

INTERNATIONAL CONFERENCE ON E-COMMERCE: TECHNOLOGY, SUSTAINABILITY AND GLOBAL MARKETS (ICECOM-2025)

Organized by

Ignited Minds Society's
MULSHI GROUP OF INSTITUTES (MGI), PUNE
COMPRISING OF
MULSHI INSTITUTE OF BUSINESS MANAGEMENT (MIBM),
MULSHI INSTITUTE OF RETAIL MANAGEMENT (MIRM),
IVY LEAF AYURVEDIC HOSPITAL (ILAH) AND
IVY LEAF CORPORATE WELLNESS CENTER (ILCWC)

23-24 May, 2025



Co-hosted by



Venue

Mulshi Institute of Business management (MIBM)
Gat No. 237-243, Sambhave, Mulshi, Pune – 412 108, India
Website: <https://mgi.ac.in/>

ABOUT CONFERENCE

MGI announces the International Conference on E-Commerce: Technology, Sustainability and Global Markets (ICECOM-2025) will be held in virtual mode during May 23-24, 2025. The conference aims to bring together leading academicians, researchers, industry experts, and policymakers to exchange knowledge, share research findings, and discuss innovative strategies shaping the future of digital commerce.

In the contemporary era, e-commerce is rapidly evolving with the integration of emerging technologies, sustainable business models, and cross-border trade, making it crucial to address key challenges and opportunities. The principles of digital transformation emphasize an integrated approach that considers technological advancements, consumer behavior, and market expansion strategies for sustainable growth.

This conference will serve as a platform for presenting research articles, case studies, and discussions in the following key areas:

Advancing E-Commerce and Business with Emerging Technologies: Emerging technologies like AI, blockchain, and machine learning are transforming e-commerce by enhancing efficiency, security, competitiveness and profitability.

Sustainable Business Models and Innovation in Digital Commerce: Business model innovation is increasingly considered as a potential mechanism to integrate sustainability into the business. Sustainable digital commerce thrives on ethical practices, green initiatives, circular economy models, and innovative entrepreneurship.

Enriching Consumer Experience through Social Commerce: Social commerce improves customer experience by making shopping more convenient and personalized.

Cross-Border E-Commerce and Global Digital Marketplaces: Global e-commerce expansion thrives on localization, secure payments, cultural sensitivity, and strategic marketplace growth.



GLOBAL TRENDS IN E-COMMERCE



The e-commerce landscape is evolving rapidly, driven by advancements in technology, a growing emphasis on sustainability, and the expansion of global markets. Innovative Technologies are revolutionizing customer experiences, making interactions more personalized and transactions more secure while boosting operational efficiency. At the same time, businesses are increasingly adopting sustainable practices, from eco-friendly initiatives to circular economy models, in an effort to reduce environmental impact and support long-term growth.



As e-commerce expands internationally, companies are focusing on localization strategies, understanding cultural nuances, and offering secure multi-currency payment systems to cater to diverse consumer needs. These developments reflect the powerful intersection of innovation, responsibility, and global reach in shaping the future of e-commerce.

Conference Objectives

- To empower academicians, researchers and professionals to build collaborative networks in the field of business and E-Commerce.
- To strengthen and transform the global effort and influence decision making to shape the future of Business and E-Commerce.



About Mulshi Group of Institutes

Mulshi Group of Institutes (MGI) is promoted by Ignited Minds Society formed by a team of academicians, researchers and managers with IIT and IIM backgrounds inspired by a book of same name by Dr. APJ Abdul Kalam. MGI was founded in the year 2009 with Mulshi Institute of Business Management (MIBM) and Mulshi Institute of Retail Management (MIRM). Both the institutes offer two years full time residential Post Graduate Diploma in Management (PGDM) approved by AICTE, New Delhi and recognized by USBES, California, and USA.



Highly accomplished professors and corporate professionals support the specialist areas. Research expertise form the foundation for teaching in the institutes and is a source of innovation and dynamism. Professional Innovation and Development Center (PIDC) under MGI offers a series of short term MDPs /EDPs in various areas of management and engineering. These Programs are unique learning propositions to the participants and aim at equipping them with the evolving management approaches



Call for papers

The ICECOM-2025 conference welcomes submissions in the form of research papers, articles and case studies from the academicians, practitioners and policy makers. All submissions must be original and not concurrently submitted to any other journal or conference. For making an oral presentation the authors need to submit an abstract not exceeding 250 words. The abstracts must consist of the affiliation of all the authors including the contact details of the author who will be presenting the same. The abstracts will be peer reviewed by a committee of experts before acceptance. The tracks for submissions (but not limited to) for the conference include the following –

Track 1: Advancing E-Commerce and Business with Emerging Technologies

- Predictive Analytics and Consumer Behaviour Modelling
- Personalized Shopping Experiences through AI
- Blockchain for Secure Transactions and Payments
- Enhancing Transparency and Trust in Digital Governance
- Ensuring Secure Digital Identities and Effective Data Management
- Digital transformation in small and medium enterprises SMEs
- Chatbots and Virtual Assistants for Enhanced Customer Support
- Optimizing Pricing Strategies through Machine Learning Models

