

## OUR COLLABORATORS

### ABOUT DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW

AKTU was established by the Government of Uttar Pradesh as an apex institution to promote and facilitate technical education in the state. It promotes the cutting edge of technology that fosters the world-class knowledge dissemination, research, extension and leadership in technology innovation for industry and society. AKTU envisions to facilitate and nurture the quality of technical education and research in its own premises as well as all affiliating institutions. The university is self-financed state university of Uttar Pradesh catering to the educational needs of over 4 lakh students who are enrolled in various UG, PG and Doctoral programs, through the large number of affiliating institutions spread all over Uttar Pradesh. It aims to empower students to add value to their professional fields and contribute to social progress with their entrepreneurial spirit and ethical values.

### ABOUT UN GLOBAL COMPACT NETWORK INDIA

The United Nations Global Compact Network India (UNGCNI) is the Indian local network of the United Nations Global Compact (UNGC), New York, and was the first local network globally to be established with full legal recognition. As the UNGC's local arm, UNGCNI serves as a platform for Indian businesses, academic institutions, and civil society organizations to collaborate in strengthening responsible business practices. The network promotes the UNGC's Ten Principles, which cover areas such as human rights, labor standards, environmental sustainability, and anti-corruption, providing a common ethical and practical framework for corporate responsibility.

In line with the 17 Sustainable Development Goals (SDGs) adopted by all 195 UN member states, including India, UNGCNI works to end extreme poverty, fight inequality and injustice, and protect the planet. The network interprets and implements these goals within the Indian context, engaging businesses of all sizes and sectors to contribute to sustainable development.

UNGCNI has been involved in various initiatives to advance these objectives. For instance, in March 2021, UNGCNI collaborated with YuWaah (Generation Unlimited India), UNICEF, and Capgemini to empower Indian youth by creating career pathways and encouraging active participation as changemakers. This initiative aimed to provide opportunities such as local demand-based skilling, quality internships, apprenticeships, and the promotion of entrepreneurship.

Through such collaborations and initiatives, UNGCNI continues to play a pivotal role in advancing sustainable and responsible business practices in India, aligning with global efforts to achieve the SDGs.

## WE AT SRMS...

Shri Ram Murti Smarak, a public charitable trust (Reg.), was established in the year 1990. It is well known for providing services to the community in the field of Education and Technology, Medicine, Humanities, Management, Law, Nursing and Pharmaceutical Sciences. Shri Ram Murti Smarak College of Engineering and Technology, Bareilly was established by the trust in 1996 as a premier institution in the state of UP. It provides excellent infrastructure which promotes human capital formation leading to excellence in all spheres of life. Faculty of Management Science (NBA Accredited MBA Program & BBA) of SRMSCET is a glorious institution producing professionals who are contributing their best in the field of management in India and abroad. It is tirelessly nurturing world class management professional by facilitating research driven academic curriculum coupled with inculcation of human and national values that guide them to excel in their professional career. Physical and academic environment provided to our talented students is unparalleled in the vicinity and is conducive to their holistic development.

### CHIEF PATRON

**Shri Dev Murti**  
Founder & Managing Trustee,  
SRMS Trust

**PATRON**  
**Shri Aditya Murti**  
Secretary, SRMS Trust

**CONVENERS**  
**Prof. (Dr.) Anuj Kumar**  
Head of the Department  
**Dr. Saurabh Gupta**  
Professor

**Prof. Jay Prakash Pandey**  
Vice-Chancellor AKTU,  
Lucknow

**CHAIRPERSON**  
**Prof. (Dr.) Prabhakar Gupta**  
Principal, SRMSCET

**ORGANIZING SECRETARY**  
**Dr. Mohd. Danish Chishti**  
Associate Professor

### CONFERENCE CO-ORDINATORS

**Dr. Shobhit Kumar, Mr. Raghawendra Kumar, Dr. Deepanshi, Ms. Happy Sinha, Mr. Deepak Batra, Dr. Tejasvita Singh, Dr. Anupam Kumar Saxena, Ms. Akansha Johri**

### CONTACT INFORMATION

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**Paper Submission:** eicbi@srmscet.edu

**Conference Link:** <https://www.srms.ac.in/eicbi-26/>

**Registration Link:** <https://forms.gle/J5qBwESzErLfbNqb7>

### ADDRESS

**Shri Ram Murti Smarak College of Engineering & Technology**  
Ram Murti Puram 13 Km, Bareilly-Nainital Road, Bhojipura-243202, UP, India  
Phone: 91-581-2582246, 2582249 | website : <http://www.srms.ac.in/cet/>

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# SRMS

## FACULTY OF MANAGEMENT SCIENCE

# 6<sup>th</sup> INTERNATIONAL CONFERENCE EICBI'26

on  
Navigating Challenges and  
Solutions in Technology-Enabled  
Business Environments

27<sup>th</sup>-28<sup>th</sup> November, 2026

### In Association With



United Nation Global  
Compact Network  
India



Dr. A.P.J. Abdul Kalam  
Technical University  
Lucknow



### COURSES OFFERED

 **MBA  
ACCREDITED**

# BBA

## ABOUT THE CONFERENCE

We are delighted to share the announcement of the upcoming conference on “Navigating Challenges and Solutions in Technology-Enabled Business Environments” hosted at SRMS CET, Bareilly, in collaboration with AKTU Lucknow and the United Nations Global Compact Network India (UNGONI).

