



VGU

AACSB

Business
Education
Alliance

Member

INTERNATIONAL CONFERENCE

SIPAM 2.0

“SUSTAINABILITY, INNOVATION, PRACTICES
AND ADVANCEMENTS IN MANAGEMENT”

Hybrid Mode



19th & 20th June 2026



Organized by
Faculty of Management, VGU

ABOUT THE CONFERENCE

In an era characterized by rapid technological change, sustainability imperatives, and increasing stakeholder expectations, the Second International Conference on Sustainability, Innovation, Practices, and Advancement in Management (SIPAM-2026) is conceived as a multidisciplinary academic platform to advance research excellence and responsible management practices. The conference responds to the growing need for outcome-oriented management education that balances economic growth with social responsibility and environmental sustainability.

SIPAM-2026 brings together academicians, researchers, industry professionals, policymakers, and doctoral scholars to deliberate on contemporary issues across core functional areas of management, including Human Resource Management, Marketing, Finance, Operations, Entrepreneurship, and Strategic Management. The conference emphasizes the role of emerging technologies such as artificial intelligence, analytics, and digital transformation in enhancing managerial decision-making, innovation capacity, and organizational effectiveness.

Through keynote addresses, technical sessions, and scholarly interactions, SIPAM-2026 aims to foster academia-industry collaboration, promote ethical and inclusive leadership, and encourage high-quality research with practical relevance

ABOUT THE VGU

Vivekananda Global University (VGU), Jaipur is a premier multidisciplinary private university ranked A+ by NAAC in its first cycle and recognized among leading institutions in Asia, securing Rank 666 in QS Asia University Rankings 2025. With over 11,000+ students from across India and 16 countries, the university offers more than 50 programs across 14 disciplines, including Agriculture, Engineering, Management, Law, Design, Applied Sciences, Hospitality, Pharmacy, and Humanities, along with robust Online and ODL programs. VGU is distinguished for its strong innovation and research ecosystem, reflected in its 4.5-star rating by the Ministry of Education's IIC, the establishment of Rajasthan's first Atal Community Innovation Centre (ACIC) by NITI Aayog, and MSME-supported Technology Business Incubator under the ASPIRE scheme. The university also hosts the SIDBI Swavalamban Chair for MSME Solutions and has been awarded "University of the Year – West" by ASSOCHAM. With three incubation centres supporting over 40 start-ups, and collaborations with national bodies such as KVIC, Jal Jeevan Mission, BEE, and CSIR-NEERI, VGU continues to strengthen its role as a hub of innovation, entrepreneurship, and societal impact. Guided by the vision of Swami Vivekananda, the university remains committed to academic excellence, global engagement, and holistic nation-building.

ABOUT THE FACULTY OF MANAGEMENT

The Faculty of Management (FoM) at Vivekananda Global University is a proud member of AACSB, a globally recognized accreditation body for business education. AACSB membership signifies a strong commitment to quality assurance, continuous improvement, and global standards in management education. Established in 2013, FoM offers BBA and MBA as its flagship programs and has built a strong legacy of management education with a network of over 5,000 alumni in the past decade. The Faculty's academic excellence and placement performance have been recognized in the Times B-School Ranking Survey 2026, where it secured the 16th rank among Overall Top 40 Private Universities of India, 46th rank among Overall Top 100 B-Schools in India, 19th rank among Overall Top 20 North B-Schools in India, and 41st rank among Overall Top 50 B-Schools for Placements, reflecting its growing national stature.

FoM is committed to preparing future-ready management professionals by integrating strong conceptual foundations with experiential learning. The Faculty adopts diverse pedagogical approaches including case studies, business simulations, industrial visits, workshops, seminars, guest lectures, and industry-collaborated certification programs, enabling students to develop analytical thinking, leadership capabilities, and decision-making skills relevant to the dynamic corporate environment.

Complementing the on-campus management programs, the Centre for Distance and Online Education (CDOE), VGU, established in October 2022, extends the reach of management education through Online and Open & Distance Learning (ODL) degree programs. Currently, around 7,500 learners are pursuing MBA and BBA programs through these flexible learning modes. The programs are delivered following the UGC-DEB recommended Four Quadrant Approach, integrating self-learning materials, recorded video lectures, live interactive sessions, discussion forums, and continuous assessment, ensuring a flexible, learner-centric and self-paced learning experience supported by a robust technological ecosystem and dedicated academic support.

