



# 2nd International Conference ON

# “SUSTAINABLE MANAGEMENT PRACTICES” “ICSMP-2026”

Organized by

**SCHOOL OF BUSINESS MANAGEMENT  
CSJM UNIVERSITY, KANPUR, INDIA**

**April 11, 2026  
(Hybrid Mode)**



### ABOUT THE CSJM UNIVERSITY, KANPUR

Chhatrapati Shahu Ji Maharaj University, Kanpur, a prestigious NAAC A++ accredited and QS-ranked institution, stands among India's top-rated and rapidly advancing state universities. Designated as a Tier-I institution by the University Grants Commission, CSJMU has been a pioneer in higher education since 1966. Located on a sprawling 264-acre campus, the university supports a vibrant academic community of over 14,000 students from diverse backgrounds. With over 600 affiliated colleges across seven districts in Uttar Pradesh, CSJM University offers comprehensive undergraduate, postgraduate, and doctoral programs.

### ABSTRACT

The International Conference on Sustainable Management Practices (ICSMP-2026) fosters global academic synergy by bringing together academicians, researchers, and practitioners to advance sustainable management knowledge, innovation, and collaborative solutions for inclusive and responsible development.

ICSMP-2026 aims to create an interactive platform for leading academicians, researchers, and practitioners to exchange ideas, share research outcomes, and discuss experiences related to sustainable management practices that contribute to sustainable development. The conference serves as a premier interdisciplinary forum for presenting cutting-edge research, innovations, emerging trends, and key challenges in sustainable business and holistic management.

The conference emphasizes practical solutions and policy-focused discussions to address sustainability challenges faced by businesses, economies, societies, and the environment. The outcomes and recommendations of ICSMP-2024 are expected to offer valuable insights and strategic guidance for policymakers, organizations, and academic institutions, supporting sustainable growth in emerging economies.

### REGISTRATION FEE

<i>Delegates from India/ Nepal/ Bhutan/ Sri Lanka</i>	<i>Fee (INR)</i>	<i>Delegates from other countries</i>	<i>Fee (USD)</i>
Teachers/ Professionals/ any other	₹1500	Teachers/ Professionals/ any other	\$75
Doctoral Research Scholars	₹1000	Doctoral Research Scholars	\$50
Students (UG/PG)/ participants	₹500	Students (UG/PG)/ participants	\$30

## TENTATIVE TIMELINE

Last date of  
Abstract/ Full Paper  
Submission & Registration  
**31 March 2026**

Decision Notification  
(Final Phase)  
**05 April 2026**

Last date of  
Registration  
**07 April 2026**

Scan to Visit



# ABOUT THE SCHOOL OF BUSINESS MANAGEMENT

The School of Business Management (SBM) at Chhatrapati Shahu Ji Maharaj University (CSJMU), Kanpur, is an institution committed to cultivating leadership and innovation in the fields of business and management.

The Institute is recognized by the All India Council of Technical Education (AICTE). Since its establishment in 1991, SBM has become a hub for academic excellence, offering a variety of programs to prepare students for the complexities of a globalized economy. Located in the lush green campus of CSJMU, the SBM provides an environment conducive to learning, creativity, and collaboration and emphasizes on a blend of rigorous academic learning and vibrant co-curricular activities.



## CALL FOR CONTRIBUTIONS

Track 1: Innovative Practices/ Models for Changing the World	Track 2: Sustainable and Innovative Practices/ Models
<ul style="list-style-type: none"> <li>Digital Innovations in Business and Economy</li> <li>Cybersecurity and Cyber Crime</li> <li>IoT</li> <li>Disruptive Innovation</li> <li>Role of Industry 4.0 in Performance Management</li> <li>Industry 4.0 in Healthcare, Retail and Others</li> <li>Industry 4.0 in Operations &amp; Supply Chain Management</li> <li>Circular Economy</li> <li>Logistics Management</li> <li>Smart manufacturing and economic growth</li> </ul>	<ul style="list-style-type: none"> <li>Role of AI, Blockchain in Developing Sustainable World</li> <li>Role of Big Data in Achieving SDGs</li> <li>Impact of sustainable practices on SMEs</li> <li>Green HRM</li> <li>Application in Lean and Agile Manufacturing</li> <li>CSR</li> <li>Innovation and Sustainability</li> <li>Sustainable Entrepreneurship</li> <li>Strategies for achieving sustainable Development Goals</li> </ul>
Track 3: Innovative Finance Practices/ Models	Track 4: Change in Marketing Practices
<ul style="list-style-type: none"> <li>Cryptocurrency and Blockchain Technology</li> <li>Paradigm Shift in Accounting and Taxation Practices</li> <li>Agricultural and Natural Resource Economics</li> <li>Business Economics</li> <li>Economic Development and growth Economic History</li> <li>Economic Systems Environmental and Ecological Economics</li> <li>Financial Economics</li> <li>Health, Education and Welfare Economics</li> <li>Industrial Organization International Economics</li> <li>Labour Economics and Demographic Economics</li> <li>Law and Economics Mathematical and Quantitative Methods</li> <li>Microeconomics Macroeconomics Monetary Economics Public Economics</li> <li>Transportation Economics Urban Economics</li> <li>Indian Financial System in New Economic Scenario</li> <li>Financial Markets- Challenges and Opportunities</li> <li>Prospects and Challenges for MSMEs</li> <li>COVID 19 Impact on Economic Activities</li> </ul>	<ul style="list-style-type: none"> <li>Impact of Social- Media/Digital</li> <li>Transformation in Marketing</li> <li>Advertising and Promotions</li> <li>Bottom of Pyramid Marketing</li> <li>Business-to-Business Marketing</li> <li>Consumer Behaviour</li> <li>Customer Relationship Management</li> <li>The emerging role of AI in marketing activities</li> <li>Innovations in Marketing</li> <li>Marketing Analytics</li> <li>Marketing education</li> <li>Marketing for a better world</li> <li>Research Methods in Marketing</li> <li>Retail &amp; Distribution Management</li> <li>Sales Management</li> <li>Services Marketing</li> <li>Social media and digital Marketing</li> <li>Tourism marketing</li> <li>Healthcare Marketing</li> </ul>

