ABOUT MAHINDRA UNIVERSITY

Mahindra University is a multidisciplinary institution in India committed to nurturing future leaders. Its curriculum combines academic rigour with industry relevance, focusing on engineering, business, and law. With a strong emphasis on experiential learning, it offers industry internships, global immersion programs, and research opportunities, fostering holistic development and innovation. Mahindra University is sponsored by Mahindra Educational Institutions (MEI), a subsidiary of Tech Mahindra, the flagship IT company of the Mahindra Group.

ABOUT SCHOOL OF MANAGEMENT

Mahindra University's School of Management aspires to be a new age business school and will strive to achieve excellence across undergraduate and post-graduate levels. It offers undergraduate programs in Finance, Economics and Business, a full time Master's program and a Ph.D. program. Besides fostering a student-centred learning environment, the School seeks to achieve excellence in both knowledge dissemination (teaching and writing for practitioners) as well as knowledge creation (research published in high quality international peer-reviewed journals)

ABOUT THE CONFERENCE

Pramaan International Conference 2026 invites extended abstracts and full papers on the theme "Leadership in the Digital Age". Our conference theme explores the critical skills, mindsets, and strategies needed to lead effectively in an era defined by innovation, disruption, and constant connectivity. It offers a platform to examine the future of leadership and equip today's leaders to thrive in tomorrow's digital landscape. Join our vibrant forum for discussing contemporary research, sparking academic inquiry, and fostering future research collaborations in business management.

BROAD CONFERENCE PLAN

Day 1: Pre-conference workshops on qualitative and quantitative research methods

Day 2: Plenary session, paper presentations, and editors' panel discussion

CALL FOR PAPERS

We invite submissions from academics, researchers, doctoral students, policymakers, and industry professionals addressing theoretical and empirical issues across different fields as given below:

Data Science, Digital Transformation, & Artificial Intelligence
Indicative Themes: Data science, Machine learning, Digital transformation, Artificial intelligence, Digital platforms

Dr. Swanand J. Deodhar
IIM Ahmedabad

Dr. Praharshita Krishna
Mahindra University

Organizational Behavior, Culture & Change Management
Indicative Themes: Digital Leadership & Transformation, Leadership Styles, Structures & People, Ethics, Well-being & Adaptation, and Contemporary topics

Dr. Apurva Sanaria
IIM Bangalore

Dr. Gayathri Janapati
Mahindra University

Contemporary Trends in Consumer Behavior and Marketing
Indicative Themes: Digital & Data-Driven Marketing, Personalization, Trust & Ethics, Platforms, Media & Experiences, Global & Cultural Dynamics

Dr. S. Arunachalam
Badruka School of Management

Dr. Pradeep Racherla
Mahindra University

Operations & Emerging Technology Management
Indicative Themes: Operations Management, Emerging Technology Management

Dr. Sachin Mangla Kumar
Jindal Global Business School

Dr. Kirit Ghosh
Mahindra University

Dr. Sudhakar Reddy
IIM Calcutta

Finance, Accounting, and Economics
Indicative Themes: Finance &
Financial Analytics, Accounting
& Governance, Economics & Policy

Dr. Keerti Pendyal
Mahindra University

Dr. Kaushik Ranjan
IIM Luknow

**Sustainability, Good Governance,
and Public Policy**
Indicative Themes: Sustainability,
Governance, Climate Policy, SDGs, ESG

Dr. Anjali Rajan
Mahindra University

Dr. Kshitij Awasthi
IIM Lucknow

Strategy, Innovation & Entrepreneurship
Indicative Themes:
Strategic Management,
Innovation, Entrepreneurship

Dr. Abhisek Banerjee
Mahindra University

SUBMISSION GUIDELINES

Submission format

Extended Abstract: Limit your abstract to 750-1000 words maximum, excluding references. Label the file as: "ABSTRACT (first author's full name)." For detailed guidelines

Click Here

Full Papers: Adhere to the APA style guide (maximum: 40 pages, including all content). Label the file as: "PAPER: (first author's full name)." On the first page, include all author information and the abstract. Number all pages consecutively. Refer to this APA guideline document

Click Here

Why Attend?

Direct entry opportunity to Mahindra University School of Management Faculty Research Seminar for students in the advance stage in their PhD

- Complimentary workshops
- Publication opportunities
- Reviews and personalized feedback on submissions
- Best paper awards @ INR 10,000 in each track

- Editors' insights
- Keynote speeches from both academia and industry
- Ramoji film city tour
- Networking opportunities
- Gala dinner

