IIM KASHIPUR

SUSTAINABLE MANAGEMENT STRATEGIES FOR INDIA'S FUTURE



3rd International Conference on

6 TH , 7 TH , AND 8 TH MAY 2027



ABOUT THE CONFERENCE

India’s growth story is a remarkable journey of economic transformation and resilience. Over the past few decades, India has emerged as one of the world’s fastest-growing major economies. Today, India is the world's sixth-largest economy and aspires to grow further. The road ahead has its own challenges and opportunities, especially as the nation strives toward the vision of “Viksit Bharat 2047”—a fully developed, inclusive, and self-reliant India by the centenary of its independence.

In this context, management assumes a pivotal role. Effective leadership, strategic thinking, innovation, entrepreneurship, responsible governance, digital transformation, talent development, and sustainable business practices will be critical in shaping organisations capable of contributing to India's long-term development aspirations.

The SMSIF-3 conference at the Indian Institute of Management Kashipur (IIM Kashipur) envisages bringing together thought leaders, academicians, policymakers, and industry experts to explore management contributions and insights essential to shaping India’s sustainable future. As we navigate the complexities of a rapidly evolving global landscape, the conference aims to address the unique challenges and opportunities that lie ahead for Indian businesses and organisations.

SMSIF-3 is dedicated to providing a comprehensive understanding of how traditional wisdom and modern practices can converge to create innovative and sustainable business solutions for India of tomorrow. The vision of Viksit Bharat calls for a paradigm of development that goes beyond conventional measures of economic growth. It requires organisations, institutions, and businesses to rethink the ways in which they create value, develop human capabilities, harness technology, manage resources, and respond to societal and environmental challenges.

The conference invites diverse perspectives on how management education, research, and practice can contribute to an India that is innovative, inclusive, sustainable, resilient, technologically advanced, and globally competitive. It has six thematic tracks as follows: (1) Indian Knowledge Systems and Values: Applications in Management, (2) Business Sustainability: Challenges, Solutions, and Roadmaps, (3) Data-Driven Sustainable Operations Management, (4) Sustainable Marketing Practices: Bridging Strategy and Impact, (5) Finance in a Dynamic World: Emerging Technologies, Global Shocks and Financial Transformation, (6) Performance Management.

Join us as we embark on a journey to explore India's sustainable future, drawing on the past and looking towards a sustainable, innovative tomorrow.

IMPORTANT DATES

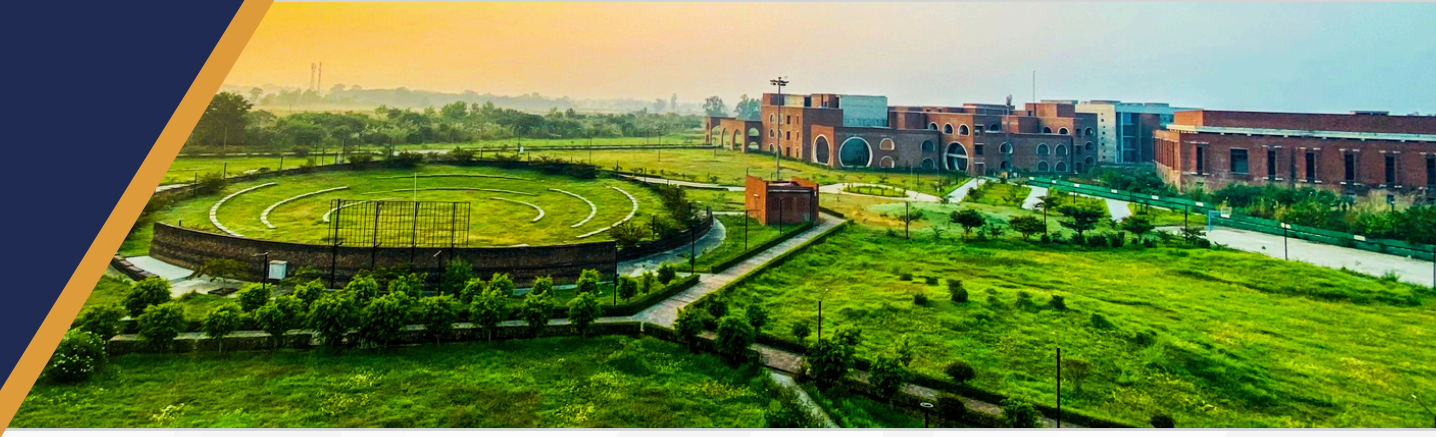
Submission opens	Open
Abstract /Extended Abstract Submission Deadline	15th January 2027
Notification to Author(s)	30th January 2027
Early Bird Registration	15th February 2027
Late Registration	23rd February 2027
Full Paper Submission Deadline	28th February 2027
Conference	06th to 8th May 2027, Thursday to Saturday

