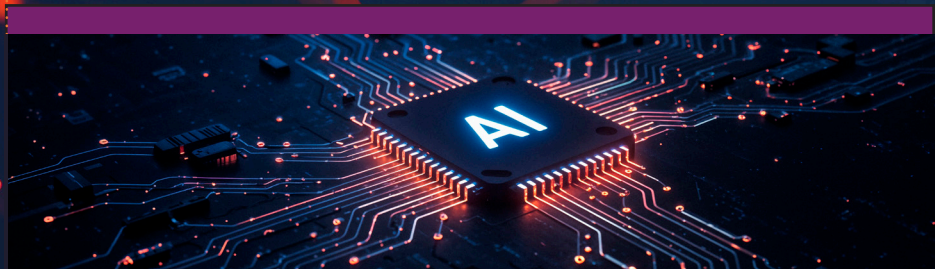




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Presents

The International Management Research Conference 2026

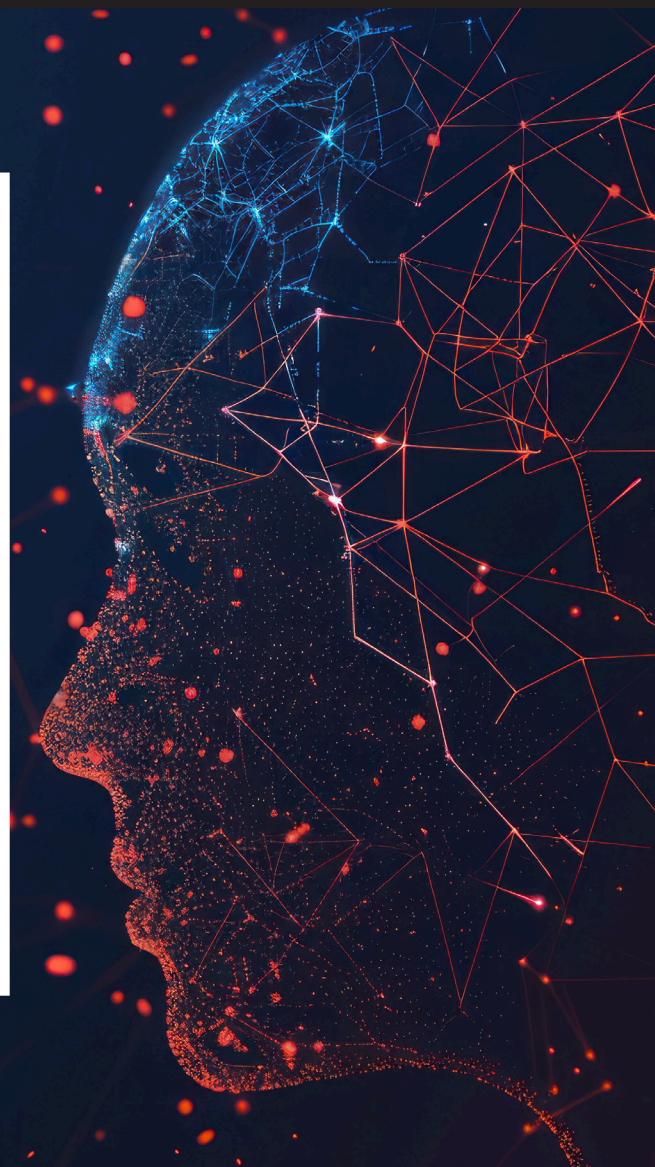
AI and Industry 5.0 Redefining the Future of Business and Management

Mode : Hybrid | February 12-14, 2026 | Venue- The SIES School of Business Studies, Navi Mumbai



South Indian Education Society (SIES) was established in 1932. A value-based educational trust that manages several educational institutes in the city of Mumbai and Navi Mumbai. A trust that has gained acclaim for its strong foundation of cultural values and ethos. The Society has established several Schools, Graduate School of Technology, Institute of Environment Management, School of Packaging, School of Pharmaceutical Sciences and the School of Business Studies.

