



9th International Research Conference

Sustainable Futures: Leveraging Innovation in Business Practices & Social Enterprises

13th & 14th March 2026

Mumbai, India (Hybrid Mode)

Conference Highlights

- Pre-Conference Workshop
- Keynote Address
- Panel Discussions
- Paper Presentations
- Case Presentations
- Student Competitions

In collaboration with





Chetana Trust has been at the forefront of higher education in Mumbai since its inception in 1969. With his philosophy of “Education for all”, The Founder President of the Trust, Late Shri Madhukarrao Chaudhari believed in delivering quality education as well as contributing to the overall welfare of the society. Pursuing the same vision, Chetana's Institute of Management & Research (CIMR), have been imparting quality management education programs to meet the industry requirements. CIMR an institute that has a legacy of 29 glorious years offering AICTE approved, NBA Accredited and AIU Equivalent PGDM and PGDM Marketing programs and AICTE approved Fellow Program in Management (FPM) . The Institutes have been consistently ranked amongst the Top-50 Private B- schools in India and amongst the Top-10 in Mumbai by The Times B-School ranking, The Week, Outlook and Mid-Day News. In 2024 and 2025, CIMR was recognized as an Amazing Workplaces® Certified Organization for its commitment to creating an exceptional workplace for its employees. As a testament to its commitment to high quality education and employability skills CIMR received the ET Now Award for Best Private B- School in the 2024 and 2025. The institute has a strong research culture, encouraging faculty and students to engage in rigorous, interdisciplinary research that address contemporary business issues, trends and practices and contribute to industry-relevant knowledge.

With a focus to ‘Develop ethical business leaders’, Chetana's undertakes many CSR activities with profit and non-profit organisations. Chetana's Institute of Management & Research (CIMR), through Chetana's Centre of Excellence (CoE) offers Management Development Program, Training Programs, Consulting services and undertakes sponsored research projects for different stakeholders. Chetana's Centre of Entrepreneurship and Innovation Learning (CEIL) offers an ecosystem that allows aspiring entrepreneurs to translate ideas into significant initiatives through experiential learning, interdisciplinary collaboration, and strategic partnerships to generate long-term economic and social growth.





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Conference Purpose

As businesses navigate through technological acceleration, climate change, and evolving societal expectations, focussing on sustainable futures has never been more critical. Innovation in business is one of the key drivers for achieving sustainable futures. By integrating innovative practices, businesses and social enterprises can transform their operations to be more resource-efficient, reduce waste, create societal impact and long-term value for stakeholders. Such a transformation goes beyond adopting new technologies, reimagining business models and fostering a culture of sustainability. The vision to achieve a sustainable future can contribute to create an inclusive growth by driving economic development that benefits a wide spectrum of society and diverse groups.

The conference theme, “*Sustainable Futures: Leveraging Innovation in Business Practices and Social Enterprises*” highlights the transformative role of innovation in shaping resilient, equitable, and environmentally responsible economic systems. bring together academics, industry leaders, policymakers, and research scholars to exchange ideas, showcase research, share best practices and deliberate on future pathways toward an inclusive and sustainable business practices.

Conference Objectives

The key objectives of the conference is to :

- Encourage dialogue and collaboration among academia, industry, policymakers, and social enterprises to co-create innovative frameworks that promote sustainable and innovative business models.
- Promote research and knowledge-sharing on sustainable business practices through empirical research, emerging trends, and case studies
- Examine the role of technology and digital transformation in driving inclusive growth enhance productivity and reduce inequality.
- Facilitate discussions on policy frameworks, leadership mindsets, and governance mechanisms to balance profitability with ethical, social, and environmental stewardship.

Conference Patrons

Dr. Madhumita Patil, CEO, CRKIMR and CIMR

Dr. Nandita Mishra, Director, CIMR

Conference Advisory Committee

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Vice Chancellor
Madhesh University, Nepal

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and Management (IATM), USA

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Collaboration Chair, 9th IRCCIMR-2026
Executive Director (MCIS Program),
Asst. Professor & Information Scientist (Offg.)
Raiganj University, West Bengal, India
DAYIPF, Azteca University, Mexico

Dr. Ipshita Bansal
Professor, Department of Management Studies
Bhagat Phool Singh Women's University, India

Dr. Abdul Rahman
Asst. Prof., Faculty of Management & Technology
Madhesh University, Nepal

International Keynote Speakers

Dr. Mustafa Kayyali
Hon. Professor, Azteca University, Mexico

Dr. Anjay Kumar Mishra
Professor and Dean, Madhesh University, Nepal

CIMR, Organising Committee

Dr. Mahesh Luthia
Conference Convenor
Professor, HR & OB, Chairperson Accreditation

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Co-Convenor, Associate Professor, Finance

Dr. Rinku Sharma
Co-Convenor, Assistant Professor, Marketing

Dr. Nalini Krishnan
Program Chair, PGDM
Professor, Finance

Dr. Sandeep Nemlekar
Program Chair, PGDM-Marketing
Professor, Operations

Conference Tracks

Potential Tracks and sub-themes of the Conference for research papers and case studies (but not limited to)

Sustainable Business Models & Social Entrepreneurship

- ESG-Driven Business Models
- Innovation-Led Zero-Waste Business Models
- Renewable Energy-Powered Models for Efficient Operations
- Social Entrepreneurship for Sustainable Development
- Community Entrepreneurship

