

**Confab360** Degree  
Transforming Professionals



BY PATIL UNIVERSITY  
**Vijay Patil School  
of Management**

**UNIVERSIDAD  
DE SALAMANCA**

**CONFAB 360 DEGREE ANNOUNCES THE  
INDO-SPAIN CONFERENCE**

**GLOBAL CONFERENCE ON  
INFORMATION SYSTEMS,  
MANAGEMENT, AND MARKETING  
2025 (GCISMM-25)**

In collaboration with Vijay Patil School of Management  
and Cursos Internacionales, University of Salamanca



10th and 11th June '2025 (Tuesday and Wednesday)

**Hybrid Mode**



**Springer**



**GCISMM  
2025**



**VENUE**

**CURSOS INTERNACIONALES  
DE LA UNIVERSITY OF  
SALAMANCA, SPAIN**





## “EXPLORING THE INTERSECTION OF TECHNOLOGY, DATA, AND STRATEGIC INNOVATION”

### ► **Conference Theme and Scope**

The GIISMM 2025 Conference aims to explore trending and cutting-edge developments across the fields of Information Systems, Management, and Marketing. The conference will focus on the interplay between technology, data, and strategic management, examining how these elements shape organizational structures, decision-making, and consumer engagement.

### ► **Special Focus:**

In marketing, GIISMM 2025 will spotlight the role of neuromarketing and biometric measures, with in-depth sessions on:

- **Galvanic Skin Response (GSR)**
- **Eye-tracking Technology**
- **Facial Expression Analysis**
- **Electroencephalography (EEG)**

These sessions will highlight how these biometric tools contribute to understanding consumer behavior, enhancing engagement, and improving marketing effectiveness.



## ► Conference Tracks:

### 1. Information Systems and Emerging Technologies

- Cloud Computing and Edge Technology
- AI and Machine Learning in Business
- Data Security, Privacy, and Governance

### 3. Marketing Theory and Biometric Innovation

- Neuromarketing with a Focus on Biometric Insights
- Case Studies on GSR, Eye-Tracking, and EEG in Marketing
- Future Applications of Biometrics in Customer Research

### 5. Technology Integration in Business Management

- The Role of Information Systems in Organizational Transformation
- IT Governance, Risk, and Compliance in Modern Enterprises
- Leveraging Technology for Supply Chain and Operations Management

### 2. Strategic Management in the Digital Age

- Digital Transformation and Organizational Strategy
- Leadership in Technology-Driven Environments
- Performance Metrics for Modern Enterprises

### 4. Interdisciplinary Insights: Bridging Information Systems, Management, and Marketing

- Real-World Applications of Cross-Disciplinary Research
- Best Practices in Integrating Technology and Strategy
- Interactive Panels and Practitioner Case Studies

### 6. Artificial Intelligence and Machine Learning in Management

- AI-Driven Innovation in Organizational Management
- Machine Learning Applications in Marketing and Customer Segmentation
- Ethical and Practical Challenges of AI in Business
- The Future of Autonomous Systems in Business and Marketing

## 7. Global Perspectives on Information Systems

- Cross-Cultural Differences in Information Systems and Marketing Strategies
- The Role of Information Systems in Global Supply Chain Management
- Technology Adoption and Innovation in Emerging Markets
- Global Data Privacy Laws and their Impact on Marketing Strategies

## 8. Data Analytics and Decision-Making

- Big Data, Business Intelligence, and Predictive Analytics
- Data-Driven Strategies in Marketing and Customer Relationship Management
- Real-time Analytics for Strategic Decision-Making
- Data Visualization for Enhanced Management and Marketing Insights

## ► Program Committee

- Mr. Jose Miguel Sanchez Llorente, CEO of International Courses, University of Salamanca
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- Prof. (Dr.) Anuj Kumar, Rushford Business School, Switzerland
- Prof. (Dr.) Fernando Ortiz- Rodriguez, Universidad Autonoma de Tamaulipas, Mexico
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- Prof. (Dr.) Purvi Pujari, Vijay Patil School of Management, Navi Mumbai, India
- Prof. (Dr.) Aftab Haider Rizvi, Vijay Patil School of Management, Navi Mumbai, India
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- Dr. Manu Pandey, Confab 360 Degree, Switzerland
- Ms. A. Katheeja Naseeha, Confab 360 Degree, India

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- Dr. Shaista Anwar, Liwa College, United Arab Emirates



## ► Audience

The conference will attract a global audience, including:

- **Researchers and Academicians** specializing in Information Systems, Management, and Marketing
- **Industry Practitioners** interested in the latest technological and strategic advancements within the fields of Information Systems, Management, and Marketing
- **Students** eager to network and explore research and career pathways

