

### Important Dates

Last date for receiving abstract: 5-02-2026.

Notification of acceptance: 7-02-2026.

Full Paper Submission: 12-02-2026.

**Dates of the conference : 16<sup>th</sup> and 17<sup>th</sup> February, 2026.**

### Submission Guidelines

All the Papers must be made with MS word format with Title, Name of the Author(s), Affiliation, Designation, Contact Address with Phone Number and Email Id. Original and unpublished work must be submitted. All the abstracts accepted shall be published in the Conference Souvenir. Paper must follow 12-point Times New Roman, and following APA citation style.

Please send your paper to the Email Id: [conferencescbm26@manuu.edu.in](mailto:conferencescbm26@manuu.edu.in)

### Registration

Registraton link : <https://forms.gle/FVJ7vF6HNbtrvQ6VA>

Research Scholars/ Students	300
Academicians	500
Industry and others	800



Registration fees can be remitted to the following account number: Head DMS, Account

Number: 18790100007884, Indian Overseas Bank, Gachibowli IFSC Code: IOBA0001879.

Fee can also be remitted through PhonePay/GPay No: 9247869762.

### Accommodation

Accommodation will be provided to the outstation participants in the University campus on the payment basis. Limited accommodation is available.

### Convener

**Dr. Shaik Kamruddin**

Associate Professor

Department of Management and Commerce

MANUU, Gachibowli, Hyderabad-500032

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### For Information

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### About the University

Maulana Azad National Urdu University (MANUU) is a Central University established in 1998 through an Act of Parliament. Nestled in the vibrant city of Hyderabad, Telangana, its main campus spans 200 acres in Gachibowli. The University proudly bears the name of Maulana Abul Kalam Azad—a revered freedom fighter, visionary thinker, and India's first Minister of Education. A staunch advocate of knowledge and enlightenment, Maulana Azad laid the groundwork for India's modern education system, championing the cause of scientific, technical, and higher education in the formative years of the nation. Maulana Azad National Urdu University (MANUU) began its academic journey in 1998 by offering educational programs through distance mode. In 2004, it expanded its outreach by launching on-campus programs. The University now offers regular academic programs through eight Schools of Studies, comprising a total of 19 departments. These departments provide a wide range of undergraduate, postgraduate, and Ph.D. programs across diverse disciplines. Presently, MANUU is in the process of consolidating the existing institutions, while expanding it to reach the unreached through various interventions. Further, to meet the rising aspirations of its youth in general and Urdu speaking community in specific, the University is making considerable progress in all fronts of academics, research and governance with specific vision, mission and objectives.

### About the School and Department

The School of Commerce and Business Management (SCBM) at MANUU, established in 2004 is a key academic unit dedicated to fostering excellence in management and commerce education and research, with a specialized focus on delivery through the Urdu medium. The SCBM encompasses the Department of Management & Commerce, collectively offering a robust range of programs including Ph.D. in Management and Ph.D. in Commerce, Master of Business Administration (MBA), Master of Commerce (M.Com.), and Bachelor of Commerce (B.Com.). The MBA program includes specializations such as Financial Management, Marketing Management and Human Resource Management, while the M.Com. focuses on emerging areas like Accounting and Finance. The School's mission is to develop professionals with strong ethical and leadership qualities, promoting faculty research, professional skill development, and collaboration with industry to ensure its curriculum remains relevant to the needs of the trade and business community.

### The Centre for Distance and Online Education (CDOE) :

The Centre for Distance and Online Education (CDOE), MANUU, formerly known as the Directorate of Distance Education (DDE), began offering programmes from the inception of the University. CDOE now offers two professional programmes, MBA and B.Ed., apart from six Master's programmes in Urdu, Hindi, Arabic, English, Islamic Studies, and History; three undergraduate programmes in B.A. (Hons), B.Sc. (Hons) and B.Com (Hons) under the NEP 2020 framework; six diploma and two certificate programmes. Printed Self-Learning Material (SLM) is provided at learners' doorstep, while E-SLM is freely available on the University website. Audio-video lessons are hosted on the University's and CDOE's official YouTube channels. CDOE has recently launched its own Digital Multimedia Centre to facilitate synchronous and asynchronous online classes. The Instructional Media Centre (IMC), MANUU also supports distance learners through an extensive repository of high-quality AV lessons. Counselling classes are conducted in both face-to-face and online modes. CDOE has a Pan-India network of Learner Support Centres, Programme Centres, Sub-Regional Centres, and Regional Centres. Through the innovative Madarsa Connect Programme, launched recently, students from 100 madaras are being taught basic English skills through online mode to promote empowerment and inclusion. A recent MoU between MANUU and NIOS seeks to increase the Gross Enrollment Ratio (GER), leading to empowerment, employability, and horizontal as well as vertical progression. More than 60,000 students are currently enrolled in programmes offered through distance mode.

