

**ICMIT -2025**

12-13 September 2025



# **Harnessing Metaverse & Data Analytics**

*Redefining IT & Business Approaches*



# About the Conference:



The digital landscape is undergoing a seismic shift as the metaverse and data analytics converge to redefine how businesses and IT operate. The metaverse—an immersive, interconnected digital universe—is no longer a futuristic concept; it is rapidly becoming a viable platform for commerce, collaboration, and customer engagement. Simultaneously, advanced data analytics is empowering organizations to make real-time, data-driven decisions with precision.

The convergence of the metaverse and advanced data analytics is catalyzing a transformative shift in the operational paradigms of both information technology and modern business practices. Together, these technologies are nurturing a new era where physical and digital interactions seamlessly intertwine, creating opportunities for innovation and competitive advantage. Businesses are exploring virtual storefronts, interactive customer service avatars, and immersive product demos, transforming how they interact with customers and stakeholders.

This International Conference aims to explore the intersection of immersive virtual environments and intelligent data-driven decision-making. It shall provide a comprehensive and technically rigorous platform to examine how these two cutting-edge domains are reshaping digital infrastructures, organizational models, customer engagement strategies, and data governance frameworks.

ICMIT 2025 shall bring together industry leaders, academicians, researchers, and professionals to a dynamic platform for exchanging visionary insights, pioneering solutions, and proven strategies on leveraging the power of the Metaverse and Data Analytics to accelerate organizational transformation and redefine digital engagement.

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# Objectives

- To discuss how organizations can integrate metaverse and data analytics solutions into their core strategies.
- To propose adaptable frameworks that guide organizations in transitioning from legacy systems to metaverse-ready and analytics-driven architectures.
- To highlight the importance of data privacy, security, and ethical considerations in managing large-scale data generated in virtual ecosystems
- To present successful real-world implementations of metaverse technologies and advanced analytics in various Industrial Sectors.
- To understand how user experience (UX), interface design, and interaction models within the metaverse affect adoption and efficiency in enterprise applications
- To define appropriate KPIs and measurement frameworks for evaluating the impact and ROI of metaverse and data analytics initiatives.
- To advocate for the development of policies, standards, and regulatory frameworks governing the use of the metaverse and data analytics technologies.
- To investigate the Cyber Security vulnerabilities and solutions specific to immersive and data-intensive digital platforms

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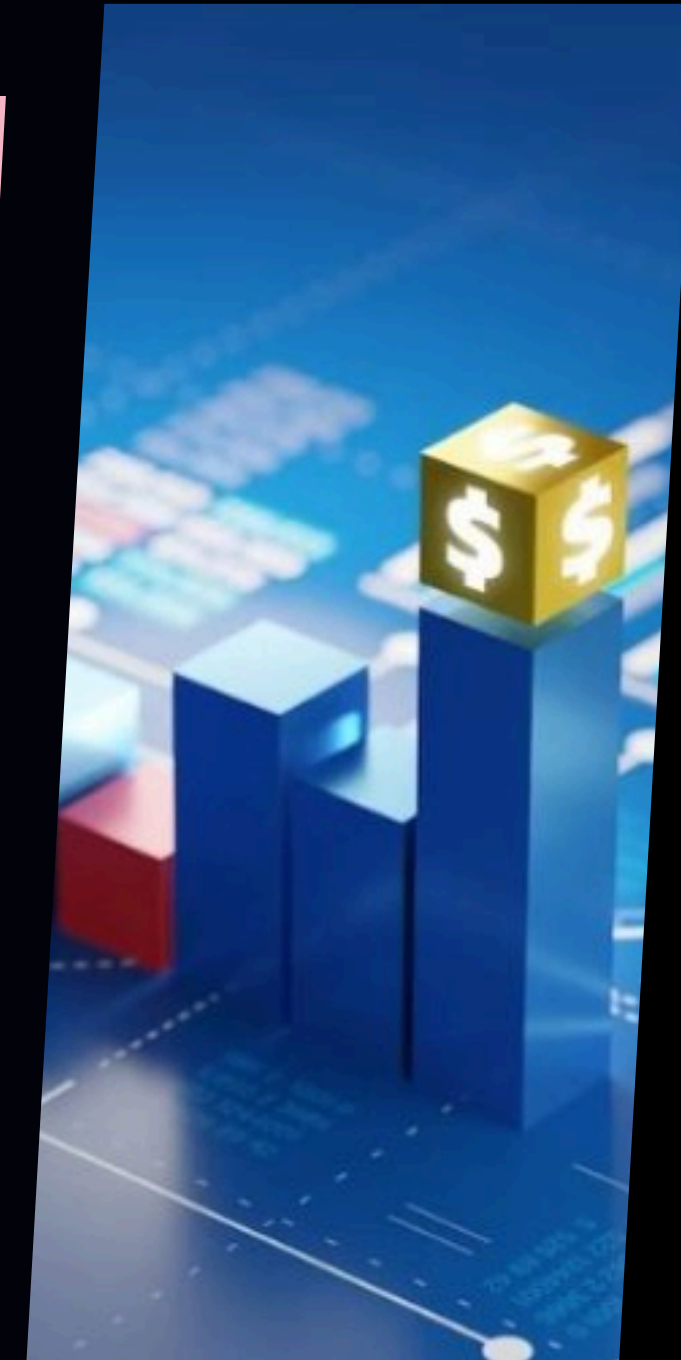


