

International Research Conference  
on  
**Nation-Building through  
Innovation, Technology  
and Sustainability**

**(IC-NBITS 2026)**



**Mode: Hybrid**

**Dates: March 13–14, 2026**

**Venue:**

**SIES COLLEGE OF MANAGEMENT STUDIES**

Nerul, Navi Mumbai  
Email: [siescomsicnbits@sies.edu.in](mailto:siescomsicnbits@sies.edu.in)

## ABOUT THE INSTITUTE

Rooted in a rich legacy of academic excellence and social commitment, the **South Indian Education Society (SIES)**, established in 1932, has consistently upheld the belief that education and research are powerful instruments of nation-building. Guided by this enduring philosophy, **SIES College of Management Studies (SIESCOMS), Navi Mumbai**, since its inception in 1995, has been committed to nurturing responsible leaders, advancing scholarly inquiry, and contributing meaningfully to society through high-quality research and knowledge dissemination. SIESCOMS offers postgraduate programmes including the Master of Management Studies (MMS), Master of Computer Applications (MCA), and PhD programmes in Management Studies and Computer Applications. The MMS and MCA are two-year, full-time programmes of the University of Mumbai and are approved by the All India Council for Technical Education (AICTE). Both the MMS and MCA programmes are accredited by the National Board of Accreditation (NBA), and SIESCOMS is accredited by the National Assessment and Accreditation Council (NAAC).

## ABOUT THE CONFERENCE

SIESCOMS is organising the International Research Conference on “Nation-Building through Innovation, Technology and Sustainability” as a global academic and professional forum to examine how innovative thinking, technological advancement, and sustainable practices can together drive inclusive and resilient nation-building. The conference brings together researchers, academicians, policymakers, industry professionals, entrepreneurs, and development practitioners from across the world to share research, insights, and best practices that support national progress in an interconnected and rapidly evolving environment. Recognising that nation-building in the 21st century extends beyond economic growth to include social equity, environmental responsibility, technological preparedness, and institutional strength, the conference emphasises that innovation and technology achieve their true impact only when guided by sustainability, fostering dialogue that leads to economically robust, socially inclusive, and technologically empowered nations.

## CALL FOR PAPERS

We invite research scholars, industry practitioners and academicians to submit original research papers, case studies, and conceptual work aligned with the main conference theme. Submissions are encouraged across all management disciplines, with a focus on innovation, digital transformation, sustainability, and their role in shaping a future-ready India.

## **PRE-CONFERENCE WORKSHOP**

**March 13, 2026**

### **OBJECTIVES OF THE PRE-CONFERENCE SESSIONS**

- To strengthen research methodology and theory development skills among faculty members and research scholars.
- To equip participants with tools for systematic literature review, bibliometric analysis, and theory-driven research.
- To highlight research opportunities in sustainability management and industry-linked projects aligned with national priorities.
- To set a strong academic foundation for the conference through rigorous, impactful, and policy-relevant research.

### **SPEAKERS**



**Dr. Weng Marc Lim**

Dean, Sunway Business School - Greater Kuala Lumpur

**Topic:** Theory and Theory Development in Management Research

**Dr. Shankar Murthy**

Adjunct Professor, Environmental Science & Engineering, IIT Bombay  
Former Dean (Academics) & Professor of Sustainability Management,  
IIM Mumbai

**Topic:** Research Opportunities in Sustainability Management and  
Access to Industrial Projects



**Dr Shalini Sahni**

Founder-Koach Scholar

**Topic:** Systematic Literature Review and Bibliometric Analysis

## CONFERENCE SPEAKERS

**March 14, 2026**

### **CONFERENCE OBJECTIVES:**

- To foster interdisciplinary research and innovation contributing to Viksit Bharat through inclusive growth strategies
- To enhance institutional capacity through technology adoption, innovation frameworks, and empirical insights
- To develop leadership capabilities aligned with ESG principles and sustainable nation-building objectives
- To encourage research contributions across management disciplines advancing India's progress and development



#### **CHIEF GUEST**

**Mr. Philip C. Zerrillo**

Advisory Board Member and Consultant for B-schools across the world  
Professor of Marketing at Sasin School of Management, Thailand

#### **GUEST OF HONOUR**

**Mr. Subhendu Kumar Bal**

President & Chief Risk Officer SBI Life



#### **KEYNOTE**

**Dr. Jitender Kumar**

Associate Professor - BIMTECH

Assistant Editor (South Asian Journal of Business and Management Cases)

Editorial Advisory Board Member

(Emerald Emerging Market Case Studies)



