



PTCOM – 20<sup>TH</sup>  
INTERNATIONAL CONFERENCE  
ON  
REDEFINING BUSINESS TRANSFORMATION:  
HUMAN- MACHINE SYNERGY IN  
THE ERA OF INDUSTRY 5.0  
**FEBRUARY 22 – 23, 2025**



**PRESTIGE INSTITUTE OF  
MANAGEMENT AND RESEARCH, INDORE**

(An Autonomous Institution Established in 1994, Thrice Accredited by NAAC with Highest Grade, now A++)

# ABOUT THE CONFERENCE

Over the last 20 years, Prestige Institute of Management & Research, Indore has organised International Conferences to establish a platform where academic minds from India and across the world converge. This forum fosters meaningful discussions on current management issues, promotes collaborative endeavours, and enriches the existing knowledge reservoir. PIMR is proud to host the XX International Conference, which serves as a vital forum for researchers, academics, practitioners and policymakers to converge. Over two days, the presenters can benefit from engaging in workshops, enlightening plenary sessions and open discussions with esteemed scholars, faculty members, policymakers, and corporate leaders in the field.

Industry 5.0 represents the next phase of industrial evolution, focusing on creating a synergistic relationship between humans and machines. Unlike Industry 4.0, which emphasizes automation, AI, and the Internet of Things (IoT) to enhance efficiency, Industry 5.0 prioritizes collaboration between human creativity, intelligence, and empathy with the precision, speed, and power of machines.

In this era, businesses are transforming by leveraging advanced technologies while ensuring that human values and skills remain central. The goal is to create more personalized, sustainable, and resilient systems that not only meet production and efficiency targets but also enhance employee well-being and customer satisfaction.

The integration of human interventions and AI in research combines the strengths of both to enhance creativity, data analysis, and decision-making. Humans contribute critical thinking, ethical oversight, and long-term strategic vision, while AI excels in processing large datasets, identifying patterns, and optimizing solutions. This synergy allows for more innovative, ethical, and personalized research, where AI supports and amplifies human capabilities, ensuring that research is both rigorous and aligned with societal values. Together, they create a balanced approach to tackling complex problems and advancing knowledge.. The conference would also provide a forum for dialogue/discourse for researchers, academicians, policymakers, and corporate leaders to deliberate on different aspects of management, innovation, governance and education.





## CALL FOR PAPERS

PIMR XX International Conference on the theme “Redefining Business Transformation Human-Machine synergy in the era of Industry 5.0”, invites empirical and conceptual research papers from academicians, professionals, consultants, practitioners, research scholars, and students related to the following Tracks and Themes.

## TRACKS

Research Papers can be submitted on broad sub-themes mentioned below. However, research papers can also be submitted to any related area or discipline under the Conference's broad theme.

## CONFERENCE TRACKS

### MARKETING TRACK (SUB-THEMES)

- Human-Centric Marketing
- AI-Powered Personalization and Customer Experience
- Ethical AI in Marketing
- New channel emergence and Marketing Automation in Industry 5.0
- Voice and Visual Marketing
- Social Media Marketing in Industry 5.0
- Redefining Values and Strategies for Sustainability
- Marketing Analytics and Block Chain Technology
- Industry Best Practices (case studies, practitioner papers)

### FINANCE TRACK (SUB-THEMES)

- Financial Inclusion & Innovations in Industry 5.0
- Digital Banking & Financial Literacy
- Block chain Technology and Finance
- Fintech
- Governance and Bankruptcy
- Behavioural Finance
- AI in Financial Planning and Advisory
- Crypto Currencies • Financial Analytics
- Sustainable Finance
- Corporate Finance
- AI-Powered Financial Risk Management
- Industry Best Practices (case studies, practitioner papers)

### HR TRACK (SUB-THEMES)

- AI-Powered Employee Engagement and Retention
- AI in Performance Management and Development
- AI-Enabled Training, Learning and Development
- HR Analytics and Industry 5.0
- Corporate Ethics and AI
- Leadership role and VUCA
- AI applications in CSR
- Sustainable HRM Practices
- Cultural Adoption and Diversity in Industry 5.0
- Industry Best Practices (case studies, practitioner papers)



