

# INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE



14<sup>th</sup> International Conference on

## **CONTEMPORARY ISSUES IN MANAGEMENT**

20th & 21st February 2026



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NATIONAL BOARD  
of ACCREDITATION



## ABOUT ISME

ISME is a leading business school offering excellent education through a student-focused culture of excellence, international outlook, entrepreneurial thinking and industry alignment. It was founded in 2006 by alumni from Carnegie Mellon University, Purdue, and Wharton, USA. ISME has always been at the forefront of quality education, with the vision of nurturing holistic, socially responsible and competent professionals. ISME has been ranked as one of the top B-Schools in Bangalore and top 1% BSchools in India. At present ISME offers Undergraduate, Postgraduate and Doctoral programs in Management. Our lush green campus at Sarjapur Main Road is an ideal ambience for study and research. The institute constantly endeavours to expose its students to various methods of learning like industry visits, interaction with industry experts, participation in seminars, case study etc. so that they become successful in their journey as they move from campus to the next phase of their career.

ISME Bangalore is the recognized Research Centre of University of Mysore. It also offers a Fellow Program in Management recognized by AICTE. The doctoral programs at ISME are designed to cater the scholarly needs of working executives, managers, faculty members, researchers and entrepreneurs. The objective of the programs is to develop scholars for higher level careers in management research, teaching, practice, consulting, training and development and also in new business creation. The faculty members and scholars of ISME undertake industry focused research that has a meaningful impact on academia and international business environment.

## ABOUT THE CONFERENCE

In today's rapidly evolving business landscape, organizations are dealing with abundance of challenges and opportunities. From technological advancements to geopolitical shifts and sustainability concerns, the demands on businesses have never been higher. To navigate these complexities successfully, it is imperative for practitioners, academicians and researchers to stay abreast of emerging trends and adopt innovative strategies. The 14th International Conference on Contemporary Issues in Management (CIM26) will provide a platform for researchers, academicians, practitioners, entrepreneurs and industry experts to share their latest research findings, discuss emerging trends in management, and exchange knowledge with thought leaders, technologists, and learning experts. Our conference will delve into a wide range of topics on political and economic environment, business excellence, competitiveness, sustainability, functional areas of business, management of technology, and redefining management education. By bringing together leading experts from around the world, this conference aims to foster collaboration, share knowledge, and inspire innovative solutions.

The conference aims to provide fresh insights into contemporary issues reshaping management today. This would be a great knowledge sharing event for a diverse audience embracing international and national participants. The event will feature keynote speeches from renowned scholars and industry leaders and will have practitioner-led workshop sessions. We invite original research papers for presentation from industry practitioners, doctoral scholars, and academicians on the impact of these contemporary issues on business sustainability and excellence.

## CONFERENCE HIGHLIGHTS

- Paper Development Workshop by **Dr. Manish Srivastava** on the topic "Bibliometric Analysis: A Quantitative Technique to Write a Review Paper Using VOSviewer Software for High-Impact Journal using PRISMA framework"
- Publication opportunities for selected papers in Scopus/ABDC indexed journals/Peer-Reviewed Journals.
- Conference will be held in hybrid mode.
- Cash Prize.

## PUBLICATION OPPORTUNITIES

Abstracts of all accepted papers will be published as a part of Conference Proceedings/ Book of Abstracts with ISBN number.

Selected good quality papers will be invited for submission, review and potential publication in Peer Reviewed/Scopus/ABDC indexed journals.

- ▶ Journal of Services Marketing (Scopus)
- ▶ Indian Journal of Industrial Relations (ABDC-C)
- ▶ Journal of Business and Management (ABDC-C)
- ▶ Indian Journal of Economics and Finance (Peer Reviewed)
- ▶ International Journal of Finance (Peer Reviewed)
- ▶ ISME Management Journal - Xplore (Peer reviewed, ISSN 2583-4355)

For publication, the submission, review and processing will strictly adhere to the norms of publishing journals. Further, please refer to journal's website to understand the submission fee and APC charges. Authors are requested to go through the journal guidelines before it is accepted for publication.

