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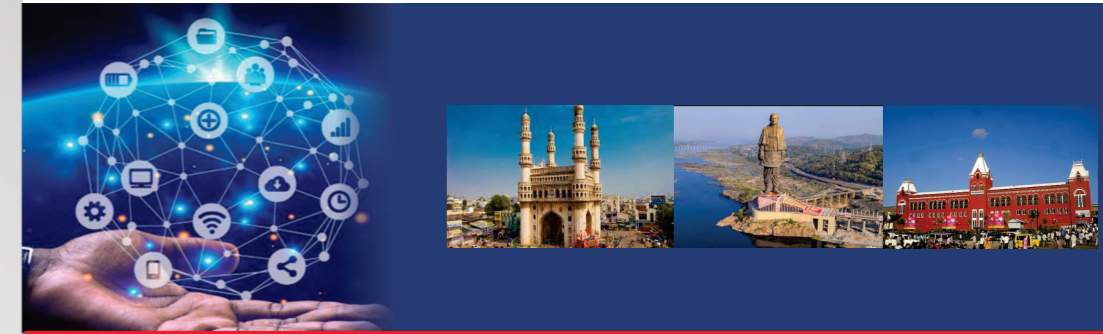
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# 2<sup>nd</sup> International Conference on Digital Transformation & Sustainability of Business (ICDTSB)

10-11 October 2025



TRIPLE VENUE CONFERENCE



**VARDHAMAN**  
COLLEGE OF ENGINEERING

**VARDHAMAN COLLEGE OF ENGINEERING**

(AUTONOMOUS)

Affiliated to JNTUH, Approved by AICTE, Accredited by NAAC with A++ Grade, ISO 9001:2015 Certified  
Kacharam, Shamshabad, Hyderabad - 501218, Telangana, India



**RK UNIVERSITY**  
Accredited by NAAC-UGC  
RK University, Bhavnagar Highway, Kasturbudham,  
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**VELS**  
INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)  
(Deemed to be University) Est. on 3rd of the UGC Act, 1956  
PALLAVARAM, THIRUAMBUR, PONDICHERRY, CHENNAI  
ACCREDITED BY NAAC WITH 'A++' GRADE

### About Vardhaman

Vardhaman College of Engineering (VCE) was established in the year 1999 by Vardhaman Educational Society, Hyderabad. It is a UGC Autonomous college, approved by AICTE, and is permanently affiliated to Jawaharlal Nehru Technological University (JNTU), Hyderabad. We offer undergraduate B.Tech programmes in CSE, CSE (AI&ML), AI&ML, AI&DS, IT, ECE, EEE, ME and CE; postgraduate M.Tech programmes with specialisation in DECS, PEED, CSE, SE, and ED; MBA programme; and doctoral programmes in CSE, ECE and ME.

The college is accredited by NAAC at A++ grade with a CGPA of 3.58 on a scale of 4. Six of its UG engineering programmes – B. Tech ECE, EEE, CSE, ME, CE, and IT are accredited by the National Board of Accreditation (NBA), New Delhi under the Tier-1 category.

VCE is the most sought-after institute to make the dreams fulfilled for many aspiring engineers. Our major strength lies in imparting quality education to the global standards and envisages to address various societal needs.

### About the Department of Management Studies

The Department of Management Studies commenced in 2006 with an intake of 60 students, approved by AICTE, affiliated to JNTUH and accredited by NBA under Tier-1. The department started with a vision to impart value-based management education and promote research.

The two-year Master of Business Administration programme aims to equip students with industry oriented managerial skills.

The programme is designed to keep the learning relevant to the industry and society at large. The pedagogy consists of regular classroom teaching, rigorous curriculum where case studies, assignments, live projects, interaction with industry experts are incorporated.

The programme's learning is augmented by a mandatory summer internship, main project wherein students get the opportunity to work and contribute in real-life business scenarios that occur in the corporate world which helps in

experiential learning. Students are encouraged to participate in all extra and co-curricular activities for their holistic development. The paradigm shift in the global scenario has resulted in constant upgradation of syllabus to be coherent with global standards. The specialisations under this programme include Marketing, Finance, Human Resource & Entrepreneurship.

### About the Conference

Digital transformation and Sustainability are two mega trends and critical aspects of modern business strategy. When digital transformation and sustainability are integrated effectively, business can experience a competitive advantage which leads to an improved business performance like increased operational efficiency, enhanced customer satisfaction and long-term resilience. The strategies are unique to each organization. It has become inevitable to align these strategies with the core values of the business and consistently measure the progress. Digital transformation brings innumerable opportunities to accelerate the advancement in business processes which helps in improving the sustainability of the business.

### Theme of the Conference

Digital transformation significantly changed our daily lives and impacted the wide areas of organisation. These strategies result in agile organizations, restructuring & optimizing of processes that reinforces standardization and automation. The opportunities include building a sustainable business model that will see them through the new era of business.

