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Call for Papers: International Conference on Smart & Sustainable Business Practices (ICSSBP-2027) | Scopus Publication Opportunities | Vishwakarma University, Pune



From VU International Conference on Smart and Sustainable Business Practices <icssbp2027@vupune.ac.in>
Bcc <vc@vishwakarma.ac.in>
Date 2026-09-28 13:00

Conference Brochure - ICSSBP2027.pdf (~402 KB) Author Guidelines - ICSSBP2027.pdf (~1.1 MB)

Dear Sir/Madam,

Greetings from Vishwakarma University, Pune, India.

We are pleased to invite researchers, academicians, industry professionals, doctoral scholars, and postgraduate students to submit their original research contributions to the **International Conference on Smart & Sustainable Business Practices (ICSSBP-2027)** to be held on **21-22 January 2027** in hybrid mode.

The conference theme : **"Reimagining Business Through Technology, Sustainability & Responsible Leadership"**

Submissions are invited across a wide range of interdisciplinary domains including

- Next-Generation Technologies in Business
- Artificial Intelligence, Analytics & Digital Transformation
- Sustainable Finance and ESG
- Digital Marketing and Consumer Experience
- Responsible Leadership and Governance
- Sustainable Operations, Supply Chains and Competitiveness
- Entrepreneurship, Innovation and Emerging Interdisciplinary Areas

One of the major highlights of ICSSBP-2027 is the extensive range of publication opportunities available to contributing authors.

Selected quality papers will be considered for publication in up to 30 journals and publication outlets spanning multiple interdisciplinary domains, including Marketing, Digital Business, Finance, ESG, Artificial Intelligence, Analytics, Cybersecurity, Operations, Supply Chain Management, Healthcare, Education, Governance, Entrepreneurship, and Social Sciences.

A significant proportion of these journals are currently indexed in **Scopus and other reputed indexing databases**, offering authors the opportunity to enhance the visibility and impact of their research. Importantly, **several publication avenues are available without any Article Processing Charges (APC)**, making the conference particularly attractive for researchers seeking quality publication opportunities.

We encourage you to **refer to the attached conference brochure, publication opportunities, and submission guidelines** and submit your research work for consideration.

Conference Website : <https://icssbp.vupune.ac.in>

We look forward to receiving your valuable research contributions and welcoming you to ICSSBP-2027.

Warm regards

Vishwakarma University, Pune, India

ICSSBP-2027 Conference Organizing Committee

7/10/26



VISHWAKARMA
UNIVERSITY
Maximising Human Potential



International Conference on **Smart & Sustainable Business Practices** ICSSBP–2027

Reimagining Business Through Technology,
Sustainability & Responsible Leadership



**Author / Publication
Guidelines**

1. Scope and Nature of Contributions

Authors are invited to submit original, unpublished, and practice-oriented manuscripts that contribute to advancing knowledge and professional practice. Submissions may include

- Research papers
- Case studies
- Best practice articles
- Industry and practitioner perspectives
- Conceptual papers
- New approaches, frameworks, models, and techniques
- Market, consumer, organizational, or sectoral studies
- Policy, regulatory, and governance analyses
- Review articles and thought leadership pieces

All submissions should demonstrate clear implications for professional, managerial, organizational, policy, or industry practice.

2. Originality and Publication Ethics

- Manuscripts must be original and unpublished.
- Simultaneous submission to another journal, conference, or publication outlet is not permitted.
- Authors are responsible for ensuring the accuracy of all facts, data, opinions, analyses, tables, figures, and references included in the manuscript.
- Any material subject to copyright, ownership rights, or permissions must be appropriately authorized prior to submission.
- Authors must ensure that their work does not contain defamatory, discriminatory, offensive, racist, or sexist content.
- Any potential conflict of interest, financial relationship, sponsorship, or commercial association relevant to the manuscript should be disclosed.

3. Review Process

- All submissions will undergo a double-blind peer-review process.
- Authors should ensure that manuscripts submitted

for review do not contain information that may reveal their identity.

- The editorial team reserves the right to edit, abridge, or reject submissions based on reviewer recommendations and editorial requirements.

4. Manuscript Length

The recommended manuscript length is

- Research Papers / Case Studies / Practice Articles : 4000 - 8000 words
- Review Articles / Commentary Papers : 3000 - 4000 words

Longer manuscripts may be considered if their contribution justifies the additional length.