# CONFERENCE TRACKS

## Track 1- Business Transformation in the Era of Metaverse & Data Analytics

- Redefining Business Models in the Metaverse Economy
- Monetization Strategies in Immersive Environments
- Hyper-Personalization Using Real-Time Analytics in the Metaverse
- Brand Engagement and Loyalty in Virtual Worlds
- XR Commerce: The Future of Retail in the Metaverse
- Predictive Analytics for Market Trends and Competitive Analysis
- Intelligent Process Automation and Robotic Process Automation (RPA)
- Digital Supply Chains and Analytics in the Metaverse
- Fraud Detection and Cyber Risk Analytics in Virtual Environments
- Customer Experience and Marketing
- AI driven Human Resource Management and Talent Acquisition
- Product Innovation and Development
- AI in Finance and Risk Management
- Dash boarding and KPI Visualization in 3D/VR Interfaces
- Leadership and Change Management
- Sustainable business practices and environmental stewardship
- Employee Analytics and Experience in the Metaverse
- Change Management as Strategic Business Competency
- Intellectual Property Brands and Branding
- Finance, Economics and Hedge Funds
- Knowledge Management & Innovation
- Managing Risk, Corporate Social Responsibility
- Accounting, Banking Control & Supervision
- Internet Banking and Emerging Markets
- E-Commerce and Entrepreneurship

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# CONFERENCE TRACKS

## Track 2: Advanced Data Analytics & Metaverse Development

- AR/VR/MR Systems: Tools, APIs, and Development Environments
- Cloud and Edge Computing for Real-Time Metaverse Applications
- Real-Time Analytics in Immersive Applications
- AI-Driven Predictive and Prescriptive Models
- Natural Language Processing in Virtual Environments
- Blockchain and Decentralized Identity Management
- Secure Network Architectures for Metaverse Platforms
- Threat Modeling and Risk Mitigation in Virtual Worlds
- User Experience Design for AR/VR Interfaces
- Multimodal Interaction (Voice, Gesture, Eye-Tracking)
- Accessibility in Immersive and Data-Driven Applications
- Software Engineering and Quality
- IT Security, Privacy and Ethics
- Digital Twins, IoT, and Real-Time Data Fusion
- Metaverse Interfacing with Robotics and Smart Devices
- Data Lakes, Warehouses, and Pipelines for Advanced Analytics
- DevOps and MLOps in Metaverse & Analytics Applications
- Virtualization and Containerization for Metaverse Hosting
- Machine Learning Algorithms & Natural Language Processing
- Databases & Advance Databases
- Big Data & Data Analytics
- Parallel and Distributed Computing



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# CONFERENCE TRACKS

## Track 3 Strategic Business Decisions, Advanced Data Analytics & Intelligent Insights

- From Data to Decisions: Driving ROI through Analytics
- Metaverse-Driven Customer Engagement & Immersive Commerce
- AR/VR Development Stacks: Tools, Trends & Best Practices
- Building Scalable XR Platforms for the Enterprise
- AI for Social Impact and Community Development
- Integrating AI & Analytics in Virtual Environments
- Cloud Infrastructure for Metaverse & Data-Intensive Workloads
- Experience-as-a-Service: Personalization in 3D Worlds
- The Converged Enterprise — Integrating Virtual, Physical & Data Realities
- Immersive Finance: Risk Analytics in Simulated Environments
- Web3, Blockchain & Decentralized Data in Business Contexts
- KPIs & ROI: Measuring Success in Metaverse and Data Initiatives
- Virtual Collaboration Tools with Real-Time Performance Analytics
- Startups Driving the Next Wave of XR and Data Fusion
- Identity, Privacy & Security in Interconnected Virtual Worlds
- Virtualized Supply Chains & Predictive Logistics

## PANEL DISCUSSION

Data Analytics in the Metaverse: Business and IT Perspective

## POSTER PRESENTATION

33.1 x 46.8 inches (A0 size) poster submission along with Abstract

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# Important Dates



Last date for receiving abstracts

16 August, 2025

Information about acceptance of abstracts

20 August 2025

Last date for submission of final paper

30 August, 2025

**Conference Dates**

12-13 September, 2025

**PRESENTATION MODE: Hybrid Mode**

The authors of accepted papers will have a choice to present their papers or posters online or on-site mode (at IIM Campus).

**REGISTRATION FEES**

Rs. 500/- + GST (18%) = Rs. 590/-



**Scan the QR Code for  
Registration**



**icmit-cfp@icfia.org**



# ORGANIZING COMMITTEE

## Conference Chairpersons

Mr. Amit Gupta

Mr. Sumit Gupta

## Convenors

Prof. Roopa Mathur

Prof. Manju Nair

## Co-convenors

Prof. Kavaldeep Dixit

Prof. Swati V. Chande

## Organizing Secretaries

Dr. Vijay Gupta – 9783307389

Dr. Ampu Harikrishnan – 9387223920

Dr. Sandeep Vyas – 8875021418

Dr. Preeti Tiwari – 8875003216





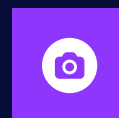
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**International School of Informatics & Management Technical Campus**  
(Formerly India International Institute of Management)

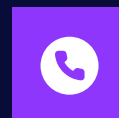
Sector-12, Mahaveer Marg,  
Mansarovar  
Jaipur-302020



[www.icfia.org](http://www.icfia.org)



[iiim@icfia.org](mailto:iiim@icfia.org)



91-0141-2781154 / 2781155

