

Data Science, Digital Transformation, & Artificial Intelligence

Award: One Best Paper Presentation: INR 10,000

Track Chairs

1. **Dr. Swanand J. Deodhar** is an Associate Professor of Information Systems at the Indian Institute of Management, Ahmedabad. He specializes in technology management, industrial automation, digital transformation, and digital platforms. His recent work has appeared in leading journals in management and information systems journals, such as Information Systems Research, MIS Quarterly, Journal of International Business Studies, Decision Support Systems, Journal of Business Research, and Journal of Strategic Information Systems. He was also the recipient of IIMA's Outstanding Researcher Award for the year 2022-2023. Swanand also chairs IIMA's Research and Publications Committee and is a member of the executive committee for the Doctoral Program and Computer Services Committee. Swanand was awarded his PhD in Business Administration from the Carlson School of Management, University of Minnesota.
2. **Dr. Praharshita Krishna** is an Assistant Professor of Information Systems at the School of Management, Mahindra University. She earned her PhD from the Indian Institute of Management Ahmedabad, where her dissertation—focused on developer behavior in open-source software communities—received the prestigious Tirath Gupta Award for Best Thesis (2025). Her research examines how digital platforms shape participation, innovation, and knowledge transfer, especially within social media and open-source ecosystems, using advanced computational methods and causal inference techniques. She holds a Bachelor of Technology in Information Technology. Her work has been recognized with the Best Paper Award at the 9th PAN-IIM World Management Conference (2024), held at IIM Sambalpur, and featured in India Today.

Call for Papers

The *Data Science, Digital Transformation, and Artificial Intelligence (DS-DTAI)* Track invites high-quality submissions from academics, researchers, doctoral students, policymakers, and industry professionals exploring how data, algorithms, and digital technologies are transforming organizations, markets, and societies. The track seeks to advance scholarly dialogue on data-driven innovation, intelligent systems, and digital strategies that create value in the contemporary economy. Both conceptual and empirical studies employing quantitative, qualitative, experimental, or mixed-method approaches are welcome. Indicative topics include, but are not limited to, the following:

a. Data Science & Analytics

Predictive modeling, machine learning, and causal inference; Big data architectures, cloud-based analytics, and data governance; Natural language processing, computer vision, and multimodal data fusion; Explainable and responsible AI; algorithmic transparency and fairness

b. Digital Transformation & Strategy

Digital business models, ecosystems, and platforms; Cloud computing, IoT, blockchain, and intelligent automation; Organizational change, digital leadership, and transformation readiness; Data-driven decision-making, business process re-engineering, and performance analytics

c. Artificial Intelligence & Society

Human-AI collaboration and augmentation; Generative AI in education, creativity, and professional work; AI governance, ethics, and regulatory frameworks; Digital inequality, privacy, and socio-economic impacts of AI.

Organizational Behavior, Culture, & Change Management

Award: One Best Paper Presentation: INR 10,000

Track Chairs

1. **Dr. Apurva Sanaria** is currently working as Assistant Professor at IIM Bangalore. He has more than 20 years of rich experience across corporate, consulting, and academics including ICICI Group, Future Group, Kantar Group, and T.V. Rao Learning Systems (TVRLS). He has also been a visiting faculty at reputed institutes including XLRI, TISS, and MICA. Apurva Sanaria completed PhD in Organizational Behavior from XLRI-Jamshedpur. He has published papers in top journals (including FT50 journals). His research papers have been selected for presentation at international conferences in India, China, and USA.
2. **Dr. Gayathri Janapati** is an Assistant Professor at the School of Management, Mahindra University. She earned her PhD in Management Studies from IIT Madras, where her research explored the intersection of positive psychology and organizational behavior. Guided by the philosophy “prevention is better than cure,” her work examines character strengths interventions to build resilience and manage stress. Her current research spans team dynamics, team cognition, and social psychology. She has published in reputed journals, and her doctoral work received multiple awards, including Best Thesis in HR & OB.

Call for Papers

This track invites papers that explore the evolving role of leadership in cultivating adaptive, digitally fluent organizational cultures. As workplaces shift toward hybrid and virtual models, leaders are increasingly called upon to navigate complex transitions, foster engagement, and reimagine organizational design. Digital age demands not only technological competence but also emotional intelligence, strategic foresight, and inclusive leadership. From managing resistance to change to designing agile systems that support innovation and well-being, this track seeks to surface insights that bridge theory and practice.