To promote thought leadership and scholarly engagement, the Faculty of Management regularly organizes flagship initiatives such as Aaghaaz, featuring corporate interactions and panel discussions; InnoHRvation, which has witnessed participation from over 150+ HR professionals, significantly benefiting students through direct industry exposure, networking opportunities, and practical insights into contemporary HR practices; and Anubhuti, an academic conference centered on the Indian Knowledge System (IKS), where more than 250+ research papers have been presented, fostering rich academic discourse and interdisciplinary knowledge exchange. The Faculty also hosts the prestigious international conference SIPAM – Sustainability, Innovation, Practices and Advancement in Management, and SIPAM 2025 stood as a strong testament to academic excellence with over 300+ high-quality research papers presented, alongside the participation of eminent academicians such as Waldemar Pfoertsch, who has co-authored several works with Philip Kotler, further enhancing the conference's global academic stature and intellectual rigor.

Together, FoM and CDOE collectively contribute to VGU's vision of accessible, industry-aligned, and globally relevant management education, blending academic rigor with innovation in teaching and learning practices.

CONFERENCE TRACKS

Track 1

AI for sustainable and responsible value creation

1. AI-Driven Startup Models and Business Innovation
2. Venture Capital, Investment Strategies, and AI Startup Financing Models
3. AI, Data Analytics, and Entrepreneurial Decision-Making
4. Sustainability Index in the Era of AI
5. Financing, Policy, and Institutional Support for AI Startups
6. Globalization, Cross-Border AI Startups, and Ecosystem Scaling
7. AI in Product and Service Innovation for Startups
8. Risk Management, Cybersecurity, and AI Governance in Startup

Track 2

Sustainable and Responsible Financial Systems: ESG Integration, Governance, and Innovation for Long-Term Value Creation

1. Green bonds, climate bonds, and sustainable debt instruments
2. ESG risks and opportunities in emerging markets
3. Sustainable corporate finance and long-term value creation
4. Carbon markets, climate risk pricing, and financial disclosures
5. FinTech solutions for ESG data analytics and reporting
6. AI-driven sustainable investment decision making
7. SME Financing and Challenges
8. ESG portfolio/green bonds

Track 3

Leadership in the digital age

1. Human-Centric Leadership: Employee Well-Being, Inclusion, and Engagement
2. Cross-Cultural and Global Leadership in the Digital Context
3. Public Sector, Education, and Social Leadership in the Digital Era
4. Data-Driven, AI-Enabled, and Algorithmic Leadership
5. Transformational and Adaptive Leadership in Technology-Driven Environments
6. Ethical Leadership, Governance, and Responsible Use of Digital Technologies
7. Leading Virtual, Hybrid, and Technology-Enabled Teams
8. Data-Driven Leadership and Decision Making

Track 4

Technology & Innovation Management System

1. Innovation Strategy, Competitive Advantage, and Firm Performance
2. R&D Management, Open Innovation, and Knowledge Ecosystems
3. Artificial Intelligence, Analytics, and Emerging Technologies in Innovation Systems
4. Innovation Governance, Policy, and Institutional Perspectives
5. Sustainable, Green, and Responsible Innovation Systems
6. Technology Management in Operations, Supply Chains, and Manufacturing Systems
7. Measuring Innovation Performance, Metrics, and Innovation Analytics
- 6
8. Leadership in the Gig Economy

Track 5

Entrepreneurship, Innovation, and Ecosystem Development in Transforming Economies

1. Entrepreneurial Ecosystems, Incubation, and Accelerator Models
2. Innovation, Technology Commercialization, and Intellectual Property Management
3. Women, Youth, and Inclusive Entrepreneurship
4. Entrepreneurship Education, Mindset, and Capability Development
5. Digital, Platform-Based, and Technology-Driven Entrepreneurship
6. Entrepreneurship in Mobility Ecosystems and Platforms
7. Family Enterprises in Emerging Economies: Indian and Global Perspectives
8. Women, Youth, and Inclusive Entrepreneurship in MSMEs

TRACK 6

Marketing Systems, Digital Transformation, and Consumer Value Creation

1. Digital Marketing, Influence Eco System and Social Media Strategies
2. Consumer Behavior, Preferences, and Decision Making
3. Marketing Analytics and Data-Driven Decision Making
4. Integrated Marketing Communications and Omnichannel Strategies
5. Sustainable, Ethical, and Green Marketing
6. Emerging Trends in Retail, E-Commerce, and Consumer Markets
7. Cross-Cultural and International Marketing
8. Entrepreneurial and SME Marketing
9. Services Marketing and Customer Experience Management
10. Inclusive Marketing and Value Creation for Rural and Bottom-of-the-Pyramid Market

