

# Leveraging Emerging Technologies and Analytics for Development (LEAD)-2025

THEME: Unlocking Human Potential

10<sup>th</sup>-12<sup>th</sup>  
December 2025

# ABOUT LEAD-2025

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The Leveraging Emerging Technologies and Analytics for Development (LEAD)-2025 is a premier international conference bringing together scholars, industry leaders, policymakers, and innovators to explore the transformative power of technology and analytics. This year's theme, "Unlocking Human Potential," highlights the role of emerging technologies, artificial intelligence, data-driven decision-making, and digital transformation in enhancing human capabilities, fostering inclusive growth, and driving sustainable development. As businesses and societies navigate rapid technological changes, this conference aims to spark insightful discussions on harnessing these advancements for economic progress, social empowerment, and ethical innovation.

LEAD-2025 will feature keynote speeches, panel discussions, hands-on workshops, and paper presentations by leading experts from academia and industry. The conference will delve into critical topics such as AI-driven workforce augmentation, the ethical implications of automation, the intersection of human cognition and machine intelligence, and the use of analytics in public policy and business strategy. Special sessions will address the role of digital ecosystems in enhancing education, healthcare, financial inclusion, and governance. The event will provide actionable insights into leveraging technology to maximize human creativity, productivity, and well-being by fostering cross-disciplinary dialogues and real-world case studies.

Participants can engage in networking sessions, collaborative research discussions, and industry-led innovation showcases, ensuring meaningful ideas and best practices exchanges. The scenic setting of IIM Shillong, surrounded by the lush landscapes of Meghalaya, offers an inspiring environment for intellectual engagement and interdisciplinary learning. As a platform for thought leadership, LEAD-2025 is set to shape the future of how emerging technologies and data analytics can empower individuals, businesses, and societies to reach their full potential.

## CONFERENCE OBJECTIVES:

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1. To explore how emerging technologies and data analytics can enhance human potential, drive innovation, and foster sustainable economic and social development.
2. To facilitate cross-disciplinary collaboration among academia, industry, and policymakers for developing ethical, inclusive, and technology-driven solutions to global challenges.
3. To promote research and practical applications of AI, digital transformation, and data-driven decision-making in business, governance, education, and sustainable development.

# CONTRIBUTION OF LEAD-2025 TO SUSTAINABLE DEVELOPMENT GOALS (SDGs):

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LEAD-2025 aligns with the United Nations' Sustainable Development Goals (SDGs) by addressing critical global challenges through technology, data analytics, and innovation. By fostering interdisciplinary discussions, research collaborations, and real-world applications, the conference will contribute significantly to the following SDGs:

## **SDG 1: No Poverty**

LEAD-2025 will explore how financial technology (fintech), AI-driven microfinance, and data-driven policymaking can enhance economic inclusion for marginalized communities. Sessions on poverty alleviation through digital transformation will highlight innovative solutions such as mobile banking for the unbanked, AI-based credit assessment models, and blockchain for transparent social welfare distribution. The conference will facilitate knowledge sharing on how analytics can optimize resource allocation and social impact measurement for poverty reduction initiatives.

## **SDG 4: Quality Education**

By emphasizing AI-driven personalized learning, digital classrooms, and edtech innovations, the conference will showcase how technology can improve educational accessibility and learning outcomes. Key discussions will focus on using adaptive learning platforms, virtual reality (VR) in education, and AI-powered skill development programs to bridge the digital divide. Experts will also discuss strategies for upskilling and reskilling the workforce to prepare them for the future of work in an AI-driven world.

## **SDG 9: Industry, Innovation, and Infrastructure**

The conference will drive discussions on smart infrastructure, AI-powered industrial automation, and digital transformation strategies that foster sustainable economic growth. Case studies on Industry 4.0, IoT-enabled manufacturing, and blockchain applications in supply chain management will highlight how businesses can adopt emerging technologies to enhance efficiency and resilience. Startups and researchers will also be able to showcase innovative solutions that can drive sustainable industrialization.

## **SDG 16: Peace, Justice, and Strong Institutions**

By addressing the role of technology in governance, cybersecurity, and ethical AI, LEAD-2025 will contribute to building transparent, inclusive, and accountable institutions. Sessions on data-driven policymaking, AI for legal decision-making, and blockchain for anti-corruption initiatives will explore how technology can promote justice and trust in public administration. Discussions on AI ethics, misinformation detection, and regulatory frameworks will also emphasize the need for responsible and fair AI governance.