دوروز قومی کانفرنس

کاروباری ماحولیاتی نظام: ہندوستان ترقی کے تناظر میں  
اختراعات، مصنوعی ذہانت، محصول، پائیدار ترقی اہداف

16<sup>th</sup> & 17<sup>th</sup>  
February  
2026

Two Day  
National Conference

**PARADIGM SHIFT IN BUSINESS ECOSYSTEM:  
INNOVATIONS, AI, TARIFFS AND SDGs  
FOR PROSPEROUS INDIA**



Organized by

**DEPARTMENT OF MANAGEMENT AND COMMERCE**

**School of Commerce and Business Management**

&

**Center for Distance and Online Education**

**Maulana Azad National Urdu University**

**Gachibowli, Hyderabad - 500032**

[www.manuu.edu.in](http://www.manuu.edu.in)

## Concept Note

The international business environment has been shifting in a seismic manner as India moves towards the Vision of Viksit Bharat 2047. We are at a pivotal point and the intersection of Artificial Intelligence, the re-organisation of Global Value Chains (GVCs) under the changing tariff regimes and the pressing need of Sustainable Development Goals (SDGs) are redefining the terms of trade.

The business ecosystem in India is being reshaped with a radical paradigm shift, driven by high rates of technological change, vibrant trade policies, and a dire necessity for sustainable development. Artificial Intelligence will redesign business models, operational processes and decision making structures; global tariff restructuring is rewriting trade flows and competitiveness and Sustainable Development Goals (SDGs) are strengthening the call of inclusive, equitable and sustainable development. With this dynamic landscape, businesses have no choice but to reconsider ways of doing things, re-architecting capabilities and re-establishing a new form of governance to stay relevant in a global integrated economy.

The conference serves as a vital platform for policymakers, industry leaders, academics, and startups to generate actionable white papers and frameworks that harmonize these three often-conflicting forces. The outcome is intended to be a robust, future-ready roadmap for creating a highly competitive, inclusive, and sustainable business ecosystem in India.

## Conference Objectives

The conference aims at investigating the impact of technological innovation, artificial intelligence, sustainability imperatives, and trade reforms in shaping the organizational behaviour, market structure, public policy, entrepreneurship, and welfare of the Prosperous India i.e. Viksit Bharat@2047.

The conference aims to achieve the following core objectives for a Prosperous India:

- To explore paradigm shifts in the business ecosystem driven by innovation, AI, tariffs, and sustainability.
- To understand the role of artificial intelligence and digital technologies in transforming business and management practices.
- To analyze the impact of trade policies and tariffs on Indian industries, MSMEs, and global competitiveness.
- To examine sustainable business models aligned with the Sustainable Development Goals (SDGs).
- To encourage innovation, entrepreneurship, and startup-led economic growth.
- To foster interdisciplinary dialogue among academia, industry, policymakers, and professionals.

## Themes and Sub-Themes of the Conference

### Digital Transformation and Technological Advancements

- Artificial intelligence, machine learning, and automation of business processes
- Digital public infrastructure, fintech, and digital inclusion
- The adoption of Industry 4.0 among large enterprises and Indian MSMEs
- Cyber-security, data privacy and cyber-governance
- Supply chain, finance, and public administration, Blockchain applications

### Innovations, Entrepreneurship & Start-up Ecosystems

- Enterprise models that are driven by innovation
- Incubation, acceleration, and university-industry cooperation
- Innovation ecosystem policy support to start-ups
- Impact models and social entrepreneurship technology
- Frugal innovation and its applicability in the new markets