We welcome empirical and theoretical contributions that address (but are not limited to) the following themes: Leadership strategies for building digitally fluent, resilient cultures, change management frameworks for digital transformation, the role of leadership in shaping hybrid and virtual work environments, leadership styles and their impact on employee engagement, trust, and performance, designing inclusive and adaptive organizational structures, talent development and digital upskilling in evolving workplaces, ethical leadership and decision-making in tech-driven contexts, psychological safety, well-being, and belonging in remote teams, navigating generational and cultural dynamics in digital transitions, leadership responses to disruption, uncertainty, and innovation fatigue

Papers accepted in this track are expected to contribute to the scholarly and practical understanding of leadership in digitally mediated contexts. The track aims to foster dialogue among researchers, practitioners, and thought leaders on how to lead with clarity, compassion, and adaptability in times of rapid change.

Contemporary Trends in Consumer Behavior and Marketing

Award: One Best Paper Presentation: INR 10,000

Track Chairs

1. A distinguished academic and business leader, **Dr. S. Arunachalam** brings over 16 years of international experience across academia and industry, having held leadership roles at renowned organizations such as Godrej Industries and Tata Consultancy Services. A widely published scholar, Dr. Arunachalam's research has appeared in leading academic journals, including the Journal of Marketing Research (JMR), Journal of International Business Studies (JIBS), Production and Operations Management (POMS) and the Journal of the Academy of Marketing Science (JAMS) to name a few. He is also an Associate Editor (AE) at the Journal of Business Research and on the ERB of JAMS. His involvement with advisory boards of innovative startups further highlights his strong ties to the evolving business landscape.
2. **Dr. Pradeep Racherla** is Associate Dean, Director of Undergraduate Programs, and Professor of Marketing at the School of Management, Mahindra University. A recognized expert in digital transformation and digital marketing, he collaborates with multinational firms and startups in India and the U.S. He also serves as an empanelled visiting professor for EMBA and executive education programs at ISB and SPJain (Dubai/Singapore). Previously, he was Director of PG Programs and a founding member of Woxsen School of Business (now Woxsen University). He holds a PhD in Business Administration from the Fox School of Business, Temple University. His expertise has been sought by leading organizations, including Pepsi India, Nestlé, Diageo-USL, Mahindra Lifespaces, and Royal Enfield. With over 4,500 citations, his research has appeared in leading FT50 and ABDC A journals and has earned multiple awards for both research and teaching.

Call for Papers

The *Contemporary Trends in Consumer Behavior and Marketing* track invites submissions from academics, doctoral scholars, and industry practitioners that examine the theoretical and empirical aspects of how markets, firms, and consumers interact in a digitally mediated world. Contemporary marketing scholarship highlights several convergent priorities: the centrality of AI and analytics for decision-making; the tension between personalization and privacy/trust; the changing role of platforms, creators, and networks in shaping demand; and the growing importance of purpose and sustainability as drivers of consumer choice.

We seek work that interrogates both the opportunities and the frictions created by data, platforms, and automation—especially studies that balance methodological rigor with managerial relevance. We welcome submissions that move beyond descriptive accounts to offer explanations, boundary conditions, and actionable implications for marketers and policymakers. Both conceptual and empirical studies using traditional and novel methods (e.g., field experiments, large-scale digital data, machine learning, mixed methods) are encouraged.

Indicative topics include, but are not limited to, AI-enabled marketing and automation; Data-driven decision making & advanced measurement; Personalization, privacy, and trust; Platform and creator economies (influencers, algorithms, marketplaces); Sustainability, purpose-driven marketing, and ethical consumption; Ethics, fairness, and algorithmic accountability in marketing; Emerging media and immersive experiences (VR/AR/metaverse); Methodological innovations in marketing research; Cross-cultural and global marketing dynamics; Emerging trends in retail and omnichannel marketing

Operations & Emerging Technology Management

Award: One Best Paper Presentation: INR 10,000

Track Chairs

1. **Dr. Sachin Mangla Kumar**, a Full Professor of Operations & Supply Chain Management and Vice-Dean of International Research Network at the Office of Academic Governance and Student Life (University Level) is working in the field of Green and Sustainable Supply Chain and Operations; Industry 4.0; Circular Economy; Decision Making and Simulation. He is also the director of Research Centre for "Digital Circular Economy for Sustainable Development Goals (DCE-SDG), and Centre for Excellence for Lean Practices (CELP) for MSMEs at O.P. Jindal Global University, India. He has an impressive track record of publications in reputed UTD24/FT50/ABS 4/ABDC A* journals He has been involved in several editorial positions in top tier journals such as Journal of Cleaner Production, International Journal of Logistics Management, and Corporate Social Responsibility and Environmental Management journals.
2. **Dr. Kirit Ghosh** is an Assistant Professor of Operations Management at the School of Management, Mahindra University. Prior to that, he has taught as an Assistant Professor at NMIMS, Mumbai. He has completed his PhD from IIM Calcutta. Before entering academics, he has worked with PwC as a consultant. His primary area of research is applications of game theoretic models in supply chain with a focus on digital platforms, agriculture and green supply chain. He is interested in investigating the impact of operations decisions by various stakeholders, including the government on social welfare and consumers. Some of the digital contexts he has studied include the phenomenon of Uberization and a manufacturer's subsequent strategy, the intersection of digital supply chain structure and financing, and the government's strategies for a green supply chain.

