



THIAGARAJAR
SCHOOL OF MANAGEMENT
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MADURAI, TAMIL NADU
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International Conference on
Frontiers of Sustainability - Global Responsibility for Innovation & Entrepreneurship
22 - 24 January 2026



Track 1(A) - Sustainable Marketing & Responsible Consumer Engagement

Track Chair - Dr.Vernika Agarwal, Dr. Weiyue Wang, Dr. Ilankumaran

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	9:00 AM – 9:10 AM	FOS 975	Sustainable Marketing & Responsible Consumer Engagement - With Special Reference to Perambalur District
2	9:10 AM-9.20 AM	FOS 966	Leveraging AI for Analysing Data Points for Customer Understanding, Relationships and Engagement in Financial Services
3	9:20 AM-9.30 AM	FOS 1019	Drivers of Sustainable Luxury Brand Engagement: An SOR-Based Study of Indian Consumers
4	9:30 AM-9.40 AM	FOS 1027	The Role of Consumer Activism in Advancing Collaborative Sustainability Programs
5	9:40 AM-9.50 AM	FOS 1041	The Influence of Intrinsic Factors on Impulsive Buying Behaviour with Affective Reaction as Mediator
6	9:50 AM-10.00 AM	FOS 1042	How Artificial Intelligence In Advertising Alters Consumer Buying Behaviour
7	10:00 AM-10.10 AM	FOS 1051	From Destination Attributes to Experience Value and Destination Choice: Evidence from an Eco-Island with Sustainable Tourism as a Moderator
8	10:00 AM-10.10 AM	FOS 211	Sustainable Marketing and Responsible Consumer Engagement: Pathways to Authentic Sustainability.
9	10:10 AM-10.20 AM	FOS 231	Sustainable Packaging and Its Impact on Consumer Buying Behaviour
10	10:20 AM-10.30 AM	FOS 234	Consumer Behavior and Perceptions of Employee Engagement in Thrift Stores: A Comprehensive Study
11	10:30 AM-10:40 AM	FOS 263	An Investigation into the Role of Social Media Marketing on Customer Brand Experience and Sustainable Behavioural Intentions towards Real Estate Brands in Ind
14	11:00 AM-11:10 AM	FOS 281	Understanding sustainable audience engagement in emerging media markets: Evidence from Vietnam's film industry.
15	11:10 AM-11:20 AM	FOS 294	Factors impeding the adoption of electric vehicles: A Systematic Review
16	11:20 AM-11:30 AM	FOS 303	A AI-Driven Customer-Centric Strategies to Enhance Satisfaction and Sustainability in Chennai's Facade Industry



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17	11:30 AM-11:40 AM	FOS 308	How social media drives customer choices in fashion: Insights and Future Trends
18	12:20 PM-12:30 PM	FOS 440	Cooperative Marketing Societies As Drivers Of Sdg Achievement: Sustainable Marketing Practices Among Farmers In Coimbatore, Tamil Nadu

Track 1(B)- Sustainable Marketing & Responsible Consumer Engagement

Track Chair Dr. Selvalakshmi M,

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	11:00 AM-11:10 AM	FOS 270	The impact of perceived greenwashing and green advertising receptivity on purchase intention: The mediating role of green brand image
2	11:10 AM-11:20 AM	FOS 274	Religious Beliefs, Moral Reasoning, and Ethical Consumerism: A Study of Indian Millennials
3	11:20 AM-11:30 AM	FOS 309	– Brand Hate: Boycott or Forgive? The Moderating Role of Symbolic Incongruity
4	11:30 AM-11:40 AM	FOS 359	Role of Personality, Patience, and Environmental Awareness Attitude in Preferring Nature-Based Tourism among Indian Gen Z: Understanding consumer behaviour to sustainable tourism
5	11:40 AM-11:50 AM	FOS 374	Closing the Global Energy Access Gap: The Need for Innovation and Scaled Financial Commitments to Achieve SDG 7
6	11:50 AM-12:00 PM	FOS 388	Engaging the Eco- Concious Consumer: Sustainable Marketing Strategies and Green Product Adoption in Coimbatore City
7	12:00 PM-12:10 PM	FOS 444	The Impact of Greenwashing on Green Brand Equity: The Case of Agricultural Products in an Emerging Economy
8	12:10 PM-12:20 PM	FOS 475	Comparative Analysis of Green Marketing Strategy and IoT-Enabled Practices by Hospital Sector MSMEs: Case Studies from India
9	12:20 PM-12:30 PM	FOS 443	Green UX and Its Impact on Customer Satisfaction in e-commerce platform: Evidence from Vietnam's Mekong Delta



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Track 1(A)- Sustainable Marketing & Responsible Consumer Engagement

Track Chair - Prof. Da Teng, M, Dr. Packiaraj Thangavel, Dr. Selvaraj

Day 3 (24.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10:00 A.M –10:10 A.M	FOS 486	Exploring the Psychological Impact of Celebrity Endorsement on Brand Credibility and Consumer Behavior: An SEM Approach
2	10:10 A.M –10:20 A.M	FOS 490	Understanding the Green Consumer Mindset: The Role of Ecological Worldview in Adoption of Sustainable Feminine Hygiene Products.
3	10:20 A.M –10:30 A.M	FOS 494	A Research Study on Prediction and Optimization of Advertiser Bidding in Online Advertising Using Machine Learning Techniques
4	10:30 A.M –10:40 A.M	FOS 497	Sustainable Insurance Practices and Customer Satisfaction: Consumers of LIC in Socio-Demographic Insights in Sivagangai District.
5	10:40 A.M –10:50 A.M	FOS 528	Message framing and construal level interactions in shaping pro-sustainable behavioral intentions: Evidence from heritage tourism
9	11:20 A.M –11:30 A.M	FOS 598	The Hidden Impact Of Serving Size And Ingredient Manipulation On Consumer Behavior
10	11:30 A.M –11:40 A.M	FOS 673	Corporate Social Responsibility and Tourist Citizenship Behaviour for Sustainable Tourism in Vietnam: Dual Mediation of Value Co-Creation and Tour Guide Likeability
11	11:40 AM-11:50 AM	FOS 713	Sustainable waste management and citizens behavioural intention: A PLS- SEM approach
12	11:50 AM-12:00 PM	FOS 718	The Impact of Eco-Influencer Endorsements on Gen Z's Adoption of Sustainable Lifestyle Practices
13	12:00 PM-12:10 PM	FOS 731	From Passive Diners To Active Co-Creators: The Impact Of Green Restaurant Practices On Value Co-Creation Intention In Vietnam
14	12:10 PM-12:20 PM	FOS 776	Understanding How Perceived Value Enhances Consumer Loyalty Towards Green Products: The Role of Satisfaction
15	12:20 PM-12:30 PM	FOS 788	Impact of Emotional marketing on Purchase decision
16	12:30 PM-12:40 PM	FOS 800	From Thrifting Trends To Sustainable Consumption: The Effect Of Thrift Haul Content On Vietnamese Gen Z's Purchase Intention



