



INDO-BHUTAN SOCIAL SCIENCE CONFERENCE

“Envisioning the Future: Interdisciplinary Approaches to resilience,
inclusion, sustainability,
Social Transformation and saving the planet”

HYBRID MODE

DEPARTMENT OF
BUSINESS ADMINISTRATION,
ASSAM UNIVERSITY

IN ACADEMIC COLLABORATION
WITH

PARO COLLEGE OF EDUCATION, BHUTAN
& IN ASSOCIATION WITH

SMA

Leading the Leaders
Silchar Management Association

03 -06 September, 2025

Venue: Auditorium ,Paro College of Education, Paro, Bhutan



ABOUT ASSAM UNIVERSITY

Assam University came into existence in 1994 after enactment of the Assam (Central) University Act 1989. Through its pursuit, Assam University is in the process of making itself an institute of excellence. Assam University main campus is situated at Dargakona, about 20 kms away from Silchar. The campus is set amid sprawling hillocks and typical landscape of north east. The campus is spread over 600 acres and provide an ideal environment for the researchers, students and the people interested in academic excellence. The other campus of the university is situated at Diphu in the district of Karbi Anglong, Assam. The university has the territorial jurisdiction over the five districts of Assam viz., Cachar, Sribhumi, Hailakandi, Dima Hasao (erstwhile North Cachar Hills) and Karbi Anglong. Assam University being a central university hosts a national characteristics of unity in diversity. Faculties, staff and students hail from all over the country. International students also find this institution an ideal centre for pursuing their academic endeavour.

ABOUT THE DEPARTMENT

The Department of Business Administration (DBA) an AICTE approved Department started functioning in July 1997. The mission of DBA is to contribute through innovative academic endeavors pertaining to teaching, research, consultancy and training to the process of developing capable managerial and human resources and thereby to the corporate, industrial, economic, social, intellectual and cultural development of India. To accomplish its mission, DBA offers through the Department of Business Administration full-time Master of Business Administration (MBA) programme, Integrated MBA (BBA+MBA), Executive MBA and also research programme in Management leading to the degree of Doctor of Philosophy (Ph. D). Admission to MBA programmes is through CAT and is open to candidates having sound previous academic background.

ABOUT PARO COLLEGE OF EDUCATION

Paro College of Education is a constituent College of Royal University of Bhutan. Built on the lap of the stunningly beautiful and treasurable Rimpung Dzong, it was established on 4th November 1975 as a pre-school care teacher training centre (TTC), in the current Rimpung campus in Paro, a place known for its rich history, culture and Buddhist heritage. Its founding as a premier teacher training establishment symbolized the Royal Government of Bhutan's commitment and effort to develop a self-reliant and sustainable education system for the kingdom. Today the College offers diploma, undergraduate, postgraduate and Masters programmes in the high priority areas of early childcare and development, primary education, secondary education in Dzongkha the national language, health and physical education, inclusive education, and educational leadership studies.

ABOUT SILCHAR MANAGEMENT ASSOCIATION

The Silchar Management Association (SMA) is a key organization in Silchar, Assam, focused on promoting management practices and entrepreneurship in the region. It's known for its "Start-Up Star" program, designed to encourage young individuals to develop and showcase innovative business ideas. The SMA also facilitates networking and knowledge sharing among managers and entrepreneurs.

3. Politics, Governance, Public Policy, and Political Science

- Democratic Values in a Polarized World
- Policy Innovations for Inclusive Growth
- Geopolitics, Global Governance, and Development
- Misinformation, Media Literacy, and Civic Engagement
- Civil Society, Public Opinion, Democracy, etc.
- Any other related topic from the Politics and Political Science of India or Bhutan.

4. Economy, Technology & Social Impact

- Digital Economies and the Future of Work
- Social Entrepreneurship and Responsible Innovation
- Cryptocurrency, Financial Access, and Ethics
- Smart Societies: Urbanization, Mobility, and Livelihood
- Micro/Macro Economics, Developmental Economics, Behavioral Economics, etc.
- Any other Indo-Bhutan Economics-related topic.

