



**International Conference**  
**on**  
**Emerging & Sustainable Practices in**  
**Management (ICESPM-2026)**  
**(August 21 – 22, 2026)**  
**(Hybrid Mode)**



**Organized by**  
**Management Studies Department,**  
**Madan Mohan Malaviya, University of**  
**Technology**  
**Deoria Road, Gorakhpur-273010 (UP) India**  
**(UP Govt. Technical University)**  
**NAAC Grade "A" University**  
**NIRF Ranking 83<sup>rd</sup> in Management Category**  
**IIRF Ranking 1<sup>st</sup> in U.P & 19<sup>th</sup> in India**

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**Hon'ble Vice Chancellor,**  
**MMMUT, Gorakhpur (UP) India**

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**Prof. L. B. Prasad**  
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**MMMUT, Gorakhpur (UP) India**

**Conference Coordinator(s)**

**Dr. Ugrasen,**  
**Assistant Professor, MSD, MMMUT, GKP (UP) India**  
**Dr. Bharti Shukla**  
**Assistant Professor, MSD, MMMUT, GKP (UP) India**

**Organizing Secretary(s)**

**Dr. Bijendra Kumar Pushkar**  
**Assistant Professor, MSD, MMMUT, GKP (UP) India**  
**Dr. Anjali Singh**  
**Assistant Professor, MSD, MMMUT, GKP (UP) India**

**About MMMUT, Gorakhpur (UP) India**

Madan Mohan Malaviya University of Technology, Gorakhpur has been established in the year 2013 by the Government of Uttar Pradesh in the form of a non-affiliating, teaching and research University after reconstituting the Madan Mohan Malaviya Engineering College, Gorakhpur which was established in 1962. Fifty batches of students have entered its portals to emerge after four years of rigorous education under the tutelage of some of the most vulnerable teachers, engineers ready to face the world and create new worlds.

**About Management Studies Department, Gorakhpur (UP) India**

The Department of Management Studies was established in the year 2001. The main objective of the department is to impart academic programs in the field of management studies, and act as a center of excellence in the field of management practices and applications in addressing the challenges of the emerging global business environment, society and industries. The department offers UG, PG and Ph.d programs in management studies. A 4-year UG

programme namely the Bachelor of Business Administration (BBA) with the major and minor specializations is being run by the department. A 2-year PG programme namely the Master of Business Administration (MBA) with dual specializations is being run since the inception of the department.

**Objective and Scope of the Conference**

International Conference on Emerging and Sustainable Practices in Management (ICESPM-2026) is a prestigious international level academic event with a vision to fostering excellence. The motive is to create a dynamic professional platform for providing an excellent opportunity to the researchers, academicians, industrial professionals and budding students who are dedicatedly involved in innovative areas of Management and other interdisciplinary & allied areas in or around the world to share their research findings with the noble experts. Emerging & Sustainable Practices in Management are fundamentally transforming how organizations are managed, governed in a sustainable environment. In an era defined by volatility, climate change, digital disruption, and stakeholder capitalism, management is no longer focused solely on efficiency and profit. Instead, it integrates innovation, ethics, resilience, and sustainability. Technologies such as Artificial Intelligence (AI), Big Data, Internet of Things (IoT) and Green Technologies are redefining managerial decision-making and enabling sustainable management practices across industries.

**ICESPM 2026 will be held in Management Studies Department, MMMUT Gorakhpur (UP) India from 21<sup>st</sup> August to 22<sup>nd</sup> August, 2026.** The key objective of ICESPM 2026 is to

provide opportunity to the participants to share their ideas and experience in person with the esteemed experts expected **to join from across the globe**. In addition to this, gathering will help the delegates to establish the research or business relations as well as to find national as well as international linkage for future collaborations in their career path. We hope that Conference outcome will lead to significant contributions to the knowledge base in these up-to-date diverse field of Management. Participants at the Conference will have opportunity to explore, expound on, and extend the rich heritage of research on management and technology arena. We expect to witness vibrant scholarly sessions underscored by a profusion of thought provoking ideas. ICESPM 2026 shall provide a platform to present strong methodological approach and focus mostly on sustainable management practices.

## Conference Highlights

### Call for Papers

Authors are invited to submit fully developed manuscripts. Submission must be original works that have not been accepted for publication/presentation, nor are under review anywhere else. All full paper submissions will be peer reviewed and evaluated based on originality, technical and/or research content/depth, correctness, relevance to conference, contributions and readability. Prospective authors are invited to submit full (and original research) papers (which is NOT submitted/published/under consideration anywhere in other conferences/journal) in electronic (Word Only) format through the easy chair.