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17	12:40 PM-12:50 PM	FOS 807	Understanding Consumer Attitudes Toward Green Product Purchases: Contrasting Influences in Sustainable Markets
18	12:50 PM-1:00 PM	FOS 808	Regulatory Enforcement and Corporate Transparency as Mechanisms for Preventing Greenwashing: A Multiple Case Study Analysis
22	2:00 PM-2:10 PM	FOS 893	Memory-Led Fashion: A Nostalgia-Based Sustainable Risk- Reduction Model for Fast Fashion Consumers
23	2:10 PM-2:20 PM	FOS 906	A Comparative Study of Generation Z and Millennials' Purchase Intention and Buying Behaviour towards Slow Fashion in Pune City
27	2:50 PM-3:00 PM	FOS 987	Sustaining Electric Mobility Transitions: Exploring Post-Adoption Evaluations of Battery-as-a-Service among Indian Electric Vehicle Users
28	3:00 PM-3:10 PM	FOS 990	Sustainable Food Consumption: Evidence from Emerging Indian Organic Livestock Markets
29	3:30 PM-3:40 PM	FOS 994	Urban Consumers' Intention to Experiment with Sustainable Farm-to-Table Restaurants: Evidence from Ho Chi Minh City
30	3:30 PM-3:40 PM	FOS 1004	How KOL Characteristics Shape Gen Z's Cosmetic Purchase Intentions through the Lens of S-O-R Framework: The Moderating Role of Consumer Involvement
31	3:40 PM-3:50 PM	FOS 1012	Sustainable Digital Marketing: Exploring The Impact Of Deepfake Technology On Consumer Trust And Ethical Governance
32	3:50 PM-4:00 PM	FOS 775	Reimagining Entrepreneurship Education: Experiential Approaches for Digital, Equitable, and Sustainable Futures
33	4:00 PM-4:10 PM	FOS 817	Factors Influencing Customer Perceptions of Corporate ESG Orientation and Sustainable Economic Value of Firms in Ho Chi Minh City, Vietnam
34	4:10 PM-4:20 PM	FOS 840	Smart Pothole and Water-Filled Hazard Detection System



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Track 1(B)- Sustainable Marketing & Responsible Consumer Engagement

Track Chair - Dr. Manjula N

Day 3 (24.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10:00 A.M –10:10 A.M	FOS 873	Exploring Tourist Demand And Designing Wellness Tourism Tours In Hue, Vietnam
2	10:10 A.M –10:20 A.M	FOS 878	Consumers' Sustainability Perception Of Electric Two-Wheelers: Examining Incentive Based Policy Signals And Environmental Awareness In Tamil Nadu – A Research Pitch
3	10:20 A.M –10:30 A.M	FOS 886	Factors determining consumer behaviour in fast fashion
4	10:30 A.M –10:40 A.M	FOS 914	Energy-saving User Interface Design and Usage Intention in Ride-Hailing Applications: The Mediating Role of Perceived Eco-Efficiency
5	10:40 A.M –10:50 A.M	FOS 937	Sustainable packaging in alcobev: what indian consumers care about
6	10:50 A.M –11:00 A.M	FOS 955	A Study on How Sustainability Engagement Factors Shape Attitudes and Drive Eco-conscious Purchase Behavior among Millennials and Gen Z in Coimbatore
7	11:00 A.M –11:10 A.M	FOS 559	Consumer skepticism toward greenwashing - A strategy to drive purchase decision
8	11:10 A.M –11:20 A.M	FOS 566	ESG–AI Integrated Marketing Framework for Responsible Brand Positioning in Emerging Markets
9	11:20 A.M –11:30 A.M	FOS 586	How CSR donation type and communication strategy shape organizational attractiveness as an employer: Implications for sustainable HRM and social equity



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Track 2 - Sustainable Supply Chain, Operations & Circular Economy Practices

Track Chair- Dr. Balaji M, Dr. Anupam Keshari

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	9:00 AM – 9:10 AM	FOS1008	Women's Participation, Operational Efficiency, and Sustainability in the Logistics Sector: Evidence from India
2	9:10 AM-9.20 AM	FOS1017	Towards Zero Wastage Pharmaceutical Supply Chains: Integrating Closed Loop Logistics, Digital technologies and Circular economy Principle.
3	9:20 AM-9.30 AM	FOS1040	How Do SMEs Go Circular? The Joint Role of Dynamic Capabilities and Interorganizational Collaborations
4	9:30 AM-9.40 AM	FOS208	Decoding the Carbon-Neutral Future: A Scientometric Analysis of Sustainable and Low-Carbon Supply Chain Research
5	9:40 AM-9.50 AM	FOS339	Exploring the Impact of Smart Manufacturing Practices and Compliance Automation on Sustainable Supply Chain Performance in the Leather Sector
6	9:50 AM-10.00 AM	FOS407	Integrating Green Finance And Lean Thinking For Resilient Rice Supply Chains: Insights From Vietnam's Mekong Delta
7	10:00 AM-10.10 AM	FOS421	Life Cycle Assessment of Quick Commerce vs E-Commerce in India: Environmental Impacts and Circular Economy Solutions
8	10:00 AM-10.10 AM	FOS459	Cultural Factors as Predictors for Lean Six Sigma Integration in Supply Chain Capacity Management
9	10:10 AM-10.20 AM	FOS663	Exploring the Impact of Artificial Intelligence on Supply Chain Decision- Making: A Qualitative Assessment.
10	10:20 A.M –10:30 A.M	FOS677	Industry 4.0 Technologies as Enablers of Circular Supply Chains: A Capability-Mechanism Framework for the Cement Industry
11	10:30 A.M –10:40 A.M	FOS697	From Green to Sustainable Supply Chains: A Systematic Literature Review and Conceptual Framework



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12	10:40 AM-10:50 AM	FOS707	Lean Maturity and its Impact on Sustainable Operational Performance in Indian Manufacturing Firms
13	10:50 AM-11:00 AM	FOS737	Analysing Green Financing Barriers for Circular Economy Adoption in MSMEs: An Indian Perspective
14	11:00 AM-11:10 AM	FOS757	Green Supply Chain Management Practices, Guest Satisfaction, and Destination Image: Evidence from the Vietnam Tourism Industry
15	11:10 AM-11:20 AM	FOS589	Towards Green and Sustainable Agri-Logistics An Exploratory Study in Vietnam
16	11:20 AM-11:30 AM	FOS762	Digital Technologies for Sustainable Supply Chains: Inte-grating Circular Economy and Low-Carbon Practices in a Systematic Literature Review
17	11:30 PM-11:40 AM	FOS777	The dynamic evolution of Reverse Logistics barriers and motivators: Evidence from a quasi-longitudinal study
18	11:40 PM-11:50 AM	FOS805	Analysing carbon credit and trading scheme for perishable items under circular economy constraints using AHP technique: INDIAN SENARIO
19	11:50 PM-12:00 PM	FOS821	Risk Assessment Of Long Transportation By Tanker Truck From Thi Vai Terminal To The Nhon Trach 3 & 4 Power Plant



