



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  
(20<sup>th</sup> – 21<sup>st</sup> December, 2025)**



Use the Link for Submission

**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

### Marketing & Sustainability

- AI and marketing
- B2B Marketing Strategy and Industrial Market Dynamics
- Branding, neuro-marketing & metaverse strategies
- Chatbots/virtual assistants and customer engagement
- 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
- Marketing analytics, data-driven decision-making & AR/VR/metaverse marketing
- Marketing for Nonprofits and Social Impact Organizations
- Retail transformation and Omni-channel experiences
- Sustainable marketing & ethical consumption

### 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

### Organisational Behaviour & HRM

- Diversity, equity & inclusion in organizations
- Emotional intelligence, resilience, and employee well-being
- Employee Experience, Engagement, and Organizational Culture
- Ethics, Governance, and Accountability in HR Practices
- Future of work, hybrid workforce & talent strategies
- Global HRM and Cross-Cultural Management
- HR analytics and technology in human capital management
- Industrial relations and labor legislation
- Leadership and change management
- Learning, Upskilling, and Continuous Talent Development
- People issues in management
- Strategic Workforce Planning and Succession Management.



## Core Committee



**Chief-Patron**

**Prof. Arvind Choubey**  
Director  
NIT, Durgapur



**Chief-Guest**

**Prof. Tathagata Bandyopadhyay**  
Director, DA-IICT  
Gandhinagar, Gujarat,



**Guest of Honour**

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



**Convenor**

**Dr. Amlan Ghosh**  
HoD, DoMS  
NIT, Durgapur



**Co-Convenor**

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

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Prof. Mousumi Roy, Professor  
Prof. Avijan Dutta, Professor  
Dr. Neelotpaul Banerjee, Associate Professor  
Dr. Kaushik Mandal, Associate Professor  
Dr. Anupam De, Associate Professor

Dr. Durba Pal, Associate Professor  
Dr. Subhadip Sarkar, Assistant Professor  
Dr. Ujjwal Kanti Paul, Assistant Professor  
Dr. Umamaheswararao Jada, Assistant Professor

## Organizing Committee

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Mr. Sandip Ray (JRF)  
Mr. Abhisek Mukherjee (JRF)  
Mr. Ritesh Kumar Sao (JRF)  
Ms. Samanwita Saha (JRF)

## MDRC Correspondence

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## Important Dates

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

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Ritesh Kumar Sao (JRF)

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

### Track 3

**Operations & Supply Chain**

Sujit Paul (JRF)

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Abhisek Mukherjee (JRF)

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### Track 2

**Marketing & Sustainability**

Kritisha Sharma (SRF)

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Sandip Ray (JRF)

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### Track 4

**Organizational Behaviour & Human Resource Management**

Indu Nath Jha (SRF)

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### **Correspondence:**

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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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