

**CHHATRAPATI SHAHU JI MAHARAJ  
UNIVERSITY, KANPUR**

**School of Business Management**

**2<sup>nd</sup> INTERNATIONAL CONFERENCE**

• ON •

# **SUSTAINABLE MANAGEMENT PRACTICES**

## **ICSMP-2026**



**AUGUST  
07-08, 2026**  
(REVISED SCHEDULE)



**HYBRID MODE**  
PHYSICAL &  
ONLINE PARTICIPATION

### **REVISED TIMELINE**

**Last date of  
Abstract/ Full Paper  
Submission & Registration**

**31 July  
2026**

**Decision  
Notification  
(Final Phase)**

**03 August  
2026**

**Last date of  
Registration**

**02 August  
2026**

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## 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.



## 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.



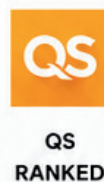
## ABOUT CONFERENCE

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

Join global thought leaders, academicians, researchers, industry experts and practitioners in shaping sustainable futures.

### REGISTRATION FEE

| Delegates from India/ Nepal/ Bhutan/ Sri Lanka | Fee (INR) | Delegates from other countries     | Fee (USD) |
|------------------------------------------------|-----------|------------------------------------|-----------|
| 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     |



Includes: Conference Kit, Access to All Sessions, Certificate, Lunch & Refreshments



Group Discounts Available (For 5 or more nominations)

## CALL FOR CONTRIBUTIONS



### Track 1: Innovative Practices/ Models for Changing the World

- Digital Innovations in Business and Economy
- Cybersecurity and Cyber Crime
- Disruptive Innovation
- Role of Industry 4.0 in Performance Management
- Industry 4.0 in Healthcare, Retail and Others
- Industry 4.0 in Operations & Supply Chain Management
- Circular Economy
- Logistics Management
- Smart manufacturing and economic growth



### Track 2: Sustainable and Innovative Practices/ Models

- Role of AI, Blockchain in Developing Sustainable World
- Role of Big Data in Achieving SDGs
- Impact of sustainable practices on SMEs
- Green HRM
- Application in Lean and Agile Manufacturing
- CSR
- Innovation and Sustainability
- Sustainable Entrepreneurship
- Strategies for achieving sustainable Development Goals



### Track 3: 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



### Track 4: Innovative Finance Practices/ Models

- Cryptocurrency and Blockchain Technology
- Paradigm Shift in Accounting and Taxation Practices
- Agricultural and Natural Resource Economics
- Business Economics
- Economic Development and growth Economic History
- Economic Systems Environmental and Ecological Economics
- Financial Economics
- Health, Education and Welfare Economics
- Industrial Organization International Economics
- Labour Economics and Demographic Economics
- Law and Economics Mathematical and Quantitative Methods
- Microeconomics Macroeconomics Monetary Economics Public Economics
- Transportation Economics Urban Economics
- Indian Financial System in New Economic Scenario
- Financial Markets- Challenges and Opportunities
- Prospects and Challenges for MSMEs
- COVID 19 Impact on Economic Activities



### Track 5: Change in Marketing Practices

- Impact of Social - Media/Digital Transformation in Marketing
- Advertising and Promotions
- Bottom -of- Pyramid Marketing
- Business-to-Business Marketing
- Consumer Behaviour
- Customer Relationship Management
- The emerging role of AI in marketing activities
- Innovations in Marketing
- Marketing Analytics
- Marketing education
- Marketing for a better world
- Research Methods in Marketing
- Retail & Distribution Management
- Sales Management
- Services Marketing
- Social media and digital Marketing
- Tourism marketing
- Healthcare Marketing

### Web of Science Publication Opportunity

All the submitted full papers will be considered for publication in an edited book published by **Cambridge Scholars Publishing (Web of Science Book Citation Index)**. The shortlisted papers for required revisions of the paper to ensure their suitability for the journal publication. Once the publisher selects the paper 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 non-shortlisting or rejection of the paper by the publisher, delay in publication, conflicts related to the order of the authors, etc.



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The edited book proposal has been approved by

**Cambridge Scholars Publishing**  
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Kalyanpur, Kanpur-208024, U.P., India



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CSJMU, Kanpur – 208024,  
Uttar Pradesh, India

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# 2<sup>nd</sup> International Conference ON “SUSTAINABLE MANAGEMENT PRACTICES” “ICSMP-2026”



## 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



## REGISTRATION FEES INCLUDES

The conference full registration fee includes a welcome reception, Badge, Conference Bag/Folder, Conference Accessories/Kits, Certificates, Tea/Coffee breaks, and refreshments. At least one author must attend the conference in physical or online mode to present the paper.



## 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.
- **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



### Website:

<https://csjmu.ac.in/departments/school-of-business-management/>



### For Any Queries:

[ICSMP@CSJMU.AC.IN](mailto:ICSMP@CSJMU.AC.IN)



Kindly note that once paid, the registration fee is non-refundable and non-transferable.



