

## **XIV International Conference 2025**

**“BUSINESS, ENTREPRENEURSHIP, SUSTAINABILITY THROUGH  
TECHNOLOGY AND INNOVATION” (BESTI 2025)**

**FRIDAY & SATURDAY, OCTOBER 10–11, 2025**

**Organized by IQAC in Hybrid Mode**

**ACROPOLIS FACULTY OF MANAGEMENT & RESEARCH**

### **About AFMR**

Acropolis Faculty of Management and Research (AFMR) is a premier institute under the Acropolis Group of Institutions, committed to academic excellence, industry relevance and holistic development. AFMR fosters innovation, entrepreneurship and sustainable thinking through its student-centric approach and strong industry academia linkages. As part of our ongoing commitment to quality, AFMR's IQAC continuously promotes academic and research excellence through initiatives like BESTI 2025.

### **Conference Theme**

The theme explores the dynamic intersection of forward-thinking business strategies and cutting-edge technological advancements. It emphasizes how entrepreneurial ventures can drive sustainable development by embracing innovation and responsible practices. The conference aims to highlight transformative ideas that blend economic growth with environmental and social responsibility. Through collaboration, research and dialogue, BESTI seeks to inspire future-ready solutions for a resilient and inclusive global economy.

## Sub-Themes

### **B–Business Models & Digital Innovation**

- Emerging business models in HR, Fin, Mkt
- AI, block chain, automation in sustainable practices
- Gig economy & platform-based models
- Case studies on digital innovations driving growth

### **E–Entrepreneurial Leadership & Disruption**

- Navigating digital disruption and innovation
- Leadership for sustainable entrepreneurship
- Entrepreneurship education for future-ready leaders
- Policy frameworks for tech-driven startups

### **S–Social Entrepreneurship & Global Impact**

- Social entrepreneurs solving global challenges
- Microfinance and financial inclusion
- Sustainable practices in underserved areas
- Impact investment in social ventures

### **T–Technological Innovations for Growth**

- Innovations in biotech and healthcare
- Green engineering in industry
- AI, IoT & big data for sustainability
- Renewable energy & clean tech ventures

### **I–Interdisciplinary ESG Approaches**

- Legal frameworks and ESG compliance
- Cultural influences on sustainable business
- Role of humanities and arts in leadership
- Governance, ethics, and sustainability research
- Inclusive Business Models

## Conference Highlights

- **Green Conference Initiative** – Collaboration with Infinite Environmental Solutions Limited to minimize the conference's carbon footprint through sustainable event practices.
- **Workshop on "Artificial Intelligence in Research – Innovations, Applications and Impact"** – An expert-led workshop covering modern AI-driven research tools and applications.
- **Publication Opportunity** – Selected papers will appear in the conference proceedings. A few outstanding papers may be published in the Advances in Economics, Business Management Research (AEBMR) series by Atlantis Press (Springer Nature), subject to editorial review and APCs. Others will be published in the institute's journal Shodh Ganga.
- **PhD Presentation Segment** – A dedicated segment for PhD Scholars to present their innovative research. The Best PhD Presentation will be recognized and awarded during the conference.
- **Student Digital Poster Presentation (DPP) Track** – A special segment for student researchers and young innovators to showcase their papers, projects or ideas through digital posters. Selected posters will be published in Conference proceedings.

## Call for Papers

Researchers and practitioners are invited to submit papers under BESTI 2025 sub-themes. Selected papers will be published in the conference proceedings, which will carry an ISBN. A limited number of outstanding papers will be considered for publication in the Advances in Economics, Business and Management Research (AEBMR) proceedings series by Atlantis Press, part of Springer Nature, subject to further editorial review and applicable article processing charges. Papers not accepted for publication in AEBMR will be published in the Institute's journal, Shodh Ganga with ISSN

## Conference Structure

### Day 1 (October 10, 2025) (Offline Mode)

Pre-Conference Expert Workshop: "Artificial Intelligence in Research – Innovations, Applications and Impact"