SIES School of Business Studies (SIESSBS) is a PGDM Institute offering Management programs such as Post Graduate Diploma in Management (PGDM), PGDM (Pharmaceutical Management) and PGDM (Biotechnology). SIESSBS was earlier a part of SIES College of Management Studies SIESCOMS established in 1995 and now functions as a standalone PGDM Institute approved by AICTE since 2020. The PGDM program of SIESCOMS is the first program in the city of Mumbai/Navi Mumbai to have received an International Accreditation from ACBSP for a period of ten years, one of the leading accreditation bodies based in the USA. The programs offered by the school have produced several industry leaders across sectors. SIESSBS has launched the Post Graduate Program in Logistics Management in 2025





AI

Conference Overview

The rapid evolution of Artificial Intelligence has ushered in a transformative era that is reshaping industries, organizations, and societies at an unprecedented pace. As we transition from the automation-driven paradigm of Industry 4.0 to the human-centric, collaborative, and sustainable philosophy of Industry 5.0, businesses face a new set of opportunities and challenges. Industry 5.0 places the human back at the centre of technological progress, emphasizing synergy between human creativity and machine intelligence to build a future that is not only efficient but also empathetic, inclusive, and resilient.

In this context, the role of business and management undergoes a fundamental shift. AI is no longer just a tool for operational efficiency—it is becoming a strategic partner in decision-making and innovation. Whether in HR, marketing, finance, or supply chain, intelligent systems are redefining traditional processes, enabling predictive insights and agile responses to market dynamics. At the same time, organizations must navigate the ethical, social, and governance implications of AI adoption, ensuring transparency, fairness, and accountability.

The theme “AI and Industry 5.0: Redefining the Future of Business and Management” aims to explore how emerging technologies—such as AI, data analytics, and automation—can coexist with human values to build sustainable and purpose-driven enterprises. It prompts researchers, academics, and practitioners to reflect on how organizations can harness advanced technologies while preserving human dignity, well-being, and creativity.

This conference aims to generate interdisciplinary dialogue on how leaders can prepare for this transformative shift, the competencies required for the future workforce, and the strategies needed to design human-technology ecosystems that elevate both performance and purpose.

Pre-conference Workshop

A one-day pre-conference workshop has been scheduled for Thursday, February 12, 2026, in online mode



Session 1: The workshop will be conducted by **Dr. Vinod Kumar Murti** who is an industry turned academician and has a vast experience of 17 years in engineering industry and 21 years in academics & training. He is Founder & CEO of edtech company- LyVi. Learning in the space of online/offline short-term courses in Artificial Intelligence in Research, Digital Marketing, Analytics & Data Science.

<https://www.linkedin.com/in/founderceolyvilearning/>



Session 2: The workshop will be conducted by **Dr. Dhaval Maheta**, Professor, Department of Business and Industrial Management, Veer Narmad South Gujarat University, Surat. He has 22 years of Post – Graduate teaching and research experience. He is the trainer for Data Science, Machine Learning, Artificial Intelligence and Generative AI.

<https://www.linkedin.com/in/dhaval-maheta-320200153/>

Plenary Sessions- (Online) on February 13, 2026



Dr. Raja Shankaran,
Associate Professor, Sri Satya Sai
Institute of higher learning
(SSSIHL), Bengaluru



Mr. Gerhard Eisenacher,
Managing Director
UBE Academy GmbH



Mr. Yogesh Rao,
AI and Data Scientist, US &
Canada, Retail & CPG, TCS

Speakers of Panel Discussion (On-campus) on February 14, 2026



**Dr. Meenakshi
Aggarwal-Gupta,**
Co-founder & COO,
4AM Worldwide



Mr. Salil Kallianpur,
Founder & MD, ARKS Knowl-
edge Consulting Pvt. Ltd.



Mr. Manoj Bhatia,
Vice President,
Morgan Stanley

Call for Papers

We invite researchers, academics, industry professionals, and thought leaders to submit extended abstracts, research papers and case studies that align with the conference theme and tracks, which include but are not limited to the following areas. We encourage submissions from a variety of disciplines to foster interdisciplinary collaboration and knowledge exchange. The Conference Committee is committed to ensuring that all participants have a meaningful and rewarding experience. We look forward to your contributions.