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Track 2- Sustainable Supply Chain, Operations & Circular Economy Practices

Track Chair- Dr. Sandeep Jagtap, Dr. Goutam Sutar

Day 3 (24.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10:00 A.M –10:10 A.M	FOS825	Evaluating Factors Affecting the Safety of Container Truck Drivers in Long-Haul Road Freight Transportation: A Structural Equation Modeling (SEM) Approach
2	10:10 A.M –10:20 A.M	FOS845	Applying the DEA Malmquist and Epsilon-Based Measure models to evaluate Seaport Terminal Operators. A case study conducted in Vietnam
3	10:20 A.M –10:30 A.M	FOS868	Evaluation for the Risk Factors of Agricultural Supply Chain Management in Vietnam's High-tech Agricultural Cooperatives based on the DEMATEL Method
4	10:30 A.M –10:40 A.M	FOS869	Smart Waste Management Solutions to the Future of a Sustainable Circular Economy
5	10:40 A.M –10:50 A.M	FOS904	Optimal circularity and vehicle utilization in a closed loop supply chain
6	10:50 A.M –11:00 A.M	FOS946	Environmental management and Cleaner Production in micro and small agro-industries: evidence from pupunha palm heart processing firms in Brazil
7	11:00 A.M –11:10 A.M	FOS968	Circular Economy Indicators in Indian Micro-Industries: Identification and Empirical Analysis
8	11:10 A.M –11:20 A.M	FOS370	Human–AI Collaboration in Supply Chain Analytics for Industry 5.0: Review Paper
9	11:20 A.M –11:30 A.M	FOS1006	Restaurant Servicescape and Customer Satisfaction in Luxury Hotels: Evidence for Sustainable Service Experiences in Vietnam
10	11:30 A.M –11:40 A.M	FOS225	Application of the TOPSIS Method for Sustainable Warehouse Location Decision Making



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Track 3- Sustainable Finance, Impact Investing & Green Economics

Track Chair- Dr. Heena Joshi, Dr. Shruti R

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	9:00 AM – 9:10 AM	FOS1020	Smart Money Meets Smart Machines: AI-Driven ESG Fund Flows in India's Sectoral Investment Boom
2	9:10 AM-9.20 AM	FOS1025	Sustainable Finance and Long-Term Value Creation: Evidence from ESG-Thematic Indices
3	9:20 AM-9.30 AM	FOS1035	Impact of green credit on the bank efficiency in Vietnam: Mediating role of Climate Change
4	9:30 AM-9.40 AM	FOS1049	The Impact Of Cash Flow Volatility On Capital Structure Of Listed Companies During The Covid-19 Pandemic: Evidence From Vietnam
5	9:40 AM-9.50 AM	FOS1050	The Determinants Of Digital Banking Service Adoption Among Generation Z In Vietnam
6	9:50 AM-10.00 AM	FOS233	The Dark and Bright Sides of NBFC on the Indian Economy and also the ESG Integration
7	10:00 AM-10.10 AM	FOS247	Impact of Financial Literacy on Personal Savings
8	10:00 AM-10.10 AM	FOS249	An Empirical Study On The Impacts Of Fdi On Green Total Factor Productivity (Gtftp) In Asian Emerging Countries: A Combination Of The Malmquist-Luenberger Index And Bayesian Panel Regression
9	10:10 AM-10.20 AM	FOS826	generative AI Adoption and Operational Efficiency in Indian Banking: Evidence from Public and Private Sector Institutions (2020–2025)
10	10:20 A.M –10:30 A.M	FOS896	Moderating effects of sustainable business practices on risk perception, risk-taking propensity and Investment decisions
11	10:30 A.M –10:40 A.M	FOS901	ESG Disclosure in IPO: Effects on Underpricing and Post-Listing Returns in India
12	10:40 AM-10:50 AM	FOS931	ESG Performance and Stock Market Network Structure: An Evidence from Indian BSE Market
13	10:50 AM-11:00 AM	FOS938	Financing the Energy Transition: The Impact of Green Bond Issuance on Renewable Energy's Share in Final Energy Use
14	11:00 AM-11:10 AM	FOS973	A Study On Reasons Prompting Investors To Dispose Their Stock Holdings



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15	11:10 AM-11:20 AM	FOS976	Generational Differences in Household Spending, Savings Behaviour, and Impact Orientation: Evidence from India
16	11:20 AM-11:30 AM	FOS806	Influence of Emotional Intelligence on Investment Awareness and Choice for Financial Sustainability among Middle Class Students
17	11:30 AM-11:40 AM	FOS823	Does Investor Attention to Sustainable Investing Matter? Evidence from Vietnam's Capital Market
18	11:40 AM-11:50 AM	FOS940	Does ESG Signaling Reduce Credit Misallocation? Evidence from the U.S. Corporate Sector

Track 3- Sustainable Finance, Impact Investing & Green Economics

Track Chair- Prof. Arunkumar A, Dr. Heena Joshi

Day 3 (24.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10:00 A.M –10:10 A.M	FOS612	Measuring Sustainability: Nudging Transparency into the Assessment Framework
2	10:10 A.M –10:20 A.M	FOS698	The Influence Of Mobile Screen Time On Academic And Well- Being Of School Students In Tirunelveli District
3	10:20 A.M –10:30 A.M	FOS702	Investigating the Relationship Between Personality Traits and Investment Behavior
4	10:30 A.M –10:40 A.M	FOS708	Three-Dimensional Portfolio Optimization: Integrating ESG Metrics with Traditional Risk-Return Analysis Using Multi-Objective Evolutionary Algorithms
5	10:40 A.M –10:50 A.M	FOS747	Corporate Social Responsibility, Carbon Emission Control, and Corporate Financial Performance: Evidence from ASEAN-6 Countries
6	10:50 A.M –11:00 A.M	FOS794	Role of Investor ESG Adoption and its implications for Value Creation
7	11:00 A.M –11:10 A.M	FOS804	Risk Management And Bank Performance: Empirical Evidence From Vietnam
8	11:10 AM-11:20 AM	FOS283	How do monetary policy and FDI impel economic recovery? Evidence from International Markets
9	11:20 AM-11:30 AM	FOS285	The Impact of ESG on Corporate Performance: Evidence from the U.S.
10	11:30 PM-11:40 AM	FOS286	The Interplay of Monetary Policy and FDI in Shaping Green Finance