The conference is intended to launch an exchange of ideas, discussion in the areas of marketing, finance, HR, Operations, IT, Strategy & Entrepreneurship, Education & Economy regarding digital transformation & sustainability. The conference will appeal to researchers, academicians, students and industry experts as well as to the individuals who integrate digital solutions into real-world business practices. The present conference aims to enlighten and unleash the current potential and future possibilities in today's dynamic markets and also to add to the existing literature.

### Objectives

- To analyse the impact of digital transformation on the business performance
- To assess the association of digital transformation on the sustainability of business.
- To explain the improved business processes by integrating digital technologies.
- To evaluate the influence of digital transformation on sustainable business models

### Outcomes

- Measure the enhanced business performance through Digital transformation
- Deduce the association among Digital technologies on the sustainability of business
- Relate the enhanced business processes through digital technologies
- Review the sustainable business models.

### Sub-Themes

#### Intelligent Systems and Automation

- Artificial Intelligence & Machine Learning Technologies
- Data Science & Big Data Analytics
- Cybersecurity & Blockchain
- Internet of Things (IoT) & Edge Computing
- Computer Vision & Natural Language Processing
- Software Engineering & DevOps
- Cloud Computing & Virtualization
- Quantum Computing & Emerging Architectures
- Human-Centered Computing & UX
- Computational Intelligence & Soft Computing
- VLSI Design & Embedded Systems
- Signal Processing & Communication Systems
- Microwave, Antenna & RF Design
- IoT & Sensor Networks
- Control Systems & Robotics
- Optoelectronics & Photonics

- AI & ML in Realtime Applications
- Biomedical Signal Processing
- Renewable Energy & Power Electronics
- Nanoelectronics & MEMS

#### Marketing

- Sustainable Brand Resonance
- Sustainable Influencer Partnerships
- Eco-Innovations
- Rethinking Consumer Behaviour
- Digital Storytelling
- Green Marketing
- Neuro Marketing
- E Mail Marketing
- AI driven Marketing
- Data-Driven CSR
- Ethical Consumer Engagement

#### Human Resource Management

- Sustainable Employee Engagement
- Sustainable Employee Productivity
- Leveraging Digital Platforms
- HR Analytics
- Digital Work life Integration
- Virtual team Dynamics
- Digital Employee Development
- Gender Equality

#### Finance & Accounting

- FinTech initiatives
- Block chain for Financial Integrity
- Financial Econometrics
- Green Finance
- Digital Identity & Financial Inclusion
- Financial Analytics
- Neuro Finance
- Financial Value Creation
- AI in Finance
- Financial Transparency in Digital Economies
- Responsible Investment in digital Revolution

#### Operations & Supply Chain Management

- Smart Manufacturing
- Circular Supply Chains
- Predictive Logistics
- Block chain for Ethical Sourcing
- IoT driven Sustainability
- Agile Manufacturing

- Sustainable Procurement
- Block chain in Traceability
- AI-Optimized Operations
- Responsible Production and Consumption

#### Strategy & Entrepreneurship

- Innovative Business Models
- Strategic Resilience
- Eco-Entrepreneurship
- Digital disruption Strategies
- Sustainable Scaling
- Industry, Innovation & Infrastructure

#### Information Technology

- Green IT solutions
- Cyber security for sustainable business
- Cloud Innovation for IT
- Responsible AI Deployment
- Eco-Friendly Data Centers
- AI Governance to sustainable Innovations
- Edge Computing: Applications & challenges
- Digital Security

#### Education & Economy

- Digital Learning
- Ed Tech solutions for Growth
- Skills for Sustainable Economies
- Digital Literacy
- Ed Tech Ventures
- Green Economy Education
- Quality Education
- Sustainable cities & Communities
- Decent Work & Economic growth
- Academic Credit bank

## Call for Papers

The scope of this conference has been kept wide and papers related to the above themes can be published.

Original Unpublished papers are solicited at the 2nd International Conference on Digital Transformation & Sustainability of Business (ICDTSB - 2025). Papers are not allowed to be submitted in parallel to any other conference or to any other Journal.

For more details visit [www.icdtsb.com](http://www.icdtsb.com)

**The Proceedings of the ICDTSB – 2025 will be published by CRC press, Taylor & Francis indexed in Scopus.**

### IMPORTANT DATES

**Submission of full manuscript**

14 August, 2025

**Notification of Acceptance**

30 August, 2025

**Author Registration**

15 September, 2025

**Submission of Camera Ready Paper**

30 September, 2025

### TRIPLE VENUE CONFERENCE

Authors can present their research work either at Vardhaman College of Engineering, Hyderabad or RK University, Gujarat or VELS Institute of Science, Technology & Advanced Studies (VISTAS), Chennai depending upon their accessibility.

### REGISTRATION DETAILS

Publication fee for Scopus indexed CRC proceedings : **Rs. 9,500/-**

Paper submission through :

<https://seasexpress.com/index.php/seas/user/register>

Website : <https://icdtsb.com>

Mail ID : [icdtsb02@vardhaman.org](mailto:icdtsb02@vardhaman.org)

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