Track 7

Advanced, Sustainable, and Inclusive Practices in Supply Chain, Operations, and Quality Management

1. Digital and Smart Supply Chain Management
2. Circular Economy, Waste Minimization, and Resource Efficiency
3. Advanced Quality Management and Continuous Improvement
4. Data-Driven Operations and Decision Support Systems
5. Global Operations and Emerging Market Supply Chains
6. Sustainability Metrics, ESG Integration, and Reporting in SCM & OM
7. Human Capital, Skills, and Change Management in Advanced Operations
8. Supply Chain Resilience, Risk Management, and Disruption Handling
9. Innovation in Product, Process, and Service Operations

Track 8

Sustainable and Inclusive Upskilling in Higher Education

1. Digital Learning Platforms and Inclusive EdTech Solution
2. Soft Skills, Leadership, and Employability Enhancement
3. Entrepreneurial Mindset and Innovation in Upskilling
4. Ethics, Inclusion, and Social Responsibility in Higher Education
5. Emerging Technologies and Upskilling for Industry 4.0
6. Digital Literacy, 21st-Century Skills, and Higher Education Transformation
7. Bridging Academia and Industry: Upskilling for Employability
8. Policy, Governance, and Strategic Frameworks for Upskilling Higher Education

HIGHLIGHTS

Day 1: Panel Discussion

Topic: *Navigating Gig Economy Leadership: Strategies for Resilience Amid AI-Driven Job Displacement*

Day 2: Workshop

Topic: *The Employability OS: The AI & Industry Upskilling Lab*

CALL FOR PAPERS

The Conference invites scholars, academicians, researchers, industry practitioners, doctoral candidates, and management students & enthusiasts to contribute original research papers, empirical studies, review articles, and case studies aligned with the conference themes. Authors are required to submit their abstracts through the Google Form link. Selected papers will be considered for publication in SCOPUS and Web of Science (WoS)-indexed journals, subject to the respective journal's scope, review process, and editorial discretion.

Paper Submission Guidelines

- Only original and unpublished research work is invited.
- A maximum of three authors per paper is permitted.
- The full paper must be submitted as a soft copy in MS Word format (.doc/.docx) only. No other file format will be accepted.
- Single column, A4 size, 1.5 line spacing, with 1-inch margins on all sides.
- Times New Roman, Size 12 throughout the manuscript (Title may be bold).
- 3,000 to 5,000 words including references, tables, and figures. References must follow APA 7th Edition style.
- First Page: Title, Author(s) Name(s), Affiliation(s), Contact Number, and Email ID. Clearly mention the Theme and Sub-theme of the paper.
- Second Page: Title, Abstract (300–350 words), Keywords, followed by the main text.
- All papers must be submitted along with a plagiarism report showing similarity below 10%

IMPORTANT DATES

Submission of Abstract	:	10th May 2026
Submission of Full Paper	:	10th June 2026
Early Bird Registration	:	20th May 2026
Regular Registration	:	10th June 2026
On Spot Registration	:	19th & 20th June 2026

REGISTRATION DETAILS

Category	Early Bird	Regular	On Spot Registration
Students	INR 500 & USD 80	INR 600 & USD 85	INR 800 & USD 90
Research Scholars	INR 1000 & USD 90	INR 1200 & USD 95	INR 1500 & USD 100
Academicians & Researchers	INR 1500 & USD 150	INR 2000 & USD 160	INR 2500 & USD 170
Industry Personnels & Others	INR 2500 & USD 200	INR 2700 & USD 220	INR 3000 & USD 225

IMPORTANT LINKS

Abstract Submission Link

<https://forms.gle/td7ecHkoLSfgtT3M7>



Registration Link

<https://forms.gle/cD1FK6v9ehy2YuKW9>



Full Paper Submission Link

<https://forms.gle/eJtGyxgu1fD2hpN39>



SIPAM Conference will be conducted in Hybrid Mode (Offline + Online Presentation) to facilitate wider academic participation. Authors may choose to present their paper either physically at the conference venue or virtually through the designated online platform. To recognize and encourage high-quality research contributions, the SIPAM Conference is pleased to announce Best Paper Awards for outstanding scholarly work presented during the conference. After evaluation by the expert review committee based on originality, methodological rigor, theoretical contribution, and practical relevance, the following awards will be conferred:

First Best Paper Award: ₹5,100

Second Best Paper Award: ₹3,100

Third Best Paper Award: ₹2,100

The awards will be presented during the Valedictory Session of the conference. The decision of the evaluation committee shall be final and binding

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