



**INTEGRAL
BUSINESS
SCHOOL**



**SZÉCHENYI
EGYETEM**
UNIVERSITY OF GYŐR

**INTEGRAL
Startups**
FOUNDATION



NABH
ACCREDITED
820 BEDDED HOSPITAL

NABL
ACCREDITED
LABS

NBA | ICAR
ACCREDITED
PROGRAMS



INTERNATIONAL CONFERENCE ON BUSINESS AND ECONOMICS

OCTOBER 08-10, 2025

ORGANIZED BY

Integral Business School (IBS)

Integral University, Lucknow

In collaboration with

Széchenyi István University, Győr, Hungary

THEME

**TRANSFORMING GLOBAL
CHALLENGES INTO OPPORTUNITIES**

THE IMPACT OF AI, SUSTAINABILITY, AND DIGITAL
TRANSFORMATION ON THE FUTURE OF BUSINESS, ECONOMICS, AND SOCIETY



ABOUT THE THEME

The theme "Transforming Global Challenges into Opportunities" underscores the pivotal role of artificial intelligence, sustainability, and digital transformation in reshaping the future of business, economics, and society. As the world navigates complex issues such as climate change, economic inequality, and technological disruption, this theme highlights how innovation and responsible leadership can convert these challenges into avenues for inclusive growth, resilient economies, and sustainable development. It invites scholars, practitioners, and policymakers to explore interdisciplinary solutions that harness emerging technologies to build a more equitable and forward-looking global society.

ABOUT THE CONFERENCE

The International Conference on Business and Economics, scheduled for October 8–10, 2025, jointly organized by Integral Business School (IBS), Integral University, Lucknow and Széchenyi István University, Győr, Hungary, presents a prestigious platform for scholars, researchers, and practitioners to share cutting-edge insights and research in the fields of business and economics. This intellectually stimulating event offers a rare opportunity to engage with global experts, foster meaningful academic collaborations, and expand your professional network. Set against the backdrop of rich cultural heritage, the conference promises a professionally rewarding experience in a historically significant setting.

ABOUT INTEGRAL UNIVERSITY

Integral University is situated in Lucknow, a city known for its culture, etiquette, monuments, and role in the freedom struggle. Lucknow is the capital city of the largest state of India, and has a population of about 4.6 million. Lucknow is the capital city of Uttar Pradesh, and it has always been a multicultural city. Integral University has a unique culture of inclusiveness, diversity, personal and intellectual integrity, and value-based education. The curriculum has a strong focus on individual growth and the development of essential tools so that its students make a mark in the corporate world and the field of technology. These are solidly supported by a highly qualified and trained team of accomplished faculty and a robust academic infrastructure. It was established under the Act Number 9 of 2004 by the State Government. The University is duly approved by the University Grants Commission (UGC) under section 2(f) and 12B of the UGC Act, 1956, Medical Council of India, Pharmacy Council of India, Indian Nursing Council, Council of Architecture, Bar Council of India, Indian Association of Physiotherapists, National Council for Teacher Education, UP State Medical Faculty. Integral University is accredited by NAAC and recognized as a Scientific & Industrial Research Organization (SIRO) by the Department of Scientific & Industrial Research, Ministry of Science & Technology, Government of India. Integral University has proudly secured a place in different National Rankings (NIRF, IIRF, India Today, Times, The Week, etc.) and International Rankings (WURI, Scimago, UI Green Metric). The University maintains a decent and decorous atmosphere on the campus. The campus is highly disciplined and ragging-free, with all modern amenities for the pursuit of higher education and sports. The campus provides state-of-the-art hostel accommodation, with the capacity to host 2600 students in the hostels, and houses a 820-bedded hospital, as part of the Medical College, with state-of-the-art medical facilities and more than 250+ doctors. Integral University is not only an academic institution but also a mission and a vision to make the country progressive and prosperous in all walks of life.