## Conference Themes

### 1. Emerging Trends in Sustainable Finance and Organizational Transformation

- Stock Market Volatility and Macro Economic Indicators
- FinTech's impact on traditional banking
- Impact of Global Financial crises on emerging market
- Green Finance and Sustainable Investing
- Mandatory Climate Disclosures and Their Impact on Capital Markets
- Sustainable Investing in a High-Interest Rate Environment
- Global ESG Regulations: Convergence or Fragmentation?
- Investment Strategies & Portfolio Management

### 2. Strategic Management and Leadership

- Artificial Intelligence in strategic planning and forecasting
- Digital leadership and change in Sustainable management
- Agile, adaptive, and resilient management models
- Decision-making using big data and business intelligence
- Managing innovation and disruption
- Strategic risk management in a digital economy
- Leadership competencies for Industry 4.0 and 5.0

### 3. Innovations in Human Resource Management and the Future of Work

- HR analytics and people analytics
- Talent acquisition using AI and automation Managing remote, hybrid, and gig workforce
- Employee engagement through digital platforms
- Learning, reskilling, and up skilling in smart organization
- Diversity, equity, and inclusion in modern workplace
- Workplace well-being, mental health, and work-life balance
- Ethical issues in technology-driven HR sustainable management practices

### 4. Sustainable and Responsible Marketing Management in the Digital Era

- Sustainable and Green management practices
- Role of Sustainability in Modern Marketing Strategy
- ESG (Environmental, Social, and Governance) integration through digital tools
- Sustainable supply chain management using blockchain and IoT
- Tripple Botton Line Approach in Marketing (People, Planet, Profit)
- Climate risk assessment and sustainability analytics
- Responsible innovation and sustainable digital transformation
- Balancing economic growth, social impact, and environmental stewardship

- Role of leadership in driving sustainability through technology

### Submission Guidelines

Only original and unpublished work is to be sought. The Author and Co-author should register separately. Abstract and full paper should be submitted in MS Word format only. The Paper format should be as follows: Single Column, A4 Size, 1.5 line spacing Font Style: Times New Roman, Font Size 12. The word limit for each paper should be between 2500-3000 words. Reference should be arranged using APA style. The First page should consist of: Title, Author(s), Affiliation(s), Email. Abstract should be between 200-300 words with minimum 3-5 keywords. The paper should be free from plagiarism. The paper should be sent through the online submission system only.

### Review & Evaluation Committee

1. Dr. Priyanka Rai – Coordinator (Asst. Prof, MSD, MMMUT GKP)
2. Dr. Javed Alam - Coordinator (Asst. Prof, MSD, MMMUT GKP)
3. Dr. Sonia Bhatt– Coordinator (Asst. Prof, MSD, MMMUT GKP)
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  2. Dr. Bharti Shukla (Asst. Prof, MSD, MMMUT GKP)
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  15. Dr. Mohd. Osama (Asst. Prof, MSD, MMMUT GKP)
  16. Dr. Abdul Jadid (Asst. Prof, MSD, MMMUT GKP)
- ★ All research scholars of MSD, MMMUT Gorakhpur

### Advisory Committee

1. Prof. K.S. Thakur (Vice Chancellor, Govind Guru Tribal University, Baswara, Rajasthan)
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14. Dr. Harish Chandra (Asst. Professor, MSCD, MMMUT GKP)
15. Dr. Abhijit Mishra (Asst. Professor, HSSD, MMMUT GKP)

### Registration Process

The conference registration fee is same for both paper participants and presenters. The conference fee is non-refundable. The conference fee includes entry to all the technical sessions of the conference, Some quality paper after peer review will be selected for publishing in conference **proceedings by Elsevier, Springer**. Selected high quality papers will be

published in **Scopus indexed journal/ ABDC International Journal of Accounting, Business and Finance (IJABF) and publication fee will be charged for it if applicable.**  
**Conference will be conducted in Hybrid Mode**

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### Conference Dates

#### Hybrid Mode Available

Submission Open (Abstract/ Full Paper)	Submission Deadline (Full Paper)	Deadline of Acceptance (Full Paper)	Early Bird Registration & Submission Deadline (Full Paper)	Registration Deadline
15 <sup>th</sup> April, 2026	30 <sup>th</sup> June,2026	15 <sup>th</sup> July, 2026	Till 30 <sup>th</sup> May	30 <sup>th</sup> July, 2026

### Registration Fees

Category	Domestic		International	
		Early Bird Registration		Early Bird Registration
Student	INR 1200	INR 1000	50\$	25\$
Research Scholars	INR 1800	INR 1500	100\$	50\$
Faculty	INR 2500	INR 2000	200\$	100\$
Industry	INR 4000	INR 3500	300\$	200\$

- In case of more than one paper is accepted of same author, he/she may avail a discount of 20% in registration fee on each subsequent registration except for the registration of first paper.
- Link for Abstract submission: <https://forms.gle/g6CT8pg6SWU1zNoz6>
- First the abstract of the manuscript should be submitted using the above link. After the peer review, if the abstract is accepted for the presentation, the authors can register through the following below link and pay the conference registration fee using the below link.
- Link of Conference Registration (Full Paper): <https://forms.gle/8QDxfG9AVqHwPGHC7>
- Best **Research Paper award** will be given in the Technical Session.