## **SDG 17: Partnerships for the Goals**

LEAD-2025 will be a global platform for collaboration among academia, industry, government, and international organizations. The conference will enable the co-creation of technology-driven solutions for sustainable development by fostering cross-sector dialogues, research partnerships, and industry-academia collaborations. Panel discussions on public-private partnerships (PPPs), AI ethics coalitions, and data-sharing initiatives will highlight how collective efforts can drive meaningful progress toward the SDGs.

## FORMAT

The conference will feature keynote presentations, paper presentations, industry and academic panel discussions, pre-conference workshops, and tools/application demonstrations.

## TARGET AUDIENCE

Researchers, academics, industry professionals, policymakers, students, and other stakeholders interested in the application of emerging technologies for empowering humanity.

## SUB-THEMES:

The conference provides a global platform for engaging in dialogues and deliberations. Papers are welcomed for the following topics (not limited to):

### **Information Systems: Theory and Practice**

- Digital Transformation and Society: Socio-technical Systems, Digital Inclusion and Accessibility, Digital Divide
- Social Media and Networks: Online Communities, Social Network Analysis, Influence and Virality
- Information Behavior and Use: Information Seeking Behavior, Information Use in Decision Making, Information Literacy
- Digital Ethics and Policy: Ethical Use of Information Technology, Privacy Concerns, Regulation and Compliance
- ICT for Development: Technology Adaption in Developing Countries, ICT for International Competitiveness\*, ICT for Economic Development, ICT for Social Development
- Online Collaboration and Communication: Virtual Teams and New Product Development\*, Computer-Mediated Communication, Online Community Building
- Cultural and Global Perspectives: Cross-Cultural Studies, Globalization and Technology, Cultural Influences on Technology Use
- Gender and Diversity in Technology: Gender Digital Divide, Diversity in IT Workforce, Gender Bias in Technology Design
- Digital Well-being: Technostress, Digital Detox, Psychological Effects of Digital Technologies
- Education and Learning Technologies: Technology Integration in Education, Online Learning Environments, Educational Technology Adoption and Impact
- Information Systems Strategy and Competitiveness.

## **Analytics: Applications for Business and Unlocking Human Potential**

- Healthcare Analytics: Public Health and Epidemiology, Predictive Public Healthcare
- Education and Learning Analytics: Personalized Education, Educational Equity
- Climate Change Analytics and Resource Management
- Poverty Alleviation and Social Welfare: Targeted Assistance Programs, Economic Inclusion
- Justice and Equity: Criminal Justice Reform, Human Rights and Fair Labor
- Urban Planning and Development: Smart Cities, Infrastructure and Mobility
- Disaster Response and Management: Early Warning Systems, Emergency Resource Allocation
- Public Safety and Security: Crime Prevention, Cybersecurity
- Community Empowerment: Civic Engagement and Participation, Social Media for Good
- Global Development and Aid: Development Aid Allocation, Monitoring and Evaluation and Strategies

## **Information Systems and Analytics for Marketing**

- Digital and social media marketing
- Big data and marketing analytics
- AI and marketing
- AR/VR/Metaverse marketing
- Value cocreation using internet and mobile technology
- Content marketing
- Blockchain and marketing
- Ethical issues in tech-enabled marketing
- Chatbots/virtual assts and customer engagement
- Role of technology in sustainable market transformation
- Technology and customer wellbeing
- IT Strategies for Marketing

## **Information Systems and Analytics for Human Resources & Organizational Behavior**

- Improving employee experience with technology
- Leveraging technology to build humane organizations.
- AI and the evolution of jobs.
- Improving contingent work through technology
- HR bias and technology
- Laws and compliance issues in tech-enabled HRM
- IT Strategies for HRM

**Information Systems and Analytics for Operations & Quantitative Techniques**

- Smart Manufacturing and Industry 4.0
- Humanitarian Logistics and Disaster Response
- Smart Cities and Urban Operations Management
- Edge Computing and IoT in Operations
- Robotic Process Automation (RPA) in Operations
- Predictive Maintenance and Asset Management
- Ethical and Social Implications of IT in Operations
- Agile Operations and Adaptive Supply Chains
- Supply Chain Resilience and Risk Management
- Sustainable Supply Chains
- Supply Chain Visibility and Collaboration
- Cybersecurity and Data Privacy in Supply Chains
- Supply Chain Digital Twinning
- IT Strategies for supply chain operations

**Information Systems and Analytics for Finance and Economics**

- Financial Inclusion and Accessibility: Digital Wallets and Mobile Payments, Peer-to-Peer Lending
- Data-Driven Decision-Making: Predictive Analytics, Machine Learning for Investments
- Financial Education and Literacy: Online Education Platforms, AI-Powered Financial Coaching
- Transparency and Accountability: Blockchain, Smart Contracts, Fintech
- Sustainable and Ethical Finance: Impact Investing Platforms, ESG Analytics
- Robotic Process Automation (RPA), Digital Currencies and Cryptocurrencies
- IT Strategy for Finance and Economics