Call for Papers

The Operations & Emerging Technology Management track invites contributions from academics, researchers, doctoral scholars, policymakers, and industry professionals that examine theoretical, analytical, and empirical aspects of operations, supply chain management, and emerging technologies. The track aims to serve as a forum for exchanging ideas and advancing knowledge on operations, supply chains, and information systems in an era of rapid digital transformation. Submissions of both conceptual and empirical studies employing innovative methodologies are strongly encouraged.

Indicative topics include, but are not limited to:

a. Operations Management

Agriculture and Food Supply Chain; Behavioral Operations Management; Climate Adaptation and Low Carbon Supply Chain; Empirical Research in Operations Management; Healthcare Operations and Cold Logistics; Platform Economy and Sharing Economy; Revenue Management and Pricing, Transportation, Logistics and Warehouse Management

b. Emerging Technology Management

AI-Augmented Decision Making in Business and Operations; Optimization Methods, Data Science, and Analytics; Smart Operations and Digital Transformation; Cyber Security and Piracy; Blockchain & Fintech

Finance, Accounting, and Economics

Award: One Best Paper Presentation: INR 10,000

Track Chairs

1. **Dr. Sudhakar Reddy** is an Associate Professor in the Finance and Control Group at the Indian Institute of Management Calcutta (IIM Calcutta). He holds a PhD in Market Microstructure, and his research primarily explores financial markets, derivatives, and corporate finance. Dr. Reddy's research interests encompass a wide spectrum of topics, including market microstructure, derivatives markets, corporate governance mechanisms, initial public offerings (IPOs), and primary capital markets. Dr. Reddy has published and reviewed for several leading international journals, serving as an ad-hoc reviewer for outlets such as the International Review of Economics & Finance, Pacific-Basin Finance Journal, Managerial Finance, Emerging Markets Review, and Finance Research Letters. He also served as the Consulting Editor of the IUP Journal of Applied Finance.
2. **Dr. Keerti Pendyal** is Area Chair of Economics and Assistant Professor at Mahindra University's School of Management. He holds a PhD in Management from IIM Calcutta and a PGDM from IIM Ahmedabad. His teaching and research span Economics and Public Policy, with a particular focus on Institutional Economics and Enterprise Risk Management. His recent work explores topics such as political competition and data transparency, intellectual property disputes and firm performance, and the role of generative AI in recruitment. His publications include case studies published by Harvard Business School Publishing and contributions to the India Risk Report in collaboration with ICICI Lombard and IRM India. He also serves on the Bureau of Indian Standards Committee on Risk Management, Security, and Resilience.

Call for Papers

The Finance, Accounting, and Economics (FAE) Track invites submissions from academics, researchers, doctoral students, policymakers, and industry professionals addressing theoretical and empirical issues across finance, accounting, and economics. This track aims to provide a platform for the exchange of ideas on financial markets, governance, and economic systems in a rapidly evolving digital age. Both conceptual and empirical studies using innovative methodologies are encouraged.

Indicative topics include, but are not limited to:

a. Finance & Financial Analytics

Asset pricing; market microstructure & algorithmic trading; Corporate finance; household finance & inclusion; insurance/pensions; Systemic risk & macro-finance; policy, institutions & regulation; FinTech, digital banking & AI; risk analytics, blockchain; asset allocation & ESG

b. Accounting & Governance

Reporting quality & IFRS; public-sector transparency; Corporate governance & sustainability/ESG reporting; Audit analytics & AI; management accounting & performance measurement

c. Economics & Policy

Development, labor & education economics; Environmental & behavioral economics; Trade, FDI & global value chains; Monetary & fiscal policy; banking & stability; digital economy, platforms & innovation/AI