## Conference Tracks

<b>Finance</b> <ul style="list-style-type: none"> <li>Sustainable Finance &amp; Responsible Investment</li> <li>FinTech, Digital Payments &amp; Financial Inclusion</li> <li>Capital Markets &amp; Investment Innovations</li> <li>Corporate Governance, Ethics &amp; Accountability</li> <li>Banking Transformation in the Digital Age</li> <li>Financial Literacy &amp; Behavioral Finance</li> <li>Public Finance, Policy Innovation &amp; Economic Development</li> </ul>	<b>Operations &amp; Supply Chain Management</b> <ul style="list-style-type: none"> <li>Operations Innovation in Manufacturing &amp; Services</li> <li>Digital Transformation in Supply Chain Management</li> <li>Circular Economy &amp; Closed-Loop Systems</li> <li>Smart Manufacturing through AI, Automation, and Robotics</li> <li>Digital Twins for Operational Sustainability</li> <li>Public Policy for Green Logistics &amp; Warehousing</li> </ul>
<b>Marketing</b> <ul style="list-style-type: none"> <li>Consumer Behaviour in a Changing India</li> <li>Social Impact Marketing &amp; Nation Building</li> <li>Quick Commerce &amp; the Future of Instant Consumption</li> <li>AI-Powered Marketing &amp; Intelligent Consumer Engagement</li> <li>New-Age Marketing in a Digital-First India</li> <li>Consumer Insight Analytics</li> <li>Digital &amp; Omni-Channel Ecosystems</li> <li>Digital Marketing for an Inclusive Nation</li> <li>Technology-Led Customer Experience</li> <li>Innovation in Branding &amp; Communication</li> <li>Neuromarketing &amp; Emotional Response</li> <li>Sustainable Marketing Practices/Marketing for a Sustainable Future</li> </ul>	<b>General Management</b> <ul style="list-style-type: none"> <li>Corporate Strategy in Amrit Kaal: Redesigning Conglomerates for a \$10 Trillion India</li> <li>Boardroom Leadership for Viksit Bharat: Driving India to Developed-Nation Status by 2047</li> <li>Vasudhaiva Kutumbakam &amp; ESG 2.0: Ethical Board Governance</li> <li>Sustaining Family Enterprises: Intergenerational Harmony &amp; Growth</li> <li>PLI &amp; FTAs: Fast-tracking Global Expansion of Indian Family Businesses</li> <li>From Upanishads to Unicorns: Ancient Indian Thought in 21st-Century Management</li> </ul>
<b>Human Resources</b> <ul style="list-style-type: none"> <li>AI, HR Analytics &amp; Technology-Driven HRM</li> <li>Robotics, Automation &amp; Workforce Realignment</li> <li>Sustainable HRM &amp; Green Workplace Models</li> <li>Future Skills, Leadership &amp; Human Capital Development</li> <li>Global HRM &amp; Cross-Cultural Competence</li> </ul>	<b>Information Technology</b> <ul style="list-style-type: none"> <li>Intelligent Computing &amp; Digital Trust</li> <li>Information Systems &amp; Enterprise Applications</li> <li>Next-Gen Communication Technologies</li> <li>Augmented &amp; Virtual Reality</li> <li>Green Computing &amp; Sustainable Technologies</li> </ul>

## IMPORTANT DATES

Events	Date
Conference date	13th-14th March, 2026
Paper Submission Deadline	14 February 2026
Intimation of Acceptance	One week from the date of submission

## REGISTRATION FEES

Category	Registration fee	Total Fees including GST @ 18%
Research Scholars	INR 1000	INR 1180
Academic Delegates	INR 2500	INR 2950
Industry Delegates	INR 3000	INR 3540
Only Attendees	INR 1000	INR 1180
Foreign Delegates	USD 100	USD 100

## BEST RESEARCH PAPER PRESENTATION AWARDS

	Management	Technology
First Prize	₹10,000	₹10,000
Second Prize	₹5,000	₹5,000

## PUBLICATION OPPORTUNITIES

Papers presented at the conference will have opportunities for publication in the following journals , subject to standard review processes.

- **Journal of Global Marketing**

Taylor & Francis Publication, SCOPUS Indexed

- **South Asian Journal of Business and Management Cases (SAJBMC)**

SAGE Publication, SCOPUS Indexed

- **European Economics Letters**

European Economics Letters Group, ABDC Indexed

- **Transformational Management Review (TMR)**

Published by IILM as an institutional, peer-reviewed, open-access journal

- **Conference Proceedings with ISBN Number**

Official conference proceedings with ISBN registration

Manuscripts will be shortlisted by the Conference Review Committee and recommended for submission to associated journals. Final publication decisions rest solely with the journals and will be based on their standard peer-review process.

## SUBMISSION GUIDELINES

- Full Research Paper /Case Study up to 8000 words (including references, tables, and figures).
- Abstract Length: 150–250 words, Keywords: 3–6, Figures and tables must be clearly labelled and numbered.
- Captions must be placed below figures and above tables.
- All figures must be of high resolution and embedded within the text.
- References must follow the APA Style (7th Edition).
- All cited work must be included in the reference list.
- The font should be Times New Roman- 12-point size with 1.15-line spacing, and 1-inch margins on all sides

## ACCOUNT DETAILS

<b>Account Name</b>	SIES COLLEGE OF MANAGEMENT STUDIES
<b>Bank Name</b>	Union Bank
<b>Account No</b>	520101005664868
<b>IFSC Code</b>	UBIN0905721
<b>Branch</b>	Nerul, Navi Mumbai

**Registration Form Link:** <https://forms.gle/BrQTLr6p2GUuQPfs8>

## **LEADERSHIP AND ORGANIZING COMMITTEE**

- Conference Chairperson: Dr. Madhavi Dhole
- Conference Joint Convenors:
  - Dr. Neha Chopade- *Technology*
  - Dr. Dipti Periwal- *Management*
  - Dr. Rajesh Chouksey
- Dr. Anup Palsokar
- Dr. Ira Kumar
- Dr. Shalini Gulecha
- Dr. Sarita Kumari
- Dr. Pankaj Srivastava
- Dr. Abhishek Deokule
- Dr Christina Shiju
- Dr. Vikram Hande
- Dr. Sanju Gupta
- Dr. Neha Choudhary



**Contact us on:**

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**Visit our conference page on [www.ic-nbits.in](http://www.ic-nbits.in)**



**CMT Submission link: <https://cmt3.research.microsoft.com/ICNBITS2026>**



**Email ID : [siescomsicnbits@sies.edu.in](mailto:siescomsicnbits@sies.edu.in)**



**Website : [www.siescoms.edu.in](http://www.siescoms.edu.in)**



**Location Map : <https://maps.app.goo.gl/naBnAHmJmmf8jift5>**

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