### Day 2 (October 11, 2025) (Hybrid Mode)

- Paper Presentations (Across various Tracks) (Hybrid Mode: In-person & Virtual)
- PhD Thesis Presentation (Offline Mode)
- Student Digital Poster Presentation (Offline Mode)

## Important Dates

Event	Date
Paper Submission Deadline	August 20, 2025
Last date for notification of Acceptance	August 30, 2025
Camera-Ready Paper Submission	September 10, 2025
Early Bird Registration Deadline	September 10, 2025
Regular Registration Closes	September 20, 2025
Student DPP Registration & Submission Deadline	September 10, 2025
PhD presentation Registration & Submission Deadline	September 30, 2025
Conference Date	October 10 & 11, 2025

## Registration Charges

Participant Category	Offline Mode
Academicians/Research Scholars	₹1500
Students	₹500
Industry Professionals	₹2000
International Participants	\$50

**\*Early bird registration – 20% discount**

**\*\* In case you want to present research paper in online mode you may register for ₹800**

## Registration Details

Includes certificate, breakfast, lunch and high tea. Certificate of presentation will be given to the first author and the corresponding author only. Certificate in absentia will not be entertained. Winners will get certificate of merit. Proceedings will be given to Academician and Research Scholars only. \*E-certificates and E-pdf of proceedings will be mailed to online registrants.

## Research Paper Presentation – Guidelines & Participation Details

### 1. Eligibility:

- Submissions must be original and free from copyright issues. All papers will undergo plagiarism screening and peer review before acceptance.

### 2. Registration Requirement:

- Authors must register for the conference to confirm their paper submission.

### 3. Submission Requirement:

- Abstract: in about 300 words with 5 keywords  
Paper: The main content should include an introduction, literature review, methodology, data analysis (if applicable), results and discussion, theoretical and practical implications, conclusion, acknowledgment and references  
Formatting: The paper should follow the formatting guidelines: A4 size, Times New Roman font, 14 pt for the title, 12 pt for body text, and 1.5 line spacing. Submissions must be in MS Word (.doc/.docx) format, with a length of 2,500 – 5,000 words (excluding references, tables, charts etc.) and referencing in APA 7th edition style.
- Declaration form must be duly filled and signed by all authors and submitted along with the full paper. Format is given in the last.

### 4. Presentation Format:

- Papers can be presented either virtually or in-person. Each presenter will be allotted 8 minutes to deliver their PowerPoint presentation, followed by 2 minutes for a Q&A session. The presentation should effectively summarize the key aspects of the research, including the problem statement, objectives, methodology, major findings, and conclusion.

### 5. Evaluation Criteria for Best Paper Award:

- The submitted papers will be evaluated based on their originality and innovation, relevance to the conference themes, methodological rigor, impact and practical contribution, and the overall clarity and quality of presentation.

### 6. Recognition:

- Selected papers will be published in the conference proceedings, which will carry an ISBN. A

limited number of outstanding papers will be considered for publication in the Advances in Economics, Business and Management Research (AEBMR) proceedings series by Atlantis Press, part of Springer Nature, subject to further editorial review and applicable article processing charges. Papers not accepted for publication in AEBMR will be published in the Institute's journal, Shodh Ganga. Best Paper Award will be given based on the evaluation criteria in every track.

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## **PhD Thesis Presentation–Guidelines & Participation Details**

### **1. Eligibility:**

- PhD scholars who have been awarded their doctoral degree after December 31, 2023, in the Management or Commerce or any other discipline allied to the theme, are eligible to participate in the Best Thesis Presentation segment of BESTI 2025.

### **2. Registration Requirement:**

- Interested candidates must register for the Best Thesis Presentation by September 30, 2025.

### **3. Submission Requirements:**

- A concise PowerPoint Presentation (maximum 10 slides) summarizing the research must be submitted by September 30, 2025 at the time of registration itself.
- The presentation should include: Title, Objectives, Research Gap, Methodology, Key Findings, Contributions and Conclusion. The last slide must list references in APA 7th edition style.
- All scholars, must carry their presentation file in a pen drive. The responsibility for file compatibility and presentation readiness lies with the scholar.