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11	11:40 PM-11:50 AM	FOS289	Esg And Firm Competitiveness – Evidence In U.S. Listed Companies
12	11:50 PM-12:00 PM	FOS314	An Empirical Analysis Of Liquidity, Profitability, And Solvency Dynamics In An Indian Fmcg Firm: Evidence From Lion Dates Impex Pvt Ltd (2019–2024)
13	12:00 PM-12:10 PM	FOS362	Leveraging Intellectual Capital and ESG Disclosure for Sustainable Corporate Performance: A Strategic Bibliometric Analysis in the Context of SDGs
14	12:10 PM-12:20 PM	FOS387	Understanding the Adoption of AI-Driven Financial Planners: A Malaysian Perspective
15	12:20 PM-12:30 PM	FOS415	Sustainability Finance Taxonomy: A Causal-Mechanism Framework for Environmental and Equity Outcomes in India
16	12:30 PM-12:40 PM	FOS494	Sustainable Financial Assessment of Bioenergy Firms in Telangana and Andhra Pradesh
17	12:40 PM-12:50 PM	FOS578	Deriving, solving and efficiency measuring an ILP model for a Company Project Investment Policy



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Track 4 - Sustainable Entrepreneurship & Innovative Business Models

Track Chair- Prof.Dr. Leonilson Kiyoshi Sato de Hervai, Dr. Anadan T. R, Prof. Dr. Geandra
Alves Queiroz, Dr.Rakesh G Nair

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	9:00 AM – 9:10 AM	FOS631	Sustainable Entrepreneurship: A Socio-Demographic Analysis and Assessment of Sustainability Practices of Micro-Enterprises in Jammu & Kashmir
2	9:10 AM-9.20 AM	FOS636	Sustainable Entrepreneurship Emerging from Student-Centered Innovation Processes
3	9:20 AM-9.30 AM	FOS644	Profit through Purpose: How Innovative Business Models Drive Sustainability through Sustainable Innovation
4	9:30 AM-9.40 AM	FOS714	Herbal Anti-Dandruff And Natural Hair Dye Shampoo From Bhingraj Leaves: A Model For Sustainable Entrepreneurship & Innovative Business Development
5	9:40 AM-9.50 AM	FOS764	Assessing the Impact of Government Policy and Technological Innovation on Sustainable Business Innovation in Pilgrimage Tourism: A Path Analysis Approach
6	9:50 AM-10.00 AM	FOS923	Green Finance as a Driver of Sustainable Choices: Insights from Indian Micro-Enterprises
7	10:00 AM-10.10 AM	FOS934	Sustainable Digital Inclusion and Women Entrepreneurship: Reimagining Gender Equity Through Rural Digital Marketing in India
8	10:00 AM-10.10 AM	FOS951	Shaping the Future of Business Innovation: Pathways to a Sustainable Society
9	10:10 A.M –10:20 A.M	FOS221	Intellilift:Real-Time occupancy Detection and Boarding Guidance for Smart Elevators.
10	10:20 A.M –10:30 A.M	FOS313	Urban Margins and Everyday Enterprise: A Design Ethnographic Study of Street Vendors in Bangalore
11	10:30 A.M –10:40 A.M	FOS346	Digital Resilience and Generational Innovation: A Theoretical Model for AI-Supported Entrepreneurial Development in Emerging Economies
12	10:40 A.M –10:50 A.M	FOS394	Entrepreneurial Intention And Entrepreneurial Self-Efficacy: Intrinsic Motivation As A Mediator And Business Family Background As A Moderator



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13	10:50 A.M –11:00 A.M	FOS405	Design of an Intelligent Framework to Evaluate Financial Literacy and Decision-Making Among Entrepreneurs Using MSEM and Bayesian Networks
14	11:00 A.M –11:10 A.M	FOS420	Policy Implementation for Supporting Student Entrepreneurship: Challenges and Strategic Solutions from Can Tho City, Vietnam
15	11:10 AM-11:20 AM	FOS503	Social Entrepreneurship Interventions and Livelihood Outcomes: Examining Empowerment as a Mediating Factor

Track 4 - Sustainable Entrepreneurship & Innovative Business Models

Track Chair- Dr. Anadan T.R

Day 3 (24.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10:00 A.M –10:10 A.M	FOS1015	Board diversity and organizational innovation: the vietnamese evidence
2	10:10 A.M –10:20 A.M	FOS1022	A Systematic Literature Review on the Role of Skill Development Programs in Empowering Rural Women Entrepreneurs
3	10:20 A.M –10:30 A.M	FOS515	Relational Strategic Emphasis of SMEs- A Systematic Literature Review
4	10:30 A.M –10:40 A.M	FOS216	AI based solar powered insect trap for farmers
5	10:40 A.M –10:50 A.M	FOS534	EcoMartX - drone food delivery
6	10:50 A.M –11:00 A.M	FOS599	Risk Structure And Risk Transmission Mechanism In Crowdfunding Activities In Vietnam: A Qualitative Approach Based On Thematic Analysis
7	11:00 A.M –11:10 A.M	FOS622	“Frontiers of Sustainability – Global Responsibility for Innovation & Entrepreneurship (FOS 2026 - GRIE)”
8	11:10 A.M –11:20 A.M	FOS219	Affordable Disposable Urinal Mat For Bedridden Users



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Track 5- Sustainability Education, Training & Capacity Building

Track Chair- Dr. Haritha P. H, Dr. Blaha Gregory Correia, Dr. Suram Balasubrahmanyam

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10:00 A.M –10:10 A.M	FOS676	Work-Life Balance Support, Job Satisfaction, and Employee Retention The Role of Perceived Organisational Support among School Teachers
2	10:10 A.M –10:20 A.M	FOS729	AI-Enabled Assessment and Skill-Mapping as Instruments of Sustainable Education: A Study on Reducing the Employability Gap among Engineering Students
3	10:20 A.M –10:30 A.M	FOS768	Sustainable Language Capacity Building through Artificial Intelligence in Higher Education: A Human-Centered Learning Perspective
4	10:30 A.M –10:40 A.M	FOS771	Impact Of Workplace Spirituality On Job Satisfaction And Employee Well-Being
5	10:40 A.M –10:50 A.M	FOS816	User Experience–Driven Design of Augmented Reality Media for CNC Training in Sustainable Manufacturing
6	10:50 A.M –11:00 A.M	FOS858	Empowering youth through AI enabled STEAM education: Sustainability education, training and capacity building for future ready societies.
7	11:00 A.M –11:10 A.M	FOS899	Decoding Educational Dualism: A Capability Approach to Shadow Education and SDG-4
8	11:10 A.M –11:20 A.M	FOS900	Work Readiness among graduates
9	11:20 A.M –11:30 A.M	FOS969	Sustainable Digital Pedagogies for Management Education: An Empirical Study on Technology Adoption in Management institutes of Sangli and Kolhapur Districts
10	11:30 A.M –11:40 A.M	FOS998	Digitalisation for Sustainability: A Bibliometric Analysis of Global Responsibility in the Education Sector Digitalisation for Sustainability
11	11:40 AM-11:50 AM	FOS504	Realizing the SDGs: The Role of Higher Education in Bridging Knowledge and Action
12	11:50 AM-12:00 PM	FOS517	Negotiating Sustainable Development Goals in Tamil Nadu: District-Level Insights from Rural Professions and Urban Enterprises
13	12:00 PM-12:10 PM	FOS542	The Impact of Sustainability Education on Students' Sustainable Entrepreneurial Intention: Evidence from a Sequential Cognitive–Affective–Behavioural Model