ABOUT INTEGRAL BUSINESS SCHOOL (IBS)

Integral Business School (IBS), formerly known as the Department of Management, has been a vital part of Integral University since 2004 and now stands reimagined as a modern, forward-thinking business school committed to academic excellence and innovation. Nestled within the University's most advanced, state-of-the-art campus, IBS is the embodiment of the University's vision to redefine business education for an interconnected world.

In the words of Founding Chancellor, Prof. Syed Waseem Akhtar, —IBS represents the newest chapter in our journey of innovation and excellence, aims to redefine business leadership.” Recognized nationally and internationally, IBS has earned the 76th position in the IIRF Best B-Schools 2025 rankings and is categorized as an AA+ business school by Career360 magazine. The flagship MBA program is accredited by the National Board of Accreditation (NBA) under the Ministry of Education, reaffirming the School's commitment to quality and outcomes-focused learning.

The vibrant and modern 52-acre IBS campus is designed to provide students with a dynamic and enriching learning environment. Equipped with digital podiums, acoustically optimized smart classrooms, an IBM-sponsored computer lab, seminar halls, a dedicated library, and a 2000+ seat Auditorium, the infrastructure is tailored to support innovation and collaborative learning. Students also benefit from a range of amenities such as on-campus hostels, a student mess, 24/7 medical services, a gym, and various recreational facilities. With a strong focus on placement outcomes and a robust alumni network spread across national and international chapters, IBS is uniquely positioned to shape the next generation of business leaders.

ABOUT SZÉCHENYI ISTVÁN UNIVERSITY, HUNGARY

Széchenyi István University, located in Győr at the heart of Central Europe's "golden triangle" between Budapest, Vienna, and Bratislava, is one of Hungary's most dynamic and future-focused universities. Situated on the banks of the Danube, just minutes from Győr's historic city center, the University has undergone significant infrastructure development, including modern student residences and academic facilities, reflecting its commitment to delivering a world-class educational experience.

Renowned for its strong emphasis on internationalization, Széchenyi István University will offer 42 English-taught programs across undergraduate, postgraduate, and doctoral levels from September 2024. These span disciplines such as engineering, business,

economics, law, architecture, computer science, design, and music performance. It also hosts prestigious double degree programs in collaboration with globally recognized institutions including the University of Rhode Island (USA), Polytechnic of Leiria (Portugal), University of Cassino and Southern Lazio (Italy), and Integral University (India).

The University plays a pivotal role in regional economic development, particularly through its deep-rooted partnerships with industry leaders such as Audi Hungaria Motor Ltd., with whom it co-established the Audi Hungaria Faculty of Automotive Engineering—a hub for innovation in automotive technology and manufacturing. Its close ties with industry ensure students receive a practice-oriented education that aligns with market needs.

Széchenyi University also houses a cutting-edge Science and Innovation Park, launched in 2023, designed to foster collaboration among startups, research labs, and established enterprises. It offers access to 28 testing labs and 21 research centers, enabling knowledge transfer and applied research across sectors.

With a legacy of over 45 years, Széchenyi István University continues to shape Hungary's academic and industrial landscape, offering students a globally competitive, multidisciplinary education enriched by strong research, international partnerships, and a vibrant entrepreneurial ecosystem.

CALL FOR PAPERS

The conference encompasses a broad range of topics within business and economics with a strong emphasis on entrepreneurship, economic development, and digital transformation in an era of global uncertainty and technological advancement. Key areas of focus include, but are not limited to:

- Accounting, Finance, and Controlling
- Business Economics and Strategic Management
- Business Law and Regulation
- Digital Transformation and Emerging Technologies
- Entrepreneurship and Startups
- Higher Education and Technological Development
- Innovation and Knowledge Management
- International Economics and Applied Economic Research
- Labor market, demography and society
- Leadership and Human Resource Management
- Marketing and Consumer Behavior
- Next-Gen Researchers
- Regional Development and Economic Policy
- Supply Chain and Operations Management
- Tourism, Hospitality, and Sustainable Tourism Development

Through this broad and inclusive approach, the conference aspires to generate meaningful dialogue and strategic partnerships and catalyze innovative strategies for economic and entrepreneurial success in today's complex global landscape.