5. Writing Style and Structure - Authors should

- Use clear, concise, professional, and academically sound language.
- Write primarily in the third person and avoid excessive use of personal pronouns.
- Focus on practical relevance, actionable insights, and evidence-based conclusions.
- Support arguments with examples, case studies, industry evidence, surveys, and relevant literature.
- Avoid promotional, marketing-oriented, or sales-driven content related to any product, service, company, or organization.
- Ensure logical organization with appropriate headings and sub-headings.

6. Abstract

Each submission must include an abstract of up to 300 words. The abstract should clearly state

- Purpose of the study or article
- Problem or issue addressed
- Methodology or approach adopted
- Key findings or observations
- Conclusions
- Practical implications and contributions

The abstract should summarize the article rather than provide a general introduction to the topic.

7. Keywords

Authors must provide 5–7 keywords that accurately represent the major themes, concepts, methods, or sectors addressed in the manuscript.

8. Author Biography

Each author should provide a brief biography of up to 200 words including

- Current designation and affiliation
- Academic and professional background
- Areas of expertise
- Professional memberships (if relevant)
- Research interests and notable achievements (optional)

9. References and Citations

- All sources cited in the manuscript must appear in the reference list.
- References should be accurate, complete, and consistently formatted.
- Authors should rely on credible academic, industry, government, and professional sources.
- Wherever appropriate, literature should be complemented with contemporary industry examples, surveys, reports, and case evidence.
- Consistency in citation style must be maintained throughout the manuscript.

10. Tables, Figures, Charts, and Illustrations

Tables and Charts

- Submit tables and charts in editable formats such as Microsoft Word or Excel.
- Tables should be clearly numbered and titled.

Figures and Graphics

- Figures should be supplied in editable formats whenever possible.
- Preferred formats include Word, Excel, PowerPoint, vector graphics, or source data files.
- Photographs should be high resolution (minimum 300 dpi).
- Screenshots should be used only when no alternative representation is possible.

- Text-based graphics should be provided in editable form rather than as images.

Accessibility Requirements - Authors should ensure that

- Information is not conveyed through colour alone.
- Figures include appropriate labels, legends, and annotations.
- References are made to specific figure or table numbers rather than positional descriptions such as “above” or “below”.
- Graphics maintain adequate contrast and readability.

11. Use of Acronyms and Units

- Acronyms and abbreviations must be written in full when first introduced, followed by the abbreviation in parentheses.
- Thereafter, the abbreviation may be used consistently.
- Metric units should be used wherever applicable.

12. Artificial Intelligence (AI) Disclosure Policy

The use of generative AI tools, AI-assisted technologies, and large language models is permitted provided that

- Authors disclose the use of such tools.
- Authors remain fully responsible for all content in the manuscript.
- AI-generated content is carefully reviewed, verified, edited, and validated by the authors.
- The use of AI does not violate copyright, intellectual property, privacy, or ownership rights.
- AI tools are not listed as authors.

A separate section titled “Use of Artificial Intelligence” should be included before the references. This section should identify

- The AI tools used
- How the tools were used
- The extent of their use

The following declaration should be included
“The author(s) have reviewed and edited the content produced by artificial intelligence tools and are fully responsible for the accuracy, integrity, and originality of the information contained in this manuscript.”

13. Copyright and Permissions

- Authors are responsible for obtaining permission to reproduce copyrighted material.
- Permission letters must be provided where required.
- Upon acceptance and publication, copyright arrangements will be governed by the publisher's policy unless otherwise agreed.

14. Submission Requirements

Authors should submit

1. Manuscript in Microsoft Word format.
2. Title of the paper.
3. Abstract (maximum 300 words).
4. Five to seven keywords.
5. Author biography (maximum 200 words per author).
6. Tables, figures, and graphics in editable formats.
7. AI disclosure statement (where applicable).
8. Conflict of Interest declaration (where applicable).

15. Final Checklist Before Submission - Before submitting, please ensure that

- The manuscript is original and unpublished.
- The manuscript is not under review elsewhere.
- The paper demonstrates clear practical, managerial, industry, or policy implications.
- Abstract and keywords are included.
- Author biography is provided.
- References are complete and accurate.
- Tables and figures are properly labelled.
- Permissions for copyrighted materials have been obtained.
- AI use (if any) has been disclosed.
- Conflict of interest disclosures have been provided.
- The manuscript has been thoroughly proofread and formatted according to the guidelines.

