

## Preface

The 5th Annual International Conference, SYMBICON 2026, was organized by Symbiosis Institute of Business Management (SIBM), Nagpur. It served as a vibrant academic platform that brought together diverse ideas, people, and perspectives. The primary focus was on advancing research and innovation in sustainability, technology, and management. The event was held on 7 March 2026. Participants included academicians, researchers, and industry professionals from different regions and backgrounds. The central theme of the conference was “Innovating for a Sustainable Future.” It highlighted the need to connect technological progress with sustainable and responsible practices. The role of artificial intelligence and digital innovation on broader societal goals was discussed. Participants explored responsible consumption, digital transformation, ethical marketing, circular economy practices, and AI driven personalization. These discussions ensured that academic insights remained connected to real world challenges. This volume presents a carefully selected collection of peer reviewed research papers. Each study reflects strong academic effort. It also offers practical insights for policymakers, business leaders, and researchers. These insights are useful in understanding a rapidly changing global environment. SYMBICON 2026 also promoted interaction between academia and industry. It created opportunities for meaningful dialogue. The editors sincerely thank all contributing authors for their valuable work. They also thank the reviewers for their careful evaluation and constructive feedback. They also appreciate the organizing committee for their dedication and effort. The editors also acknowledge the continued support of Symbiosis International (Deemed University). Their support has helped in building a strong research culture. It is hoped that this volume will be useful for scholars, practitioners, and students. It aims to inspire further research, collaboration, and innovation. The ultimate goal is to contribute to sustainable and inclusive growth.

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