IMPORTANT DATES

- **Extended abstract submission deadline:** January 31, 2026
- **Notification of acceptance:** February 28, 2026
- **Early-bird registration deadline:** May 30, 2026
- **Registration deadline:** June 15, 2026
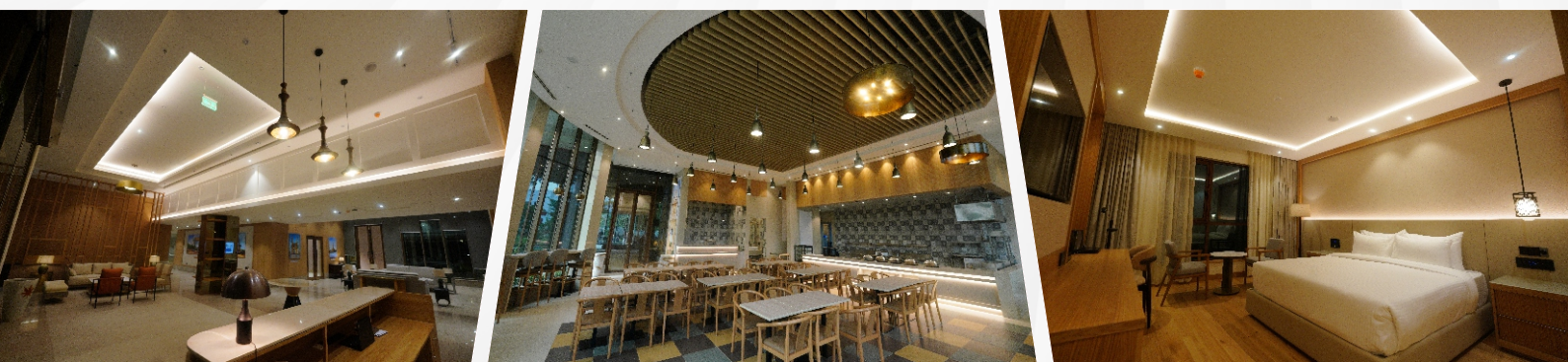- **Full paper submission deadline:** June 30, 2026

Note: Each submission must be registered by at least one of the presenting authors. Submissions without registration by the deadline will not be considered.

REGISTRATION

Category	Domestic Participant Fee (INR)		International Participant Fee (USD)	
	Early-bird	**Late**	**Early-bird**	**Late**
PhD Students	4,000	5,000	100	150
Faculty Members	8,000	9,000	200	250
Others	12,000	13,000	250	300

Registration fee includes Meals on the two conference days, Complementary access to pre-conference workshops, limited shared rooms (double occupancy) accommodation are available and will be allotted on a first-come, first-served basis. Additionally, Guest houses will be provided on request (chargeable basis).
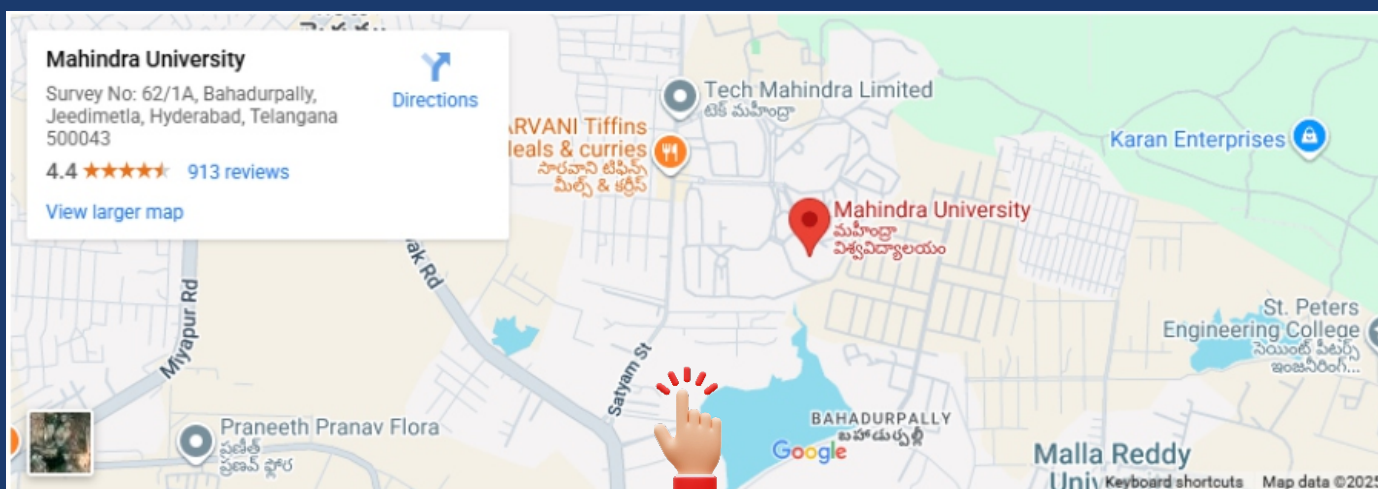
Note: For inquiries on accommodation, cancellations, or refunds, please write to us at pramaanic@mahindrauniversity.edu.in.

CONFERENCE COMMITTEE

STEERING COMMITTEE	ORGANIZING COMMITTEE CHAIR	ORGANIZING COMMITTEE CO-CHAIR
Yajulu Medury Vice-Chancellor, MU	Asha Bhandarker MU	Athi Karthick MU
Anadi Saran Pande, Dean, School of Management, MU	Jyothi Rani Korem MU	Neeraj Katewa MU
Pradeep Racherla Associate Dean, School of Management, MU	Manish Gupta MU	Soumya Singh MU

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Mahindra University is located about **20–35** km from major transit points in Hyderabad including **RGIA Airport, Secunderabad Railway Station**, and key bus stations typically a **30–60** minute drive depending on traffic.