



ICMRS'26

SAHRDAYA INSTITUTE OF MANAGEMENT STUDIES

3rd International Conference on Management Research Sahrdaya-SIMS July 23 & 24, 2026

THEME

*Reimagining Management in the AI Era:
Driving Sustainability and Societal Impact*



SAHRDAYA
INSTITUTE OF MANAGEMENT STUDIES
KODAKARA - THRISSUR - 680684

Ranked 5th in Kerala (KIRF Ranking)



For Registration, Scan

www.icmrs.sahrdayasims.ac.in



Publication Opportunities

- ABDC Listed journals
- Scopus indexed journals
- Edited Book with ISBN Published by an International Publisher
- Sahrdaya Journal of Entrepreneurship and Management Research (Institution's journal with ISSN)

ACADEMIC PARTNERS





ICMRS'26

SAHRDAYA INSTITUTE OF MANAGEMENT STUDIES

Sahrdaya Institute of Management Studies (SIMS)

Sahrdaya Institute of Management Studies (SIMS) is a distinguished institution in the realm of quality education, firmly grounded in the esteemed tradition of the Catholic educational system. Recognized by the University of Calicut, approved by the AICTE, and endorsed by the Government of Kerala. At SIMS, we are committed to providing value-integrated management education, nurturing the minds of tomorrow with a secular-spiritual outlook. Our core belief is encapsulated in our tagline:

We promote character, the rest follows.

ICMRS 2026

**Theme: Reimagining Management in the AI Era:
Driving Sustainability and Societal Impact**

As we navigate the complexities of 2026, AI is no longer merely a technological tool; it is a basic force reshaping how we govern, heal, teach, and build. From corporate boardrooms to hospital wards, and from classrooms to broader social ecosystems, the need to effectively manage this transition has never been more critical. SIMS proudly announces the 3rd International Conference on Management Research Sahrdaya SIMS 2026 (ICMRS'26). Recognizing that truly sustainable progress cannot occur in silos, this year's conference transcends traditional academic boundaries. We warmly invite researchers, practitioners, and visionaries from Management, Commerce, Engineering, Education, Psychology, Social Work, and Hospitality to participate. Join us in exploring how cross-disciplinary collaboration, guided by human-centric management and powered by AI, can build sustainable systems and drive lasting positive change in society.

Conference Chair

Dr. Justin Paul

Professor

University of Puerto Rico, USA

&

Dean – Research (Hon.), SIMS

ICMRS'26 Objectives

- To share insightful research and foster dynamic positive discourse
- To facilitate professional collaboration based on diversity, equity, and inclusion
- To inspire and implement sustainable models in business and society at large



Conference Tracks

Track 1 FINANCE & ECONOMICS

- Sustainable and ESG investing
- Green bonds and climate finance
- Behavioural finance
- Circular economy
- Financial inclusion and microfinance
- Trade and carbon markets
- Climate impact on economy
- FinTech for sustainability

Track 3 HUMAN RESOURCES

- Sustainable HR practices
- Leadership and ethics
- Organisational change and culture
- Employee well-being and engagement
- Diversity and inclusion
- Green jobs and workforce planning
- Artificial Intelligence in HR
- Reskilling and lifelong learning
- HR metrics and performance

Track 5 AI & DATA ANALYTICS

- Data for sustainability decisions
- AI for circular economy
- Big data and IoT
- Blockchain for sustainability
- Data privacy and cybersecurity
- Generative AI applications
- Green AI and energy use
- Sustainable digital infrastructure

Track 7 RURAL & URBAN DEVELOPMENT

- Smart cities and governance
- Sustainable transport
- Green buildings
- Urban climate resilience
- Water management
- Land use and deforestation
- Rural development and agri-tech
- Inclusive infrastructure solutions

Track 9 ENTREPRENEURSHIP & TOURISM

- AI Sustainable Entrepreneurship
- Green Startup Innovation
- Resource Efficiency Innovation
- Social Entrepreneurship
- Sustainable Startup Ecosystems
- AI Driven SME Innovation
- Sustainable Tourism Management
- Smart Eco Tourism Systems

Track 2 Marketing & Communication

- Green marketing and branding
- Green washing and ethics
- Sustainable consumer behaviour
- Customer relationship management (CRM)
- AI driven digital marketing
- Social media engagement
- Media and sustainability communication
- Trust and consumer resistance

Track 4 OPERATIONS & SUPPLY CHAIN

- Sustainable operations
- Energy-efficient production
- Circular product design
- Waste management
- Sustainable supply chains
- Supply chain risk and resilience
- AI in operations
- Industrial decarbonization
- Automation and worker safety

Track 6 CLIMATE & ENVIRONMENT

- Climate risk and adaptation
- Emissions tracking
- Renewable energy
- Biodiversity conservation
- Pollution control
- Resource efficiency
- Climate services
- Environmental governance

Track 8 HEALTH & INNOVATION

- Digital healthcare systems
- AI in healthcare
- Biotechnology innovations
- Biomedical technologies
- Healthcare waste management
- Climate-tech innovation policy
- AI ethics and governance
- Public policy and societal impact

Track 10 GOVERNANCE & ETHICS

- AI in Sustainability Auditing
- AI in Governance & Accountability
- Regulatory Policy Frameworks
- Data Ethics Governance
- AI and Misinformation Risks
- Sustainability AI Education
- Digital Divide
- Generative AI Responsibility

The list of topics mentioned above is indicative. Contributions from other related areas are also welcome.



