

SORPB'25



AICTE Sponsored Two-Day NATIONAL CONFERENCE ON **SOCIAL & ORGANIZATIONAL PSYCHOLOGY AND BEHAVIOUR (SORPB'25)**

Under the AICTE AQIS scheme for GOC (2025-26)

21st-22nd November, 2025

(Hybrid Mode)

Organised by

**Department of Business Administration
Research & Academic Growth Cell
Internal Quality Assurance Cell**

MAHARAJA SURAJMAL INSTITUTE

Affiliated to Guru Gobind Singh Indraprastha University, Dwarka

NAAC 'A' Grade Institute

Accredited as Category 'A' by SFRC & 'A' by JAC, Govt of NCT of Delhi

Approved by All India Council for Technical Education & Bar Council of India

Recognized u/s 2(f) of University Grants Commission



www.sorpb2025.msijanakpuri.com



ABOUT THE INSTITUTE

Maharaja Surajmal Institute, affiliated with Guru Gobind Singh Indraprastha University (GGSIPU), New Delhi, is a renowned educational institution established in 1999 under the aegis of Surajmal Memorial Education Society (SMES). The Institute is approved by the Bar Council of India (BCI) and the All India Council for Technical Education (AICTE). It has earned an 'A' grade accreditation from NAAC and is rated as Category 'A+' by the State Fee Regulatory Committee (SFRC) and 'A' by the Joint Admission Committee (JAC) of the Government of NCT of Delhi.

MSI is recognized under Section 2(f) of the UGC Act, New Delhi, and stands as one of the oldest and most distinguished institutions of GGSIPU. As a self-financing, quality-conscious institution, MSI continues to be a preferred destination for students aspiring to excel in various academic fields, including MBA, B.A. LL.B., BBA LL.B., BBA (two shifts), BBA (B&I) (two shifts), BCA(two shifts), B.Com (Hons.) (two shifts), and B.Ed.

Founded with a vision to elevate the standards of education, MSI has earned a reputation as a premier institution, driven by the commitment of educators and social activists. The institute's unwavering focus on enhancing the quality and content of education reflects our profound concern for the overall development and upliftment of the educational landscape.

ABOUT AICTE AQIS for GOC Scheme

The AICTE Quality Improvement Scheme (AQIS) Grant for Organizing Conferences (GOC) supports AICTE-approved institutions in hosting conferences, workshops, and seminars to advance academic and research excellence. For 2025-26, the GOC scheme continues to promote knowledge dissemination, foster research, and encourage collaboration among academics, researchers, and industry professionals. By leveraging the GOC scheme, institutions can organize impactful conferences that elevate technical education and foster innovation.

ABOUT THE CONFERENCE

In today's era of rapid technological growth, shifting societal norms, and global challenges, understanding how individual behavior and psychology influence organizational structures, psychology, and behavior is paramount. This conference aims to foster interdisciplinary discussions that explore the relationship between organizational behaviour, psychology, social systems, and modern management practices. It offers a dynamic platform for scholars, academicians and industry professionals to engage in a meaningful dialogue on the social, psychological and behavioural dimensions that shape our society.

The conference invites research using varied methodologies—qualitative, quantitative, experimental, and theoretical—focused on delivering actionable insights. It encourages submissions that offer practical guidance & experience for navigating modern organizational challenges. The event bridges academic theory and real-world application, aiming to deepen the understanding of social, psychological and behavioural science in organizations and contribute to the evolution of future-ready organizations.



CONFERENCE CONCEPT

The Conference on Social & Organizational Psychology and Behaviour examines the dynamics of human behaviour in today's evolving workplaces, integrating perspectives from organisational behaviour, marketing, entrepreneurship, and behavioural finance. It focusses on the Diversity, Equity & Inclusion (DEI) framework fostering effective leadership, navigating hybrid engagement, understanding employee motivation, leveraging technology for collaboration, and exploring AI's influence on roles and decision-making. The expected outcomes include actionable insights, policy recommendations, and innovative strategies to strengthen organizational resilience, adaptability, and impact in a dynamic environment. This conference, "Social & Organizational Psychology And Behaviour [SORPB'25]", offers a vital platform to explore how individuals, teams, and organizations interact with technological and cultural shifts, aiming to promote sustainable success and societal impact.

The conference themes delve into Social and Psychological Well-being, addressing work-life balance, stress, mental health, and digital fatigue. Behavioural Insights and Decision Psychology will explore biases, team dynamics, and the interplay of intuition and rationality in critical organizational decisions. Diversity, Ethics, and the Psychology of Organisational Culture will examine DEI's behavioral outcomes, ethical dilemmas, and inclusive practices. Finally, Psychological Drivers of Change, Leadership, and Organisational Behaviour, alongside Technology, Behavioural Analytics, and the Future of Work, will cover organizational learning, power dynamics, AI's impact, and data-driven insights for future workplaces.

