

# **INSTITUTE OF TECHNOLOGY AND SCIENCE I.T.S SCHOOL OF MANAGEMENT**

**Mohan Nagar, Ghaziabad (India)**

## **INTERNATIONAL CONFERENCE**

# **Global Business Resilience and Techno-Managerial Innovation (GBRTMI - 2026)**

 **26<sup>th</sup> - 27<sup>th</sup> March 2026**



# INTERNATIONAL CONFERENCE

## Global Business Resilience and Techno-Managerial Innovation (GBRTMI - 2026)

### Conference Overview:

In today's hyper-connected and rapidly evolving business landscape, global organizations are navigating complex challenges — from digital transformation and artificial intelligence to sustainability and workforce agility. The ability to adapt, innovate, and lead with resilience has become the cornerstone of long-term organizational success.

The synergy between technology and management offers powerful avenues for transformation — enabling smarter decision-making, enhancing competitiveness, and fostering sustainable business ecosystems.

Recognizing these dynamics, the Institute of Technology and Science, Ghaziabad and ITS School of Management, Ghaziabad propose to organize the International Conference on Global Business Resilience and Techno-Managerial Innovation (GBRTMI 2026) on March 13–14, 2026. The conference will serve as a global platform for academicians, researchers, industry professionals, and policymakers to deliberate on the role of resilient management, leadership and technological innovation in shaping the future global business landscape.

### Objectives:

The International Conference on "Global Business Resilience and Techno-Managerial Innovation (GBRTMI - 2026)" aims to provide a platform for academicians, industry experts, practitioners, professionals, researchers and policy makers from different fields to engage in multidisciplinary dialogue and collaboration, bringing together diverse perspectives to address the complex challenges and opportunities of the 21st century. This conference will contribute to shaping the global agenda and advancing our understanding of how to achieve business and society goals in a rapidly changing world.

The conference aims to:

1. Explore emerging paradigms of business resilience, innovation, and leadership in a technology-driven environment.
2. Examine the strategic integration of AI, data analytics, and digital transformation in management practices.
3. Encourage cross-disciplinary dialogue between academia, industry, and policymakers to foster innovation and sustainable growth.
4. Identify the impact of technological disruption on traditional business functions.
5. Disseminate cutting-edge research and case studies on organizational agility, sustainability, and transformation.
6. Facilitate global networking and collaboration opportunities among researchers and practitioners.

### Focus Areas

- To facilitate discussion on global business environment w.r.t Techno- Management Innovations and Sustainability of Business.
- To bridge the gap between academic wisdom and practical knowledge.
- To develop a series of focused research topics that will benefit the academic world.
- To facilitate discussion on business model transformation in the age of rapid innovations and changing management practices.

### Key Areas of Discussion

- Challenges for Business Leaders in Dealing with Uncertainty (Sustainability of Business Due to changing technology, climate change and war)
- Break-Through & Disruptive innovations and Sustainability of Business
- Entrepreneurship and Business Model Transformation
- Data and Analytics Architecture
- Human Centric Approach, People Management, Leadership and Governance
- Power BI, Artificial Intelligence, Data Science and Machine Learning (The Future of Innovative Business Model)





## About I.T.S - The Education Group

I.T.S- The Education Group under Durga Charitable Society established its first campus “Institute of Technology and Science” at Mohan Nagar Ghaziabad in 1995. Since then the group is committed to the vision of “Creating a Thinking Professional Order. The Institute started with Post Graduate Diploma in Management (PGDM) in 1996 as a flagship program and thereafter added MCA (Master in Computer Application) in 1997, and MBA (Master of Business Administration) in 2004 to its portfolio.

I.T.S is one of the few B-Schools in the region which has been awarded with ISO 9001: 2015 certifications and has NBA accredited PGDM, MBA and MCA Programmes. I.T.S-The Education Group offers 20 courses to its 12000 students in its institutes spread over 4 campuses, endowed with state-of-the-art infrastructure, all modern facilities and more than 800 distinguished faculty members. All PG programs of I.T.S Ghaziabad are NBA and NAAC (Grade – A+) accredited. I.T.S- The Education Group is a renowned and established educational group offering programme in Management, IT, Dental, Engineering, Pharmacy, Biotechnology and Physiotherapy.

## Call for Papers

Institute of Technology & Science (I.T.S) & I.T.S School of Management invites management practitioner, academicians, and research scholars/students to submit and present their research papers at International Conference on “Global Business Resilience and Techno-Managerial Innovation (GBRTMI - 2026)” scheduled on 13-14 March, 2026 (Friday & Saturday).

