



SOMAIYA
VIDYAVIHAR UNIVERSITY



Dr Shantilal K Somaiya Research Conference



Driving Business in the
**Age of Technology and
Sustainability**

22nd – 23rd January,
2026

HYBRID MODE (Offline & Online)

Organised by

**Dr Shantilal K
Somaiya School of Commerce
and Business Studies,**

Somaiya Vidyavihar University, Mumbai.

Somaiya Vidyavihar University

Somaiya Vidyavihar University (Accredited with A Grade by NAAC), established in 2019, is a leading University in India, built upon the 84-year legacy of the Somaiya Vidyavihar. Guided by the motto ज्ञानादेव तु कैवल्यम्। ('Knowledge Alone Liberates'), the university emphasises academic excellence, holistic development, and character-building. Offering a diverse range of undergraduate, postgraduate, and doctoral programs, Somaiya Vidyavihar University integrates industry collaborations, interdisciplinary learning, and research-driven education. The university's strategic location in Mumbai provides students with access to sectors such as Management, Engineering & Technology, Education, Dharma Studies, Commerce & Business Studies, Basic & Applied Sciences, Sports, Civilisation Studies, Music & Performing Arts, Art, Film, Humanities & Social Sciences, Design and Library & Information Science. The university promotes innovation through a Startup Incubator. It also emphasises experiential learning with and real-world projects. With a strong commitment to sustainability, research, and the development of well-rounded leaders, Somaiya Vidyavihar University continues to play a pivotal role in shaping India's educational landscape.

Dr Shantilal K Somaiya School of Commerce and Business Studies

A constituent unit of Somaiya Vidyavihar University, S K Somaiya College established in 2019, is an institution for new-age liberal, and multidisciplinary education. The Governing Body, Somaiya Vidyavihar University has restructured and reorganised the S K Somaiya College in New School as Dr Shantilal K Somaiya School of Commerce and Business Studies. The college offers a wide array of professionally oriented undergraduate and postgraduate programs in the fields of Commerce & Business Studies as well as certificate courses in languages. It offers academic flexibility to students earning their degrees, viz. honours, multidisciplinary majors, postgraduate and PhD programmes. Dr Shantilal K Somaiya School of Commerce and Business Studies offers PhD programs in Commerce and Business Studies.

Driving Business in the Age of Technology and Sustainability

In an era characterised by rapid technological innovation and growing environmental consciousness, businesses stand at critical intersections. The dual imperatives of embracing digital transformation and ensuring sustainable growth are no longer optional; - they are essential for long-term success and societal progress.

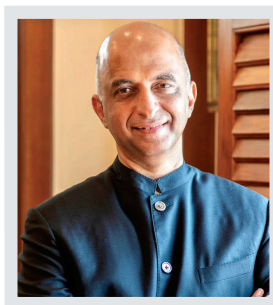
The conference on "Driving Business in the Age of Technology and Sustainability" seeks to bring together thought leaders, industry professionals, academicians and researchers to explore how technology can be harnessed not just for profitability but for responsible, inclusive, and future-oriented growth.

This event serves as a platform to exchange ideas, present cutting-edge research, share best practices, and discuss actionable strategies that align innovation with sustainability goals.

Objectives of the Conference

- » To understand how emerging technologies such as AI, blockchain, IoT, and big data are reshaping industries.
- » To explore sustainable business models that balance economic growth with environmental stewardship.
- » To highlight the importance of regulatory frameworks and policy innovations that support responsible businesses.
- » To provide a platform for academic and industrial collaboration.
- » Promote research on sustainable innovation.