Sustainable Marketing and Conscious Consumerism

- Innovation in Circular Economy Marketing
- Technological Innovation for Green Business Models
- Regenerative Marketing: Moving beyond Sustainability
- Social Influence and Peer Dynamics in Sustainable Product Adoption
- Conscious Consumerism for Social Impact
- Behavioural Interventions for Sustainable Consumer Behaviour
- Narrative Driven Sustainable Branding
- Policy and Governance for Sustainable Marketing

Technology, Digital Transformation, & Green Innovation

- Smart Cities & Sustainable Urban Systems
- IT Governance & ESG Integration
- AI for Social Impact and Inclusive Growth
- Intelligent Automation for Social & Business Impact
- Technology-Enabled Social Innovation
- Cybersecurity, Privacy & Digital Trust in a Sustainable Future
- Data-Driven Sustainability & Advanced Analytics

Fintech, and Innovative Financial Ecosystem

- Sustainable Finance
- Financial Inclusion
- Financial Product Innovation
- Technology and Digital Finance
- ESG & Integrated Reporting
- Responsible and Impact Investing
- Entrepreneurship & Investment

Human Capital, Leadership, and Organizational Transformation

- Innovative Leadership for Sustainable and Inclusive Organizations
- Building Future-Ready Workforce Technology and Learning Innovation
- Human-Centered Change Management in Business Transformation
- Talent Development and Retention Strategies in Purpose-Driven Organizations
- Ethical Leadership and Culture for Sustainable Impact
- Digital Transformation, Workforce Well-Being and Productivity · Social Innovation and Community Empowerment

Green Operations and Circular Supply Chains

- Green Operations, Resource Efficiency & Sustainable Process Innovation
- Circular Supply Chains, Waste-to-Value Models & Reverse Logistics
- Digital Transformation in Supply Chains: AI, IoT, Blockchain & Predictive Analytics
- Sustainable Procurement, Ethical Sourcing & Responsible Vendor Ecosystems
- Logistics Innovation, Urban Mobility & Carbon-Neutral Distribution Systems

Important Dates

Submission of Extended Abstract (Upto 1500 words)	10th February, 2026
Announcement of acceptance of Extended Abstract	8th February, 2026
Last date for Registration	24th February, 2026

Registration Details

Academicians & Research Scholar (upto three authors)	Rs. 2,000 Rs. 1,000 (<i>For additional authors</i>)
Academicians & Research Scholar (Online Mode)	Rs. 1,500 Rs. 700 (<i>For additional authors</i>)
Participation - Industry Professional	Rs. 1,500
Presentation - Industry Professional	Rs. 3,000
Student Participants (upto 3 Authors)	Rs. 1,000
International Participant	USD 50

Conference Highlights

Publication : Subject to author approval and paper meeting the guidelines, selected full papers will be published in the following indexed and peer-reviewed journals :

- Curreus Journal of Business and Economics (part of Springer Nature), E-ISSN: 3059-202X
- International Journal of Applied Science & Engineering (Azteca University, Mexico), E-ISSN-2322-0465
- International Journal of Information Science and Computing, E-ISSN - 2454-9533
- Chetana's Journal of Management, ISSN 0976-0628
- Conference Compendium ISSB number ISBN: 978-93-48943-37-8 (All accepted extended abstracts) and other Journals indexed in Google Scholar and Crossref

Selected papers would also be considered for an Edited Emerald Book.

Case Study Publication : Case studies form one of the most engaging and insightful components of this conference. The Conference Committee proposes to publish a dedicated Case Study book as a special volume . Teaching Notes are required during the final submission of case -study book.

Paper Presentation : Hybrid Mode (in-person and online)

Awards and Recognitions: Each track will have a Best Paper Award. Additionally, a Best Paper would be awarded in different categories such International Researcher, Ph.D / FPM, Research scholar and student.

Networking and Learning Opportunity: Keynote, Workshop, Panel Discussion, Research Paper Presentation



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Student Poster Competition

CIMR invites students across disciplines to participate in the Poster Presentation Track of its 9th International Research Conference. This forum offers young researchers a platform to showcase their innovative ideas, projects, and insights on how technology is shaping the future of business and society.

Students may select any of the following sub-themes for their posters :

- Sustainable Practices and Innovation in Finance
- Conscious Marketing & Branding
- Sustainable new-age HR Practices
- Circular Economy practices
- Operations & Supply Chain Technologies
- AI and Digital Tools for Systems
- Innovative EduTech and Online Learning
- Sustainability and Green Technology
- Social Entrepreneurship

Last date to submit **2nd March, 2026**. Poster Presentation : **7th March 2026**.
Best posters will be recognized for originality, clarity, and contribution to the theme.

Pre-Conference Workshop

Research Writing Workshop

28th Feb 2026 from 2 p.m. to 5 p.m. (Online)

This hands-on workshop is designed to equip researchers and students with the skills on contemporary research skills using contemporary research approaches and Artificial Intelligence tools for Systematic Literature Reviews (SLR) efficiently and effectively. Participants will learn



Dr. Dhaval Maheta
Professor,
Veer Narmad South Gujarat University, Surat.



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