5. Culture, Identity & Globalization

- Media Narratives, Cinema, and National Identity
- Language, Art, Advertising, and Digital Storytelling
- Deep Fakes, and the Challenge of Truth in the Digital Age
- Artificial Intelligence and the Future of Journalism
- Media Culture, Media process, Media Technology, Social Media, etc.
- Any other Mass communication-related topic in relation to India/Bhutan.

6. Environment, Climate & Sustainability

- Climate Justice and Environmental Ethics
- Community Resilience and Adaptation Strategies
- Sustainable Development through Local Knowledge
- Green Politics and Youth Movements
- Impacts of Climate Change, Carbon negativity, human responsibilities and responses, Disaster Management, etc.
- Evidence from Bhutan and India on Climate and Climate Change.

7. Business, Commerce and Business Sustainability

- Digital Transformation, e-commerce, digital marketing, cloud computing, and the impact of AI and machine learning on business.
- Entrepreneurship and startup ecosystems, innovation strategies, venture capital, and the growth of small businesses.
- Globalization, Sustainable Development Goals, Corporate Social Responsibility & Social Business
- Financial System and markets, Green Finance and Investment, Circular Economy, Green Accounting
- Management Practices, change management, crisis leadership, and business continuity.
- Human capital formation and the development of a skilled workforce, Employee Wellbeing
- Marketing Strategy and tactics, Sales management, and retailing.

8. General Social Science and topics not falling under the above categories

- Mental Health and Mental Well-being.
- History, Sociology, development, structure, and functioning of human society.
- Legal systems and their impact on society
- Any other topic not falling under any of the above categories.

Note: Any other area not covered in the sub-thematic heads as mentioned above but is aligned with the main theme of the conference will also be considered for presentation.

ABOUT THE CONFERENCE

In today's rapidly evolving world, where technological innovations, climate crises, political shifts, and economic inequalities intersect, social sciences have a critical role in decoding complexity and guiding transformative change. This international conference aims to foster cross-disciplinary dialogue on how sociology, political science, economics, cultural studies, and allied fields can collectively address pressing global challenges. By promoting inclusive, equitable, and sustainable models of development, the conference aspires to shape a world where human dignity, diversity, and justice are at the center of all policymaking and innovation.

Objectives

- To examine how social science research can drive policy reforms and inclusive governance.
- To explore interdisciplinary collaborations across economics, technology, ethics, and culture.
- To assess the impact of digitalization and globalization on social justice and equity.
- To foster knowledge-sharing platforms between scholars, practitioners, and civil society leaders.

WHO CAN BE THE PARTICIPANT

The conference is aimed at providing a meeting ground for the Intellectual and Professional experts. It welcomes for participation, all of the following:

- Academicians
- Policy Makers
- Research Scholars
- Entrepreneurs
- Management Professionals
- Students

CORE AND SUBTHEMES OF THE CONFERENCE

1. Society, Equity, Transformation & Social Work

- Caste, Class & Gender in the 21st Century
- Marginalized Voices, Social Inclusion, Human Rights, Rights of Refugees, Minorities, and Indigenous Groups.
- Disability, Accessibility, and Human-Centered Design
- Social Justice, Cultural Competency, Community Work, Rural Lives, Violence, Mental Health, Etc.
- Any other related topic from Social Work in India or Bhutan.

2. Knowledge, Education & Human Development

- Rethinking Curriculum for the Digital Age
- Inclusive Education and Skill-Based Learning
- Higher Education and Sustainable Development Goals
- Research Ethics, Open Access, and Academic Equity

REGISTRATION FEE (OFFLINE MODE & ONLINE MODE)

Particulars	Offline Mode	Online Mode
Academicians	Rs. 16000*	Rs. 1000
Corporate participants	Rs. 20000	Rs. 2000
Research Scholars & Students	Rs. 16000*	Rs. 1000
Non Presenter Participants without any paper (Listeners, Accompanying person etc.)	Rs 15000	Rs 1000
Participants from other countries (Except India & Bhutan)	US \$ 250 (to be paid equivalent amount in Indian rupees)	US \$ 100 (to be paid equivalent amount in Indian rupees)
<ul style="list-style-type: none"> Assam University Academicians and Research Scholars/Students may avail a discount of Rs 1000 in the offline Registration Fees of Rs 16000/-. 		