Conference Patrons



Shri Samir Somaiya

Chairman and Managing Director of Godavari Biorefineries Ltd,
President of Somaiya Vidyavihar and Chancellor of Somaiya Vidyavihar University,
Mumbai



Prof Ajay Kapoor

Vice Chancellor,
Somaiya Vidyavihar University,
Mumbai



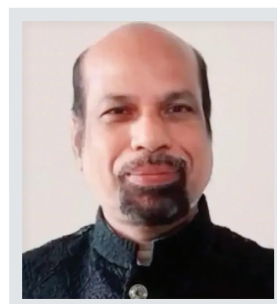
Dr Satish Modh

Pro Vice - Chancellor- Strategy &
Dean- Faculty of Commerce and Business Studies,
Director- Dr Shantilal K Somaiya School of Commerce and
Business Studies, Somaiya Vidyavihar University,
Mumbai



Dr Nandkumar Gilke

Registrar,
Somaiya Vidyavihar University,
Mumbai



Dr Arun Kumar Nayak

Dean of Research and Director, Somaiya Institute for
Research and Consultancy (SIRAC),
Somaiya Vidyavihar University,
Mumbai

Convener



Dr Aparna Jain

Associate Professor
Dr Shantilal K Somaiya School of
Commerce and Business

Co-Convener



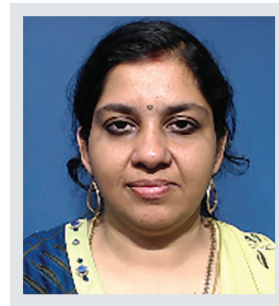
Dr Sachin Acharekar

Associate Professor
Dr Shantilal K Somaiya School of
Commerce and Business



Dr Bharati Makhijani

Assistant Professor
Dr Shantilal K Somaiya School of
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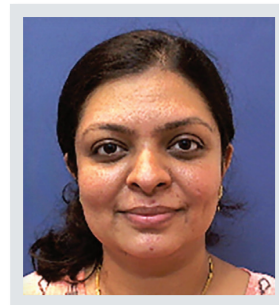
Dr Rajalakshmi Anantharaman

Assistant Professor
Dr Shantilal K Somaiya School of
Commerce and Business Studies



CA Muskan Kukreja

Assistant Director & Assistant Professor
Dr Shantilal K Somaiya School of
Commerce and Business Studies



Dr Bhavana Jangale

Assistant Professor
Dr Shantilal K Somaiya School of
Commerce and Business Studies

Advisory Body



Dr Bala Krishnamoorthy

Associate Dean and Professor of Strategy, SBM-NMIMS University, Mumbai, Fulbright Scholar with 30+ years of experience in teaching, research, consulting, and institutional building.

Dr Nitin Joshi

Director, Dr V N Bedekar Institute of Management Studies, Thane, with two decades of academic and corporate experience. Worked with Corporate Houses such as MCX, Datapro, IT&T and ATCO.



Dr Preeti Rawat (FSDC in charge)

Professor (OB/HR), K J Somaiya Institute of Management, and Director, Faculty & Staff Development Centre, Somaiya Vidyavihar University, Mumbai, Editor-in-Chief, Business Perspectives and Research (SAGE, Scopus).

Dr Smita Shukla

IQAC Director and Professor, Alkesh Dinesh Mody Institute for Financial and Management Studies, University of Mumbai, with over 20 years of expertise in economics, finance, and management education.



Dr Ramkishan Yelamanchili

Professor of Marketing at K J Somaiya Institute of Management, Mumbai, with 25 years of experience. Experts in Rural Marketing, Sales & Distribution Management, Retail Management, Strategic Marketing, and Brand Management.

Pre-Conference Workshop

Capacity Building Workshop on Publishing in High-Impact Journals



Dr Ashish Gupta

Associate Professor - Senior Grade
(Marketing Area), Consulting, Training &
Projects, Faculty of Management,
South Asian University (SAU),
New Delhi - An International University
established by SAARC Nations.