Sustainability, Good Governance, and Public Policy

Award: One Best Paper Presentation: INR 10,000

Track Chairs

1. **Dr. Kaushik Ranjan Bandyopadhyay** brings with himself more than two decades of academic, policy research and administrative experiences. Prior to joining IIM Lucknow, he was engaged with International Institute of Sustainable Development (IISD) as a Principal Policy Adviser. His current areas of teaching and research interests include Carbon Border Adjustment Mechanism (CBAM), Decarbonization Strategies in the Steel Sector, Climate Change and Carbon Markets, ESG, Transport and Environment and various aspects of Business Sustainability and Circular Economy Practices. He is the recipient of Wipro Earthian Faculty Mentor Award in 2018-19 and his research has been published in some of the leading scholarly journals with very high impact factors that include Energy Economics, Energy Policy, International Environment Agreement: Politics, Law and Economics, Annual Review of Environment and Resources, Renewable and Sustainable Energy Reviews and Economic and Political Weekly, among others.
2. **Dr. Anjali Rajan** is an Assistant Professor of Economics at Mahindra University, specializing in labor economics, environmental economics, and public policy development. A PhD graduate from IIM Calcutta, her research spans macroeconomic transitions, climate governance, and equitable development. She has published cases focused on social entrepreneurship in environmental conservation and poverty alleviation. Dr. Anjali actively collaborates on interdisciplinary initiatives that promote integrating sustainability in different aspects of the management discipline.

Call for Papers

This track invites theoretical and empirical papers that explore how sustainability, governance, and evidence-based policymaking intersect to shape equitable and climate-resilient futures. As climate risks and resource pressures intensify, governments and firms must re-evaluate the principles that guide decision-making and accountability. The track encourages debate on how institutions can better align growth imperatives with ecological limits, social inclusion, and transparent governance.

We welcome empirical, conceptual, and policy-driven contributions that address (but are not limited to) the following themes: Integrating sustainability goals into national and corporate governance frameworks; Innovative policy instruments /critical evaluation of policy instruments for achieving net-zero, circular-economy, and renewable energy targets; Innovations in measuring and reporting sustainability outcomes: ESG and SDGs; Governance mechanisms for climate finance, carbon markets, and green innovation; Institutional capacity and inter-governmental coordination in climate action; Citizen participation, behavioral change, and accountability in public policy; Role of digital governance, open data, and transparency in sustainability monitoring

Papers accepted in this track are expected to contribute to the theoretical and practical understanding of how sustainability principles can be embedded within governance and policy systems. The track aims to foster dialogue among researchers, policymakers, and practitioners committed to advancing transparent, inclusive, and sustainable pathways for the future.

Strategy, Innovation and Entrepreneurship

Award: One Best Paper Presentation: INR 10,000

Track Chair

1. **Dr. Kshitij Awasthi** (PhD, Indian Institute of Management Bangalore) is an Associate Professor at the Indian Institute of Management Lucknow in the Strategic Management area. His primary research interest lies in Corporate Political Activity, where he examines various government connections to firms and their effect on different aspects of business performance. His other areas of interest include corporate governance as well as health, education, and energy policies. His work has been published in the Asia Pacific Journal of Management, Business & Society, Development Policy Review, IIMB Management Review, Economic and Political Weekly, and Academy of Management Proceedings. He is a recipient of the Distinguished Paper Award, BPS Division, Academy of Management Conference 2016, CK Prahalad Prashasti 2022, Rethink India, and the Best Paper Award, Economic Papers, 2022.
2. **Dr. Abhisek Banerjee** is an Assistant Professor of Strategic Management at the School of Management, Mahindra University. He previously taught strategic management and led the consulting club at Great Lakes Institute of Management, Chennai, after earning his PhD from IIM Calcutta. With 11 years of experience in technology sales and consulting across India and the U.S., his research focuses on digital technology-enabled strategies, corporate governance, business groups, platforms, ecosystems, and corporate entrepreneurship. He has received multiple awards and presented his work at leading conferences, including the Academy of Management and the Academy of International Business.

Call for Papers

The *Strategy, Innovation, and Entrepreneurship* track invites theoretical, conceptual, and empirical contributions from researchers, industry professionals and policymakers, focusing on emerging issues in strategy, innovation and entrepreneurship in a global economy that is increasingly becoming digital. This conference aims to provide a platform for sharing new insights, developing fresh ideas and highlighting novel methodologies on a diverse range of topics that include, but are not limited to:

a. Strategic Management

Competitive Strategy; Business Models; Networks & Ecosystems; Microfoundations of Strategy; Corporate Strategy, Corporate Governance; Organizational Contexts; Sustainability & Operations; Family Business

b. Innovation

Digital Business Strategy; Digital Transformation; Innovation Strategy & Practice; Sustainability & Emerging Technologies; Open Innovation

c. Entrepreneurship

Entrepreneurial Strategy and Venturing; Entrepreneurship Processes; Digital Entrepreneurship; Entrepreneurial Cognition & Behavior; Macro & Policy-driven Entrepreneurship; Finance & Governance in Entrepreneurship; Social & Sustainable Entrepreneurship; Growth Strategies & Internationalization for SMEs