### IT TRACK (SUB-THEMES)

- Cybersecurity in Industry 5.0: Protecting Human-Machine Collaborations
- AI-Driven Innovation: IT Infrastructure and Governance
- AI-Enabled IT Operations and Management
- The Internet of Things (IoT) and AI
- AI in Software Development and Testing
- Data Management and AI
- AI-Driven Network Optimization
- Ethical AI in IT
- Industry Best Practices (case studies, practitioner papers)
- Blockchain for Transparent and Secure Business Operations
- Cloud Computing and Edge AI in Industry 5.0

### BUSINESS ANALYTICS TRACK (SUB-THEMES)

- Prescriptive Analytics and AI
- AI-Driven Customer Analytics
- AI in Supply Chain Analytics
- The Future of Business Analytics
- AI-Enabled Risk Analytics
- Data Governance and Ethics in Business Analytics
- Real-Time Data Analytics for Agile Business Decisions
- Augmented Reality (AR) and Virtual Reality (VR) in Business Operations

### LAW TRACK (SUB-THEMES)

- Legal Frameworks for AI and Robotics
- Data Privacy and Security in Industry 5.0.
- Ethical AI: Legal Implications and Regulations
- Intellectual Property Rights in a Digital Economy
- The Role of Lawyers in the AI Era
- Legislative Transformation in Industry 5.0
- Personal Laws in the era of Industry 5.0
- Industry Best Practices (case studies, practitioner papers)
- Social media and legal compliance

### OPERATIONS AND SUPPLY CHAIN MANAGEMENT TRACK (SUB-THEMES)

- Enterprise Agility
- Disruptions in Supply chain
- AI applications in implementing and managing Six Sigma
- AI applications in Project Management
- Total Quality Management
- Business Operations in Industry 5.0
- Service Operations Excellence
- Industry 5.0 and SCM
- Recent Trends in Operations
- Innovations and supply chain

### GENERAL MANAGEMENT TRACK (SUB-THEMES)

- AR/VR Technology
- Collaborative Robots
- Economic and Business Sustainability
- Bigdata and Cyber Security
- Economic Reforms and Industry 5.0
- Inclusive Growth
- Ease of Doing Business
- Application of ESG Framework
- Industry 5.0 and Business Research
- New face of business: Start-ups

**Note:** There will be a special track for student delegates.





## WHO SHOULD ATTEND?

Senior Managers/ Practitioners, Academicians (Faculty/ Consultants), Research Scholars, Foreign Delegates and Indian/Foreign Students.

### CONFERENCE HIGHLIGHTS

- Best Ph.D. Contest
- Research Workshop on "Publishing in high Impact Factor Journals"
- Special Track for Students Presentation
- Publication Opportunity\*
- Best Paper Certificate
- Presentation Certificate

## IMPORTANT DATES TO REMEMBER

Last Date for Submission of Abstract	December 14, 2024
Intimation of Acceptance of Abstract	December 21, 2024
Last Date for Submission of Full Paper	December 31, 2024
Early Bird Registration	January 20, 2025
Last Date for Registration	February 5, 2025
Conference PPT Submission	February 20, 2025

## CONFERENCE REGISTRATION FEES

CATEGORY	REGISTRATION CHARGES
Senior-Managers/ Practitioners	₹ 3000
Academicians (Faculty/ Consultants)	₹ 2000
Research Scholars (includes and workshop participation)	₹ 1500
Indian Students	₹ 1000
Foreign Delegates (Online Presentation Accepted)	US \$100
Foreign Student (Online Presentation Accepted)	US \$50

**Note:** processing fees is not mentioned.

The fees includes Kit, Paper presentation/ Publication opportunity, Breakfast, Lunch, High tea on both the days, In case of group registration from a single institute (more than 2), then a flat discount of 10% will be offered. In the case of early bird registration until January 20, 2025, additional 10% discount will be provided.

