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**The International Management Research
Conference 2026**

Theme
**AI and Industry 5.0: Redefining the Future of
Business and Management**

February 12-14, 2026

Mode- Hybrid

Venue- SIES School of Business Studies, Navi Mumbai

www.siecssbs.eu.in

AI and Industry 5.0: Redefining the Future of Business and Management

Artificial Intelligence is rapidly reshaping business and accelerating the shift from Industry 4.0's automation to the human-centric, collaborative vision of Industry 5.0. In this new landscape, technology and human capability combine to build organizations that are efficient, innovative, ethical, and sustainable. The theme highlights how AI is transforming decision-making, workforce management, customer experience, operations, and strategy, while raising vital questions on governance, data ethics, and inclusion. IMRC SIES 2026 brings together researchers and industry leaders to explore emerging competencies, human-machine collaboration, and responsible, technology-driven ecosystems that will redefine the future of business.

About IMRCSIES 2025 Conference

The International Management Research Conference (IMRC SIES 2025) was held from February 13–15, 2025 at SIES School of Business Studies (SIESSBS), in collaboration with other SIES institutions, with Board Infinity and Impactsure as award sponsors. Centered on the theme “A Whole New World: Business Landscape in the Emerging Era,” the conference explored shifts



driven by technology, sustainability, and global business trends. Scholars and industry experts discussed key domains such as marketing, finance, operations, HR, technology, sustainability, and pharma-biotech.

A total of 118 papers were received from various areas in Management and Pharma-Biotech. Selected papers were published in the Empirical Economics Letters journal (ABDC - C Category), the International Journal of Research and Development (peer reviewed), the Research Journal of Pharmacy and Technology (Scopus indexed, Q2) and the Journal of Advances in Pharmacology and Toxicology.

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.

Tracks

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

Tracks

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.



Pre-Conference Workshop

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

1. 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.
2. 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.

Important Dates

Registration and Paper Submission	
Paper submission deadline	January 10, 2026
Intimation of acceptance	January 20, 2026
Registration deadline	On or before January 20, 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

Detailed agenda and Speaker list will follow shortly



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

Categories	Registration Fees inclusive of GST
Research Scholars	INR 1180/-
Academic Delegates	INR 1770/-
Industry Delegates	INR 3540/-
Students	INR 590/-
Only Attendees	INR 590/-
Foreign participants	USD 100

Conference Chairperson

Dr. Deepa Dixit, Director, SIES School of Business Studies. Email director@siessbs.edu.in

Organizing Team

Dr. Vani Kamath, Professor & Head, Department of Finance

Dr. Shuchi Midha, Professor, PGDM Pharmaceutical Management
& PGDM Biotechnology Programs

Dr. Gunjan Hasijani, Associate Professor, Department of Human
Resources

Dr. Priyanka Dukhande, Associate Professor, Department of
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Dr. Swati Checker, Assistant Professor, PGDM Pharmaceutical
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