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VISHWAKARMA
UNIVERSITY
Maximising Human Potential



International Conference on **Smart & Sustainable Business Practices**

ICSSBP-2027

Reimagining Business Through Technology,
Sustainability & Responsible Leadership



Organized by:

Faculty of Management Studies
Faculty of Commerce & Management

Partners



Sustainability and
Social Impact Partner



Academic Partner



Knowledge Partner



Professional
Association Partner



Media Partner



Publication Partner



Publication Partner



21-22
January 2027



Vishwakarma
University,
Pune, India



Hybrid Mode
Online + Offline

About Vishwakarma University, Pune

Vishwakarma University (VU), Pune, is a UGC-recognized state private University backed by the four-decade educational legacy of the Vishwakarma Group. Recognized and ranked by various national and international academic, governmental, and industry benchmarking bodies, VU stands as a premier multidisciplinary University committed to academic excellence, research, and sustainability. A member of the Association of Indian Universities (AIU), VU integrates transdisciplinary Centers of Excellence, robust industry engagement, and outcome-based experiential learning. Fostering innovation and entrepreneurship, the University cultivates globally competent, socially responsible, and future-ready graduates equipped to address modern real-world challenges.

About the Conference

Businesses today are being reshaped by emerging technologies, sustainability priorities and the growing need for responsible leadership. The International Conference on Smart and Sustainable Business Practices (ICSSBP - 2027) brings together Academicians, Researchers, Industry Professionals, Entrepreneurs, Policymakers and Scholars across the globe to discuss how these practices are transforming business and society. The conference offers a platform to explore new ideas, present original research, exchange knowledge and build meaningful academic and industry collaborations.

Conference Highlights & Benefits of Participation

- Double-blind peer review process ensuring academic rigor and quality.
- Opportunity to present research before an international audience of academicians, researchers, and industry experts.
- Insightful discussions on emerging themes such as AI, Analytics, ESG, Sustainability, Innovation, and Digital Transformation.
- Keynote sessions and expert talks by distinguished national and international speakers.
- Publication opportunities in reputed journals.
- Networking with global scholars, industry leaders, policymakers, and practitioners.
- Platform for interdisciplinary knowledge exchange and collaborative research.



- SDG-focused discussions addressing contemporary business and societal challenges.
- Opportunities to establish academic, research, consulting, and industry partnerships.
- Exposure to innovative ideas, best practices, and future trends shaping business and management.

Key Focus Areas

- Artificial Intelligence and Business Innovation
- Sustainable Finance and ESG
- Digital Marketing Transformation
- Responsible Leadership and Governance
- Sustainable Operations and Competitive Advantage
- Entrepreneurship and Innovation
- Human Capital Development in AI era

Who Can Participate?

- Academicians • Researchers • Industry professionals
- Entrepreneurs • Policymakers • PhD Scholars
- Undergraduate and postgraduate students • Alumni

Conference Tracks

Track 1 : Next Gen Technologies in Business

- Artificial Intelligence & Machine Learning in Business Decision-Making
- Internet of Things (IoT) in Smart Enterprises
- Blockchain for Business Transparency & Trust
- Big Data Analytics & Predictive Intelligence
- Cloud Computing & Business Scalability
- Cybersecurity & Risk Management
- Automation & Robotics in Business Processes
- Digital Twins & Smart Manufacturing
- Industry 5.0 & Smart Supply Chains
- Human–Technology Interaction & UX Innovation

Track 2 : Sustainable Finance & ESG

- ESG Metrics, Reporting & Disclosure Standards
- Sustainable Investing & Impact Investing
- Green Finance & Climate Financing Instruments
- Corporate Social Responsibility (CSR) Strategies
- ESG Risk Assessment & Management
- Sustainable Banking & Financial Inclusion
- Carbon Accounting & Net-Zero Strategies
- Ethical Investment Practices
- Governance & Board Diversity in ESG
- Regulatory Frameworks & ESG Compliance

Track 3 : Digital Marketing Agility & Consumer experience

- Digital Transformation Strategies & Frameworks
- Agile Marketing & Real-Time Customer Engagement
- Omnichannel Marketing & Customer Experience
- Social Media Analytics & Digital Branding
- AI in Marketing Personalization
- Martech Marketing Technology Integration (Martech)
- E-commerce & Platform Business Models
- Customer Data Platforms (CDP) & CRM Systems
- Content Marketing & Influencer Ecosystems
- Consumer Behavior in the Digital Era

Track 4: Responsible Leadership & Governance

- Ethical Leadership & Decision-Making
- Corporate Governance & Board Effectiveness
- Diversity, Equity & Inclusion (DEI) in Leadership
- Stakeholder Theory & Value Creation
- Leadership in Crisis & Uncertainty
- Transparency, Accountability & Compliance
- Responsible Innovation & Ethical AI
- Organizational Culture & Values-Based Leadership
- Public Policy & Corporate Governance
- Human Capital Development in AI era