ICMRS'26

SAHRDAYA INSTITUTE OF MANAGEMENT STUDIES



BOARD OF GOVERNORS - SIMS



Dr. Anandakuttan B Unnithan
Dean (Academic Affairs & Development) IIM Kozhikode



Ms. Surya Ramkumar
My Zenith, Dubai, UAE



Dr. Benny Joseph
CEO, Jubilee Mission Hospital, Medical College & Research Institute, Thrissur



Dr. Sam Thomas
Professor and Dean School of Management Studies CUSAT



Dr. Manoj Menon
HOD and Associate Professor Rajagiri College of Social Sciences, Cochin

ACADEMIC COUNCIL - SIMS



Dr. Joseph Cherian
Professor (emeritus) University of Notre Dame, USA



Dr. L. S. Ganesh
Professor (emeritus) IIT Madras Former Vice Chancellor ICFAI Foundation, Hyderabad



Dr. Justin Paul
Professor University of Puerto Rico, USA dean - Research (Hon.), SIMS



Mr. Rajesh Joy
Head of Global Product & Support BOS, Ericsson Inc



CA Cheeran Varghese
Chartered Accountant Cheeran Varghese & Co, Thrissur



Dr. R. Chandrasekhar Menon
Founder Director, SwiftMBA Director, Global Institute of Healthcare Analytics



Dr. Sriji E. S
Assistant Professor DoMS, SSNCE, Chennai



Dr. S. Srinivasan
Associate Professor DoMS, IIT Madras



Mr. Joseph Joshy C J
CGM & CTO, HoD - FinTech Dept., International Financial Services Centres Authority (IFSCA), India

CO-ORDINATION COMMITTEE - ICMRS'26



Rev. Dr. Binoy Thomas N.
Conference Convener



Dr. Chinju Chandran S.
Joint Convener



Prof. Noyal Wilson
Joint Convener



Dr. Jomon Jose
Joint Convener



Prof. Manu Abraham
Joint Convener



Rev. Dr. Jino Johnny M.
Executive Director



Dr. Dhanya Alex
Director

Paper Submission Guidelines

ABSTRACT

Submit a 250-word abstract, double-spaced in 12-point Times New Roman font. Include a title, 5-7 keywords, and a brief summary of your paper, highlighting the objectives, methods, results, and conclusions. Submit via the conference portal (Microsoft CMT) by 2026 May 15.

FULL PAPER

Submissions must be original, and unpublished. The length of the paper shall not exceed 5,000 words, including abstract, tables, and references. 12-point Times New Roman font must be used for the text, 1.5 -spaced. Follow APA 7th edition for citations and references.

Conference Registration Requirement: Authors must register for the conference in order to participate and present their paper in the conference.

BEST PAPER AWARD

A cash price of ₹15,000 will be awarded to the best paper presented at the conference

Explore Publication Opportunities

Scopus Indexed and ABDC Journals

We are committed to assisting authors in publishing selected articles in prestigious journals indexed by Scopus, and those recognized by the Australian Business Deans Council (ABDC). ICMRS'26 team will evaluate the papers presented at the conference, shortlist high-quality research, and recommend them for consideration by relevant journals. Discussions with various journals are going on. Please visit the conference website for regular updates.

Institution's Journal Publication with ISSN

Selected papers will be published in the Sahrdaya Journal of Entrepreneurship and Management Research, a journal with ISSN published by Sahrdaya SIMS.

Conference Proceedings with ISBN

The abstracts of all submitted papers will be combined and published as conference proceedings.

Edited Book

Selected full papers will be published as an edited book with an ISBN by international / national reputed publishers.

The Selected Papers From ICMRS'24 & ICMRS'25 were published as an Edited Books

1. *Management Theory and Practice in the Post-Pandemic World.*

(ISBN: 978-93-89947-33-5)

2. *Innovative Strategies For Sustainable Business Practices.*

(ISBN: 978-93-49666-90-0)



Important Dates

Abstract
Submission
May 31, 2026

Notification on
Abstract Acceptance
June 10, 2026

Full Paper
Submission
June 30, 2026

Conference
Registration
June 30, 2026

Who can participate?

Faculty members, Corporate professionals, Research scholars, and Post-graduation students can participate in ICMRS'26.