Finance

- AI driven Financial Decision making
- Industry 5.0 and Human-AI Collaboration in finance
- Sustainable Finance & ESG Analytics
- AI in Banking, Financial Services and Insurance (BFSI)
- AI in Financial markets & Investments
- Corporate Governance & Risk Management
- Fintech & Digital Finance Innovation
- Accounting, Reporting & Financial Analytics
- AI, Ethics and Regulatory Frameworks in Finance
- Future of Finance in Industry 5.0

Marketing

- AI-Driven Consumer Insights & Predictive Marketing
- Hyper-Personalisation & Human-Centric Customer Experience in Industry 5.0
- Generative AI in Creative Advertising & Brand Communication
- AI-Enabled Marketing Automation & Decision Intelligence
- Neuromarketing, Cognitive Analytics & Human-AI Behaviour Prediction
- AI-Powered Digital Marketing: SEO, Content, Engagement & Conversions
- Ethical, Responsible & Sustainable AI Usage in Marketing
- Smart Retailing & Phygital Experiences in Industry 5.0
- Data-Driven Brand Management & Real-Time Reputation Intelligence
- Sustainable Marketing in the Era of Industry 5.0

Human Resources

- Human-AI Collaboration and Workforce Augmentation
- AI-Enabled Hiring and Bias-Free Recruitment
- Learning & Development in an Industry 5.0 World
- Employee Well-Being, Mental Health & the Human-Centric Workplace
- Performance Management Reinvented: Data, Analytics & Real-Time Feedback Systems
- HR Analytics, Predictive Modelling & People Insights
- Diversity, Equity & Inclusion in Tech-Augmented Workplaces
- Hybrid Work Models, Flexibility & Digital Workforce Design
- Leading Tech-Enabled Organizations

Information Technology

- Green IT and Energy-Efficient Technologies
- Data Analytics for Environmental Monitoring and Reporting
- Smart Cities, IoT and Sustainable Urban Systems
- Digital Twins for Resource Optimization and Waste Reduction
- Sustainable Cloud Computing and Green Data Centres
- AI-Driven Climate Risk Assessment
- Ethical Technology Use and Responsible AI Design
- IT Solutions for Sustainable Logistics and Smart Mobility
- AI Solutions for Sustainable Business Practices

Operations & Supply Chain Management

- Smart Manufacturing and Automation in Operations
- AI-Driven Demand Forecasting and Inventory Management
- Sustainable and Green Supply Chain Practices
- Digital Supply Chains and End-to-End Visibility
- Predictive Maintenance Using IoT and AI
- Supply Chain Analytics and Real-Time Decision Making
- Resilient Supply Chains for Industry 5.0
- Circular Supply Chain Models and Waste Reduction
- Smart Logistics, Warehousing and Transportation Systems
- Risk Management and Business Continuity in Global Supply Chains

Pharma & Biotech

- Precision Marketing & Personalized Healthcare Communication
- Value Creation & Customer-Centricity in the AI Era
- AI-Augmented Sales Force Excellence
- AI in Pharma Market Research & Consumer Insight Generation
- AI-Driven Drug Discovery & Development
- AI in Supply Chain & Pharma Logistics
- Ethical and regulatory challenges of AI in Pharma & Biotech
- Digital twins in bio pharmaceutical manufacturing
- AI enabled pharmacovigilance
- Personalised medicine and AI
- IPR challenges in AI-generated drug candidates
- Biotech Entrepreneurship & Innovation Management
- Bioinformatics 5.0 & Computational Biology

General Management

- Organizational Agility, Resilience & Change Leadership in the Era of AI.
- Corporate Governance, Ethics & Responsible AI Adoption.
- Human-Centric Leadership in Technology-Driven Organizations.
- Change Management in the Age of Automation.
- Design Thinking and Problem-Solving for Industry 5.0.
- Technology and AI Adoption Challenges in Traditional Industries.
- Entrepreneurship and Start-Up Ecosystems in the AI Era.
- Corporate Social Responsibility in a Technology-Driven World.
- ESG (Environmental, Social, Governance) Strategies in the age of AI
- AI for Environmental Monitoring and Resource Optimization.