Track 2: Sustainable Business Models and Innovation in Digital Commerce

- Digital Marketing and E-Commerce Entrepreneurship
- AI as a Tool for Business Strategy and Innovation
- Green Technologies for Sustainable E-Commerce Practices
- Ethical Considerations in AI-Driven E-Commerce and Business Models
- Innovative Digital Marketing Strategies for E-Commerce Entrepreneurs
- The Future of Platform-Dependent Entrepreneurs in Digital Landscape
- Sustainable Digital Advertising in E-Commerce
- Circular Economy Models in E-Commerce

Track 3: Enriching Consumer Experience through Social Commerce in the Digital Era

- Leveraging AI for Enhancing Customer Engagement
- Sentiment Analysis for Improving Customer Experience
- Integrating Physical and Digital Retail Experiences
- Social Commerce and Omnichannel Integration
- Gamifying Customer Experience to Boost Loyalty and Retention
- The Metaverse in Retail and E-Commerce
- Transforming Customer Loyalty Programs Through Cutting-Edge Technologies
- Virtual and Augmented Reality based e-commerce

Track 4: Cross-Border E-Commerce and Global Digital Marketplaces

- Challenges and Opportunities for Cross-Border E-Commerce
- Marketplaces and Platforms for Global E-Commerce Expansion
- Localized Strategies for Market Penetration for diverse cultural preferences
- Cross-Border Multi Currency Payment Systems and Security
- Future Trends in Cross-Border E-Commerce
- Cultural Sensitivity in Marketing Campaigns across Cross Borders
- Visual and Symbolic Communication Across Cultures
- Cross-Cultural Brand Positioning



Keynote Speakers



Dr. Eugenio Viassa Monteiro
AESE Business School,
Portugal



Dr. Suman Naredla
Dean, School of Business
S R University, India



Dr. P.V. Vijay Kumar Reddy
Institute of Public Enterprises,
Hyderabad, India



Mr. Mitesh Sinha,
Sr. Director-Walmart
Marketplace & WFS, USA



Mr. Bhuman Vyas,
Senior Application Developer,
Credit Acceptance, USA



Mr. Dileep Kumar Pandiya,
Technology Leader,
ZoomInfo, USA



Dr. Shereen Nasaar
Global Director of Logistics Studies,
Harriot -Watt University, UAE



Dr. Preeti Mehra
Professor, Campbell College,
Alberta, Canada



Dr. Jitendra Pandey
Middle East College,
Muscat, Oman

Important dates

Details	Dates
Abstract Submission	20 April, 2025
Notification of Acceptance	30 April, 2025
Full-Length Paper Submission	13 May, 2025
Last date of Registration	20 May, 2025

Submission Process & Guidelines

Paper submission will be done through **IntConfChair** using the following link: **IntConfchair**

The manuscript should be prepared in the following format:

1. Title of the Paper, Name, Affiliation, Contact no. and Email address
2. Name of the author should be in font size 12 and affiliation in font size 11
3. Title of the paper should be in font size 16 and should be centrally aligned
4. Abstract of approximately 500 words in Italic with 3-4 keywords at the end of the abstract
5. Abstract should be in font size 12 (Times New Roman, 1.5 Line Spacing)
6. Include Margins -1 inch (2.5 cm) margins all around.
7. The subheadings and the body of the text should be in font size 12
8. The final paper word limit is 7000-8000 words, along with the abstract
9. Paper should be submitted in MS-Word format
10. All the tables and diagrams should be appropriately numbered and provided at the end of the paper
11. All references should follow APA style(6thedition) - www.apastyle.org

Guidelines for Presentation

Authors will be provided with a link for online participation during conference days

- The total time allotted for the presentation is 10-15 minutes.
- PPTs need to be sent before the presentation.

Conference Proceedings

Scopus indexed Conference Proceeding is an option available for you to publish your full paper present in the conference. "Full papers" submitted for the Proceedings of the International Conference on E-commerce: Technology, Sustainability, Global Market (ICECOM-2025) will undergo a double-blind reviewing process. Selected papers will be electronically published in open access format with the ISSN No. in the proceedings, accompanied by a DOI number (DOI prefix: 10.17501).

Conference proceeding is indexed in Scopus, Google Scholar and Crossref.

Organizing Committee

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Registration Fees

Categories	International	Indian
Academician/Practitioner/Industrialists*	150 USD	12000 INR
Student	100 USD	8000 INR
Corporate Speaker	175 USD	15000 INR
Attendees/Listener (Without paper presentation and publication)	20 USD	1000 INR

* Up to 3 authors, in case of more authors each additional author will have to pay \$25 or INR2500

Contact Information

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Conference Convener: **Prof. Sonali Kadam**, Faculty, MIBM, Pune
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Official Website



<https://mibmevents.co.in/icecom-2025>

Contact Coordinator



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Venue

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