OBJECTIVES:

- To delve into social and psychological well-being in the workplace, fostering improved mental health and stress management.
- To identify key behavioral insights influencing decisions in HR, marketing, entrepreneurship, and leadership roles.
- To explore the vital role of DEI, ethics, and organizational culture in shaping inclusive behaviors.
- To analyze psychological drivers for effective change, resilience, and leadership in dynamic business environments.
- To assess the transformative impact of AI, technology, and behavioral analytics on the future of work.
- To facilitate robust knowledge exchange among diverse professionals, driving collaborative solutions for success.

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KEY THEMES:

Social and Psychological Well-being in the Workplace

- Work-life balance and behavioural engagement strategies
- Job satisfaction, occupational stress, and coping mechanisms
- Employee assistance programs and organizational psychological support
- Mental health and burnout in corporate and entrepreneurial settings
- Remote work, digital fatigue, and employee behavioural well-being
- Balancing Passion and Pressure: Founder's Dilemma in Startups

Behavioural Insights and Decision Psychology in Organisations

- Biases in HR, marketing and startup decision-making
- Behavioural dynamics in team decision-making and conflict resolution
- Leadership psychology in high-stakes environments
- Role of intuition vs. rationality in strategic HR and OB decisions
- Innovation and creativity under uncertainty: psychological perspectives
- Behavioural finance in risk-taking and investment behaviour
- Crisis-induced consumer behaviour and social decision patterns
- Marketing psychology: Decision framing, Nudging, and Consumer influence

Diversity, Ethics, and the Psychology of Organisational Culture

- Social inclusion and behavioural outcomes of workplace DEI
- Ethical dilemmas, behavioural ethics, and governance structures
- Inclusive entrepreneurship and ethical marketing to diverse audiences
- Organisational identity, culture, and psychological safety
- The Role of DEI in Innovation and Creativity
- Inclusive Marketing: Reaching and Representing Diverse Audiences
- Entrepreneurship as a Tool for Empowering Marginalized Groups

Psychological Drivers of Change, Leadership, and Organisational Behaviour

- Change leadership and the psychology of organisational adaptation
- Organizational Learning and Adaptation
- Power, Politics, and Influence in Organizations
- Cultural shifts in consumer behaviour and neuromarketing
- Motivation, resilience, and psychological safety in dynamic environments
- Entrepreneurship and Change Management in Scaling Businesses
- Consumer Behaviour Shifts and Cultural Adaptation in Marketing
- Investor Sentiment and Market Reactions to Organizational Restructuring

Technology, Behavioural Analytics, and Future of Work

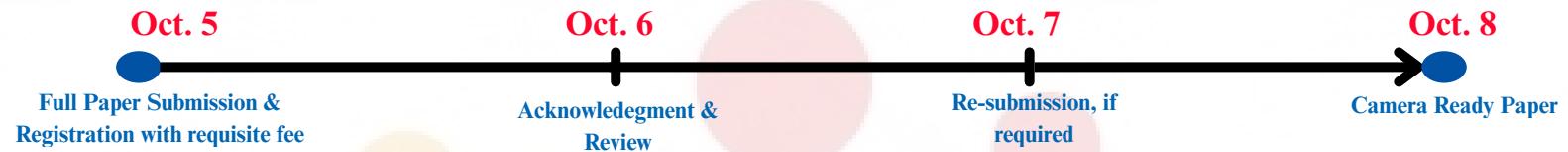
- AI, automation, and behavioural change in workplace dynamics
- Data privacy, digital trust, and the psychology of surveillance
- Virtual leadership, cross-cultural collaboration, and social communication
- Organisational analytics and behavioural metrics for employee experience
- Predictive modelling in HR, marketing, and entrepreneurial finance
- Entrepreneurial Innovation with AI Startups
- AI in Marketing & AI-Driven Behavioural Nudges

Legal and Behavioural Dimensions of Social and Organizational Conduct

- Workplace Law, Employee Rights and Mental Healthcare Act
- Behavioural Regulation and Legal Limits in Organisational Decision-Making
- Ethics, Governance, and Diversity Compliance
- Leadership, Change Management, and Legal Risk
- Digital Behaviour & Surveillance Law
- Contemporary Issues



FINAL PAPER SUBMISSION DEADLINES [SORPB'25]



PAPER SUBMISSION GUIDELINES [SORPB'25]