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14	12:10 PM-12:20 PM	FOS543	Workplace Culture, Interpersonal Relations, and Employee Retention among Academicians with Reference to Arts and Science Colleges in Cuddalore and Villupuram Districts of Tamil Nadu
15	12:20 PM-12:30 PM	FOS554	Employability Skills and Emerging Industry Norms: Stakeholder Insights from Business Schools
16	12:30 PM-12:40 PM	FOS574	Building Sustainable English-Speaking Competence For Logistics-Majored Students At College Of Foreign Economic Relations
17	12:40 PM-12:50 PM	FOS576	Sustainable Development of women's Empowerment through the Seetu System of Collective Finance
18	12:50 PM-1:00 PM	FOS610	Digital Education for a Greener Tomorrow: The Kalvi40 Model for Sustainable Learning
19	1:00 PM-1:10 PM	FOS617	Wheels of Change: Unpacking the Socio-Economic Benefits of Free Bus Services for Women Pursuing Higher Education
20	1:10 PM-1:20 PM	FOS661	A Framework for an Effective Faculty Development Program in Indian Higher Education Institutions

Track 5- Sustainability Education, Training & Capacity Building

Track Chair- Dr. Robert Crammond, Dr. Mutharasi P

Day 3 (24.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10:00 A.M –10:10 A.M	FOS1003	Reimagining Education for Sustainable Development through Digitalisation and E-Learning
2	10:10 A.M –10:20 A.M	FOS1026	Training of Trainers and Capacity Building Initiatives: Giving Teachers and leaders the skills they need to be sustainable
3	10:20 A.M –10:30 A.M	FOS1030	The DIPMA Framework: A Cyclical Workflow for Statistical Reasoning in Business Research
4	10:30 A.M –10:40 A.M	FOS1052	The Impact of Technology-Integrated Educational Environments on Student Satisfaction with Educational Service Quality: A Case Study of Universities in Ho Chi Minh, Vietnam
5	10:40 A.M –10:50 A.M	FOS237	Creating Quantum Conscious Young Minds to Evolve as Future Entrepreneurs and Human Resources to Help Nations Achieve Sustainable Development Goals via Universities
6	10:50 A.M –11:00 A.M	FOS304	Empowering Sustainable Education through Mobile Learning: Students' Attitudes and Engagement



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7	11:00 A.M –11:10 A.M	FOS324	Bridging the Support Gap: An Evaluation of AI Chatbots for Mental Health in Engineering Education
8	11:10 AM-11:20 AM	FOS344	Sustainable ERP Implementation in Higher Education: A Survey-Based Analysis on Technical and Non-Technical Determinants of System Success
9	11:20 AM-11:30 AM	FOS345	A Meta- Analytic review of the impact of social media on the Academic performance among College Students
10	11:30 PM-11:40 AM	FOS349	Computing Skills for Engineering Graduates: A Case Study
11	11:40 PM-11:50 AM	FOS381	Enhancing Co-Creation Through Generative Ai: Redefining Creative Learning Experiences In Engineering Education
12	11:50 PM-12:00 PM	FOS416	Enhancing engineering students' learning motivation through Aiagent-integrated lifelong learning platforms in the Mekong Delta, Vietnam

Track 6- Sustainable Human Resource Management, Workplace Well-being & Ethical Leadership

Track Chair- Dr. Murugan Pattusamy, Dr. Srinivasan

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	9:00 AM – 9:10 AM	FOS883	Exploring the Role of Indian Knowledge System and Ethical Understanding in Shaping Educational Management Practices of Adolescents
2	9:10 AM-9.20 AM	FOS885	Sustainable HRM Practices and Employee Engagement in the Age of AI: A Structural Equation Modeling Approach in Indian Higher Education Institutions
3	9:20 AM-9.30 AM	FOS897	An Empirical Study on the Train Drivers in Guntur Division with Reference to Work-Life Balance, Quality of Work Life and Safety Participation
4	9:30 AM-9.40 AM	FOS910	People for the Planet: Bibliometric Insights into Sustainable Human Resource Management Research
5	9:40 AM-9.50 AM	FOS911	Antecedents of employee brand performance in retail Organization of Coimbatore
6	9:50 AM-10.00 AM	FOS943	Role of HR Systems on High Performance, Workforce Motivation, Job Satisfaction and Organisational Performance: A Mediation-Moderated Analysis



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7	10:00 AM-10.10 AM	FOS961	A Research On The Socio-Economic Effects Of Motivational Practices Among Employees In The Tourism Sector Of Kottayam District
8	10:00 AM-10.10 AM	FOS967	Automation To Humanization: Reimagining Ethical Leadership For India's Sustainable Future Of Work.
9	10:10 A.M –10:20 A.M	FOS977	Rightsizing For Resilience: Leadership Continuity, Employee Performance, And Organizational Sustainability
10	10:20 A.M –10:30 A.M	FOS604	The role of AI-driven talent acquisition and its implications for employability and sustainable HRM
11	10:30 A.M –10:40 A.M	FOS672	Dynamics of Sustainable Work Design and Work Recovery in Platform-Based Gig Work
12	11:50 AM-12:00 PM	FOS700	Linking Self-Esteem, Ethical Idealism, and Academic Work Engagement in Higher Education: A Time-Lagged Model
13	12:00 PM-12:10 PM	FOS727	Silenced voices and ethical leadership: examining the influence of customer incivility on proactive service performance
14	12:10 PM-12:20 PM	FOS735	Biomedical Waste Management for Sustainable human resource management, Workplace Wellbeing – A Systematic Review
15	12:20 PM-12:30 PM	FOS753	Leveraging Digital HRM to Boost Organizational Resilience: Insights from Machine Learning
16	12:30 PM-12:40 PM	FOS761	Technostress and Hybrid Work: Strategies for Building Sustainable Workforce Practices
17	12:40 PM-12:50 PM	FOS791	AI Literacy and Human–AI Collaboration in Industry 5.0: Implications for Technostress Reduction and Employee Well-Being
18	12:50 PM-1:00 PM	FOS819	Ethical Leadership and Green Work Engagement: A Conditional Process Analysis of Psychological Contract Breach and Workplace Spirituality
19	1:00 PM-1:10 PM	FOS828	Hospital Industry Transformation: The Impact of Renovation and Acquisition on Service Delivery in Kerala.
20	1:10 PM-1:20 PM	FOS844	Agile Leadership in Action: Transforming Workplace Conflict into Collaborative Growth



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Track 6- Sustainable Human Resource Management, Workplace Well-being & Ethical Leadership