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## SPEAKERS

Eminent thought leaders, distinguished academicians and industry experts coming together to inspire, engage and drive meaningful change.

### KEYNOTE SPEAKER



**Prof. Santosh Rangnekar**

Department of Management Studies, IIT Roorkee, India  
Visiting Professor of Univeristas of Indonesia



**Prof. Raj Agnihotri**

Ivy College of Business  
Iowa State University, United States

### GUEST SPEAKERS



**Dr. Smagulova Zubirash Kalybekovna**

Dean  
School of Economics  
Astana International University (AIU), Astana,  
Kazakhstan



**Prof. Amit Shukla**

Associate Professor  
Department of Management Sciences,  
IIT Kanpur, India  
Former Faculty, IIM Shillong, India



**Dr. K.R.H.Lal Gunasekara**

Senior Lecturer Gr. 1  
Faculty of Management Studies  
Sabaragamuwa university of Sri  
Lanka



**Dr. Dharmendra Singh**

Associate Professor of Finance  
Modern College of Business and  
Science, Muscat, Oman



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*Guided by distinguished leaders. Driven by a dedicated team.*

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**Prof. Vinay Kumar Pathak**

Hon'ble Vice – Chancellor  
CSJM University Kanpur

### SOURCE OF INSPIRATION



**Smt. Anandiben Patel**

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

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**Prof. Sudhanshu Pandiya**

Director, School of Business Management  
CSJM University, Kanpur

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**Dr. Prabhat K Dwivedi**

Associate Professor,  
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**Dr. Sanjeev Kumar Singh**

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- Prof. Govind Pathak, Department of MS&E, IIT Dhanbad, India
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- Dr. Sudesh Srivastava, School of Business Management, CSJM University, Kanpur
- Dr. Mridulesh Singh, School of Business Management, CSJM University, Kanpur



### STUDENT COORDINATOR



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International Student

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## 2<sup>nd</sup> International Conference ON

# "SUSTAINABLE MANAGEMENT PRACTICES"

## ICSMP-2026

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

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#### Entrepreneurial Solutions for Global Challenges

*Innovation, Growth, and Sustainability*

Edited by

Vivek Singh Sachan, Sudhanshu Pandiya,  
Sanjeev Kumar Singh and Mayank Jindal



#### BOOK DESCRIPTION

The book explores key business themes and refines novel insights into resilient strategies, sustainability, innovation, and inclusive growth. It showcases the synergy of industry and academia toward actionable solutions for long-term global challenges. The chapters, derived from ICSMP-2025, reflect diverse perspectives from scholars and practitioners, addressing real-world issues with broad relevance. Organised across a broad range of research, the book offers practice-oriented insights for researchers, students, professionals, and policymakers.



#### CONTRIBUTORS



**Dr. Vivek Singh Sachan**

Assistant Professor, School of Business Management, CSJMU University Kanpur. Specialises in finance, investment, sustainability and ESG, and is committed to advancing research and practice.



**Dr. Sudhanshu Pandiya**

Director (SBM) & Dean (IRAC Cell) CSJMU University Kanpur. Expert in finance, investment and sustainable finance, driving impactful research and strategic academic-industry collaboration.



**Dr. Sanjeev Kumar Singh**

Assistant Professor School of Business Management CSJMU University Kanpur. Expert in marketing and behavioural studies with interests in consumer behaviour, digital marketing and data-driven decision making.



**Dr. Mayank Jindal**

Assistant Professor School of Business Management CSJMU University Kanpur. Specialises in finance and investment, promoting financial literacy and sustainable investment practices.



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#### GLOBAL REACH

Ideas and practices  
shared to address  
contemporary  
business challenges  
and build a  
sustainable future.



We are equally pleased to announce that a new edited book proposal has been approved by Cambridge Scholars Publishing (Web of Science Book Citation Index) for publishing selected papers from ICSMP-2026, entitled:

**"Sustainable Business Transformation in the Digital Era:  
Innovations, Technologies, and Strategic Management Perspectives."**

### CSJMU proud of SBM faculty's accomplishment

PIONEER NEWS SERVICE ■ Kanpur

The Chhatrapati Shahu Ji Maharaj University (CSJMU), Kanpur, is proud of the fact that the international book "Entrepreneurial Solutions for Global Sustainability" edited by faculty members of the School of Business Management (SBM), has been published by the prestigious Cambridge Scholars Publishing, United Kingdom.

Kumar Singh, Assistant Professor; and Dr Mayank Jindal, Assistant Professor. The book is expected to serve as a valuable reference for researchers, academicians, policy makers and industry professionals.

Congratulating the editors and the faculty members of the School of Business Management. Vice-Chancellor Prof Vinay Kumar Pathak lauded their literary feat and highlighted their accomplishments: reward international visibility and inspire faculty members and researchers to pursue high-quality research.



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