**# Selected papers as per the guidelines and merits would be considered for publication in Indexed Journal like Scopus, ABDC, Web of Science, UGCCARE (online and offline) along with publication opportunity with Prestige International Journal of Management and Research (A peer-reviewed journal indexed in ProQuest, ISSN 0974-6080).**

The terms and conditions of these Journals will be applied to all selected papers for publications like Publication Processing Fees, Formats etc. Once the paper is submitted to the concerned Journal the further communication would be in between the journal and the author..

Note: All the papers will be checked for plagiarism through Turnitin Software. Papers with a 10% or less similarity index will only be selected for publication.

## THE REGISTRATION PROCESS

1. The mode of payment is NEFT / RTGS / Online Payment in INR only.
2. The online registration link will be opened from December 1, 2024, at [www.pimrindore.ac.in](http://www.pimrindore.ac.in). The registration form and link will also be e-mailed to the selected participants.
3. The registration fee is non-refundable. However, a change in nomination(s) is acceptable.
4. In case of more than one author, the presentation certificates would be given to only those who register for the Conference and present the paper at the Conference.
5. You can register by paying the registration fee through NEFT / RTGS / Online Payment- (UPI Bank Transfer). For online payment, please find the following information.
6. In case, the paper is not presented, an absentia certificate shall not be issued.

## BANK DETAIL FOR NEFT/ RTGS

Account Name: **PIMR National Conference**

Bank: **Punjab National Bank**

Branch: **PIMR, Scheme No. 54, Indore**

Account No.: **2892012100000092**

IFSC Code: **PUNB0625100**

Branch Code: **6251**, MICR Code: **452024015**

*Note: Please mention the Transaction ID of the IMPS/UPI payment and the participant's name in the registration form.*

## ABSTRACT AND PAPER SUBMISSION GUIDELINES

1. Kindly send the abstract and full paper in softcopy to the Email: [internationalconference@pimrindore.ac.in](mailto:internationalconference@pimrindore.ac.in).
2. The main text of the Research Paper should have Abstract (150-200 words); Keywords (5-7 words); Introduction; Body of the text; Questions/issues for a teaching case only; in-text citations and references as per APA Style, 7th edition; Annexure (diagrams, images, figures, tables, graphs); end notes (if any).
3. Contributors must provide their affiliation, complete postal and e-mail addresses and mobile numbers. In case there are two or more authors, the corresponding author's name and contact details should be indicated on the first page.



## SPELLING AND NUMERICAL USAGE

- Use British rather than American spellings. Use the 'z' variant of British spelling.
- While referring to periods/decades, use 'nineteenth century'/'1980s'. Spell out numbers from one to nine, 10 and above to

remain in figures. However, for exact measurements use only figures (3 km, 9 per cent not %). Use thousands and millions (e.g., not lakhs and crores).

## QUOTATIONS, NOTES, TABLES AND FIGURES

- Use single quotes throughout. Double quotes should only be used within single quotes. Spellings of words in quotations should not be changed. Quotations of 45 words or more should be indented from the text.
- End notes should be numbered serially, the numbers embedded in the manuscript. The notes should be presented at the end of the article. Notes must contain more than a mere reference.
- All figures, i.e., diagrams, images photographs, and tables should be provided separately from

the text at the end and numbered in the order that they appear in the text. Locations of tables and figures should be indicated in the text using callouts (e.g., '(see Table 1)'). Each figure and table should have a heading, an explanatory caption if necessary, and a source or reference in a separate file. All photographs and scanned images should have a resolution of a minimum of 300 dpi and 1500 pixels and their format should be eps/.tiff/jpeg. Due permissions should be taken for copyright-protected photographs/images.

