



SHINE 2026

**Sustainability, Human-Centric Innovation &
New-Age Entrepreneurship**

INTERNATIONAL RESEARCH CONFERENCE

**ORGANISED BY
SCHOOL OF COMMERCE**

TUESDAY, 15 DECEMBER, 2026



SVKM's NMIMS (Narsee Monjee Institute of Management Studies), recognised as a Deemed-to-be University in 2003, is a top-ranked university located in the heart of Mumbai. With 17 schools and 9 Centres of Excellence, NMIMS offers world-class programs in management, engineering, commerce, law, liberal arts, design, and more. We blend modern infrastructure, innovative teaching, and strong industry linkages to create a vibrant learning environment. With global and national collaborations, cutting-edge labs, and a thriving student community, NMIMS nurtures future-ready leaders equipped to excel in an ever-evolving world.

Under the umbrella of SVKM's NMIMS, the School of Commerce (SOC), established in 2007, is a premier institute that shapes future leaders in business and finance. Consistently ranked among India's top BBA schools, SOC combines academic excellence, industry exposure, and global opportunities, providing students with a dynamic platform to learn, innovate, and excel.

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ABOUT THE CONFERENCE

The inaugural edition of SHINE 2026, organised by SVKM's NMIMS School of Commerce, is designed as an international research platform examining how sustainability, human-centric innovation, and new-age entrepreneurship are reshaping the global business ecosystem. The conference brings together scholars, academicians, and practitioners to critically engage with the structural shifts transforming finance, strategy, marketing, operations, and analytics in an increasingly volatile, technology-driven world.

Across its six thematic tracks, SHINE 2026 explores the evolution of financial strategy, corporate governance, risk management, FinTech, ESG integration, and regulatory change in dynamic global markets. It further examines how industries are being reconfigured through sustainability imperatives, emerging technologies, and changing consumer expectations. The conference also addresses contemporary developments in marketing, branding, and digital engagement, highlighting the growing importance of ethical marketing, performance analytics, and innovation-led value creation.

A significant focus of the conference lies in understanding how AI and advanced analytics are driving sustainable economies, transparent trade systems, resilient supply chains, and intelligent operations. Themes such as predictive analytics, blockchain-enabled transparency, intelligent automation, circular economy models, green business strategies, and human-centric AI underscore the commitment to bridging technological advancement with responsible and sustainable growth. Through interdisciplinary dialogue and rigorous scholarship, SHINE 2026 aims to contribute meaningfully to the future of sustainable and technology-enabled business leadership.

CORE ORGANISING COMMITTEE

Dr. Minu Mehta, Chairperson
Dr. Richa Saxena, Convenor
Dr. Sunny Oswal, Co-Convenor
Dr. Akshay Damani, Co-Convenor
Dr. Anupamaa Chavan, Co-Convenor

ADVISORY COMMITTEE

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Head of MBA, Professor of Economics,
University of Applied Sciences and Arts
Northwestern Switzerland (FHNW), Basel

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Professor, UIAMS, Punjab University

Dr. Swati A Vispute

Global Banking School
University of Suffolk, Manchester

 CONFERENCE TRACKS

Track 01	▶ Finance, Business Strategy, and Change Management in a Dynamic Global Environment
Track 02	▶ Reshaping Industries: Integrating Sustainability, Consumer Trends, and Emerging Technologies
Track 03	▶ Business and management practices evolving amidst the tides of dynamic sustainability aspirations
Track 04	▶ Reshaping Marketing, Branding and Advertising Industries by Integrating Consumer Trends, and Emerging Technologies
Track 05	▶ Harnessing AI and Analytics for Sustainable Economy and Trade
Track 06	▶ AI and Analytics-Driven Sustainable Operations and Supply Chain Management

Track 1: Finance, Business Strategy, and Change Management in a Dynamic Global Environment

- Financial Strategy in Business Transformation
- Corporate Finance and Business Resilience
- FinTech and Digital Disruption in Financial Services
- Sustainable Finance and ESG Integration
- Behavioral Finance in Organizational Decision-Making
- Corporate Governance and Financial Ethics During Change
- Risk Management and Financial Stability
- Global Finance and Business Model Change
- M&A, Private Equity, and Venture Capital During Change
- Public Policy, Regulatory Change, and Business Finance
- Techno Entrepreneurship - AI and ESG
- Neuro Business and computing in business
- Metaverse and immersive commerce and its business impact

Track 2: Reshaping Industries: Integrating Sustainability, Consumer Trends, and Emerging Technologies

- Industry 4.0 and Digital Transformations
- Sustainable Business Ecosystems and Circular Economy
- Green Manufacturing and Smart Production Systems
- Emerging Technologies in Business Transformations (AI, IoT, Blockchain)
- Sustainable innovation and Technology Commercialisation
- Consumer-led Industry Transformation
- Business Model Innovation for Sustainable Growth
- ESG-Driven Industrial Transformation
- Digital Platforms and Platform-Based Business Models