Track 5 : Sustainable Operations Strategy & Competitive Advantage

- Green Operations & Sustainable Supply Chains
- Circular Economy & Resource Efficiency
- Sustainable Manufacturing & Lean Practices
- Operations Strategy for Competitive Advantage
- Waste Management & Reverse Logistics
- Energy Efficiency & Renewable Integration
- Sustainable Procurement Practices
- Resilient & Adaptive Supply Chains
- Cost Optimization through Sustainability
- Innovation in Operations & Process Excellence

Track 6 : Others

The conference themes and sub-themes listed above are indicative and non-exhaustive. We welcome interdisciplinary contributions on any relevant topic aligned with the conference scope, including but not limited to Management, Technology, Social Sciences, and their emerging intersections.

Distinguished Speakers

Dr. Bhimaraya Metri*

Director, Indian Institute of Management Nagpur, India

Prof. Daniel Werner

Professor, Hof University of Applied Sciences, Germany

Dr. Atul Parvatiyar

Professor of Practice, Texas Tech University, USA

Prof. Dr. Majo George

Dean, Faculty of Economics

University of Economics and Finance (UEF), Vietnam

* Subject to final confirmation

Partner Journals & Publication Opportunities

Selected high-quality papers will be considered for publication in the following journals, subject to journal scope, editorial review, and publisher policies.

Authors are required to independently verify the target journal's credentials, editorial standards, indexing status, review timeline, and author guidelines prior to submitting any research paper.

Journals (Without Article Processing Charges)

1. Applied Marketing Analytics : The Peer-Reviewed Journal
2. Journal of Brand Strategy
3. Journal of Cultural Marketing Strategy
4. Journal of Digital Media Management
5. Journal of Digital & Social Media Marketing
6. Journal of Education Advancement & Marketing
7. Journal of Digital Banking
8. Journal of Financial Compliance
9. Journal of Payments Strategy and Systems
10. Journal of Risk Management in Financial Institutions

Important Dates

Activity	Date
Conference Announcement	1st August 2026
Full Paper Submission and Registration	1st September 2026 to 5th January 2027
Last Date of Acceptance Notification	15th January 2027
Conference Dates	21 – 22 January 2027

11. Journal of Securities Operations & Custody
12. Cyber Security : A Peer-Reviewed Journal
13. Journal of AI, Robotics & Workplace Automation
14. Journal of Data Protection & Privacy
15. Corporate Real Estate Journal
16. Journal of Airport Management
17. Journal of Building Survey, Appraisal & Valuation
18. Journal of Urban Regeneration and Renewal
19. Advances in Online Education : A Peer-Reviewed Journal
20. Journal of Business Continuity & Emergency Planning
21. Journal of Supply Chain Management, Logistics and Procurement
22. Management in Healthcare : A Peer-Reviewed Journal

Most of the above listed journals are Scopus-indexed. As Scopus indexing status is subject to periodic updates, authors are advised to verify the current indexing status of target journal/s prior to submitting to ICSSBP 2027.

Journals (With Article Processing Charges)

1. Journal of Asia Entrepreneurship and Sustainability
2. Vishwakarma Journal of Interdisciplinary Research
3. Journal of Commerce, Economics and Finance
4. Business Strategy and Management Insights
5. Environment, Social and Governance Insights
6. Journal of Emerging Technologies and Innovation Management
7. Policy, Law and Governance Insights
8. Review of Social Sciences & Humanities Research

Additional Publication Opportunities (With Article Processing Charges)

- Peer Reviewed International Journals
- Special Issue with DOI
- Edited Book with ISBN and DOI

Registration Fees

Category	Fee
Indian Authors	₹ 4,000 Per Paper
International Authors	USD 50 Per Paper

Submission & Review Process

All submissions to ICSSBP-2027 must be original, unpublished work and should not be under consideration by any other conference, journal, or publication outlet during the review process. Authors are required to prepare manuscripts in accordance with the prescribed Author Guidelines (Refer Separately) and submit their papers through the conference submission portal before the specified deadline.

ICSSBP-2027 follows a rigorous Double-Blind Peer Review process to ensure academic quality and integrity. The review process includes.

- Initial screening for scope, completeness, and compliance with conference requirements. Similarity and academic integrity verification. Double-blind review by domain experts.
- Evaluation based on - Originality and innovation, Relevance to conference themes, Research quality and methodological rigor, Practical and theoretical contribution, Clarity and quality of presentation
- Revision and resubmission (Wherever Possible).
- Final decision by the Scientific Committee.

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Conference Website :
<https://icssbp.vupune.ac.in>



Submission Link

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