Tracks

Submission Guidelines

- Research paper/Case study should have (4000–8000 words) and clearly define Title, Affiliation of authors, Abstract, Key words, Purpose of the study, Research Objectives, Research Design, Findings, Implications, Limitations, References (APA style).
- Extended Abstract should have (1000–1500 words) with Introduction, literature review, methodology, findings, conclusion, and references (APA style), with Title, Affiliation of authors and key words.
- The font should be, Times New Roman- 12-point size with single line spacing, and 1-inch margins.
- Original and unpublished research articles should be submitted by January 24, 2026, to imrcsies@sies.edu.in
- At least one author (non-SIES) should present the paper at the conference for consideration of acceptance and publication, in case the paper submitted by more than one author where one of the authors is from SIES Institutes.
- Registered participants will be provided with the certificate.
- All papers presented at the conference will be published in the conference proceedings with ISBN number (ISBN:978-81-964142-3-8).
- Please ensure that article's plagiarism must be less than 15%.
- Selected papers will be considered for publication in the academic journals, subject to the peer review process and acceptance by the respective journals as per their publication norms.

Registration Fees (Non-refundable) including GST @18%

Categories	Registration Fee on or before January 20, 2026
Research Scholars	INR 1180/-
Academic Delegates	INR 1770/-
Industry Delegates	INR 3540/-
Students	INR 590/-
Only Attendees	INR 590/-
Foreign participants	USD 100/-

Important Dates

Registration and Paper Submission

Abstract/Extended Abstract/Full Paper submission deadline	January 20, 2026
Intimation of acceptance	January 30, 2026
Registration deadline	On or before January 30, 2026

Conference Days

Preconference (Online) Morning and Afternoon Sessions	Thursday, February 12, 2026
Conference Day 1 (Online) Morning – Inaugural and Speaker Sessions Afternoon – Parallel Paper Presentations of All Tracks	Friday, February 13, 2026
Conference Day 2 (On-campus) Morning – Plenary Session/s Panel Discussion, Award Function and Valedictory Ceremony, Concludes with lunch	Saturday, February 14, 2026

Publication Opportunities: Selected research papers for publication will be published in Scopus, ABDC, Web of Science, UGC Care and Peer reviewed journals. The author/s have to complete separate formalities (processing and publication) for the same

Best Paper Award: Best Paper Award will be awarded to contributing authors and their selection will be solely based on evaluation provided by track chairs/external panellists. Following are the categories:

The Best Paper Presentation Award (Management Faculty) : Rs. 20,000/-

The Best Paper Presentation Award (Pharma Biotech Faculty): Rs. 20,000/-

The Best Paper Presentation Award (Management Student): Rs. 10,000/-

The Best Paper Presentation Award (Pharma Biotech Student): Rs. 10,000/-



Account Details:

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Bank Name	Union Bank of India
Account No	057222010001076
IFSC Code	UBIN0905721
Branch	SIES Campus, Sec-V, Nerul East, Navi Mumbai 400706



Registration form link: <https://forms.gle/wZLxisS584Udokrt9>

General Instructions:

- Delegates must register prior to the registration deadline in order to present their papers.
- Only registered delegates can attend the conference.
- Student delegates must attach a proof of evidence of their full-time enrolment.
- Registration fees include Conference kit, Book of Conference Proceedings, Breakfast and Lunch.
- To include the selected paper in conference proceedings with ISBN number and further to publish in the Research Journal after blind review, at least one author has to register and present his/her paper at the conference.
- Ph.D. Scholars / Research Fellows will be considered under Research Scholar Category.
- Registered candidates cannot claim for refund on their absence in the conference.
- Selected papers will be invited for publication in Scopus Indexed/ WoS/ UGC Care listed/Peer Reviewed Reputed Journal of respective discipline after due review process of that journal, after the conference.
- The registration fees do not include the publication fees, if applicable for the select publication.
- The correspondence related to the publication will be taken separately with author/s after the conference.

Conference Chairperson: Dr. Deepa Dixit, Director, SIES School of Business Studies. Email: director@siessbs.edu.in	
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Glimpses of Previous Research Conference IMRCSIES 2025