Track Chair- Dr. Nivethitha, Dr. Giverva Gravill

Day 3 (24.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10:00 A.M –10:10 A.M	FOS544	A Study On Analyzing The Contribution Of Transformational Leadership To Organizational Strategies In Hyderabad's Private Educational
2	10:10 A.M –10:20 A.M	FOS549	Emotionally Intelligent Leadership for Sustainable Employee Well-Being in Indian Startups with paper
3	10:20 A.M –10:30 A.M	FOS600	Service Excellence through Sustainability Practices in Hospitality
4	10:30 A.M –10:40 A.M	FOS605	Assessing Remote Work Effects on Work-Life Integration Among Employees with Caregiving Roles
5	10:40 A.M –10:50 A.M	FOS621	Lightweight U-Net with Simplified NAF Blocks for Image Deblurring
6	10:50 A.M –11:00 A.M	FOS623	– Workplace Toxicity, Burnout, and Ethical Leadership: Building Sustainable Human Resource Ecosystems in India's Textile Industry
7	11:00 A.M –11:10 A.M	FOS625	Spiritual Intelligence as a Buffer against Burnout: An Empirical Study among Indian IT Professional.
8	11:10 AM-11:20 AM	FOS659	Human Factors Influencing Worker Safety in High-Risk Industrial Painting: A Genetic Programming Based Modelling Approach
9	11:20 AM-11:30 AM	FOS662	The Impact of Early Life Stress, Education and Health on Employee Performance and Job Satisfaction: A Comparative Study of Adolescent Workers and Bank Employees
10	11:30 PM-11:40 AM	FOS670	Building Future ready workforce through competencies, promoting diversity and inclusion and wellbeing for sustainability
11	11:40 PM-11:50 AM	FOS1037	Green Training's Impact on Vietnamese Hotel Employees' Behavior and Satisfaction
12	11:50 PM-12:00 PM	FOS227	A Study of Understanding the interdependent Human – Technology partnership to advance Societal Needs of Sustainability in MSME's
13	12:00 PM-12:10 PM	FOS288	The Interplay Between High Performance Work Systems And Innovative Work Behavior In The Automobile Industries In Chennai



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14	12:10 PM-12:20 PM	FOS368	Inclusion or Illusion? Analysing Lived Experiences of Employees with Severe Disabilities in Indian Corporate Sector
15	12:20 PM-12:30 PM	FOS371	Bridging Data and Decisions: A Review of HR Analytics Research
16	12:30 PM-12:40 PM	FOS378	Integrating Artificial Intelligence Into Green Hrm To Drive Sustainable Employee Performance: Evidence From Smes In The Mekong Delta, Vietnam
17	12:40 PM-12:50 PM	FOS389	Ethical Leadership and Psychological Safety: Fostering Trust and Innovation in Organizations
18	12:50 PM-1:00 PM	FOS455	Problematic Internet Use and Digital Dating Behaviours: Facilitating Trust Erosion in Gen Z.
19	1:00 PM-1:10 PM	FOS462	Employee's Organizational Commitment in Private Sector Banks: Evidence from Southern India"
20	1:10 PM-1:20 PM	FOS483	The Role Of Ethical Leadership In Enhancing Employee Job Satisfaction
21	1:20 PM-1:30 PM	FOS509	Flexible Work Models: Balancing Employee Satisfaction and Productivity through Integration of Technology
22	1:30 PM-1:40 PM	FOS538	Gender inequality in household leadership and its implications for financial behaviour in Vietnam.

Track 7(A)- Technological Innovations & Digital Transformation for Sustainability

Track Chair- Dr. Morteza Alaeddini, Dr. Anima Pramanik, Dr. Paulo Nocecer Alves Junior

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	9:00 AM – 9:10 AM	FOS1005	Attitude and Intention to Use ICT among Agricultural Extension Personnel: Evidence from North-East India
2	9:10 AM-9.20 AM	FOS1043	Applying Artificial Intelligence to Gravity Interpretation for Geophysical Digital Transformation toward Sustainability
3	9:20 AM-9.30 AM	FOS1044	Digital Gravity Inversion for Sustainable Imaging of Deep Crustal Structures
4	9:30 AM-9.40 AM	FOS1053	Industry 4.0 As A Driver Of Supply Chain Resilience: An Ahp-Based Assessment Of Enablers And Barriers In The Indian Context
5	9:40 AM-9.50 AM	FOS201	Simulation-Based Analysis of 25 kV AC Metro Traction Systems: Insights from the Delhi Metro.
6	9:50 AM-10.00 AM	FOS221	IntelliLift: Real-Time Occupancy Detection and Boarding Guidance for Smart Elevators



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7	10:00 AM-10.10 AM	FOS226	Gamifying Sustainability: The Role Of Gamification In Encouraging Hotel Guests' Energy And Water Conservation
8	10:10 A.M –10:20 A.M	FOS261	A Comprehensive Review of 3D Printing Technologies, Applications, and Educational Impact in Civil Engineering
9	10:20 A.M –10:30 A.M	FOS293	Assessing the Satisfaction Levels of Faculty and Students with Moodle: A Study in Gulf University
10	10:30 A.M –10:40 A.M	FOS306	Reimagining Innovation through Data Analytics and Artificial Intelligence for a Sustainable Global Future: A Qualitative Inquiry

Track 7(B)- Technological Innovations & Digital Transformation for Sustainability

Track Chair- Dr. Ramesh Kumar

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	11:00 A.M –11:10 A.M	FOS312	Empowering Rural Women through Digital Financial Inclusion: Evidence from SHGs in India
2	11:10 AM-11:20 AM	FOS347	Beyond the Mirror: How AI Reflects, Shapes, and Sustains the New Fashion Experience
3	11:20 AM-11:30 AM	FOS397	Improved Source of Drinking Water: Analysis Using MIS 78th Round
4	11:30 PM-11:40 AM	FOS1011	Sustainable Digital Technology Integration For Preserving Khmer Cultural Heritage In Southern Vietnam: A Strategic Framework
5	11:40 PM-11:50 AM	FOS401	Advancing Skin Lesion Recognition with SAM, Transformers, and Federated Learning: Toward Equitable and Trustworthy Dermatology AI
6	11:50 PM-12:00 PM	FOS244	Technology-Driven Sourcing Portals for Enhanced Procurement Efficiency
7	12:00 PM-12:10 PM	FOS403	Fintech and SMEs Performance: a bibliometric analysis and future research agenda
8	12:10 PM-12:20 PM	FOS437	Evaluating the impact of e-learning resources on students' learning motivation in engineering education
9	12:20 PM-12:30 PM	FOS438	Enhancing engineering students' knowledge construction through NOTEBOOKLM: evidence from higher education in the Mekong Delta, Vietnam
10	12:30 PM-12:40 PM	FOS675	The Impact of Chatbots Service Quality on Sustainable Consumer Behaviour: The Mediating