### Global Competitiveness, Tariffs, Trade Policies

- Changes in the tariff structure in India and in the world trade realignment
- Enhancing national competitiveness through innovation, infrastructure, and human capital development
- Digital transformation and AI in boosting firm-level competitiveness in global markets
- Integrating sustainability and SDGs into multilateral trade frameworks like WTO reforms
- Reform of WTOs, FTAs and strategy of global trade in India
- Impact of retaliatory tariffs on supply chains, inflation and industry competitiveness
- Trade policy uncertainty and its influence on foreign direct investment (FDI)

## Sustainability, SDGs & Responsible Business

- Sustainability policies of corporations and ESG reporting
- Green technologies, climate resilience, and circular economy
- Business models and partnerships with the government SDG-related
- Carbon markets, environmental governance and energy transition
- Responsible value chains, social inclusion and labour standards
- Business Ethics
- Corporate Social Responsibility

## HRM Future of Work Organizational Behaviour

- HR systems and evidence-based HRM powered by AI
- Proficiency change, employee responsiveness, and blended work arrangements
- Technologically disruptive environment leadership
- Productivity, employee resilience, and employee wellbeing issues
- Change in diversity, inclusion, and organizational culture
- Adaptive and agile organization structure
- Digital transformation leadership
- Crisis management and organization resilience

## Accounting & Finance

- Advances in sustainability reporting and ESG disclosures under IFRS standards
- Impact of AI and automation on auditing processes and fraud detection
- Forensic accounting techniques for corporate governance and ethical compliance
- Taxation - Direct & Indirect Taxes
- FinTech innovations: Blockchain, Cryptocurrencies, and digital banking transformations
- Sustainable finance strategies for inclusive growth and Viksit Bharat@2047 goals
- Risk management in volatile markets, including geopolitical shocks and climate risks
- Financial Services

## Digital Marketing

- Artificial intelligence-based marketing analytics and customized interaction.
- Development of online customers and platform markets.
- Marketing in a way sustainable and socially responsible.
- The new retail models, omnichannel strategies, and e-commerce.
- Social media/digital influencer impact on behaviour.

## Banking and Insurance

- Regulatory reforms in Banking Sector
- Digital banking innovations like AI-driven personalization and open banking APIs
- Regulatory reforms in Insurance Sector
- Sustainable banking practices integrating ESG factors into lending decisions
- AI in Banking and Insurance

## Circular Economy and Green Innovation

- Waste-to-wealth types of business models
- The use of renewable energy in businesses
- Sustainability in product design and product lifecycle
- Water resource efficiency and stewardship
- Solutions of bio-economy and nature.

## Industry-Academia Research and Development

- Commercialization and knowledge transfer of technology
- Innovation centers and research, sponsored by the industry
- Patent management and IP management
- R&D partnerships between the government and companies
- Special Economic Zones and innovation clusters

## 21st Century Business Education

- Innovations in Management Education Pedagogy
- Technology in business curriculum
- Practical education and exposure to the industry
- New interdisciplinary methods of business education

Any other contemporary issues in business management also can be sent.

## Submission and Review Process:

We invite scholars, researchers, practitioners, and students to submit abstracts and papers related to the conference themes. All submissions will undergo a thorough peer-review process to ensure the quality and relevance of the contributions.

## Publication Opportunities:

All papers selected for the conference will be published in peer reviewed journal/book with ISSN/ISBN number subject to terms & conditions. *Additional amount will be charged for publication of paper in journal/book.*

## Chief Patron

**Prof. Syed Ainul Hasan**

Hon'ble Vice Chancellor, MANUU

## Patron

**Prof. SK Ishtiaque Ahmed**

Registrar, MANUU.

## Conference Chair

**Prof. Mohd Razaullah Khan**

Dean SC&BM and Director CDOE, MANUU.

## Conference Director

**Prof. Mohammed Abdul Azeem**

Head, DMC, MANUU.

## Conference Convener

**Dr. Shaik. Kamruddin**

Associate Professor, DMC, MANUU

## Conference Advisory Committee

Prof.Badiuddin Ahmed, DMC, MANUU

Prof.Saneem Fatima, DMC, MANUU

Prof. Nisar Ahmed I Mulla, CDOE, MANUU

Prof. Syed Khaja Safiuddin, DMC, MANUU

Prof. Sadat Shareef, CDOE, MANUU

## Conference Committee Members

Dr.Saidalavi K, Assistant Professor, DMC.

Dr. Reshma Nikhat, Assistant Professor, DMC.

Dr. Rashid Farooqi, Assistant Professor, DMC.

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