** Participants Publication charges (if selected quality publication for some participants)*

REGISTRATION

Registration Fee includes:

- **Access to all conference sessions (offline presenters only), accommodation, food, events, conference kit, and workshops.**
- **IIM Kashipur will make complimentary boarding and lodging arrangements for all the conference participants from 05th to 08th May 2027, Wednesday to Saturday.**
- **Lunch/Dinner and Refreshments will be provided during the conference (06th to 08th May 2027).**
- **A nature excursion.**
- **Detailed registration and presentation information will be provided to authors of selected abstracts/extended abstracts.**
- **All authors and co-authors (who want to join the conference) must register themselves within a given deadline separately by paying a stipulated fee separately. Kits and certificates will be provided only to registered authors.**
- **Conference kit will not be given to online presenters (if allowed), through courier, registered post, or any other mode.**
- **The fee once paid by the participants will not be refunded/reimbursed. The decision of the IIM Kashipur authority in this regard will be final and abiding.**
- **Detailed registration and presentation information will be provided to authors of selected abstracts/extended abstracts.**
- **Plagiarism will be rigorously checked for abstracts/ extended abstracts and completed papers.**
- **The guests of the participants will be charged ₹6500 per person. They will not given any certificate and conference kits. The charge includes fooding, lodging and nature excursion.**



REGISTRATION FEES

	Early Bird Registration		Late Registrations	
Category	**Participants from India**	**Participants from Abroad**	**Participants from India**	**Participants from Abroad**
Faculty and Postdoctoral Researchers	₹ 13500	US $ 300	₹ 14000	US $ 330
Doctoral/Masters/Bachelors Scholars	₹ 7500	US $ 170	₹ 8000	US $ 165
Industry Professionals	₹ 16000	US $ 400	₹ 17000	US $ 440

SUBMISSIONS

We invite the submission of abstracts or extended abstracts for consideration under the six thematic tracks: (1) Indian Knowledge Systems and Values: Applications in Management, (2) Business Sustainability: Challenges, Solutions, and Roadmaps, (3) Data-Driven Sustainable Operations Management, (4) Sustainable Marketing Practices: Bridging Strategy and Impact, (5) Finance in a Dynamic World: Emerging Technologies, Global Shocks and Financial Transformation, (6) Performance Management, of the upcoming 3rd International Conference, "Sustainable Management Strategies for India's Future." These tracks are designed to foster interdisciplinary research, dialogue, and practical innovation across academia, industry, and policy-making communities.

Submissions may include empirical studies, theoretical frameworks, case-based insights, or practitioner perspectives that align with the broader scope of sustainability, strategic transformation, and the vision of Viksit Bharat 2047—a developed, inclusive, and self-reliant India. In this context, we also encourage research that draws upon Swadeshi—such as local resource utilization, indigenous knowledge systems, and self-reliant economic models—as powerful tools for sustainable development and ethical management.

Aligned with the national vision of a Self-Reliant India, we particularly welcome contributions that emphasise innovation, resilience, and self-sufficiency in India's development journey. Research exploring how local entrepreneurship, decentralized systems, and community-led initiatives can contribute to sustainable and inclusive growth will be especially relevant.

Through dialogue and knowledge exchange between academia and industry, the conference aims to generate meaningful insights, research directions, and actionable ideas to help shape organisations and institutions capable of supporting India's journey towards 2047.

We welcome participation from scholars, researchers, policymakers, and industry professionals who seek to advance India's sustainable development agenda through rigorous and impactful inquiry.



Track 1: Indian Knowledge Systems and Values: Applications in Management.