## IN-TEXT CITATIONS (AS PER APA, 7TH EDITION)

- (Kessler, 2003, p. 50); (Joreskog & Sorborn, 2007, pp. 50-66); Basu et al. (2007) (for three or more authors) ;( Study finds', 2007); (Anonymous, 1998); (Gogel, 1990, 2006, in press); (Gogel, 1996; Miller, 1999)
- References:
- Book: Patnaik, Utsa (2007). The republic of

hunger. Three Essays Collective

- Book chapter: Chachra, S. (2011). The national question in India. In S. Moyo and P. Yeros (Eds), reclaiming the nation (pp. 67-78). Pluto Press.
- Journal article: Foster, J.B. (2010). The financialization of accumulation. Monthly Review, 62(5), 1-17.

## BEST PHD. THESIS CONTEST

- The contest is open to all PhD awardees from Management/Social-Science/Law Institutes in India and Abroad other than the Prestige Group of Institutions faculty members.
- A copy of the Abstract/Summary of the PhD thesis duly typed in 1.5-line space must be

submitted in a copy in the format of 12-point text single font - Calibri in MS Word by the Contestants.

- The Abstract/Summary should contain the topic of the thesis, rationale, objectives, method (study, design, sample, and tools),



- salient findings, and implications of the study.
- To be eligible for admission to the contest, the PhD degree must have been awarded between calendar years January 2023-December2024.
  - The Abstract/Summary of the thesis should be routed through the Head of the B-School to which the contestant belongs. The title of the thesis should be indicated by the Head of the B-School in the cover letter while forwarding the entry for thecontest.
  - The Abstract/Summary of the Ph.D. thesis must be accompanied by proof of the award of the degree.
  - A panel of Subject Experts will screen the Abstracts/Summaries, and three to five best candidates will be invited to make a presentation based on the complete thesis before a Panel.
  - The last date for receipt of entries is January internationalconference@pimrindore.ac.in. The address of communication is Prestige Institute of Management and Research, 2 Education and Health Sector, Scheme # 54, Near Bombay Hospital, Indore-452 010 Madhya Pradesh, INDIA.
  - Attractions: The Contestants invited for the presentation will not be charged any delegate fee.



### **BEST RESEARCH PAPER AWARD (FOR DELEGATES)**

1. The award would be given in each track of the Conference to the paper presenter's delegate.
2. The senior panel of session chairs will judge the award.
3. The best paper of each track would receive a Best Paper Certificate Award. In addition, all participants will receive a certificate of presentation.

## ABOUT PIMR

Prestige Institute of Management and Research is conceived as a unique growth-oriented institution of professional education and training. The Institute had in its genesis the solemn objective of catering to the educational and training needs of the students and executives from industry and government. The uniqueness of the Institute lies in its provision for an elaborate spectrum of professional programs under one roof. The institute had made a beginning in 1994 by introducing MBA (full-time) programs and an undergraduate program in management discipline (Bachelor of Business Administration). The Institute also started Master's Program in MBA (Marketing Management), MBA (International Business), MBA (Financial administration), MBA (Personnel Management), MBA (Advertising and Public Relations), Bachelor of Computer Applications, B. Com. (Hons.), Masters and Bachelor in Mass communication, Bachelor of Foreign Trade, B.Voc., BA LLB (Hons), B.Com. LLB (Hons), BBALLB (Hons), LLB, and LLM. The Institute is also a recognised research centre for the PhD program in Management. It aims to become one

of the country's best self-financed educational and training centres.

The Institute has been an Autonomous Institution since 2006. It has been accredited by the National Assessment and Accreditation Centre (NAAC) and has received NAAC 'A' Grade Accreditation by UGC twice consecutively, in 2009 and 2014. In 2021 the Institute received an 'A++' Grade Accreditation by UGC. It is an ISO 9001:2008 certified Institute. University Grants Commission recognizes it under 2 (f) and 12 (b). The Institute is recognised as a mentor Institute for the NAAC under the Paramarsh Scheme of the University Grants Commission. The National Board of Accreditation has accredited the MBA program under AICTE in 2000, 2003, and 2012.

The Institute has been ranked consistently in the upper edge of top-ranking business schools in the national surveys undertaken by agencies like Business Today, Cosmode, Ministry of Human Resource Development, Business India, and Outlook.





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