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# **SUSTAINABLE MANAGEMENT STRATEGIES FOR INDIA'S FUTURE**

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2<sup>nd</sup> International Conference  
**9<sup>TH</sup> APRIL TO 11<sup>TH</sup> APRIL 2026**





# ABOUT THE CONFERENCE

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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 fourth-largest economy in the world 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.

This conference envisages bringing together thought leaders, academicians, and industry experts to explore the management contributions and insights essential for shaping the Future of India. As we navigate the complexities of a rapidly evolving global landscape, this conference aims to address the unique challenges and opportunities that lie ahead for Indian businesses and organisations.

This conference aims to provide a comprehensive understanding of how traditional wisdom and modern practices can converge to create innovative and sustainable business solutions for India of tomorrow.

Join us as we embark on this journey to explore the Future of India, drawing from the past and looking towards a sustainable and innovative tomorrow.

# IMPORTANT DATES

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Submission opens	Open
Abstract /Extended Abstract Submission Deadline	05 <sup>th</sup> January 2026
Notification to Author(s)	15 <sup>th</sup> January 2026
Early Bird Registration	30 <sup>th</sup> January 2026
Late Registration	10 <sup>th</sup> February 2026
Conference	09 <sup>th</sup> to 11 <sup>th</sup> April 2026, Thursday to Saturday

# REGISTRATION

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## Registration Fee includes:

- Access to the offline presenters only to all conference sessions, accommodation, food, events, conference kit, and workshops.
- IIM Kashipur will make complimentary boarding and lodging arrangements for all the conference participants from 08th to 11th April 2026, Wednesday to Saturday.
- Lunch/Dinner and Refreshments will be provided during the conference (09th to 11th April 2026).
- 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. Kit and certificates will be provided to registered authors only.
- 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.



# REGISTRATION FEES

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Category	Early Bird Registration		Late Registrations	
	Participants from India	Participants from Abroad	Participants from India	Participants from Abroad
Faculty and Postdoctoral Researchers	₹ 12800	US \$ 300	₹ 13500	US \$ 330
Doctoral/Masters/Bachelors Scholars	₹ 6500	US \$ 150	₹ 7000	US \$ 165
Industry Professionals	₹ 16000	US \$ 400	₹ 17000	US \$ 440

# SUBMISSIONS

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We invite the submission of abstracts or extended abstracts for consideration under the four thematic tracks of the upcoming 2nd 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.

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
- 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: 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 4: Performance Management

The revolution in technology and increased focus on sustainability have changed the nature of employment and the business processes. The technological changes have given rise to work from home, digital labour, increased usage 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

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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 April 2026!

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

**The Conference Chairs:**

<p><b>Prof. Somnath Chakrabarti,</b> PhD (IIT Delhi) Professor (Marketing) Indian Institute of Management Kashipur</p>	<p><b>Prof. Vivek Kumar,</b> PhD (XLRI Jamshedpur) Associate Professor (Strategy) Indian Institute of Management Kashipur</p>
<p><b>Prof. Alka Arya,</b> PhD (IIT Roorkee) Assistant Professor (Operations Management and Decision Sciences) Indian Institute of Management Kashipur</p>	<p><b>Prof. Ratikant Bhaskar,</b> PhD (IIT (ISM) Dhanbad) Assistant Professor (Finance and Accounting) Indian Institute of Management Kashipur</p>



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