

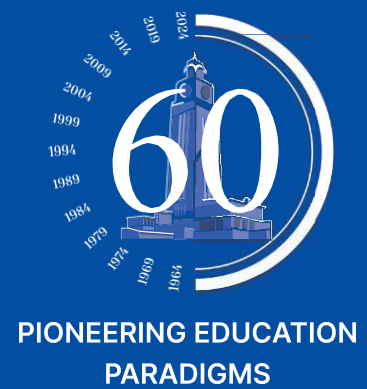


International Conference on Evidence Based Management (ICEBM) 2025 Towards a Sustainable Future

20th – 22nd March 2025

BITS Pilani
Pilani Campus

Organized by: Department of Management (Pilani Campus)
Department of Management Studies (Dubai Campus)



Venue: Department of Management, BITS Pilani (Pilani Campus)

**PIONEERING EDUCATION
PARADIGMS**

About the Institute

The Birla Institute of Technology & Science, (BITS) Pilani is an all-India Institute for higher education. Started in early 1900s as a small school, it blossomed into a set of colleges for higher education, ranging from Humanities to Engineering until 1964, when all these colleges amalgamated to culminate into a unique Indian University of international standard. This university was rechristened as the Birla Institute of Technology and Science, Pilani, known to many as BITS, Pilani. Over the years, BITS Pilani has provided the highest quality of technical education to students from all over India, admitted on the basis of merit. Its graduates can be found worldwide in all areas of engineering, science, and management. It is located in the Vidya Vihar campus adjacent to the town of Pilani in Rajasthan. In 2000, BITS opened a new campus in Dubai making it the first Indian university with an overseas campus. Subsequently, in the year 2004 and 2008 BITS opened its campuses in Goa and Hyderabad respectively. In 2021, the institute opened its latest campus in Mumbai with BITS School of Management (BITSOM). Subsequently in 2023 BITS Law School and in 2024 BITS Design School was started in its Mumbai campus.

BITS Pilani, has been always at the forefront of education, research, and entrepreneurship globally. Recognizing the excellent academic environment and research facility, the Ministry of Education, Government of India has awarded BITS Pilani the "Institution of Eminence" status.

Department of Management

The Department of Management at BITS Pilani was established in the year 1971. It initially offered the two-year Master of Business Administration (MBA) program. Later in 1973, when the institute created an integrated educational structure, MBA evolved into the integrated first degree program MMS- Master of Management Studies, which was a blend of engineering and management. This program was successfully offered for a time period of three decades. The course was restructured as MBA in the year 2006 to cater to the industry better. In the Academic Year 2021-22, the Department of Management introduced MBA in Business Analytics.

The Department of Management Studies at BITS Pilani Dubai Campus is dedicated to providing advanced management education and nurturing impactful leaders. It offers undergraduate and postgraduate programs, including the Bachelor of Business Administration (BBA) Honors, Master of Business Administration (MBA), and MBA in Business Analytics (MBA BA). With talented faculty and state-of-the-art resources, the department strives to be the destination of choice, fostering innovative, socially responsible, and result-driven leaders.

The MBA program in BITS Pilani is ranked among the top 25 in the country as per the WEEK Hansa 2024 report.

About the Conference

In recent decades, scientific research has increasingly focused on addressing management practices, underscoring the importance of evidence in informed decision-making. Evidence-based management (EBM) involves making decisions based on the best available data—scientific findings and unbiased organizational insights. This field of study has emerged from empiricism with the aim of applying scientific methods to improve the managerial decision-making process.

The International Conference on Evidence Based Management (ICEBM) 2025 marks the 5th edition of this biennial conference, which started in 2015. As a part of the **Diamond Jubilee celebrations of BITS Pilani**, this year the Department of Management, BITS Pilani, Pilani Campus and Dubai Campus are jointly organizing the conference focusing on "**Greening Minds for a Greener Future**". Considering the importance of sustainability in every aspect of our lives and business, the theme chosen for the conference this year is "**Towards a Sustainable Future**".

The theme of the conference this year revolves around the integration of sustainability into business practices, promoting long-term growth, environmental responsibility, and a greener future through evidence-based management. This alignment with sustainability principles is crucial for driving impactful decisions that foster both organizational success and a sustainable planet.

Who Should Attend the Conference

This conference is aimed at researchers in Academia and Industry. Evidence Based Management as a research discipline and as a business function is very critical to both the academia and industry. The conference aims at welcoming all the researchers, faculty and industry professionals in the field of evidence based decision making as per conference themes mentioned in this brochure.

Call for Submissions

ICEBM 2025 welcomes research articles and posters from all domains of management, with a focus on sustainability. An indicative list of domains and sub-domains is mentioned below for the benefit of interested participants.

Evidence Based Management in Marketing:

Sales Management; B2B Marketing, Consumer Behaviour, New Product/Service Development, Product Mix and Brand Management, Relationship Marketing, Rural Consumers, Digital Marketing.