Thursday, 22nd January 2026



9:30 am to 11:30 am



Conference Tracks

Track Code	Tracks	Tracks
F01	Finance	• FinTech, Digital Transformation, and Emerging Financial Trends • Corporate Finance, Capital Markets, and Strategic Financial Management • Risk, Compliance, and Financial Stability in a Tech-Driven Era • Sustainable Finance, ESG Integration, and Financial Inclusion • AI, Data Analytics, and Innovation in Finance
M02	Marketing	• Consumer Behaviour and Market Psychology • Sustainable and Ethical Marketing Practices • Global and Cross-Cultural Marketing Strategies • AI, Automation, and Digital Marketing Innovations • Service Marketing, Customer Experience, and Relationship Management
D03	Data Science	• Data-Driven Decision Making for Sustainable Business Growth • AI, Machine Learning, and Predictive Analytics in Business Transformation • Big Data Applications in Sustainable Finance, Marketing, and Operations • Ethical Data Practices, Privacy, and Responsible AI in Business • Data Science for Supply Chain Optimization and Resource Efficiency
MD04	Multidisciplinary	• General Management, Organisational Behaviour, and Human Resource Practices • Supply Chain, Logistics, and Sustainable Operations • Entrepreneurship, Startups, and Family-Owned Businesses • Education, Skill Development, and Future Workforce • Business Law, Governance, and Intellectual Property Rights • GST, Taxation, and Financial Compliance
CS05	Case Study	• Supply Chain Innovation and Resilience: Sustainable logistics practices, global disruptions, and digital supply chain transformation. • Entrepreneurship and Family Business Models: Startup ecosystems, scaling challenges, and governance in family-managed businesses. • Organisational Behaviour and HR Practices: Practical insights into leadership, workplace culture, employee engagement, and crisis management. • Business Law, IPR, and GST: Applied case studies on compliance, intellectual property disputes, GST implementation, and legal frameworks shaping business. • Innovations in Education Management: Digital learning models, education entrepreneurship, policy reforms, and sustainable institutional growth

Key Takeaways of the Conference:

- » **Networking Opportunities:** Build meaningful connections with researchers, academicians, and industry leaders.
- » **Industry–Academia Connect:** Bridge the gap between theory and practice through collaborative discussions.
- » **Research Collaboration:** Explore opportunities for joint research projects and cross-disciplinary studies.
- » **Recognition and Rewards:** Outstanding contributions will be acknowledged with awards and certificates.
- » **Publication Opportunities:** Selected high-quality papers will be published in reputed Scopus-indexed journals & ABDC Journals.

Who can participate?

- » Faculty members
- » Research scholars
- » Industry Professionals

Guidelines

Submission Guidelines:

All submissions must be original and should not be considered for publication or for presentation elsewhere. Each author may submit up to three papers, regardless of authorship order. Author details must not appear in the header, footer, the main text of the paper. Requests to modify author names, orders, or affiliations are not accepted after submission. Submissions may follow any research methodology. The designated track code should be indicated at the beginning of the title (e.g., Track #: Title).

Guidelines for Research Paper Abstract Submission (250-350 words)

- » Purpose
- » Study design/methodology/approach
- » Findings
- » Research limitations/implications
- » Practical implications
- » Social implications
- » Originality and Value

Guidelines for Extended Abstract or Full Paper Preparation:

Manuscripts should be prepared in **Times New Roman, 12-point font, double-spaced, with 1-inch (2.5 cm) margins** on all sides and a page size of **8.5" × 11"**. The references may be single spaced.

The complete submission including the title page (in Title Case), abstract, main text, figures, tables, and references must be compiled into a **single document in Microsoft Word (.doc/.docx) format, No PDF files allowed.**

Headings: Use only three levels, all in bold.

- » First level: ALL CAPS, centered
- » Second level: Title Case, aligned left
- » Third level: Sentence case, indented, italicized, and run into the paragraph

Word Count: Submissions for full research paper should range between **4,500 and 6,000 words** (excluding references, tables, and figures). Extended abstracts are limited to 500 words. Do not include page numbers or running heads. If notes are necessary, **footnotes** are used on the same page. **Endnotes should not be used.**

Other Guidelines:

- » Appendices, tables, figures, citations, and references must be prepared in accordance with the **APA (American Psychological Association) Style Guide.**

Guidelines for Case Study Abstract Submission:

- » Executive summary
- » Problem Identification / Dilemma
- » Brief history / Background of the Company / Organisation
- » Industry & Company analysis
- » Key Issues and options/ alternative solutions
- » Recommendations & Learning outcomes

Please Note:

- » Full Research Paper / Full Case Study with Teaching Note submission is mandatory for publication.
- » Selected Papers can be sent for publication in the Scopus/ABDC list of Journals subject to fulfillment of terms and conditions of the journals. Additional charges will be applicable accordingly.