Explore the rich heritage of Indian knowledge systems and values, including the Swadeshi philosophy, and their relevance in modern management practices. This theme will delve into how ancient wisdom and practices can be integrated into contemporary business practices and strategies to address contemporary challenges, to foster wellbeing, holistic development, holistic decision-making, and sustainable growth. We welcome the submission of innovative and high-impact research contributions addressing, but not limited to, the following sub-themes -

- Indian management thoughts
- Indian psychology
- Indian mindset and its implications for management
- Indian values and ethos
- Indian values and ecology
- Psychological wellbeing and interventions like Yoga, Meditation, Vipassana, etc.
- Yoga and management
- Spirituality and leadership
- Spirituality at the workplace
- Stress management and Ayurveda, Meditation, Vipassana, Yoga
- Digital addiction and Indian interventions
- Positive organizational psychology
- Indigenous management practices
- Swadeshi and self-reliance in management: Indigenous economic models and their relevance to sustainable and ethical business practices

Track 2: Business Sustainability: Challenges, Solutions, and Roadmaps

Business sustainability has evolved from a peripheral concern to a strategic imperative, yet organizations continue to face multifaceted challenges in its implementation. Key obstacles include limited access to green financing, fragmented regulatory frameworks, and resistance to change within corporate cultures. To address these issues, companies are adopting innovative solutions such as circular economy models, ESG-driven decision-making, and digital technologies like AI and blockchain to enhance transparency and efficiency. As global climate goals intensify and consumer expectations shift, the ability to navigate business challenges with actionable roadmaps will define the resilience and relevance of future-ready enterprises. We welcome the submission of innovative and high-impact research contributions addressing, but not limited to, the following sub-themes -

- Pro-environmental behaviours
- Energy transition
- Sustainability in AI
- Digital labours and virtual factories
- Human-centric, sustainable, and resilient industrial model
- Multi-stakeholder engagement in sustainability planning
- Strategies for sustainability in VUCA world
- Green and Frugal innovation and sustainability
- Developing sector-specific sustainability roadmaps
- Academia-industry collaboration for sustainable R&D
- Sustainable procurement and consumption
- Green operations and supply chain management
- Circular economy models and sustainable product design
- Green finance and impact investing strategies
- Building resilient supply chains through sustainability frameworks
- Sustainable project management
- Decarbonisation and net zero

These themes resonate strongly with the national mission of Viksit Bharat 2047, which envisions a developed, self-reliant, and environmentally sustainable India by the 100th year of independence. We invite research that not only advances academic and industrial knowledge but also contributes meaningfully to building a greener, more resilient, and inclusive future for India.



Track 3: Data-Driven Sustainable Operations Management

This theme focuses on how organizations can use data, analytics, and quantitative decision-making techniques to improve operational performance while achieving environmental, social, and economic sustainability. With increasing pressure to reduce costs, minimize resource consumption, lower carbon emissions, manage supply-chain risks, and meet changing customer expectations, organizations need decisions that are both data-driven and sustainable. We welcome the submission of innovative and high-impact research contributions addressing, but not limited to, the following sub-themes –

- Data-Driven Sustainable Supply Chain Management
- Decision Sciences for Sustainability
- Sustainable Production and Operations
- AI, Machine Learning and Predictive Analytics
- Intelligent inventory management
- Sustainable Logistics and Transportation
- Circular Economy and Waste Management
- Optimization and Operations Research
- Sustainability Analytics and Performance Measurement
- Forecasting, Risk and Resilience

These sub-themes bring together operations management, sustainability, business analytics, statistics, optimisation, forecasting, and decision sciences. It encourages research and practical solutions that help organisations make better decisions regarding production, inventory, logistics, procurement, supply chains, energy, waste, and resource allocation, etc.