PUBLISHING OPPORTUNITY

BOOK OF ABSTRACT

Structured abstracts will be published in an abstract volume with an ISSN number for those who choose to publish abstracts only and are indexed in EBSCO, EconLit, and ProQuest, and submitted to Google Scholar.

CONFERENCE PROCEEDINGS

Full papers will be published in the Online Conference Proceedings. Conference proceedings will be published in an edition with an ISSN number and indexed in EBSCO, EconLit, and ProQuest, and submitted to Google Scholar.

SELECTED PAPER

The best selected studies are proposed to be published in partner journals. All papers submitted to partner journals, including the Asian Education and Development Studies journal, are subject to standard editorial and peer review processes.

PARTNER JOURNALS

- Asia Education Development Studies-Indexing : **WoS, Scopus, Scimago Q1**
- Journal of Sustainability Research-Indexing : **Scopus, Scimago Q2**
- Regional Statistics-Indexing : **Q1/Scopus/WoS**
- Geo-journal of Tourism and Geosites-Indexing : **Scopus, Scimago Q1**
- Journal of Convention & Event Tourism-Indexing : **WoS, Scopus, Scimago Q2**
- Statisztikai Szemle- Indexing : **Scopus, Scimago Q3**
- Integral Review-A Journal of Management : **J-Gate & EBSCO**

- Hungarian Statistical Review- Indexing : **EBSCO**
- Journal of Region, Society and Economy- Indexing : **MTMT**

BEST PAPER AWARDS

The Best Three Paper Awards will be presented across each of the conference tracks. These tracks include Finance & Accounting, Information Systems & Business Analytics, Marketing, Organizational Behavior & Human Resource Management, Quantitative Methods and Operations Management, Strategy and Entrepreneurship, and Interdisciplinary Studies. The awards recognize outstanding research contributions that demonstrate academic rigor, originality, and potential impact.

SUBMISSION GUIDELINES

We invite authors to submit original research papers related to business, economics, and tourism, with a special focus on entrepreneurship and economic development in a rapidly changing technological landscape.

- Originality and Exclusivity: Your paper must be an original work, not previously published or under review elsewhere.
- Abstract: Submissions (not more than 250 words) must be a single document in Word (.doc, .docx) format.
- Submission Details: Include all authors' names, affiliations, ORCID IDs, and email addresses. The abstract should be 200-250 words, with 3-5 keywords in alphabetical order.
- Formatting: Use the Conference Full Paper Template and submit your document in.DOT, DOC, or DOCX format, with a length between 8 and 16 pages.
- Download the Full paper template in Word format : <https://tinyurl.com/yc8hwtke>
- Download the Full paper template in Word formatPresentation Requirement: Accepted papers must be presented at the conference by one of the authors.
- Submission of article: All submissions should be mailed to irjm@iul.ac.in, ssmazhar@iul.ac.in

IMPORTANT DATES

- | | | |
|--------------------------------|---|--------------------------------------|
| • Abstract submission deadline | : | August 05, 2025 |
| • Intimation of Acceptance | : | Starting from August 10, 2025 |
| • Full paper upload deadline | : | August 25, 2025 |
| • Conference Dates | : | October 08-10, 2025 |

REGISTRATION FEES

- | | | |
|----------------------------------------------|---|------------------|
| • Students and Research Scholars | : | INR 3000 |
| • Faculty from India | : | INR 6000 |
| • Industry Professionals | : | INR 10000 |
| • Students and Research Scholars from Abroad | : | INR 12000 |
- **Accommodation can be arranged for outstation participants who require it. Please mention this while registering.**

Payment Details

URL & QR for registration.

<https://www.iul.ac.in/FrmAdvProgramReg.aspx>

