



Estd. 1960

राष्ट्रीय प्रौद्योगिकी संस्थान दुर्गापुर

National Institute of Technology Durgapur

An Institute of National Importance under the Ministry of Education, Government of India

Organizes

**Management Doctoral Research Colloquium
(MDRC)**



**An International Conference
(20th – 21st December, 2025)**

For More Information, either scan the QR code or visit the Conference Website:



Use the QR code for Submission



Conference Website: <https://nitdgp.ac.in/mdrc/>

**Department of Management Studies
NIT Durgapur**



About NIT Durgapur

Established in 1960, the National Institute of Technology Durgapur (NITDGP) is a premier Institute of National Importance under the Ministry of Education, Government of India. Part of the prestigious NIT system, NITDGP is renowned for excellence in engineering, science, and management education. Located in the industrial city of Durgapur, West Bengal, it boasts a vibrant campus with modern infrastructure, cutting-edge laboratories, innovation hubs, and a dynamic student community drawn from across the country.

With a strong emphasis on interdisciplinary research and industry-aligned learning, the institute upholds its motto: *"Excellence in Engineering Education and Research."* NIT Durgapur offers a wide range of undergraduate, postgraduate, and doctoral programs across multiple disciplines, fostering a culture of innovation and critical thinking.

About the Department of Management Studies (DoMS)

The Department of Management Studies (DoMS) at NIT Durgapur, established in 2004, offers MBA, Ph.D., and MTech in OR programs, with specializations in Marketing, Finance, HRM, Systems & Operations. Known for its interdisciplinary approach and tech-driven pedagogy, DoMS emphasizes sustainability, digital transformation, and data-driven decision-making. With strong industry-academia ties and a vibrant research culture, DoMS nurtures future-ready leaders and scholars committed to global impact. Its alumni network spans across leading organizations globally, reflecting the institute's excellence and relevance in contemporary management education.

About the Conference

The Management Doctoral Research Colloquium (MDRC), organized by the Department of Management Studies, NIT Durgapur, is a flagship platform committed to advancing scholarly dialogue in the field of management research. It brings together doctoral scholars, early-career academics, and researchers from diverse domains to present their research, receive constructive feedback, and foster research collaborations. MDRC emphasizes academic rigor, interdisciplinary thinking, and mentorship-driven engagement.

This year, MDRC 2025 will be held in conjunction with an International Conference hosted by the Department of Management Studies, NIT Durgapur. This year's International Conference will serve as a confluence of renowned faculties, distinguished academicians, leading industry experts, researchers, and visionary leaders from across the country and the world. The conference aims to deliberate on contemporary issues and frontier innovations in business, sustainability, leadership, technology, and policy.



- All submissions will be peer-reviewed for relevance, originality, clarity, and academic contribution. Accepted full papers may be considered for publication in indexed-proceedings or Scopus/ABDC-indexed journals **(Journal(s) to be communicated soon)**.
- Authors can submit their papers using the submission portal given below.

Submission Link: <https://forms.gle/wCLzXqnajoJ6N8zk7>

- Authors may submit their Structured extended abstracts* of 800 - 1200 words or a full paper of 6,000 to 9,000 words that cover the following key areas, including (but not limited to):

*The extended abstract should have the following: i) Purpose/Objective; ii) Study design/methodology/approach; iii) Findings; iv) Originality and contribution.

Tracks

Finance, Economics & FinTech

- Banking Systems, Credit Markets, and Financial Intermediation
- Behavioural Finance and Decision-making Under Uncertainty
- Corporate Finance and Asset Pricing
- CSR and Corporate Governance.
- Development Economics and Inclusive Finance
- Digital Assets, Blockchain, and Emerging Fintech Ecosystems
- ESG Investing and Sustainability Reporting
- Financial Crisis, Financial Risk Analytics
- Financial Markets, Instruments, and Trading Dynamics
- Green Finance, Social Policies
- International Business, Monetary & Fiscal Policies.
- Microfinance, Rural Credit, and Financial Empowerment
- Public Finance and Government Expenditure Management
- Valuation, Mergers & Acquisitions, and Corporate Restructuring

Operations & Supply Chain

- AI/ML Applications in Decision Sciences
- Application of Optimization Techniques (Heuristics, Meta-heuristics, Classical Heuristics)
- Big Data Analytics and Internet of Things
- Edge Computing and Operational Analytics
- Global Logistics, Sourcing Strategies, and Trade Facilitation
- Humanitarian Logistics and Disaster Relief Operations
- Industry 4.0, IoT & Operational Intelligence
- Project Management and Resource Optimization
- Quality Management – Six Sigma, TQM
- Resilience, Lean, and Agile Operations
- Robotic Process Automation (RPA)
- Service Strategy and Operations
- Smart and Green Supply Chains
- Sustainable Manufacturing and Circular Economy Practices

