



**SYMBIOSIS**  
INSTITUTE OF BUSINESS MANAGEMENT, NAGPUR



**SYMBICON**  
2026



# 5<sup>th</sup> Annual Conference

**International Conference on  
Sustainability, Innovation, and Technology**

**March 07, 2026 | Online**

**CALL FOR PAPERS**

Publication Opportunity



## VISIONARIES OF THE CONFERENCE



**Chief Mentor**  
**Prof. (Dr.) S.B. Mujumdar**  
Chancellor,  
Symbiosis International  
(Deemed University)



**Mentor**  
**Dr. Vidya Yeravdekar**  
Pro Chancellor,  
Symbiosis International  
(Deemed University)



**Mentor**  
**Dr. Ramakrishnan Raman**  
Vice Chancellor,  
Symbiosis International  
(Deemed University)

SIBM Nagpur thrives on a student-driven culture, sharpens consulting skills, promotes research, focuses on employability, and blends learning with technology for a modern edge.

# INNOVATING FOR A SUSTAINABLE FUTURE

Sustainability now sits at the heart of global decision-making. It is viewed as essential for long-term progress and resilience by governments and businesses. This shift closely aligns with the United Nations Sustainable Development Goals (SDGs). At the same time, organizations are actively adopting advanced technologies and Artificial Intelligence (AI) as part of Industry 5.0. These technologies are changing the ways firms create sustainable value across economic, social, and environmental domains. However, this also brings new challenges in the form of ethics, digital inclusion, and long-term social impact.

The conference will address these concerns by offering a multidisciplinary platform for critical discussion. It encourages participants to explore the integration of emerging technologies across business and policy. The conference will bring together academics and practitioners to generate practical insights for a more sustainable, innovative, and technology-driven future.

**We invite papers that foster conversations on transformative advancement in technology and how business should embrace them into practices for a sustainable future.**

Authors are encouraged to submit manuscripts that address critical research problems tackling sustainability challenges and issues faced by the business in both emerging and developed economies. Submissions should focus on how these challenges influence academia, practitioners, and broader societal outcomes. The conference seeks research inquiries centered on practical and theoretical issues that drive meaningful impact in marketing, bridging the gap between academic rigor and real-world application.

## Keynote Speakers



### Dr. Vikas Arya

Associate Professor,  
Marketing, Paris School of  
Business, Paris, France

Vikas Arya, Ph.D., is an Associate Professor (Marketing) at Paris School of Business and holds a doctorate in Digital Brand Management. He completed a Research Fellowship at Corvinus University of Budapest (2024–2025) and has been awarded a Post-Doctoral Research Fellowship for 2026–2027, advancing interdisciplinary research in digital branding and consumer behaviour.

He is the Founder of BlueForskning Research Academy and a recipient of the European ERASMUS+ Scholarship for Metaverse and AR/VR research at Polonia University, Poland (2021). Dr. Arya has presented at leading international conferences, including EGOS (Copenhagen Business School), AMS (USA), Global Brand Conference (Italy, Edinburgh, Portugal), and EMAC (Lithuania).

He has edited special issues in Scopus/ABDC-listed journals and published over 40 articles, including 17 in ABDC-A journals, with publications in Business Strategy and the Environment, Journal of Knowledge Management, Journal of Consumer Behaviour, International Journal of Consumer Studies, International Journal of Information Management, Computers in Human Behavior, Journal of Retailing and Consumer Services, and Journal of Global Information Management. An expert in quantitative data analysis, he conducts training on Metaverse, AR/VR, research methods, and analytics, with interests spanning Metaverse & Web 3.0, AR, AI, consumer behaviour, brand management, marketing communication, destination branding, and digital/mobile marketing.

## KEY HIGHLIGHTS

✓ Best Paper Award

✓ Online Conference

✓ Pre - Conference Workshop

✓ Opportunity to publish

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

# Tracks



## Sustainability, ESG and Corporate Responsibility

- ESG integration and firm performance
- Sustainability reporting, assurance and disclosures
- Corporate social responsibility and shared value
- Climate risk, carbon accounting and net-zero strategies
- Stakeholder theory and sustainable governance



## Sustainable Innovation and Entrepreneurship

- Green, frugal and inclusive innovation
- Sustainable entrepreneurship and start-ups
- Innovation diffusion for sustainability
- Business model innovation for circular economy
- Open innovation and sustainability ecosystems



## Digital Transformation, AI and Sustainable Systems

- AI, analytics and sustainability decision-making
- Generative AI and responsible innovation
- Industry 5.0 and sustainable operations
- Digital platforms and sustainable value creation
- Ethical and explainable AI in organizations



## Sustainable Operations, Supply Chain and Logistics

- Green and resilient supply chains
- Sustainable procurement and sourcing
- Circular supply chains and reverse logistics
- Technology-enabled supply chain transparency
- Risk, resilience and sustainability trade-offs



## Human Capital, HRM and Sustainable Workplaces

- Green HRM and employee green behavior
- Sustainable careers and future of work
- HR analytics and sustainability performance
- Leadership for sustainability and innovation
- Employee well-being, ethics and digital work



## Sustainable Marketing, Consumers and Society

- Sustainable consumer behavior and ethics
- Green branding, advertising and trust
- Digital marketing and sustainability communication
- Responsible consumption and circular markets
- AI-driven personalization and consumer welfare

## Important Dates and Details

**20 February 2026**

Last Date for Abstract Submission

**28 February 2026**

Notification of Acceptance

**02 March 2026**

Last Date for Registration

**04 March 2026**

Full Paper Submission

Submission link: [CLICK HERE](#) 

**\*Registration Fee: INR 3,000/-**

Contact us for queries

[symbicon@sibmnagpur.edu.in](mailto:symbicon@sibmnagpur.edu.in)

### \*Bank Details

Beneficiary Bank Name: **Bank of India**  
Branch Name: **Kalamna Branch, Nagpur**  
IFSC Code: **BKID0008754**  
Beneficiary Account No.: **875410210000010**  
Beneficiary Name: **Symbiosis Institute of Business Management, Nagpur**

# Submission Guidelines

## Paper Format

**Abstract:** Each paper must include an abstract of approximately 150–200 words. The abstract should clearly describe about the objective, methodology, key findings, and implications of the study.