Note: Offline Registration Fee includes Participation in Conference, Conference Kit, Traveling From New AlipurDuar (West Bengal) to Conference Venue and Return, Sightseeing, fooding (MAP Plan), and lodging in Bhutan.

*BHUTAN ENTRY TAX SDF Charges may be waived off if the total participants is more than 50. If total offline participants are less than 50, SDF Charges (as applicable) shall be borne by the Participants at the time of entry in Bhutan. * Accompanying person, if any, needs to register separately at the rate of Rs15000/- (For Indian/Bhutan Nationals) and US\$ \$ 250 (For Foreign Nationals).

Date of Journey from New AlipurDuar (West Bengal) to Bhutan: 2nd September 2025, 6 am, Return reach New AlipurDuar (West Bengal) from Bhutan on 6th September, 2025, by evening. Dr Lhato Jamba, Local Organising Secretary, shall receive the participant and act as a guide for transportation to Bhutan.

Co-Authorship and Registration:

Co-Author(if any) shall need to register separately to receive the certificate by paying Rs 1000/- registration fees. However, if the co-author(s) visit Bhutan in Offline Mode, Rs 16000/-* shall need to be paid for all the expenses, including the certificate. For one single registration in offline mode, a participant shall qualify to receive a maximum of three certificates (three papers), whereas in online mode, each paper requires a separate registration fee payment of Rs 1000/-.

IMPORTANT DATES

Last date for submission of Abstract: July 30, 2025

Last date for submission of full-length Paper: August 10, 2025

Last date for Registration: August 10, 2025

LINK FOR SENDING ABSTRACT, FULL PAPER AND REGISTRATION

<https://ibsscconf-site.onrender.com/>

CONTENT OF THE PAPER

Papers should demonstrate critical rigour and make clear their contribution to knowledge. They should also state their implications in relation to the theme of the conference, and their contribution to one or more of research, education, policy or practice.

PUBLICATION

Selected Quality Papers/Articles shall be published in the form of edited book volumes or in the Departmental Journal, The Strategist. The publication fees if any shall be communicated separately on paper acceptance for publication.

FORMAT FOR PRESENTATIONS

The presentation should be prepared by using Microsoft PowerPoint. The presentation will then be copied onto a pen drive and be ready at your allotted time. Not more than 15 PowerPoint slide pages should be included covering background, aims, methodology, and findings.

CONVENOR(S) DETAILS

Dr.Nilanjana Chakrabarty: +9194353 79955,

Email: nilanjanachakrabarty.aus@gmail.com

Dr.Deepjyoti Choudhury: +919401294696

Email: choudhurydeepjyoti@gmail.com

CONFERENCE VENUE

Venue: Auditorium ,Paro College of Education,Paro, Bhutan

CONFERENCE CONTACT DETAILS

For Abstract and Paper Related Queries:

Mr.Tanmoy Acharjee: +9199544 68439,

Mr.Somanuj Dey: +91 70864 34977

For Travel and Stay Related Queries:

Mr. Ashif Ansari: +91 7002063112

For Registration and Fees related Queries:

Ms. Jimpi Sonowal: +91 81350 60062

For technical Issues:

Mr Aman Bhar: +91 80991 42522

CONFERENCE SECRETARIAT

Chief Patron	Prof. Rajive Mohan Pant, Vice Chancellor, Assam University
Patron(s)	1. Prof. H Ramananda Singh, Dean, J.N School of Management Studies, Assam University
Conference Director	Prof. Debomalya Ghosh, Head, Department of Business Administration, Assam University
Conference Convenor	Dr Deepjyoti Choudhury, Assistant Professor, Department of Business Administration, Assam University
Conference Co-Convenor	Dr Nilanjana Chakrabarty, Assistant Professor, Department of Business Administration, Assam University
Conference Local Organising Secretary	Dr Lhato Jamba, founding Director of Gedu College of Business Studies and Gyelposhing College of Information Technology, Bhutan
Members of Organising Committee	1. Prof. A L Ghosh, Professor, Department of Business Administration, Assam University 2. Prof. A Barman, Professor, Department of Business Administration, Assam University 3. Dr Joyeeta Deb, Associate Professor, Department of Business Administration, Assam University 4. Dr Juthika Konwar, Associate Professor, Department of Business Administration, Assam University 5. Dr Habib Laskar, Assistant Professor, Department of Business Administration, Assam University 6. Dr Amit Kumar Das, Assistant Professor, Department of Business Administration, Assam University 7. Dr Lurai Rongmei, Assistant Professor, Department of Business Administration, Assam University 8. Mr Saurav Dey, Assistant Professor, Department of Business Administration, Assam University 9. Dr Kalyan Das, Assistant Professor, Department of Business Administration, Assam University
Conference Advisory Committee	1. Prof. S. S Sarkar, professor, Tezpur University, India 2. Prof. L S Sharma, Professor, Mizoram University, India 3. Prof. Ibohal Maetei, Professor, Manipur University, India 4. Prof. F. B Singh, Professor, BHU, Varanasi, India 5. Prof. Surya Prakash, Professor, Delhi University, India 6. Dr. Amnuay Wattanakorsini, Vice President, Surindra Rajabhat University, Thailand 7. Dr Surendra Mahato, Assistant Professor, Tribhuban University, Nepal
Scholar Coordinator(S)	1. Mr Tanmoy Acharjee, Assam University 2. Mr Somanuj Dey , Assam University 3. Ms Jimpi Sonowal, Assam University 4. Mr Ashif Ansari, Assam University 5. Mr Aman Bhar, Assam University

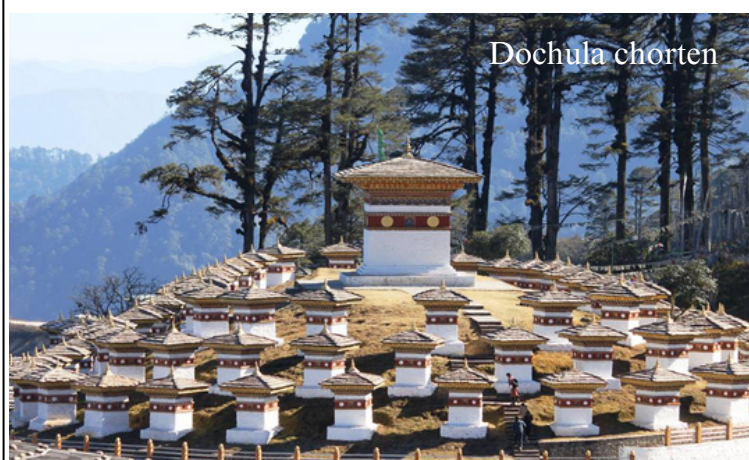
OFFLINE PACKAGE INCLUDES FREE SIGHT SEEING*



Thimphu



Buddha Point



Dochula chorten



Tiger Nest Paro



Cultural Dance

*Sight Seeing Spots subject to last minute changes

How to Reach

Conference Coordinated Journey:

Onward Journey: Starts at 6 Am, 2nd September, 2025 from New AlipurDuar (WB),
Participants will travel together by bus to Thimphu/Paro,
Guided by Dr. Lhato Jamba.

Return Journey: Starts 7Am on 6th September, 2025 for New AlipurDuar (WB)

Self-Mode Journey:

By Train: Reach New Alipurduar Jn. (WB) or New Cooch Behar (WB) on 1st September 2025

By Air: Bagdogra Airport → Transfer to New AlipurDuar (WB) on 1st September 2025

& Return from New AlipurDuar (WB)

Note: All participants registered for Offline mode for the Conference need to travel in a group.