### Track 5: General Management

- Crowd-Funding
- HRM practices
- Sustainable Finance
- Entrepreneurship & Family Business
- Make in India and its Importance
- Marketing during the post-COVID-19 era
- Product and Brand Management
- Innovative Behaviour and Creativity
- Decision Support System



**Prospective authors are invited to submit abstracts, full papers, and e-posters presenting original and unpublished research in management, sustainability, economy, entrepreneurship, innovation, HR, finance, marketing, operations, and related areas. Contributions on emerging and interdisciplinary themes are also welcome.**



**Chhatrapati Shahu Ji Maharaj University**

(Formerly Kanpur University, Kanpur)

Kalyanpur, Kanpur-208024, U.P., India





## SPECIAL FEATURES OF ICSMP-2026

- Knowledge/ experience sharing and listening to deliberations from distinguished national/ international researchers, academicians, and experts
- Publication opportunity in reputed Scopus Indexed Journals or Book with ISBN number.
- Networking opportunity with national and international participants
- Special Expert Talks in each Track.
- Learn about the latest researches, findings, the future impacts, and directions
- Showcase your research and outcomes of the research projects.



## WHO CAN ATTEND?

- Academicians
- Research scholars
- Policymakers
- Corporate leaders
- Professionals / practitioners
- Think tank specialists
- NGOs



## SCOPUS PUBLICATION OPPORTUNITY

All the submitted full papers will be considered for publication in an edited book proposed to be published by a renowned International / National Publisher. The publisher may ask the authors of the shortlisted papers for required revisions of the paper to ensure their suitability for the journal/ publication. Once, the paper is selected by the publisher for publication, the paper publication shall be subject to the acceptance of the terms and conditions of the publication by the author(s). The organizer of the conference shall not be responsible for anything such as paper's rejection by the publisher, delay in publication, conflicts related to order of the authors, etc.



## REGISTRATION FEES INCLUDES

The conference full registration fee includes Welcome reception, Badge, Conference Bag/Folder, Conference Accessories/Kits, Certificates, soft copy of the ICSMP-2026 Conference Proceeding, Tea/Coffee breaks, Lunch, and refreshments. At least one author must attend the conference in physical or online mode to present the paper. (Participants from India/ Nepal/ Bhutan will incur INR 1000/- additional and other foreign delegates will incur USD 100 for hard copy of proceedings.

**Therefore, if you need proceedings in hard copy, please choose or ignore this option during the registration).**

SUBMIT



**[ICSMP@csjmu.ac.in](mailto:ICSMP@csjmu.ac.in)**





## REGISTRATION POLICY

- At least one author of each accepted paper must be registered for the conference for that paper to appear in the proceedings and be scheduled for presentation.
- Registered members are asked to intimate about the registration immediately.
- After completion of registration process, participants are required to send the Screen shot of transaction or registration fees payment proof to us on or before the last date of registration.
- Any modification in the paper will not be accepted after the final submission date.
- Maximum up to three authors/ co-authors per paper is allowed to participate.
- No registration will be entertained after last date of registration.

**TO REGISTER, PLEASE CLICK ON THE REGISTRATION OPTION THAT APPLIES TO YOU!  
THE REGISTRATION LINK/ DETAILS WILL BE PROVIDED SOON.**



## GUIDELINES FOR AUTHORS

### ABSTRACT & FULL PAPER GUIDELINES

- Title: Bold, 16-pt Times New Roman (scientific names italicized)
- Author(s): Bold, 12-pt Times New Roman
- Affiliation & Email: 10-pt Times New Roman (presenting author only)
- Length: Abstract – 1 A4 page / 400 words; Full Paper – max 6000 words
- Page Setup: A4, portrait, 1-inch margins
- Font & Spacing: 12-pt Times New Roman, 1.15 spacing
- Keywords: Max 5, alphabetical, comma-separated
- Alignment: Left (title, authors, keywords); Justified (abstract body)
- Figures/Tables/References: Not allowed in abstracts

### POSTER GUIDELINES

- Include title, authors, introduction, objectives, methodology, model, key findings, conclusions, and references
- Suggested size: 3 ft × 3 ft
- Minimum font size: Title 36 pt, Authors 25 pt, Body 15 pt (double-spaced)
- Use high-contrast colours; avoid red–green combinations
- Printed high-resolution poster required (max 44" × 44" / 112 × 112 cm)

**WEBSITE: [HTTPS://CSJMU.AC.IN/DEPARTMENTS/SCHOOL-OF-BUSINESS-MANAGEMENT/](https://csjmu.ac.in/departments/school-of-business-management/)**

**FOR ANY QUERIES:**

***ICSMP@csjmu.ac.in***





2nd International Conference

# ON "SUSTAINABLE MANAGEMENT PRACTICES"

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### SOURCE OF INSPIRATION



**Smt. Anandiben Patel**

Hon'ble Governor of U.P. & Chancellor  
CSJM University Kanpur

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CSJM University, Kanpur

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**Prof. Sudhanshu Pandiya**  
Director, School of Business Management  
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MARK YOUR CALENDAR

11 April, 2026  
(Hybrid Mode)

REGISTER NOW



REGISTRATION DETAILS

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