**Management of Technology and Competitiveness**

- Management of Technology and Innovation (MoT)
- Technology Transfer and Absorption
- MoT for Export Competitiveness
- Digital Platforms and Transformation
- Product and Service Innovation
- International Competitiveness and Business (IB), Outbound Foreign Direct Investment (OFDI)

## Keynote speakers: To be announced

### Call for papers

#### • Submission Process

LEAD-2025 invites academicians, research scholars, and corporate/industry executives to submit Full paper (Research Paper (Qualitative / Quantitative/ Mixed Methods), Literature Review, Case Study, Conceptual paper, Tools demo paper). Authors wishing to submit multiple papers will have to do separately.

#### Paper submission portal:

All papers must be original and not previously submitted for any other conference or journal. Authors must follow the ICIS 2025 Format while preparing their manuscript. The similarity of the text must not exceed 10%.

#### Review Process:

Submitted papers will undergo a single-blind peer review process based on relevance, originality, significance, and clarity. Authors will be notified of revision/ acceptance/ rejection by the specified deadline.

#### • Mode of presentation

LEAD-2025 will be conducted in hybrid mode. Indian participants should present papers physically at the IIM Shillong campus. International participants may present their papers virtually.

### Important dates

Last date for full paper submission	31st August, 2025
Final Decision on acceptance/rejection of full papers	On or before 30th September, 2025
Registration Begins	1st October, 2025
Registration Closes	30th November, 2025

### Registration details (Inclusive of Applicable GST 18%)

Participant Type	Registration Fees Per Participant
Corporate/Industry	Rs. 8000
Academicians	Rs. 6000
Research Scholars / Students	Rs. 4000
International (Developed Countries)	\$100
International* (Least Developed Countries)	\$25
<a href="https://www.un.org/development/desa/dpad/least-developed-country-category/ldcs-at-a-glance.html">https://www.un.org/development/desa/dpad/least-developed-country-category/ldcs-at-a-glance.html</a>	



The Registration Fees include morning and afternoon Tea for two days, Lunch and dinner for two days, along with Conference Kit, but does not include accommodation. The participants will have to make their own arrangements for accommodation.

**Knowledge partners:**

- a. Institut Mines-Telecom Business School (IMT-BS)
- b. Trinity College Dublin

**Publication partners:**

Publication of Conference Proceedings: Discussions are in progress with Springer to publish conference proceedings in a SCOPUS-indexed book. Information will be updated in website.

**Communication of best papers to special issues:** Discussions are in progress with journals for special issues or considering extended best papers of the conference for journals as per their format and rules. Information will be updated in website.

## CONTACT DETAILS:

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**Conference Email:** leadconf@iimshillong.ac.in

**Conference Website:**

<https://www.iimshillong.ac.in/events-and-conferences/conferences/lead-2025>

**Phone no.:** 0364-2308027

**Address:** Indian Institute of Management Shillong, Umsawli, Shillong, 793018, Meghalaya, India

## ORGANIZING COMMITTEE

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- **Conference Patron:** Prof. Naliniprava Tripathi, Director-in-Charge, Indian Institute of Management, Shillong
- **Organizing Committee**
  - **Conference Co-chairs**

Prof. Parijat Upadhyay

Prof. Pradeep Kumar Dadabada
- **Committee Members**

Prof. Basav Roychoudhury

Prof. Debasisha Mishra

Prof. Prasanta Kr. Chopdar

Prof. Priya Alat

Prof. Krantiraditya Dalmahapatra

Shompy Das

Arnab Das



# INFORMATION TO PARTICIPANTS

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## **About IIM Shillong**

IIM Shillong, the seventh IIM in India, has been set up with a vision to become an internationally recognized Management Institute with a Global outlook grounded in Indian values. From its inception, it has been constantly working towards a lofty mission to generate and disseminate knowledge in all aspects of management education with a focus on Sustainability and building innovative leadership.

## **Travelling to Shillong**

Surrounded by verdant hills, Shillong offers a beautiful panoramic view of the graceful scenic country-side. Shillong can be reached by taxi from Guwahati airport/railway station, which is about 120 km away. Guwahati airport is well connected to many major cities in India including Bangalore, Chennai, Delhi, Mumbai, and Kolkata. Helicopter services are also available between Guwahati and Shillong. Shillong is connected to Assam, Manipur, Tripura, West Bengal and New Delhi through direct flights.