Marketing & Sustainability

- AI and Marketing
- B2B Marketing Strategy and Industrial Market Dynamics
- Branding, Neuro-marketing & Metaverse Strategies
- Chatbots/Virtual Assistants and Customer Engagement
- Cause related Marketing and Brand Advocacy
- Consumer Insights in Digital and AI-enabled Markets
- Consumer Psychology and Decision-making
- Crisis Communication and Reputation Management in Marketing
- Digital and Social Media Marketing
- Experiential Marketing and Sensory Branding
- Femvertising and its impact on Brand Building
- Marketing Analytics, Data-driven Decision-making & AR/VR/Metaverse Marketing
- Marketing for Nonprofits and Social Impact Organizations
- Retail Transformation and Omnichannel Experiences
- Responsible Marketing & Business Performance
- Sales and Distribution Management
- Sustainable Marketing & Ethical Consumption

Organizational Behaviour & HRM

- Diversity, Equity & Inclusion in Organizations
- Emotional Intelligence, Resilience, Psychological Capital, and Employee Well-being
- Employee Engagement and Organizational Culture
- Employee Mindfulness & Workplace Spirituality
- Ethics, Governance, and Accountability in HR Practices
- Future Of Work, Hybrid Workforce & Talent Strategies
- Global HRM and Cross-cultural Management
- Green HRM & Employee Green Behaviour
- HR Analytics and Technology in Human Capital Management
- Industrial Relations and Labor Legislation
- Leadership and Change Management
- People Issues In Management
- Strategic Workforce Planning and Succession Management
- Workplace Ostracism and Its Impact on the Organization



Chief-Patron

Prof. Arvind Choubey
Director
NIT, Durgapur



Chief-Guest

Prof. Tathagata Bandyopadhyay
Director General
Dhirubhai Ambani University
Gandhinagar, Gujarat,



Guest of Honour

Prof. Madhusudan Karmakar
Professor (Finance & Accounting)
IIM Lucknow, Lucknow



Convenor

Dr. Amlan Ghosh
HoD, DoMS
NIT Durgapur, India



Co-Convenor

Prof. Sanjaya Singh Gaur
Clinical Prof of Marketing
New York University, USA

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Mr. Ritesh Kumar Sao (JRF)
Ms. Samanwita Saha (JRF)

MDRC Correspondence

Department of Management Studies
National Institute of Technology, Durgapur
Mahatma Gandhi Avenue, Durgapur,
West Bengal, India.
E-Mail: mdrc.dms@nitdgp.ac.in
Website: <https://nitdgp.ac.in/mdrc/>

Important Dates

Abstract Submission opens: **18th August, 2025**
Submission closes : **22nd November, 2025**
Final Acceptance Decision : **1st November, 2025 Onwards**
Registration Opens : **15th November, 2025**
Registration Closes : **15th December, 2025**
Conference Dates : **20th & 21st December, 2025**

Payment Details

Account No: 37850318679
IFSC: SBIN0002108
Branch Name: State Bank Of India, NIT
Durgapur Campus

Registration Details

CATEGORY OF PARTICIPANTS	Fees
Corporate Delegates	₹6500
Academicians/Faculty	₹4500
Students/Research Scholars/Post-Doctoral	₹2500
Conference Participants	₹2000
International Participants	\$100

Details	Offline Presenter (Domestic & Foreign)	Online Presenter
MDRC Kit	✓	✗
Certificates	✓	✓
Food	✓	✗
Access to Conference Tracks*	✓	✓
Access to Workshops	✓	✗

- The Registration amount will be the same for Offline and Online Presenters.
- The Registration fee includes the conference kit, working lunch, and high tea for two days of the conference.
- Co-Authors need to register separately for Certification purposes.
- Accommodation (on a twin-sharing basis) may be arranged (subject to availability) on request with charges as applicable.
- Payment is to be made by using NEFT/ IMPS/ UPI/ Net banking Facilities (using bank details mentioned above).

* Online Participants will have access to conference tracks of Online participants only.

Glimpses of Management Doctoral Research Colloquium (MDRC), 2024



Support Teams

For track-related queries, please write to us at:

Track 1

Finance, Accounting, and Economics

Srijana Tamang (SRF)

(Email: st.22ms1102@phd.nitdgp.ac.in)

Ritesh Kumar Sao (JRF)

(Email: rks.25ms1101@nitdgp.ac.in)

Track 3

Operations & Supply Chain

Sujit Paul (JRF)

(Email: sp.23ms1101@phd.nitdgp.ac.in)

Abhisek Mukherjee (JRF)

(Email: am.25ms1103@nitdgp.ac.in)

Track 2

Marketing & Sustainability

Kritisha Sharma (SRF)

(Email: ks.22ms1101@phd.nitdgp.ac.in)

Sandip Ray (JRF)

(Email: sr.24ms1101@nitdgp.ac.in)

Track 4

Organizational Behaviour & HRM

Indu Nath Jha (SRF)

(Email: inj.21ms1101@phd.nitdgp.ac.in)

Samanwita Saha (JRF)

(Email: ss.25ms1102@nitdgp.ac.in)

Correspondence:

For any queries, please write to us at:

mdrc.dms@nitdgp.ac.in

Or Call:

- Mr. Souvik Mitra (+91 9007428551)
- Ms. Samanwita Saha (+91 94764 21386)

To Reach NIT Durgapur, Scan Here:



Workshop Details

Day 1

Fundamentals of Quantitative Finance

Day 2

Fundamentals of Behavioural Research

**To Get the Details of
the Workshop, Scan
The QR Code**



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