chain, and Governance
- Human Resources Management
- Sustainable Business Transformation and Practices
- Cloud and Edge Computing for Scalable Enterprises
- Green IT and Energy Efficient Eco System
- Internet of Things (IoT) and Smart Business Models
- Cybersecurity, Data Privacy, and Risk Management
- AI and Predictive Analytics for Financial Decision-Making
- Big Data Analytics for Consumer Behavior and Market Forecasting

SUBMISSION

- Submissions in the form of empirical, conceptual, presenter papers and case studies are invited for submission, which address various novel issues related to sub themes or relevant themes. Submissions of abstracts and papers must be made to the Conference Team via e-mail (icjim@jef.org.in).
- Abstract should not exceed 300 words and must contain name of authors, designation, institute & e-mail address.
- Full paper, not exceeding more than 3000 words (single line spacing), Font size 12, Times New Roman in MS Word format.
- All submissions should be in original work and should not have been published or accepted elsewhere.
- All authors have to register individually to participate in the Conference only individual Certificates will be awarded.
- Any query related to publication & presentation should be mailed to icjim@jef.org.in & feel free to contact at **7786939177**

IMPORTANT DATES

Deadline for submission of abstract	10 th October, 2025
Deadline for Full Paper	30 th October, 2025
Registration for Paper Presentation	2 nd November, 2025
Conference Date	29 th November, 2025

CONFERENCE REGISTRATION FEE

Industry Delegates	₹ 2000/-
Academicians (Indian) (Offline Mode)	₹ 1500/-
Academicians (Indian) (Online Mode)	₹ 1200/-
Research scholars (Indian) (Individual) (Offline Mode)	₹ 700/-
Research scholars (Indian) (Individual) (Online Mode)	₹ 500/-
Research scholars with Guide	₹ 1500/-
Students Participation (Indian) (Individual)	₹ 500/-
Academicians (Outside India)	\$ 60/-
Research Scholars & Students (Outside India)	\$ 40/-

Registration fee

- Registration fee covers Conference participation, Paper Publication Charges, conference kit, tea and snacks followed by lunch.
- All registered participants will receive a certificate of participation: e-certificates will be provided to all attendees, while hard copies will be given to those attending in person.
- Travel and accommodation are not included in the registration fee however, assistance in arranging these may be provided upon request.
- Please note: Registration fees must be paid on or before 2nd November, 2025 to secure participation. An additional courier charge of ₹150 will apply to individuals who present their papers online and request hard copies of the certificate and the Journal.
- The charges for the journal copy are already included in the registration fee for Industry Delegates, Indian Academicians (Offline Mode), Indian Academicians (Online Mode), and Research Scholars with their Guide (only one journal copy). Therefore, you are required to pay only the additional courier charges.

Mode of Payment: Electronic Transfer/Cash

Credit: Jagran Institute of Management
A/c No.: 29640200000023
Bank: Bank of Baroda
Branch: Barra Bye Pass Branch, Kanpur
IFSC Code: BARB0BARRAB (fifth character is "zero")

Paytm Details

Scan the QR code for payment