## ► Dates of Submission:

- Abstract Submission - 10th April'2025
- Decision on abstract - 15th April'2025
- Full Paper Submission - 30th April'2025
- Decision on full paper - 5th May'2025
- **Please submit abstract at  
(E: [confab360degree@gmail.com](mailto:confab360degree@gmail.com))**

## ► Submission Guidelines

- **Research Papers:** Full-length manuscripts detailing original research
- **Case Studies:** Practical applications and lessons learned
- **Posters:** Visual presentations of research for informal discussions

## ► Publication Outlets

- Springer Proceedings (**Will go for Scopus Indexing**)
- IGI Global (**Will go for Scopus Indexing**)
- International Journal of Consumer Studies (**ABDC-A and Scopus Q1**)
- Prabandhan: Indian Journal of Management (**Scopus Q2**)
- Indian Journal of Environmental protection (**Scopus**)
- Journal of Statistics and Management Systems (**ABDC**)
- Environment and Social Psychology (**Scopus**)
- International Journal of Pluralism and Economics Education (**Scopus**)
- Journal of Information and Optimization Sciences (**Web of science and ABDC**)

**Note: We are in talks with other journals and proceedings**

## ► Registration fees include

- Pre-conference workshop
- Presentation certificate
- Conference kits
- Access to all the sessions
- Food/Refreshment at the venue
- Turnitin report
- ISBN Proceedings (for abstracts)

## ► Convener(s)

- Prof. (Dr.) Anuj Kumar, Rushford Business School, Switzerland
- Dr. Miguel Sahagun, High-Point University, USA
- Prof. (Dr.) Aftab Haider Rizvi, Vijay Patil School of Management, Navi Mumbai, India

## ► Registration Fees:

### Early Bird Registration till 10th May'2025

- Indian Authors/Academicians/ Research Scholars (Offline): **US 160 Dollars PER PAPER**
- Indian Authors/ Academicians/ Research Scholars (Online): **US 80 Dollars PER PAPER**
- Industry Professionals: **US 180 Dollars PER PAPER**
- Other Nationalities Authors/Academicians/Research Scholars (Online/Offline): **US 230 Dollars PER PAPER**

## ► Registrations after 10th May'2025

- Indian Authors/Academicians/ Research Scholars (Offline): **US 180 Dollars PER PAPER**
- Indian Authors/ Academicians/ Research Scholars (Online): **US 80 Dollars PER PAPER**
- Industry Professionals: **US 200 Dollars PER PAPER**
- Foreign Authors/Academicians/Research Scholars (Online/Offline): **US 250 Dollars PER PAPER**

## ► Confab Account Details:

- **Beneficiary Name:** CONFAB 360 DEGREE
- **Beneficiary Bank Name:** ICICI BANK, Mayapuri, Delhi, India
- **Beneficiary (Unique) Account No.:** 181805001263
- **Type of Account:** Current Account
- **Branch:** Mayapuri, Delhi, India
- **IFSC Code:** ICIC0001818

## ► For queries:

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## ▶ Paper Submission Guidelines::

### 1. General Formatting:

- Use A4 paper size (210mm x 297mm).
- Margins: 1 inch (2.54 cm) on all sides.
- Font: Use a clear, readable font (e.g., Times New Roman or Arial) in 12-point size.
- Line Spacing: 1.5 or double-spaced throughout the text.
- Paragraphs: Indent the first line of each paragraph by 0.5 inches (1.27 cm).

### 3. Abstract:

- Provide a concise abstract (150-250 words) summarizing the main points of your paper.
- Keywords: List 3-5 relevant keywords after the abstract.
- The word limit should be between 3000-8000 words including referencing and abstract, tables, figures etc.

### 5. Figures and Tables:

- Number figures and tables consecutively (e.g., Table 1, Figure 1).
- Include captions below figures and above tables.
- Ensure all figures and tables are referenced in the text.

### 2. Title Page:

- Title of the paper: Centered, bold, and in title case.
- Author(s): Full names, affiliations, and email addresses.
- Acknowledgments: Include any funding sources or acknowledgments.

### 4. Main Body:

- Use headings and subheadings to organize your content.
- Use numbered sections if required by the journal.
- Maintain clarity and coherence throughout the text.

### 6. References:

- Use Harvard style for all citations and references.

All the papers will go for double blind peer review. The first round of the double-blind peer review will be before the conference and the second round of double-blind will be after the conference.

The plagiarism will be checked through Turnitin software, and it should be strictly less than 9%.

No usage of artificial intelligence or Chat-GPT is allowed for content writing.