**Keywords:** A minimum of 3 to 6 relevant keywords must be provided.

**Manuscript Formatting:** Papers should be prepared in Microsoft Word using Times New Roman font, font size 12, with double spacing and justified alignment. The length of the full paper should be between 10 and 15 pages, and all pages must be properly numbered.

**Figures and Tables:** All figures and tables must be numbered sequentially (e.g., Table 1, Figure 1) and should include appropriate titles and source citations wherever applicable.

**References:** All references must be formatted strictly according to the American Psychological Association (APA) 7th Edition guidelines.

## Content Structure

**Introduction:** A concise overview of the research problem, its relevance and motivation, a brief discussion of related work, and a clear statement of the objectives and key contributions of the paper.

**Literature Review:** A critical summary of existing studies in the relevant area, highlighting the theoretical foundations of the topic and identifying the research gaps that the present study seeks to address.

**Data/Methodology/Approach:** A detailed explanation of the data sources, research design, and analytical methods or techniques employed in conducting the study, along with justification for the chosen approach.

**Results and Discussion:** Presentation of the findings, including figures, tables, or graphs, and a discussion of their significance.

**Conclusion:** A brief synthesis of the major outcomes of the study, emphasizing its key contributions, practical or theoretical implications, and possible directions for future research.

## Submission Process

**Paper Submission Portal:** Authors must submit their papers via the conference's designated submission platform.

**Registration Requirement:** The presenting authors must register for the conference before submitting the paper.

**Blind Review:** The submitted papers will go through double-blind review process.

## Review Process

**Peer Review:** The submitted papers will be reviewed by experts in the field who will assess the novelty, significance, clarity, methodology, and impact of the paper.

**Revisions:** Authors might be asked to revise their papers after receiving feedback from reviewers. These revisions are often due within a set period.

**Acceptance/Rejection:** Authors will be notified about the acceptance or rejection of their paper after the review process.

## Ethical Guidelines

**Similarity:** All Papers will be checked for similarity using Turnitin. Similarity must be less than or equal to 10%. The single source similarity should not be higher than 1%.

**Conflicts of Interest:** Authors must disclose any potential conflicts of interest related to their paper.

**Copyright Transfer:** Authors must have to transfer the copyright of the paper to the conference for proceedings.

## Presentation Requirements

Authors of accepted papers are required to present their work at the conference. The slides must be submitted in advance.

Participation in the conference is not guarantee of publication, and all papers submitted will be subject to the standard peer-review process. The selected full length papers presented at the conference will be published in edited book volume or/and conference proceedings with an ISBN.



Convener  
**Dr. Sonal Purohit**  
Associate Professor  
SIBM, Nagpur



Chairperson  
**Dr. Shailesh Rastogi**  
Director  
SIBM, Nagpur



Convener  
**Dr. Chanchal Dey**  
Assistant Professor  
SIBM, Nagpur

**SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)**

(Established under Section 3 of the UGC Act, 1956) | Re-accredited by NAAC with 'A++' grade | Awarded Category - I by UGC

# **SYMBICON 2026 - 5th Annual International Conference on Sustainability, Innovation, and Technology**

**March 7, 2026**

## **Symbiosis Institute of Business Management (SIBM) Nagpur, India**

### **Chief Mentor**

Prof. (Dr.) S.B. Mujumdar, Chancellor, Symbiosis International (Deemed University), India

### **Advisory Committee**

Dr. Vidya Yeravdekar, Pro Chancellor, Symbiosis International (Deemed University), India

Dr. Ramakrishnan Raman, Vice Chancellor, Symbiosis International (Deemed University), India

### **Conference Chair**

Dr. Shailesh Rastogi, Director, Symbiosis Institute of Business Management (SIBM) Nagpur, India

### **Conveners**

Dr. Sonal Purohit, Symbiosis Institute of Business Management (SIBM) Nagpur, India

Dr. Chanchal Dey, Symbiosis Institute of Business Management (SIBM) Nagpur, India

### **Track Chairs**

Dr. Rajesh Vaidya, Symbiosis Institute of Business Management (SIBM) Nagpur, India

Dr. Kerwin Savio Nigli, Christ University, India

Dr. Preeti Sharma, Symbiosis Institute of Business Management (SIBM) Nagpur, India

Dr. Rakhi Arora, Chandigarh University, India

Dr. Smruti Patre, Symbiosis Institute of Business Management (SIBM) Nagpur, India

Dr. G. Nagmani, KSRM College of Management Studies, India

Dr. Pulkit Marwah, Symbiosis Institute of Business Management (SIBM) Nagpur, India

Dr. Shachi Desai, Nirma University, India

### **Reviewer Board**

Dr. P. Yukthamarani Permarupan, Universiti Malaysia Kelantan, Malaysia

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