## BEST PAPER AWARDS

Three full papers will be identified for best paper awards. They will be awarded a cash prize.



# GLIMPSES FROM PAST CONFERENCES



## CONFERENCE SPEAKERS



Dr. Harold Andrew Patrick is a seasoned Industrial and Organizational Psychologist with over 35 years of experience, currently serving as Professor and Director at Alliance Ascent College, Alliance University. His prior roles include Professor and Dean at CMS Business School and senior management at the Infosys Leadership Institute. He has published over 100 articles and 40 book chapters, achieving high citation metrics. His training methods utilize diverse research-founded tools and methodologies, catering to various organizations and professionals. An elected member of the Society for Industrial and Organizational Psychology, he is also an active speaker at numerous conferences and seminars.



Dr. R. Mahesh is a Professor in the Department of Studies in Business Administration (BIMS) at the University of Mysore, with over 24 years of teaching experience. He holds a Ph.D. in Management, specializing in life insurance services, and has guided multiple doctoral scholars, with six PhDs awarded under his supervision. He has published over 55 research papers across national and international journals. He has participated in and presented papers at numerous conferences and has chaired several technical sessions. He has also led significant consultancy projects for the Ministry of Rural Development, Government of India, and served as Chairman of his department from 2017 to 2019, organizing national and international conferences and faculty lecture series.



Dr. T V Rao is the Chairman of T V Rao Learning Systems Pvt. Ltd. With over 55 years of extensive work in the field of HRD, Dr. T V Rao is one of the "Fathers of HRD in India". He is the Founder and First President of the National HRD Network, and the First Honorary Director of the Academy of HRD, India. He served as a Professor at the Indian Institute of Management, Ahmedabad from 1973 to 1994. He has been an Adjunct Professor since 1994. Apart from his academic accomplishments Dr Rao had contributed in key nation building initiatives. He was part of the Administrative Reforms Commission to review the personnel management practices for Civil Services and a member of the HRM



Dr. Manish Kumar Srivastava is a Professor of Marketing at the School of Business and Management, Christ (Deemed to be University), Bangalore. He holds a Ph.D. from IIT Delhi and has completed an intensive 45-day FDP on Pedagogy and Research Methods from IIM Ahmedabad. With over two decades of academic and industry experience, he has taught at leading management institutes across India and served as an invited educator for the Ministry of Education, Eritrea, Africa. His research is published in ABDC-A, Web of Science, and Scopus journals. A passionate marketing academician, he has also designed India's pioneering MOOC on "Gamification as a Business Strategy" for SWAYAM, IIM B.



Dr. Raja Nerina is an Associate Professor at Universiti Putra Malaysia (UPM), School of Business and Economics. She holds a PhD in Management (from University of Otago, New Zealand). Her areas of expertise include international business management, crosscultural management, Islamic business practices, consumer behavior, tourism and hospitality management, and international marketing. She has authored and co-authored numerous scholarly articles and research papers on topics such as opportunity creation in entrepreneurship, consumer behavior in halal product consumption, counterfeit consumption behavior, internationalization of SMEs, and sociocultural influences on consumer and student behavior.

# CONFERENCE TRACKS

## Track 1 **Political and Economic Environment**

- Reverse Globalisation
- Impact of Geo-Political Issues on the Economy
- Monetary, Fiscal and Regulatory Changes
- Circular Economy
- Green Economy
- Net Zero Economy
- Future of Multilateralism
- De-dollarization
- Economic Nationalism and the Future of Global Trade
- The Shifting Role of BRICS and Emerging Economies
- Digital Currencies and the Future of Monetary Sovereignty
- Climate Policy, Energy Transitions, and Economic Competitiveness
- Economic Risks of AI Adoption and Automation