Registration Fees

Category	Authors	Research Paper Presentation	Research Paper Presentation + Pre-conference Workshop	Only Participation (Includes Pre-Conference Workshop)
Industry Professionals	Single Author	₹ 2000	₹ 2500	₹ 500
	Co- Authors	₹ 2000	₹ 2500	₹ 500
Faculty	Single Author	₹ 1500	₹ 2000	₹ 500
	Co- Authors	₹ 1500	₹ 2000	₹ 500
Research Scholars	Single Author	₹ 1000	₹ 1000 *	₹ 500
	Co- Authors	₹ 1000	₹ 1000 *	₹ 500

Please Note:

* The pre-conference workshop is complimentary for research scholars.

- » Each author and co-author is required to pay the registration fee individually.
- » Early Bird Registrants Get Free Pre-Conference Workshop Entry.
- » Kindly refer to the Important Dates table for information regarding Early Bird Registration.
- » At least one author has to register for the Conference. Only those who register will be given the Participation Certificate (author or co-authors).
- » Participants who cannot come in person, can present their research papers / case studies in a Virtual Mode (Online).
- » Registration includes Conference Kit, Breakfast, Lunch, Tea/Coffee (only for in person participants).
- » Upon acceptance of the abstract, a registration link will be shared with the authors.
- » Upload the payment receipt in the registration form.



Scan here for Abstract Submissions

Conference Schedule

Day 1 (22nd January, 2026)

Time slot	Particulars	Venue
9:00 am to 9:30 am	Breakfast	Lobby
9:30 am to 11:00 am	Pre-Conference Workshop	Seminar Hall
11:30 am to 1:00 pm	Inauguration Ceremony	Seminar Hall
1:00 pm to 2:00 pm	Lunch	Lobby
2:00 pm to 5:00 pm	Paper Presentation - Parallel Tracks	Venue to be announced

Day 2 (23rd January, 2026)

Time slot	Particulars	Venue
9:30 am to 11:00 am	Master class on Applications of AI in Teaching and Research	Seminar Hall
11:00 am to 11:30 am	Tea Break	Lobby
11:30 am to 1:00 pm	Paper Presentation - Parallel Tracks	Seminar Hall
1:00 pm to 2:00 pm	Lunch	Lobby
2:00 pm to 5:00 pm	Valedictory Function	Seminar Hall

Important Dates:

Last date for Early Bird Abstract Submission (Research Paper & Case Study)	15 th November, 2025
Last date for Early Bird Registration	30 th November, 2025
Submission of Abstract (Research Paper & Case Study) Deadline	20 th December, 2025
Intimation of Acceptance	24 th December, 2025
Submission of Extended Abstract/Full Research Papers/Case Studies with Teaching Note Deadline	5 th January, 2026
Last date for Registration & Payment of Fees for the Conference	15 th January, 2026

Organising Committee

Dr Amit Atmaram Naik	Dr Chetan Kanji Bhai Jiwani
Dr Shital Jitendra Mehta	Dr Purvy Karia
Dr Fayeza Sonkachwala	Dr Rekha Shetty

Research Scholar Coordinators

Ms Megha Balu	Ms Pranali Lokhande
Mr Mayank Satra	Ms Sayali Nene
Ms Afreen Shah	Mr Milind Saraf



Contact Us

Any Queries related to this conference can be made to the following:

Conference Coordinators:

Ms Megha Balu: 8104 3785 90 Ms Pranali Lokhande: 9730 2229 91

 research.skscbs@somaiya.edu



Scan here for directions to
Dr Shantilal K Somaiya School of
Commerce and Business Studies

