



**DAYANANDA SAGAR
BUSINESS SCHOOL**

Realising the Dream



POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

(Approved by AICTE, Ministry of Education, Govt. of India, New Delhi)

VIMARSHA: 2026



INTERNATIONAL CONFERENCE

On

**Technology Application with Humanity for Sustainable Business and
Atma Nirbhar Bharat.**



Humanistic
Management
Network



In Association with Humanistic Management Network (HMN), Switzerland
& National School of Management (ENCG Settat), Morocco.

Scan For



Registration

Conference Date:

08th & 09th October 2026

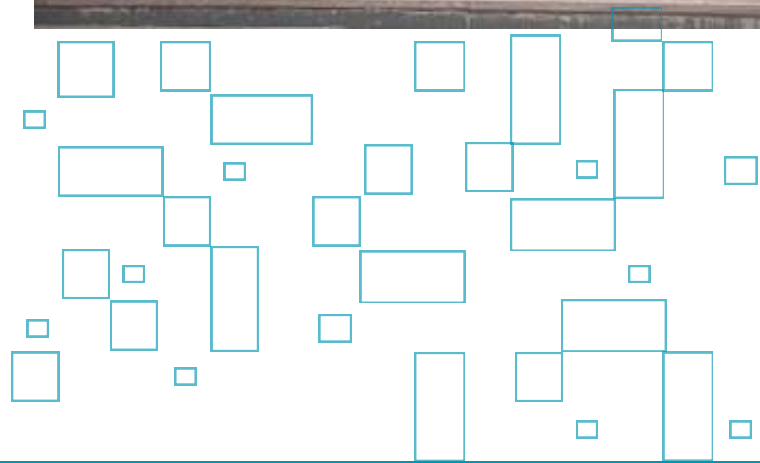
Hybrid Mode

www.dsbs.edu.in

ABOUT US

Dayananda Sagar Business School is one of the most preferred Business Schools in India. Being in the heart of the city, the Institute is acclaimed as one of the best Business schools providing quality management education through its PGDM program (AICTE approved). It is known for its reputation in the corporate world for having a strong focus on preparing “industry-ready” graduates.

The curriculum is Industry Oriented and designed by both Academicians and Industry Experts, coupled with new-age teaching pedagogies and assessments. It is unique not only in its contents but also in its delivery. The aim is to offer the nation a vision driven leaders who are competent to meet the challenges of a future world.



ABOUT THE CONFERENCE:

VIMARSHA-2026: International Conference on Technology Application with Humanity for Sustainable Business Excellence for Atma Nirbhar Bharat aims to foster a global dialogue on the transformative role of technology in driving sustainable business practices while upholding human values and ethical leadership. As digital technologies, artificial intelligence, and innovation continue to reshape industries, the conference encourages discussions on leveraging technology to create resilient, inclusive, and responsible organizations. It brings together academicians, researchers, industry professionals, entrepreneurs, policymakers, and thought leaders to exchange research, insights, and best practices. With a focus on digital transformation, sustainable development, responsible innovation, human-centered management, and the United Nations Sustainable Development Goals, VIMARSHA-2026 envisions a future where technology empowers humanity, strengthens business excellence, and contributes to building an innovative and self-reliant Atmanirbhar Bharat.

SUB THEMES:

Track 1: Technology-Driven Sustainable Marketing and Consumer Engagement.

Sub-themes:

1. AI and Analytics in Marketing Decision-Making
2. Digital Consumer Behaviour and Customer Experience
3. Sustainable Branding and Ethical Marketing
4. Social Media and Influencer Marketing
5. Omnichannel Retailing and E-commerce Innovations
6. Rural Marketing and Inclusive Growth in Atma Nirbhar Bharat

Track 3: Smart Operations and Sustainable Manufacturing for Self-Reliant India.

Sub-themes:

1. Industry 4.0 and Smart Manufacturing
2. Lean, Agile, and Sustainable Operations
3. Green Supply Chain Management
4. Circular Economy and Resource Optimization
5. Internet of Things (IoT) in Operations
6. Quality Management and Operational Excellence
7. Digital Twins and Predictive Maintenance
8. Entrepreneurship, Start-ups, MSMEs, and Make in India for Self-Reliant Industrial Growth

Track 2: Human-Centric Technologies for Future-Ready and Sustainable Workplaces.