## Sub Themes

The following indicative topics, but not limited to, are welcome to be submitted for the conference:

### A. Marketing and Consumer Insights

- Digital Marketing Transformation and AI-Enabled Campaigns
- Consumer Behavior Analytics and Data-Driven Personalization
- Brand Resilience and Reputation Management in Disruptive Times
- Marketing in the Metaverse and Virtual Ecosystems
- Ethical and Sustainable Marketing Practices
- Predictive Analytics and Customer Relationship Management
- Influencer and Social Media Marketing Dynamics

### B. Finance and FinTech Innovations

- Financial Resilience in Global and Volatile Markets
- Artificial Intelligence in Financial Decision-Making
- Blockchain and Decentralized Finance (DeFi) Applications
- Green Finance and ESG Investing
- Cybersecurity in Financial Systems
- Digital Currencies and Financial Inclusion
- FinTech Startups and Disruptive Financial Models

### C. Human Resource Management and Leadership

- Resilient Leadership and Emotional Intelligence in the Digital Age
- AI-Driven Talent Management and Predictive HR Analytics
- Employee Experience and Engagement in Hybrid Work Models
- Upskilling, Reskilling, and Learning in Industry 5.0
- Diversity, Equity, and Inclusion (DEI) in the Global Workplace
- Leadership Challenges in VUCA (Volatile, Uncertain, Complex,

Ambiguous) Environments

- Organizational Culture and Digital Transformation

### D. Information Technology and Digital Transformation

- Artificial Intelligence, Machine Learning, and Cloud Integration
- Cybersecurity and Data Privacy Challenges
- Internet of Things (IoT) and Smart Business Solutions
- Digital Twin Technology and Simulation in Business Operations
- Blockchain for Supply Chain and Operational Transparency
- Business Intelligence, Data Warehousing, and Decision Support Systems
- Generative AI and its Implications for Business and Society

### E. Operations, Strategy, and Sustainability

- Supply Chain Resilience and Risk Mitigation Strategies
- Agile Project Management and Process Innovation
- Circular Economy and Sustainable Operations
- Strategic Innovation for Competitive Advantage
- Digital Transformation in Manufacturing and Services
- Smart Logistics and Automation Technologies
- Sustainable Business Models for the Global Economy

### F. Entrepreneurship, Innovation, and Policy

- Technology-Enabled Entrepreneurship and Startup Ecosystems
- Design Thinking and Innovation Management
- Policy and Governance in the Digital Economy
- Social Innovation and Inclusive Business Models
- Collaboration between Government, Academia, and Industry
- Public-Private Partnerships for Sustainable Development

## Advisory Board

- Prof. Ashutosh Singh, Director, IIIT Bhopal.
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## Guidelines for the Contributors

The contributors should follow the standard norm for paper contribution. Original manuscript not exceeding length of 5000 words (including tables/ figures/ images) and abstract should be of maximum 250 words. Manuscript must be formatted in Times New Roman font style in 12-point font size with single line spacing on MS Word. Full name(s), designation, affiliation of the author(s), Contact No. & E-mail IDs must be provided. APA style of citation and referencing must be followed. In the covering letter accompanying the manuscript, the contributors should certify that the manuscript has neither been published anywhere nor is it at present being considered anywhere for publication. The submissions may be sent at [ic.its@its.edu.in](mailto:ic.its@its.edu.in) along with payment receipt of registration fee.

**\*Registration fee once paid will not be refundable under any circumstance.**

## Paper Publication

All the accepted papers will be published in high impact peer reviewed conference special indexed international journal. On demand of the authors research papers will also be published in UGC- CARE, Scopus and ABDC listed journals depending upon quality norms and subject to applicable publication charges of the journal to be borne by the author(s)\*

## Registration Fees & Bank Details

Category of Delegate /Author(s)	Registration Fee
For Indian Nationals (INR)	
Academician	1500
Industry Professional	2500
Research Scholar	700
Student	300
For Foreign Nationals (US \$)	
Academician	100
Industry Professional	150
Research Scholar	75

### Name of Account:

**Institute of Technology and Science**

**A/C No.: 85563060000023**

**Branch: Canara Bank, Navyug Market**

**Ghaziabad**

**IFSC Code: CNRB0018556**



## Important Dates

Submission for Abstract	February 5, 2026
Submission for Full Paper	February 25, 2026
Acceptance Notification	March 10, 2026
Conference Dates	March 26 - 27, 2026

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