Evidence Based Management in Finance & Economics:

Asset pricing, Corporate Finance, Corporate Governance, Disclosures and Earnings Quality, Financial Institutions and Market Linkages, Micro-finance, Market Micro-Structure, Derivatives and Regulation.

Evidence Based Management in Operations Management:

Service Operations, Inventory Management, Marketing and OM Interface, Revenue Management and Pricing, Quality Control, Supply Chain Risk Management, Sustainable Operations Management, Supply Chain Analytics, Technology and Operations Management.

Evidence Based Management in Human Resource Management:

Human Resource Outsourcing, Strategic HRM, Talent Acquisition and Retention, Performance Management, Reward and Recognition, Industrial Relations, Culture and Diversity, Executive Coaching and Leadership, Human Capital Standards and Analytics.

Evidence Based Management in Strategic Management and Business Policy:

Emerging Market Firms' Strategies, New models of Multinational Firm Strategies, Entrepreneurship in India, Industry Restructuring and Evolution, Global M&A, Innovations at the Bottom of the Pyramid, Corporate Sustainability.

Evidence Based Management in Information Technology Management:

Advances in Management of Information Systems, Decision Support and Expert System, E- Commerce, Auctions and Pricing, Information Security issues.

Submission Guidelines

The selection of paper will be made on their importance and interest to a wide range of delegates. Please indicate the track to which your paper fits the best.

Guidelines for the preparation of the extended abstract:

- Extended Abstracts (4-5 pages including References) should describe the research gaps, objective(s) of research, hypotheses / research question(s), data collection and analysis strategy; and finally, a brief summary of the main contributions and originalities of the work
- Brief biography (maximum six lines) and author contact details, including author's designation, affiliation, address, telephone, mobile, and email.

Extended abstracts should be submitted only through the online link provided in the conference website within the given deadline.

The papers will be accepted subjected to the blind review and participants should incorporate appropriate changes as per the feedback provided by the reviewers.

Templates for paper and poster are available on the conference website.

Important Dates

Extended Abstract Submission Deadline	25 th January, 2025
Notification to authors	05 th February, 2025
Deadline for Early Bird Registration	17 th February, 2025
Deadline for Regular Registration	28 th February, 2025
Conference Dates	20 th – 22 nd March, 2025

Publication Opportunities

All accepted extended abstracts will be featured in the Book of Abstracts, which will only have a brief abstract. Selected submissions will be published in the Conference Proceedings (with an ISBN number) by Springer Publisher. After the conference, authors of selected submissions may be invited to submit their full paper to SCOPUS-indexed journals with which the conference committee may tie up. These papers will go through the usual review process as per the journal's guidelines and can be published if found suitable.

Awards: To recognize and promote quality ideas in the field of Evidence-Based Management decisions, all research papers presented in the ICEBM 2025 Conference will be eligible for the Best Paper Award.

Conference Committee

Leadership		
Prof. V. Ramgopal Rao, Vice-Chancellor, BITS Pilani		
Prof. Sudhirkumar Barai, Director, BITS Pilani, Pilani Campus		
Prof. Souri Banerjee, Director, BITS Pilani, Dubai Campus		
Conference Chair		
Prof. Praveen Goyal, Head - Department of Management, BITS Pilani, Pilani Campus		
Conference Co-Chair		
Prof. Sartaj Rasool Rather, Head - Department of Management Studies, BITS Pilani, Dubai Campus		
Conference Conveners		
Prof. Leela Rani	Prof. Nirankush Dutta	Prof. Debasmita Dey
Conference Co-Convenor		
Prof. Asgar Ali		
Conference Organizing Secretary		
Prof. Jayashree Mahesh		
Advisory Committee		
Prof. S.P. Kothari, MIT Sloan School of Management	Prof. Kirankumar S. Momaya, IIT Bombay	
Prof. Zillur Rahman, IIT Roorkee	Prof. Pradeep Kumar, IIM Lucknow	
Prof. Neeraj Pandey, IIM Mumbai		

Registration Fee (inclusive of GST)

	Early Registration		Regular Registration	
	Participants from India	Participants from outside India	Participants from India	Participants from outside India
Academic Professionals	Rs. 3000	USD 280	Rs. 3500	USD 300
PhD Scholars/ Students	Rs. 2000	USD 200	Rs. 2500	USD 220
Corporate / Industry	Rs. 4000	USD 300	Rs. 4500	USD 320
Attendee	Rs. 2000	USD 200	Rs. 2500	USD 220

Payment Details

Participants can register for the conference by making the payment via online payment (NEFT Transfer) or through Net Banking as per the details mentioned below:

Account Name	Birla Institute of Technology & Science, Pilani
Account Number	918010089946355
Account Type	SAVING ACCOUNT
Bank & Branch Name	AXISBANKLTD, Pilani
SWIFT Code	AXISINBB031
IFSC Code	UTIB0001188
MICR Code	333211177

Contact Us:

Website: <https://www.bits-pilani.ac.in/icebm2025/>

Department of Management Office Phone: +91-1596-255334

Email: icebm2025@pilani.bits-pilani.ac.in