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			Role of User Attitude Towards AI chatbot in Quick Commerce
11	12:40 PM-12:50 PM	FOS694	Smart Warehousing Through Real-Time Visibility, Human-AI Collaboration, and Robotics: A Case Study on Enhancing Warehouse Efficiency, Resilience, and Sustainability
12	12:50 PM-1:00 PM	FOS717	Exploring Sustainability in Food Supply Chains Through Life Cycle Assessment: Current Trends and Future Research Directions
13	1:00 PM-1:10 PM	FOS722	Creative Community Resistance as a Social Mediator of Consumer Trust in AI-Generated Imagery: Evidence from a High-Stakes IMC Campaign in Vietnam
14	1:10 PM-1:20 PM	FOS716	Digital Platforms In Circular Economy Transitions: Insights From A Systematic Literature Review

Track 7(A)- Technological Innovations & Digital Transformation for Sustainability

Track Chair- Dr. Riyaz, Dr. Prasanth, Dr. Priya, Dr.RameshKumar

Day 3 (24.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10:00 A.M –10:10 A.M	FOS454	Comparative Analysis of ResNet-18 and ResNet-50 Backbones for Resource-Efficient Object Detection
2	10:10 A.M –10:20 A.M	FOS463	Technology, Finance, and Sectoral Emissions: Global Evidence for the Period 2000–2020
3	10:20 A.M –10:30 A.M	FOS499	Computational Analysis of Stresses around Circular Perforations in FGM Plates using XIGA: Focus on Boundary Proximity Effects
4	10:30 A.M –10:40 A.M	FOS512	Empowering Women: Leveraging Deep Learning Algorithms for Gender Equality and Human Rights
5	10:40 A.M –10:50 A.M	FOS519	ESG as a tool for self-governance and sustainable corporate governance: Case study of selected Indian listed companies
6	10:50 A.M –11:00 A.M	FOS523	How Drivers of Responsible Innovation Shape Responsible Digital Transformation: Evidence from Vietnamese Enterprises
7	11:00 A.M –11:10 A.M	FOS524	Role of Organizational Culture on AI Adoption and Digital Transformation
8	11:10 AM-11:20 AM	FOS565	Hear the Words: An AI Predictor for Lyric Intelligibility



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9	11:20 AM-11:30 AM	FOS571	Humanizing Agentic AI: Emotional Intelligence, Trust Architecture from Chatbot to Multi-Agent Banking Ecosystems
10	11:30 PM-11:40 AM	FOS587	Green digital leadership, Knowledge sharing, and Ambidextrous innovation: Empirical evidence from SMEs in an Emerging economy (Vietnam)
11	11:40 PM-11:50 AM	FOS602	Lorawan Smart Grid: Self-Powered Iot For Rapid Fault Detection
12	11:50 PM-12:00 PM	FOS624	Machine Learning-Driven Short-to-Medium-Term Solar PV Forecasting for Enhanced Grid Integration and Sustainable Energy Economies
13	12:00 PM-12:10 PM	FOS630	Youth Digital Competence, Cybersecurity Awareness, and Ethical Behavior in Advancing Rural Green-Technology Sustainability
14	12:10 PM-12:20 PM	FOS641	The Perception of Working Women in MSME on Fintech Adoption: A study of Pauri Garhwal District of Uttarakhand
15	12:20 PM-12:30 PM	FOS651	Causal-Generative AI Framework for Predicting Early Plant Stress and Disease Progression Using Minimal Data
16	12:30 PM-12:40 PM	FOS655	Evaluating Sustainability Practices In Indian Organized Retail: A Secondary Data Analysis Of Their Influence On Impulse Buying Behaviour
19	1:30 PM-1:40 PM	FOS723	Digital Transformation in Green Mobility: Understanding Customer Perception of E-Vehicles
20	1:40 PM-1:50 PM	FOS732	Sustainability in Agri-Food Supply Chains: Orchestrating Digital Twin and Lean Six Sigma
21	1:50 PM-2:00 PM	FOS760	From Virtual Tours to the Sustainable Metaverse: A Bibliometric Review of Extended Reality Research Trends in Tourism (1998-2025)
22	2:00 PM-2:10 PM	FOS767	Crop Yield Prediction for Sustainable Agriculture Using Machine Learning Techniques: A Comparative Analysis of Algorithms
23	2:10 PM-2:20 PM	FOS793	Exploring the Role of Behavioural Intention in Digital Adoption and Cross-Functional Innovation within Indian Organizations
24	2:20 PM-2:30 PM	FOS797	Role Of Iot In Carbon Emission Reduction In Automotive Supply Chains: A Narrative Review
25	2:30 PM-2:40 PM	FOS842	Digital Transformation in an Indian Logistics Firm: A Case Study on Operational Challenges and Process Optimization
26	2:40 PM-2:50 PM	FOS847	AI-Driven Quality Enhancement in Indian Defence Manufacturing: A Conceptual Framework for Smart Factory Transformation



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27	2:50 PM-3:00 PM	FOS860	RuraCast - An AI-Based Micro-Climate Downscaling framework for hyper-local weather forecasting in Rural Regions
28	3:00 PM-3:10 PM	FOS879	A Dual-Theory Approach to Purpose Driven Brand Campaigns: Attribution and Signaling perspectives on Sustainable Purchase Intention
29	3:30 PM-3:40 PM	FOS913	Virtual Reality as a Digital Innovation in Online Tourism: Examining Perceived Value and Booking Intention on Online Travel Agencies Platforms
30	3:30 PM-3:40 PM	FOS916	Digital Ecosystems In Civil Construction: The Influence Of The Main Intellectual Leaders Of Construction 4.0
31	3:40 PM-3:50 PM	FOS920	Development of a prototype dashboard for a purchasing process performance measurement system
32	3:50 PM-4:00 PM	FOS924	Redefining Business Practices through Artificial Intelligence: An Empirical Study of Kolhapur City

Track 8- Sustainable Policy, Regulation, Governance & Global Responsibility

Track Chair- Dr. Suresh, Dr. Hema

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	9:00 AM – 9:10 AM	FOS1032	Capturing true sustainability in Universities
2	9:10 AM-9.20 AM	FOS1033	Minimum Support Price in India: A Comparative Review of Evolution, Regional Impacts, and Policy Reforms across Northern and Southern States
3	9:20 AM-9.30 AM	FOS232	Compliance-as-Code: Real-Time, Machine-Executable Policies for Continuous Assurance
4	9:30 AM-9.40 AM	FOS266	Modeling the barriers for Ethical and Responsible AI Use in Cryptocurrency Investment
5	9:40 AM-9.50 AM	FOS275	Trends and Contributions of School Zone Safety studies to Road Safety Research: A Bibliometric Review
6	9:50 AM-10.00 AM	FOS278	Integrating Policy, Governance, and Corporate Social Responsibility for Sustainable Innovation: A Conceptual Framework for Global Entrepreneurial Ecosystems
7	10:00 AM-10.10 AM	FOS301	The Role of Self-Help Groups in Enhancing Women's Economic Empowerment in Rural Tamil Nadu