Track 4: Sustainable Marketing Practices: Bridging Strategy and Impact

This theme will address the latest trends, tools, and methodologies in marketing, helping businesses to effectively reach and engage their target audiences in an ever-evolving marketplace. We focus on the dynamic world of marketing management in India, where traditional techniques meet cutting-edge strategies. As the number of cultural, medical, and wellness tourists is increasing in India, we are also focusing on cultural, medical, and wellness tourism. We welcome the submission of innovative and high-impact research contributions addressing, but not limited to, the following sub-themes –

- Ethical branding and its influence
- Sustainable Consumer Behaviour & Branding
- Digital storytelling for eco-conscious brand narratives
- Marketing strategies for biodegradable and eco-friendly products
- Co-creation and crowdsourcing for sustainable innovation
- Sustainable retail and FMCG marketing strategies
- CSR-driven marketing strategies for inclusive development
- Regulatory frameworks and their influence on green advertising
- Marketing strategies for social enterprises
- Eco-tourism and cultural tourism branding

These sub-themes align with the broader national vision of Viksit Bharat 2047, aiming to build a sustainable, inclusive, and economically resilient India. We encourage research that contributes to this transformative agenda by exploring innovative marketing approaches that support environmental responsibility, social impact, and long-term national development.



Track 5: Finance in a Dynamic World: Emerging Technologies, Global Shocks and Financial Transformation

This track explores how emerging technologies, geopolitical and economic shocks, regulatory changes, and sustainability challenges are reshaping the financial landscape. It invites research examining the adoption and application of AI and FinTech, evolving financial markets and institutions, corporate financial decisions, investment and risk, and the transmission of recent events into financial outcomes. Both contemporary event-driven studies and broader theoretical and empirical research are encouraged, with emphasis on understanding emerging challenges, opportunities, and responses in a rapidly changing financial environment. Therefore, we invite cutting-edge research work for the following sub-themes, but not limited to, the following sub-themes -

- AI and Financial Decision-Making
- FinTech, Digital Finance and Financial Innovation
- AI, Financial Markets and Investment Behaviour
- Geopolitical Shocks, Economic Uncertainty and Financial Markets
- Sustainable Finance, ESG and Climate-Related Financial Risks
- Corporate Finance, Firm Value and Emerging Technologies
- Financial Risk, Resilience and Systemic Stability
- Banking, Digital Lending and Financial Inclusion
- Regulation, Governance and the Future of Finance
- Recent Events and Their Impact on Financial Outcomes

Submissions are invited on the above themes and related contemporary issues in finance. The track particularly welcomes original theoretical, empirical, methodological, and event-based research examining emerging developments and their implications for financial outcomes.

Track 6: Performance Management

The revolution in technology and increased focus on sustainability have changed the nature of employment and business processes. Technological changes have given rise to work-from-home, digital labour, increased use of e-commerce, robots, and automation. The sustainability concerns have encouraged responsible resource management. It has given rise to new criteria that are used to evaluate the performance of different entities, from individuals to countries. The changing scenario raises questions of measuring performance and efficiencies of individuals, groups, firms, cities, states, or countries, and how they can improve their performance in the changing context. Therefore, we invite cutting-edge research work for the following sub-themes, but not limited to, the following sub-themes -

- Performance management of employees
- Sustainable technical, environmental, revenue, profit efficiencies of group/ firms/ cities/ districts/ country
- Ranking of groups/firms/cities/districts/countries
- Performance of groups/firms/cities/districts/countries in an uncertain environment
- Productivity change over the periods
- Natural resource utilisation efficiency
- Sustainable healthcare efficiency
- Sustainable banking efficiency
- Sustainable logistics and supply chain efficiency

These research areas play a vital role in supporting the vision of Viksit Bharat 2047, which aspires to position India as a globally competitive, efficient, and sustainable economy by its centenary of independence. We encourage contributions that explore data-driven insights, performance benchmarks, and innovative strategies to enhance efficiency and sustainability at all levels—organizational, regional, and national.



PROGRAMME & REGISTRATION

The complete conference schedule, including speakers, accepted Abstracts, etc., will be announced in the coming months on the conference website.

We look forward to meeting you in Kashipur, Uttarakhand, India, in May 2027!

Conference Patron
Prof. Neeraj Dwivedi
Director, Indian Institute of Management Kashipur

The Conference Chairs:

Prof. Somnath Chakrabarti, PhD (IIT Delhi) Professor (Marketing) Indian Institute of Management Kashipur	
Prof. Alka Arya, PhD (IIT Roorkee) Assistant Professor (Operations Management and Decision Sciences) Indian Institute of Management Kashipur	**Prof. Ratikant Bhaskar,** PhD (IIT (ISM) Dhanbad) Assistant Professor (Finance and Accounting) Indian Institute of Management Kashipur



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