## Track 2 **Business Excellence, Competitiveness & Sustainability: Manufacturing, Services and Agriculture**

- Firm International Competitiveness
- Innovation and Business Sustainability
- Sustainable Production and Service Delivery Models
- Role of AI in Enhancing Operational Excellence
- AI and Digital Transformation
- AI in Agriculture
- AI-Driven Innovations in Manufacturing
- Leveraging AI for Efficiency and Client Satisfaction
- GCCs: Redefining Global Operating Models
- Intellectual Property Rights
- Circular Business Models and Regenerative Innovation
- ESG Integration as a Source of Competitive Advantage
- Smart Manufacturing and Human-Centric Industry 5.0
- AI for Sustainable Resource Optimization

## Track 3 **Functional Areas of Business Marketing**

- Marketing Technology and Customer Experience and its Impact on Business Excellence
- Influencer Marketing
- AI in Customer Experience
- Marketing for Social Good
- New Marketing Practices: Quantum Marketing, Phygital Marketing, Neuro Marketing, Interactive Marketing, Proximity Marketing

# CONFERENCE TRACKS

- Social Commerce, Omnichannel Marketing, Retail Transformation
- Transformative Consumer Research
- D2C Marketing
- AI-Driven Consumer Insights and Hyper Personalization
- Generative AI and the Future of Creative Storytelling
- Phygital and Immersive Brand Experiences (AR, VR, Metaverse)
- Ethical Data Practices and Responsible Targeting

## **Human Resource Management**

- AI-Driven HR Tools and Employee Wellbeing
- The Gig Economy and Workforce Management
- Hybrid Work and Employee Performance
- Employee Wellbeing
- Diversity, Equity and Inclusion (DEI)
- AI & Automation in HRM
- Upskilling, Reskilling & Deskilling
- Employee Experience & Employee Engagement
- Impact of Geopolitical Shifts on HR Compliance and Talent Strategy
- Agile HR and Organizational Resilience
- Culture as a Competitive Advantage: Building High-Performance Teams
- Fractional CHROs and New-age HR
- Leadership Models
- Managing Workforce Fluidity: Gig, Hybrid, and Remote Models

## **Finance**

- Financial Technology and Behavioral Economics in Business Excellence
- Investor Psychology and Investment Decisions
- Changing Landscape of FinTechs: P2P Lending, Crowdfunding, Payments, Cryptocurrencies, Blockchain, Behavioural Nudges
- Trends in Start-up Financing
- ESG in Finance (Environment, Sustainability & Governance)
- AI in Credit Scoring, Fraud Detection, and Algorithmic Trading
- Carbon Trading
- Behavioral Economics in Digital Investment Platforms
- RegTech and AI in Compliance Management
- Impact Investing and Sustainable Capital Allocation

# CONFERENCE TRACKS

## Operations & Industry 5.0

- Industry 5.0 and Human-Centric Automation
- Supply Chain Resilience
- Lean and Six Sigma Methodologies
- Blockchain for Supply Chain Transparency
- Sustainable and Green Operations
- Human-Robot Collaboration
- Predictive Supply Chains Using AI and Blockchain
- Sustainable Logistics and Carbon-Neutral Operations
- Digital Twins for Real-Time Operational Optimization

## Track 4 Management of Technology

- Management of Technology and Innovation for Competitiveness
- Strategic Management of Generative AI
- Data Engineering, Data Analytics and Governance
- Cyber Security and Digital Resilience (broadened scope)
- Responsible and Explainable AI for Management
- Convergence of Generative AI and No-Code Development
- Fusion of GenAI and IoT: Enabling Smart, Secure Enterprises
- Application of Cloud Computing in Strategic Management
- IT Project & Change Management in the Digital Era
- Ethical and Social Implications of AI
- Cloud-Native and Edge Computing for Business Agility
- Data Sovereignty and Cross-Border Data Management
- Technology Foresight and Scenario Planning