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8	10:00 AM-10.10 AM	FOS415	Sustainability Finance Taxonomy: A Causal-Mechanism Framework for Environmental and Equity Outcomes in India
9	10:10 A.M –10:20 A.M	FOS456	Mapping Sustainable Development and Free Trade Agreements: A Bibliometric Review and Research Agenda
10	10:20 A.M –10:30 A.M	FOS500	From Policy Push to Youth Adoption: Examining the Role of Government EV Initiatives in Advancing SDG Outcomes
11	10:30 A.M –10:40 A.M	FOS508	GST Fairness, E-Tax Attitude and Compliance: A Governance-Based Analysis with Religiosity as Moderator
12	11:50 AM-12:00 PM	FOS525	TWENTY-FIVE YEARS OF RESEARCH ON GREEN PURCHASE INTENTION: A BIBLIOMETRIC ANALYSIS AND RESEARCH AGENDA
13	12:00 PM-12:10 PM	FOS575	Financial Slack as a Dynamic Capability Reassessing the ESG–CFP Relationship in Emerging Market Firms
14	12:10 PM-12:20 PM	FOS593	Unpacking the CSR–Performance Relationship: The Central Role of Psychological Empowerment among Bank Employees.
15	12:20 PM-12:30 PM	FOS618	Assessment of the National Health Mission with a Comparative Study of Health Care Access and Utilization in Uttar Pradesh and Kerala
16	12:30 PM-12:40 PM	FOS627	- Behavioural Determinants of Road Safety Sustainability: An Integrative Analysis of Driver Non-Compliance and Accident Severity in HighRisk Zones (Tamil Nadu Case Study)
17	12:40 PM-12:50 PM	FOS648	A Generative AI and Knowledge Graph Framework for Automated Derivation and Continuous Enforcement of Cloud Security and Compliance Policies.
18	12:50 PM-1:00 PM	FOS681	Carbon Emission & Net-Zero Reporting: Targets & Transformations through BRSR in India



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Track 8- Sustainable Policy, Regulation, Governance & Global Responsibility

Track Chair- Dr. Dipasha Sharma

Day 3 (24.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10:00 A.M –10:10 A.M	FOS721	Industrial Cluster-wide Corporate Social Responsibility and Configurational Framework: A Systematic Review
2	10:10 A.M –10:20 A.M	FOS779	Advancing Sustainable Wellness Tourism for Global Well-Being: A Systematic Evidence Review
3	10:20 A.M –10:30 A.M	FOS786	Mapping Sustainability Governance Research in Policy, Regulation, and ESG: A Bibliometric Analysis
4	10:30 A.M –10:40 A.M	FOS880	Does The Ownership Structure of a Company Moderate the Relationship Between ESG Disclosure and Firm Performance? Evidence From India
5	10:40 A.M –10:50 A.M	FOS907	CSR Disclosure and Company Firm Performance: Unravelling the link using Natural Language Processing (NLP)
6	10:50 A.M –11:00 A.M	FOS982	ESG Disclosure and Market Capitalisation: Evidence on the Conditional Influence of Promoter Ownership



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Track 9- sustainability Impact Measurement, Scalability & Growth Strategies

Track Chair- Dr. Akasha, Dr. Meena, Dr. Ana Carolina Bertassini

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	9:00 AM – 9:10 AM	FOS296	Lean and Green Practices for Sustainable Construction: Evidence from a Case Study in Brazil
2	9:10 AM-9.20 AM	FOS298	Federated Learning for Privacy-Preserving Impact Measurement: A Secure, Standardized Framework for Cross-Institutional Impact Analytics in Social Finance
3	9:20 AM-9.30 AM	FOS307	Measuring the key dimensions of Employee performance with reference to the Information Technology Sector in India
4	9:30 AM-9.40 AM	FOS357	DeepSeek vs. ChatGPT: A Comparative Review of Resource Efficiency and Sustainable Innovation in AI/ML
5	9:40 AM-9.50 AM	FOS496	Prioritizing Sustainability Barriers in Perishable Food Supply Chains (PFSC) Using Grey Integrated Decision Analytics (GIDA): Evidence from a Developing Economy
6	9:50 AM-10.00 AM	FOS546	A Research on Sustainable Development in India: A Marxian Perspective
7	10:00 AM-10.10 AM	FOS547	Trends and Insights from Research on ESG in SMEs: A Bibliometric Approach
8	10:00 AM-10.10 AM	FOS616	Economic Viability of Fish for Biofuel Production – A Review
9	10:10 A.M –10:20 A.M	FOS691	Leveraging Vacation Rental Platforms for Strategic Growth and Sustainability: A Study of Small Homestays in Uttarakhand
10	10:20 A.M –10:30 A.M	FOS693	Revitalizing Traditional Indian Knowledge System for Innovation And Entrepreneurship in the Global Economy.
11	10:30 A.M –10:40 A.M	FOS755	The Impact Of The European Union's Carbon Border Adjustment Mechanism (Cbam) On The Export Competitiveness Of Vietnam's Steel
12	11:50 AM-12:00 PM	FOS849	Challenges and Recommendations for ESG adoption by Small and Medium-Sized Enterprises



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22 - 24 January 2026



Track 10 - Climate Action, Low-Carbon Strategies & Sustainable Future Economies

Track Chair - Dr. Rahul Sindhwani

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	9:00 AM – 9:10 AM	FOS1013	Fostering International Collaboration For Sustainable Climate Change Adaptation And Green Business Practices To Strengthen Resilient Coastal Economies In Vietnam
2	9:10 AM-9.20 AM	FOS1021	A Numerical Study on Solar Powered Battery Energy Management for Sustainable Electric Auto Rickshaws
3	9:20 AM-9.30 AM	FOS510	Determinants of Community Support for Climate-Resilient Tourism: Evidence from Flood-Prone Protected Areas in Assam
4	9:30 AM-9.40 AM	FOS552	Understanding Scope-3 Impacts in Green Fandom: What Drives Sustainable Behaviour Intention in Sports and Esports Fans
5	9:40 AM-9.50 AM	FOS584	Integrating Environmental Practices for Enhanced Organizational Sustainability: The Role of Biodiversity, Carbon Footprint, and Resource Efficiency
6	9:50 AM-10.00 AM	FOS614	Challenges and Opportunities for Implementing the Circular Economy in Vietnam
7	10:00 AM-10.10 AM	FOS634	Decoding the Dynamics of Load-Shedding in MSMEs: A Systemic Analysis Leading to Energy Resilient Interventions
8	10:00 AM-10.10 AM	FOS666	Biofabricated Mycelium Composites for Circular Material Systems : A Systematic Literature Review
9	10:10 A.M –10:20 A.M	FOS917	Integrating Microalgae-Based Fertilizers into the Circular (Bio)Economy: A Bibliometric Review
10	10:20 A.M –10:30 A.M	FOS918	Circular (Bio)Economy in Agri-food Systems: A Bibliometric Review and Thematic Evolution
11	10:30 A.M –10:40 A.M	FOS978	A Sustainable Transitions toward Renewable Energy Systems through Low-Carbon Strategies for Climate strategies