



GIBS | **GIRIDEEPAM**
BUSINESS SCHOOL


**INTERNATIONAL
CONFERENCE**

**REIMAGINING
MANAGEMENT FOR
A TECH-DRIVEN
SUSTAINABLE FUTURE**



 **16 April 2026**

 **9.30 am**

 **GBS Mar Ivanios Conference Hall**
Hybrid Mode



CREST ACADEMY
FOR INNOVATION & RESEARCH



ABOUT GIRIDEEPAM B-SCHOOL

Recognizing the need for professional Management education in the State, Girideepam unveiled its prestigious Business School in 2010. The full time MBA programme of Girideepam Business School is approved by AICTE, New Delhi, and affiliated to Mahatma Gandhi University, Kottayam. GBS focuses on holistic development, instilling values of justice, excellence, and social service. With a strong educational legacy, dedicated faculty, and modern infrastructure, the Girideepam fraternity's commitment has swiftly positioned GBS as a leading management institute in the state.

CREST ACADEMY

Crest Academy for Research and Innovation is a pioneering institution dedicated to equipping individuals with cutting-edge skills and knowledge through a diverse range of programs. The academy offers add-on skill enhancement programs, comprehensive placement training, and robust support for research and publication, empowering learners to excel in academia and industry. Crest Academy ensures holistic development through induction programs, finishing school, and industry-specific training, bridging the gap between education and employability to prepare learners for a competitive world.

MULTIMEDIA UNIVERSITY (MMU)

Multimedia University (MMU) is Malaysia's first private university, established by Telekom Malaysia Berhad to support the nation's digital and knowledge economy ambitions. With campuses in Cyberjaya and Melaka, MMU is widely recognized for its strengths in ICT, engineering, management, creative multimedia, and interdisciplinary research. The university has earned national and international recognition, including placements in QS World University Rankings and Times Higher Education, and holds Malaysia's Premier Digital Tech Institution status. Known for producing industry-ready graduates and entrepreneurs, MMU emphasizes innovation, digital leadership, and sustainable development—making it a strong partner in advancing conversations on technology-driven and future-focused management.

OVERVIEW

The International Conference on "Reimagining Management for a Tech-Driven Sustainable Future" focuses on exploring how integrating sustainability can strengthen the effectiveness and accountability of key business functions. The conference serves as a collaborative platform for researchers, academicians and students to discuss emerging trends, share innovative ideas and exchange insights on sustainable business practices and their influence on contemporary management.



LEARNING OUTCOMES

- Gain a deeper understanding of the latest trends and innovative approaches that are accelerating sustainable transformation within diverse industry sectors.
- Learn how sustainability-driven practices can improve the efficiency and strategic performance of major business functions including marketing, finance, HR and operations.
- Explore integrated, cross-functional frameworks and collaborative strategies that enable organizations to embed sustainability into decision-making processes and enhance long-term value creation.

MARKETING

- Sustainable branding and eco-conscious consumer engagement
- Green product innovations and circular marketing strategies
- Digital marketing for promoting sustainability-driven value propositions
- AI-enabled customer analytics for ethical and responsible marketing
- Role of technology in green advertising and transparency
- Consumer behaviour shifts toward sustainable and ethical brands
- Integrating ESG (Environmental, Social, Governance) values into marketing strategies

HUMAN RESOURCE MANAGEMENT

- Upskilling and Reskilling Employees for a Tech-Driven Future
- HR Analytics for Measuring Sustainability Outcomes
- Employee Wellness, Mental Health, and Sustainable Work-Life Integration
- Digital HR Transformation for Sustainable Workplaces
- Training and development for future-ready and sustainability-driven skills
- AI-driven talent acquisition for responsible and ethical hiring
- Tech-enabled performance management aligned with sustainability goals

FINANCE

- Technology-enabled financial transparency and accountability
- Integrating sustainability metrics into budgeting and financial planning
- Role of fintech in promoting sustainable financial solutions
- Risk Management in a Sustainability-Driven Economy
- Sustainable Capital Budgeting and Green Project Evaluation
- AI-Driven Financial Modelling for Sustainable Investments
- Sustainable Taxation Policies and Their Economic Impact

SUPPLY CHAIN AND LOGISTICS FOR SUSTAINABILITY

- Digital Supply Chain Transformation for Sustainable Performance
- AI-Enabled Demand Forecasting for Waste Reduction
- Logistics 4.0 Technologies for Sustainability
- Risk management and resilience in sustainable supply chains
- Green Packaging Solutions and Sustainable Material Management
- Green Finance and Investment Strategies for Supply Chain Sustainability

TECHNOLOGY, INNOVATION AND AI IN SUSTAINABLE BUSINESS PRACTICES

- AI as a catalyst for sustainability-driven innovation
- Smart technologies (IoT, Robotics, Big Data) for sustainable business transformation
- Tech-enabled climate action and carbon management tools
- Ethical AI frameworks for responsible organizational decision-making
- AI and Big Data for Consumer Behavior Analysis in Sustainability
- Augmented Reality (AR) and Virtual Reality (VR) for Sustainable Training
- Cloud Computing and Green IT for Business Sustainability
- AI-powered energy consumption prediction and optimisation

TARGETED AUDIENCE

The conference targets academicians, research scholars and students interested in integrating the effectiveness of tech-driven sustainable future in key business areas.

Certificates will be provided to participants upon the successful completion of the conference sessions.

IMPORTANT DATES:

PARTICULARS	DATE
Abstract Submission	20 th March 2026
Last date of Full Paper Submission	10 th April 2026
Communication of Acceptance	13 th April 2026
Last Date of Registration	13 th April 2026
Conference Date	16 th April 2026

REGISTRATION DETAILS

Academicians: ₹750

Research Scholars: ₹500

Students: ₹200

Mode of Payment

Participants are required to transfer the fee amount to the following account through bank transfer/NEFT/UPI.

Account Name: JITHIN JOHN

Account No:0315053000017138

Bank: SOUTH INDIAN BANK

IFSC Code: SIBL0000315

Branch: KANJIKUZHY, KOTTAYAM

After successful payment, please click on the following link for registration

<https://forms.gle/nkLGWvJxyjJw97tGA>

OR



QR CODE

FOR DETAILS CONTACT-:

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