### **4. Presentation Format:**

- Each participant will be given 8 minutes for presentation followed by 2 minutes for Q&A.

### **5. Evaluation Criteria for Best Paper Award:**

- Presentations will be assessed based on the clarity of the research problem and objectives, originality and relevance of the study, quality of results and analysis, practical contribution of the work and the presenter's communication and presentation skills.

### **6. Recognition:**

- Best thesis will be awarded.
- All registered presenters will receive certificates of presentation.

## Student Digital Poster Presentation–Guidelines and Participation Details

### 1. Eligibility:

- This digital poster invites undergraduate and postgraduate students to present innovative projects or research aligned with themes of Business, Entrepreneurship, Sustainability, Technology and Innovation. Projects can range from business models and sustainability audits to tech-based solutions and startup ideas.

### 2. Registration Requirement:

- Interested students must register and submit their abstract and digital poster by September 10, 2025, to be eligible for participation in the Student Digital Poster Presentation segment of BESTI 2025.

### 3. Submission Requirements:

- Abstract: 300–500 words outlining the objective, methodology, and key highlights of the project or research in Word format.
- Digital Poster: A PowerPoint presentation with two slides:

Slide 1: Summary of the project or research, including the title, author details (with affiliation), introduction/problem statement, objectives, methodology/process, key findings/results/outcomes and conclusion/implications.

Slide 2: References in APA 7th edition style.

### 4. Presentation Format:

- Students will present their posters in a live digital poster session. Each participant will have 3 to 4 minutes to walk through their poster, followed by 1 to 2 minutes for a question-and-answer session with the judges or audience.
- Posters may include text, figures, tables, images etc.

### 5. Evaluation Criteria for Best Paper Award:

- Digital posters will be evaluated on their visual clarity and design, originality and innovation, relevance to the conference theme, quality and coherence of content and the effectiveness of communication and engagement during the presentation.

### 6. Recognition:

- Best Digital Posters will be awarded.
- All registered presenters will receive certificates of presentation
- All registered participants will receive certificates of participation.
- Selected entries may be included in the conference proceedings.

## Organizing Committee

- Patron: Shri Ashok Sojatia
  - Chairman: Dr. Tarun Kushwaha
  - Conference Secretary: Dr. Juhi Kamakoty
  - Conference Co-Secretaries: Dr. Tabi Nandan Joshi & Dr. Prerna Bagadia
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## Contact Us

Email: [conf.afmr@acropolis.in](mailto:conf.afmr@acropolis.in)

### Conference Secretary:

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## Important Links

Please submit the Papers/Thesis/Poster to:

<https://cmt3.research.microsoft.com/BESTI2025/Submission/Index>

Link to Register - <http://bit.ly/4jWd7yL>

Conference website: <https://afmr.ac.in/international-conference>

Website: <https://www.afmr.ac.in>



## Declaration by Author(s) for Paper Submission

### International Conference – BESTI 2025

Business, Entrepreneurship, and Sustainability through Technology and Innovation

**October 10–11, 2025**

Organized by Acropolis Faculty of Management and Research, Indore

**Note:** This declaration must be duly filled and signed by all authors and submitted along with the full paper.

**Title of the Paper:**

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### Declaration:

1. The paper titled above is our original work, and has not been published or submitted for publication/presentation elsewhere.
2. The paper does not contain any plagiarized content, and all sources have been appropriately cited.
3. All the authors have contributed significantly to the work and have given their consent for submission to the BESTI 2025 International Conference.
4. We agree to adhere to the conference guidelines, and to submit revised versions if required, based on reviewer or editorial feedback.
5. We grant permission to the conference organizers to publish the paper in the conference proceedings (in print or digital form), if accepted.

### Author Details and Declaration:

S. No.	Name of Author	Institutional Affiliation	Signature	Date
1.				
2.				
3.				

**Corresponding Author (Name, Email, Phone):**





## PROMOTION PARTNERS