Registration Fee

| | <i>Early Bird (before 2026 May 30)</i> | <i>2026 June 1 onwards</i> |
|---|--|--------------------------------|
| <i>Academicians / Faculty Members</i> | ₹2,000 | ₹2,500 |
| <i>Research Scholars / Students</i> | ₹1,500 | ₹2,000 |
| <i>Industry Professionals</i> | ₹2,500 | ₹3,000 |
| <i>International Participants</i> | \$60 | \$80 |

Accommodation will be arranged in the campus as per the participants' request.

***For Registration &
Payment, visit***

www.icmrs.sahridayasims.ac.in

Payment Details

Account Name: Sahrdaya Institute of Management Studies

Account Number: 0035053000027287

Bank Name: South Indian Bank

Branch Name: Kodakara

IFSC: SIBL0000035

Tourist Attractions

Explore Kerala with ICMRS'26 - Customized Tour & Pilgrimage Packages!

Enhance your conference experience with customized sightseeing and pilgrimage tours across Kerala. Our packages include travel, stay, food, and expert-guided tours, tailored to your budget and preferences. Whether solo or in a group, explore Kerala's scenic beauty, historic sites, and cultural richness.



Nature's Finest Escapes

Athirappilly and Vazhachal Waterfalls, popularly known as the 'Niagara of India', provide awe-inspiring views and are perfect for photography and relaxation. Valappara – Malakkappara Tea Estates offer a refreshing retreat with lush green plantations and scenic walks amidst mist-covered hills.

Discover Kochi

Beaches in Kerala is an ideal destination to enjoy the calm backwaters, and savor delicious fresh seafood. Embark on a luxurious sea cruise or a serene backwater boat ride, where you can admire the iconic Chinese fishing nets and breathtaking sunsets over the Arabian Sea.



Cultural and Spiritual Destinations

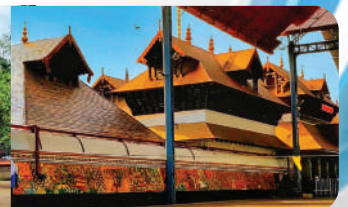
The Guruvayoor Temple, dedicated to Lord Krishna, is one of the state's most revered spiritual centers. At the Kodungallur Bhagavathy Temple, visitors can explore its historical significance. Thrissur is famous for its world-renowned *Thrissur Pooram* festival, and the architectural marvel of Vadakkunnathan Temple.



Vadakkunnathan Temple



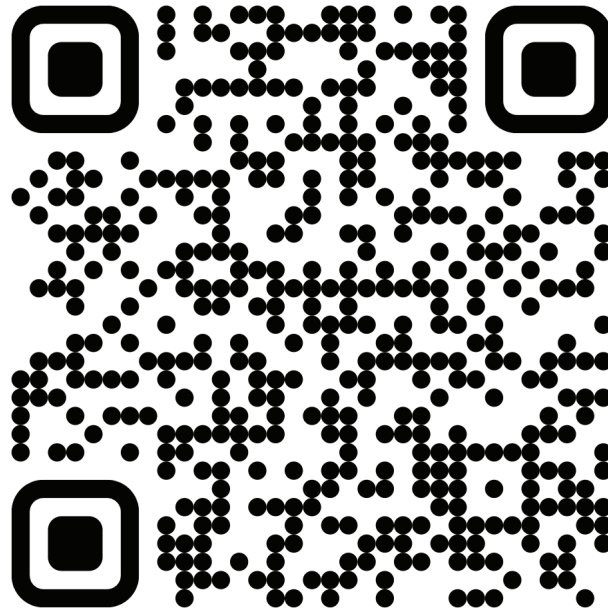
Kodungallur Bhagavathy Temple



Guruvayoor Temple



For Submission & Registration
www.icmrs.sahrdayasims.ac.in



research@sahrdayasims.ac.in

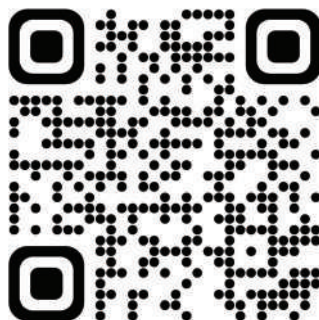
Rev. Dr. Binoy Thomas, Conference Convenor
☎️ +91 9747998995

Dr. Chinju Chandran S., Joint Convenor
☎️ +91 87145 30455

Dr. Jomon Jose, Joint Convenor
☎️ +91 79074 61536

Prof. Noyal Wilson, Joint Convenor
☎️ +91 98954 60109

Prof. Manu Abraham, Joint Convenor
☎️ +91 98954 60109



Google Maps
Scan for
Location

**SAHRDAYA INSTITUTE OF
MANAGEMENT STUDIES**
KODAKARA - THRISSUR - 680684
www.sahrdayasims.ac.in