- All submissions will be accepted via Google Form only as per the above deadlines.
[LINK FOR REGISTRATION FORM: [Click Here](#)].
- Paper submitted should be an original and unpublished work.
- Each manuscript should have less than 10% plagiarism. Authors are required to attach a Turnitin plagiarism report and an AI-generated content detection report at the time of submission.
- Front page of the manuscript should have the title of the paper, name of the author(s) & mention about corresponding author, organizational affiliation, complete postal address, mobile number and e-mail address followed by abstract along with 5 to 7 relevant keywords and finally full paper.
- The recommended length for research paper should be between 3000-5000 words (Including abstract, tables, figures, and references).
- Tables, illustrations, charts, figures etc. should be serially numbered and sources of the data should be given below each table.
- Authors are requested to follow the APA Style (7th Edition) for references.
- Paper in English with font type: Times New Roman, single line spacing and font size: 12 (in both word & PDF formats)
- Only presented Papers with paid registration (as per applicable rules) will be considered for publication. All the authors (main/corresponding/co-author) are required to register themselves individually.
- The decision of the Organizing Committee would be final and binding to all the authors/participants.

All accepted full papers will be published in the Conference Proceedings by Bloomsbury Publishers / ABDC-listed Journal of Marketing & Social Research: Asian Society of Management & Marketing Research (ASMR) / ABDC-listed Empirical Economics Letters, ensuring wide academic visibility and recognition (we are in tie-ups with other reputed journals as well: in process)



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Registration Details [SORPB'25]

SORPB'25: AICTE Sponsored National Conference
LINK FOR REGISTRATION FORM: [Click Here](#)

APPLICABLE REGISTRATION FEE

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* Proof in the form of original certificate [for verification and one self-attested photocopy to be submitted which shall be retained by the organising Institute for records TO BE SUBMITTED TO AICTE] issued by the SDM/Tehsildar (Revenue Dept/Govt. of India) of the state/district as per applicable rules.

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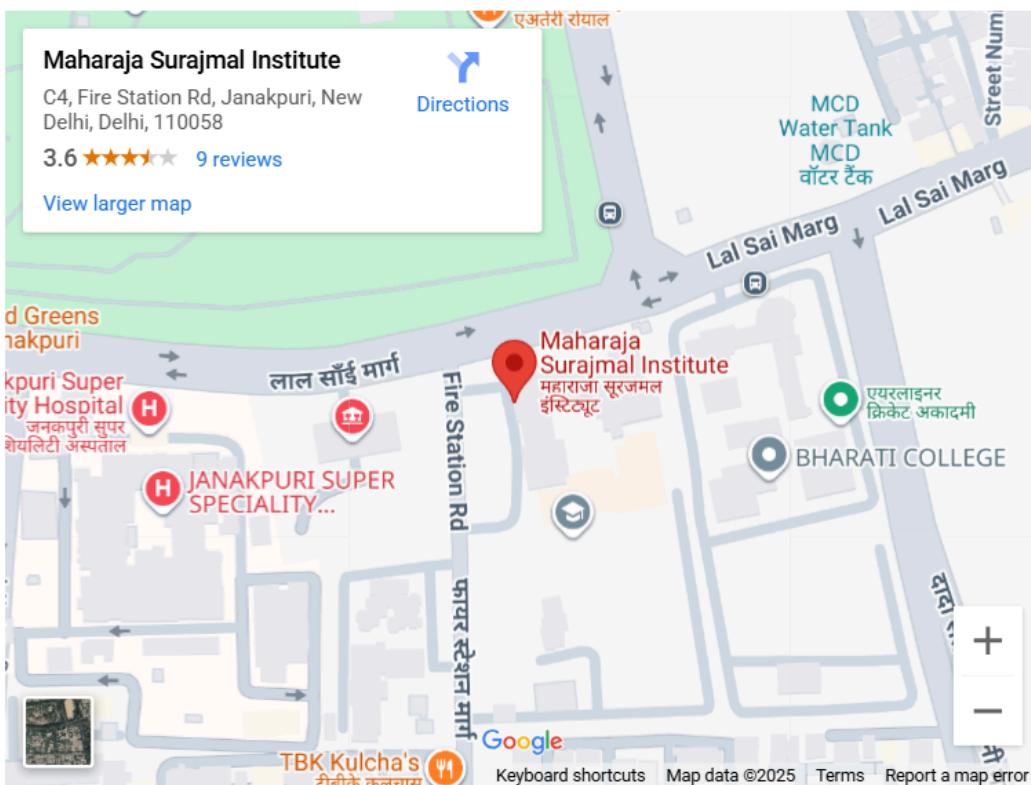


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