## Track 5 Redefining Management Education

- Impact of Online Learning: Academic Performance & Student Engagement
- Use of AI for Teaching and Learning
- Accreditation and Ranking in Management Education
- Metamorphosis of Management Education for Global Contexts
- Micro-Credentials in Management Education
- Conditioning Management Education for the Gig Economy
- Gamification, Simulations & E-Learning
- Diversity, Equity & Inclusion in Classrooms
- Special Needs & Multicultural Pedagogies
- Competency Development in Industry
- Academic Leadership
- Data Analytics and Digital Tools in Learning Assessment
- Global Collaborations and Cross-Cultural Learning Models
- Reimagining Case-Based Pedagogy with Real-Time Business Data

## CONFERENCE TRACKS

### Track 6

#### Next-Generation GST Reforms: Structural Transformation, Digital Compliance, and Consumption-Sector Dynamics

- Impact of GST rate rationalization on consumption behavior and pricing dynamics
- Sector-wise competitiveness under the new GST structure
- Effectiveness of digital compliance systems
- MSME adaptation to GST 2.0 workflows
- Legal and judicial implications of the revised GST architecture
- Socio-economic outcomes of the GST reforms

## GUIDELINES FOR FULL PAPER SUBMISSION

1. Paper should have an abstract of about 300 words including the purpose, methodology, major findings of the research and the keywords (Maximum 5).
2. The title page of the manuscript must include the track number, title of the manuscript, name(s) of author(s) including the corresponding author, affiliations, phone numbers and email for correspondence.
3. The word limit of full paper is 3000 to 6000 words.
4. APA 7 style of referencing for citation should be followed to maintain uniformity.
5. All tables, charts and graphs should be given on separate sheets with titles.
6. Full paper must be typed in MS Word in Times New Roman with font size 12 and 1.5-line spacing. All pages of the paper shall be numbered. The paper must not have been published or accepted for publication elsewhere. An undertaking to this effect should appear in the cover letter/email.
7. Full papers should be submitted at <https://cmt3.research.microsoft.com/CIM2026/>
8. For any queries, please mail at [cim26@isme.in](mailto:cim26@isme.in)



## DATES TO REMEMBER

<b>Paper Submission Date</b>	<b>5th February, 2026</b>
<b>Registration Date</b>	<b>10th February, 2026</b>
<b>Conference Date</b>	<b>20th &amp; 21st February, 2026</b>

## REGISTRATION FEES

<b>Academicians</b>	<b>INR 2000</b>
<b>Industry/Corporate delegates</b>	<b>INR 2500</b>
<b>Research Scholars</b>	<b>INR 1500</b>
<b>Students</b>	<b>INR 500</b>
<b>Foreign Delegates</b>	<b>USD 50</b>

## REGISTRATION

For registrations visit <https://isme.nopaperforms.com/>  
Registration fee includes Tea, Snacks, Lunch and Conference Kits

## CONFERENCE COMMITTEE

### CONFERENCE PATRONS

Dr. Nitin Garg	Director, ISME
Dr. Vivek Garg	Director, ISME
Mr. Tanuj Garg	Director, ISME
Dr. Bhimaraya Metri	Director, Indian Institute of Management, Nagpur
Prof. Dr. Anand K Joshi	Ombudsman, Adani University, Ahmedabad Country Policy Advisor, ISDC Global, London

### CONFERENCE CHAIRS

Conference Chair	Dr. Rony G Kurien, Dean, ISME
Conference Co-Chair	Dr. Shampa Nandi, Asst. Dean (Academics) & Principal (PG Program)
Conference Co-Chair	Dr. Haritha S, Lead- Department of Research, ISME

# CONFERENCE COMMITTEE

## ADVISORY COMMITTEE

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Dr. Jayaprakash Sugavanam	Co-founder at Nanobi Data and Analytics Private Ltd
Dr. Meenakumari J	Seasoned Academic Administrator & Consultant

## ORGANIZING COMMITTEE

Dr. Haritha S	Associate Professor & Lead, Department of Research
Prof. Shashirekha B V	Vice Principal, UG
Dr. S Shyam Prasad	Professor Emeritus
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Ms. Sara Ruhela	Research Scholar
Mr. Kiran Shree Baruah	Research Scholar

## CONFERENCE VENUE AND ADDRESS FOR COMMUNICATION

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