This event will spotlight the evolving intersection of artificial intelligence, governance, and sustainable development, highlighting how innovative technologies can foster resilience and progress. While AI offers immense potential to enhance efficiency, transparency, and inclusivity in governance, it also raises critical questions around ethics, equity, and sustainability. The conference will bring together academicians, industry experts, policymakers, and researchers to engage in meaningful dialogue, exchange perspectives, and explore strategies for harnessing AI responsibly. Participants will examine policy frameworks, share best practices, and collaborate on approaches that balance technological advancement with ethical governance and sustainable growth.

Join us in this forward-looking forum as we collectively explore the transformative role of AI, shape pathways for sustainable innovation, and contribute to building a future rooted in responsible technology and inclusive governance.

- Smart Manufacturing and Industry 4.0
- AI in Supply Chain Optimization and Logistics
- Sustainable Operations and Lean Management using AI
- Predictive Maintenance and Asset Management

**Human Resources (HR):** This track accepts submissions that examine the impact and strategies for business units related to

- AI in Talent Acquisition and Recruitment
- Employee Engagement and Performance Management using AI
- Ethical AI in Workforce Analytics and Decision Making
- Skill Development and Training in the AI Era

**Information Technology (IT):** This track accepts submissions that examine the impact and strategies for

- AI Architecture and Frameworks for Governance
- Cybersecurity Challenges and AI Solutions
- Big Data Analytics and Cloud Computing
- Digital Transformation and IT Strategy

*Note: These tracks are indicative but not limited to.*

## ADVISORY COMMITTEE

**PROF. (DR.) MD. SHAHANAWAZ ABDIN**  
Prof. and Provost  
Jamia Hamdard, New Delhi

**PROF. (DR.) SANA BEG**  
HOD & Professor  
Jamia Hamdard, New Delhi

**DR. KRITTY GULATI**  
Professor  
LBS, Greater Noida

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**DR. SAURABH DAHIYA**  
Asso. Professor  
DIPSAR, New Delhi

**DR. ABDULLAH BIN JUNAID**  
Asso. Professor  
JUMEIRA University Dubai, UAE

**DR. AMAR JOHRI**  
Asst. Professor  
SEU, Saudi Arabia

## CALL FOR PAPERS

### Themes & Sub Themes (Extensive)

**Tracks:** Submissions are invited for the following session tracks.

**Marketing:** This track accepts submissions that examine the impact and strategies for

- AI and Consumer Behavior: Insights and Implications
- Digital Marketing and Social Media Analytics
- Personalization and Customer Relationship Management using AI
- Ethical Considerations in AI-driven Marketing

**Finance:** This track accepts submissions that examine the impact and strategies for

- AI in Financial Forecasting and Risk Management
- FinTech Innovations and Blockchain in Financial Services
- Sustainable Finance and Green Investment Strategies
- AI-driven Financial Fraud Detection and Prevention

**Operations:** This track accepts submissions that examine the impact and strategies for

Conference Date	:	27 <sup>th</sup> -28 <sup>th</sup> November, 2026
Full Paper Submission	:	19 <sup>th</sup> November, 2026
Notification of Acceptance	:	20 <sup>th</sup> November, 2026
Registration Deadline	:	25 <sup>th</sup> November, 2026
Venue	:	SRMSCET, Bareilly
Mode	:	Hybrid

## REGISTRATION FEE DETAILS

EICBI'26	INDIAN DELEGATES	FOREIGN DELEGATES
Corporate/Industry Person	2000 INR	US \$ 100
Academicians/Research Scholars	1500 INR	US \$ 75
Students	500 INR	US \$ 25

### Payment Mode

The Registration fee should be paid by Demand Draft in favor of **Engineering SRMSCET** payable at Bareilly (U.P.)

### For Online/NEFT

<b>Account Name</b>	:	Engineering SRMSCET
<b>Account Number</b>	:	52241010000080
<b>Bank Name</b>	:	Punjab National Bank
<b>Branch Name</b>	:	SRM Medical Smarak Trust Branch, Bareilly
<b>Branch Code</b>	:	522410
<b>IFSC Code</b>	:	PUNB0522410
<b>SWIFT Code</b>	:	PUNBINBBMRD

## PUBLICATION OPPORTUNITIES

All the selected papers will be published free of cost

(Subject to Acceptance) in

**Bizcraft**

Journal of Faculty of Management Science, A Peer

Reviewed Bi-Annual Journal (ISSN 2231-0231)

## GUIDELINES FOR AUTHOR(S)

- The manuscript should include a title page providing information about the title of the study, authors name, affiliation, addresses, contact numbers & Email addresses of corresponding author (s).
- The abstract should not be more than 200 words including a maximum of five key words.
- The manuscript should not exceed 3000 words (including abstract) with title page & references. It should be free from all types of plagiarism.
- The manuscript should follow the APA guidelines in MS word format with single spacing, 1" margin on all sides & Times New Roman 12 point font style.
- The manuscript should contain tables in MS Excel and black & white images only.