Sub-themes:

1. AI and HR Analytics
2. Employee Well-being and Mental Health in Digital Workplaces
3. Future of Work and Hybrid Work Models
4. Talent Management and Workforce Reskilling
5. Diversity, Equity, Inclusion, and Human Values
6. Leadership and Organizational Resilience

Track 4: FinTech, Sustainable Finance, and Financial Inclusion for Atma Nirbhar Bharat.

Sub-themes:

1. FinTech Innovations and Digital Payments
2. Green Finance and ESG Investing
3. Blockchain Applications in Financial Services
4. Financial Inclusion through Technology
5. Cybersecurity and Risk Management in Banking
6. AI in Financial Decision-Making and Fraud

Who Can Attend ?

Delegates and Research paper presentations will enrich the international conference with their views

- Academician
- Research Scholar
- Entrepreneurs
- Industry Professionals
- Business executives
- Students



CALL FOR PAPERS

Authors are invited to submit their original and unpublished manuscripts based on empirical research, experiences, reviews, promising ideas that demonstrate research focusing on main theme and subthemes of the international conference.

PUBLICATION OPPORTUNITIES

Scopus®

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- Selected Full papers will be published in conference proceedings book with ISBN.
- Individual Certificate will be provided to all Paper Presenters. Individual Certificate will be provided to all Conference Delegates.
- Please note that additional charges may apply for paper publications in Scopus, ABDC, and Web of Science indexed journals, depending on the specific journal's guidelines.

ABSTRACT AND PAPER SUBMISSION:

- Must be based on the **theme or sub-themes of the conference**.
- Clearly mention under which theme your paper is to be included.
- **Format:** MS Word, Times New Roman, Font Size 12 pt.
- **Spacing:** 1.5 lines, single column.
- **Length:** 300–400 words (excluding title/cover page).
- **Margin:** 1 inch on all sides.
- **References:** APA guidelines.
- Include **5 keywords** relevant to your paper.

GUIDELINES FOR FULL PAPER SUBMISSION

- **Manuscript Length:** 4000–6000 words (excluding tables, graphs, charts).
- **Format:** MS Word, Times New Roman, 12 pt, double-spaced, single column, 1-inch margins on all sides.
- **Title Heading:** Times New Roman, 14 pt.
- The **first page** should include: Title, Author(s) name, affiliation, mailing address, phone, email.
- The **second page** should contain the abstract.
- Tables, charts, and graphs should be on separate sheets, numbered sequentially.
- References in **APA style, arranged alphabetically**.
- Soft copy of the final manuscript must be submitted after abstract acceptance.
- Registration is confirmed only after manuscript acceptance and fee payment.
- For **joint submissions**, each author/co-author must register individually.
- Each paper requires a **separate registration** if multiple entries are made.
- Accepted papers will be presented during the conference.
- Best Paper Awards will be presented for each track.
- Email for submission: **vimarsha@dsbs.edu.in**
- **Registration Link:** <https://forms.gle/fAtx9EJeNFhkVt9U9>



IMPORTANT DATES:

Last Date for Submission of Abstracts	10 th Sep 2026
Notification of Acceptance of Abstracts	15 th Sep 2026
Last Date of Submission of Full Paper	30 th Sep 2026
Notification of Acceptance of Paper	2 nd Oct 2026
Last Date for Registration per Author per Paper	5 th Oct 2026
Last Date for Early Bird Registration	30 th Sep 2026

REGISTRATION DETAILS:

Delegate Category	Indian Registration Fee including GST	Foreign Participants Registration Fees	Early Birds Registration (Indian)
Industry Professionals	Rs.3500	\$50	Rs.3000
Academicians	Rs.2500	\$40	Rs.2000
Research Scholars	Rs.1000	\$20	Rs.800
Students	Rs.750	\$10	Rs.500

Note: The registration fee is per author and includes the conference kit and other hospitality for 2 days.

PAYMENT MODE – NEFT DETAILS / ONLINE PAYMENT

- Name: Dayananda Sagar Business School
- Name of the Bank: Bank of Baroda
- Account Number: 74370100009725
- IFSC Code: BARB0VJDASC
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Chair- Research & Publication

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