Track 3: Business and management practices evolving amidst the tides of dynamic sustainability aspirations

- Business Strategy Formulation and Execution
- Change Management and Organizational Transformation
- Leadership in Dynamic Global Environments
- Operations and Supply Chain Management
- Human Resource Management and Talent Development
- Building Resilience: Change Management for sustainable future
- Green Business models

Track 4: Reshaping Marketing, Branding and Advertising Industries by Integrating Consumer Trends, and Emerging Technologies

- Strategic Marketing in Global Markets
- Digital Marketing and Innovation
- Customer Experience and Relationship Management
- Sustainable and Ethical Marketing
- Marketing Performance and Metrics
- Navigating Disruption: Marketer's response to Industry Shifts
- Transformative Marketing: Driving Change and Innovation

Track 5: Harnessing AI and Analytics for Sustainable Economy and Trade

- Predictive Analytics for Green Market Forecasting
- AI-Powered Risk Management in Global Trade
- Data-Driven Strategies for Low-Carbon Supply Chains
- Human-Centric AI Solutions in Digital Trade Platforms
- Blockchain and Analytics for Transparent Trade Finance
- Intelligent Automation in Customs and Compliance
- Advanced Analytics for Circular Economy in Trade
- Ethical and Responsible AI Governance in Economic Transactions

Track 6: AI and Analytics-Driven Sustainable Operations and Supply Chain Management

- AI-Powered Demand Forecasting and Inventory Optimization for Waste Reduction
- Predictive Analytics for Sustainable Transportation and Last-Mile Delivery
- Real-Time Monitoring with Digital Twins and Analytics for Agile Operations
- Human-Centric Automation: Collaborative Robots and AI in Manufacturing Environments
- Machine Learning for Supplier Risk Management and Ethical Compliance
- Data-Driven Strategies for Circular Economy and Reverse Logistics
- Blockchain-Enabled Transparency and AI-Driven Traceability in Supply Chains
- Analytics-Based Sustainability Performance Dashboards and Decision Support

➤ REGISTRATION DETAILS

- It is a Pro Bono conference. No registration fees.
- Kindly register through Microsoft forms link before the specified date: <https://forms.gle/wKXLD3JEBenhgJER9>
- Selected abstracts will be notified for the full paper submission via email.
- All submissions will be blind peer reviewed and selected papers will be notified via email.

➤ IMPORTANT DATES

- Abstract Submission - **03/10/2026**
- Abstract Acceptance Notification - **17/10/2026**
- Camera Ready Manuscript / Working Paper Submission opens - **20/11/2026**
- Final Paper Submission Deadline - **01/12/2026**
- Conference - **15/12/2026**

CALL FOR PAPERS

Abstract Submission

- Length: The abstract shall not exceed 250 words, with 3-5 keywords
- Format: Times New Roman, 14pt for title and headings, 12pt for body text, 1.5 spacing, standard margin and justified alignment.
- Content: It should state the Title, Purpose, Methodology, Findings, Research Implications/Limitations, Originality/Value, and Keywords
- Abstracts are required to be submitted by **03/10/2026**. The Acceptance will be notified by **17/10/2026**.

Full Paper Submission

- Length: The full paper shall not exceed 6000 words.
- Format: Times New Roman, 14pt for title and headings, 12pt for body text, 1.5 spacing, standard margin and justified alignment.
- Content: It shall have the following sections:
 - Title
 - Abstract
 - Keywords
 - Introduction
 - Literature Review
 - Methodology
 - Results
 - Discussion
 - Conclusion
 - References
 - Plagiarism Report (not more than 10% similarity)
- Figures and Tables: Figures and tables must be clear, numbered, and include sources and captions. Manuscripts must be free from grammatical errors
- Citation: APA 7th Edition
- References: Include full titles of journals and provide DOI where available.
- Camera Ready Manuscript / Working Paper Submission opens on **20/11/2026**. Final Paper needs to be submitted by **01/12/2026**

► PUBLICATION OPPORTUNITIES

- Selected papers will be considered for publication with reputed publishers indexed in leading databases such as Scopus, subject to publisher approval.

► BEST PAPER AWARD

- The conference will honour outstanding scholarly contributions with the Best Paper Award, valued at Rs. 15,000.

► TRACK ORGANISING COMMITTEE

Track 1	Track 2	Track 3
Faculty	Faculty	Faculty
Dr. Navneet Bhatt	Dr. Parul Grover Mahajan	Dr. Dileep S
Dr. Mangesh Nigudkar	Dr. Vanita Sharma	Dr. Prabhavati C
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Dr. Surendar Gade	Dr. Shoaib Alam Siddiqui	Dr. Anjali Bhute
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