DEPARTMENT OF MANAGEMENT STUDIES
BIT, MESRA, RANCHI-835215

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

THREE DAYS

INTERNATIONAL CONFERENCE ON

"Redefining Management for the Digital Age: Exploring New Paradigms, Innovations, Practices, and Possibilities"

BEST PAPER / ORAL AWARD

EACH TRACK

CONFERENCE TRACK

Track-1
Digital Leadership and Change Management

Track-2
AI, Automation, and Decision-Making

Track -3
Digital Marketing and Consumer Behaviour

Track -4
Data Driven Strategy and Business Intelligence

Track -5
Ethics, Trust, Governance, and Cybersecurity in Digital Business

Track -6
Digital Innovation and Entrepreneurship

Track -7
Sustainability and ESG through Tech-enabled Management

Track -8
Technology-enabled Supply Chain Management

Track -9
New Age Manufacturing Operation

Track -10
Cross-Disciplinary and Emerging Themes

Last Date of submission of abstract	24.12.2025
Notification of acceptance	10.01.2026
Last Date of receiving full paper	25.01.2026
Last Date for Registration	15.01.2026
Conference Date	February 20-22, 2026

CONFERENCE DATE

FEBRUARY 20-22, 2026

All the accepted abstracts will be published in a proceeding with ISBN and DOI and selected best paper will published in Book Chapter

ABOUT THE CONFERENCE

Redefining Management for the Digital Age: Exploring New Paradigms, Innovations, Practices, and Possibilities is a dynamic forum that gathers thought leaders, researchers, and professionals to discuss how technology is transforming management. Delve into cutting-edge strategies, innovative business models, and emerging best practices that are shaping the future of leadership and organizations. With the business landscape being disrupted by AI, big data, and rapid technological changes, the conference examines new management paradigms, the integration of sustainability, and the need for agile, adaptive business strategies. Discover actionable insights for navigating the challenges and opportunities of the digital era. Ultimately, the conference provides a platform for exploring both the opportunities and challenges of managing and leading in a rapidly evolving digital era, ensuring organizations remain resilient and competitive.

CONFERENCE OBJECTIVES

- To identify and analyze emerging management paradigms
- ·To examine new innovation practices and explore future possibilities
- To examine the impact of digital transformation on management functions
- To explore emerging technological models for the digital era
- To share research, case studies, and practical frameworks
- To foster industry-academic collaboration
- To prepare future managers with digital readiness and agility

REGISTRATION FOR PARTICIPATION

Category	Registration Early Bird (By 31.12.2025)	Registration After (31.12.2025)
Academician	Rs. 1500	Rs. 2000
PhD Scholar/Students	Rs. 1000	Rs. 1500
Industry	Rs. 2000	Rs.2500
Accompanying Person	Rs.1000	Rs. 1500
International Delegates		
Academician	$ 100	$ 150
PhD Scholar/Students	$ 50	$ 100
Industry	$ 150	$ 250
Accompanying Person	$ 50	$ 100

DEPARTMENT OF MANAGEMENT STUDIES

Established in 1979, the Department of Management Studies at BIT Mesra has been dedicated to developing outstanding professionals equipped to address the evolving needs of the corporate sector in an ever-changing economic landscape. The department offers a diverse and robust suite of programmes designed to nurture future business leaders and innovators: Bachelor of Business Administration (BBA), a three-year programme offered through BIT's extension centres; Master of Business Administration (MBA), a comprehensive two-year, full-time programme; Integrated MBA (IMBA), a five-year programme; Bachelor in Hotel Management (BHM), a four-year degree programme; Online MBA for Executives, a two-year online programme; and a Doctoral Programme in Management. The department has consistently maintained its position as an academic leader in Eastern India. Its commitment to academic excellence and responsiveness to industry needs ensures that graduates are well-prepared to thrive in the professional world. The curriculum, industry interaction, and faculty are all focused on producing competent managers, business owners, and thought leaders. The Department of Management Studies at BIT Mesra continues to uphold its tradition of excellence, producing graduates who make significant impacts in the corporate and academic sectors alike.

PLEASE REFER TO THE FOLLOWING GUIDELINES FOR PAPER SUBMISSION

- The paper should be typed in MS Word and written in English.
- First page containing Title of the paper, Author's name, Designation, and affiliation should be in 16 font size.
- Remaining paper in 12 font size.
- The paper should be written in Times New Roman font style.
- Referencing should be in APA style (7th edition).
- ·Abstract should be between 200-300 words, including 5 key words.
- Manuscript should not exceed more than 7000 words in all.
- Tables and Charts should have self-explanatory titles and numbered as referred to in the text. The sources, wherever necessary, should be mentioned at the bottom of the tables/charts/graphs.

- The Paper should be sent through e-mail attachment only as a word document to

E-Mail ID -mgtconference@bitmesra.ac.in

Please note: Authors must ensure that their submissions are original work and their papers are free from plagiarism, AI content, grammatical/typo errors. The Journal holds no responsibility for plagiarism, and authors are solely responsible for their papers getting rejected due to plagiarism.

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ABOUT RANCHI

Ranchi, the Capital of Jharkhand, is situated at approximately 600 meters above sea level, serves as the administrative capital of Jharkhand, and stands out as a key industrial city in eastern India. Historically, Ranchi was known as the summer capital of Bihar, valued for its cool climate and scenic landscape as a hill station getaway. Ranchi is a strategic hub for administrative headquarters and research centers in the steel and coal industries. The city's industrial influence extends across a 200-kilometer radius, encompassing major industrial centers such as Jamshedpur, Dhanbad, Muri, Asansol, and Sindri. The Chotanagpur Plateau, surrounding Ranchi, is an important mining region renowned for abundant mineral resources. Key minerals found here include Iron ore, Coal, Bauxite, Uranium, and Mica. These resources play a crucial role in powering the region's heavy industries and driving economic development. Ranchi has emerged as a premier educational center, attracting students from across Jharkhand and neighbouring states. It is home to several prestigious institutions, such as Rajendra Institute of Medical Sciences, Central University of Jharkhand, Indian Institute of Management (IIM) Ranchi, Central Institute of Psychiatry, Birsa Agricultural University, Ranchi University, National Institute of Foundry and Forge Technology, and National University of Study and Research in Law. These institutions reinforce Ranchi's reputation as a vibrant academic and research hub, contributing to the intellectual and professional advancement of the region. Ranchi thus combines industrial vitality, rich mineral wealth, and educational prominence, making it a pivotal city in Jharkhand and a significant urban center in eastern India.
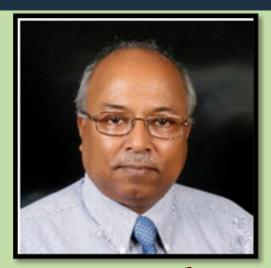
TOURIST ATTRACTIONS

THE TEMPLE OF **LORD SHANKARA (SHIVA)** IS SITUATED IN THE HEART OF THE CITY ON A HILL CALLED PAHARI MANDIR.

यह मंदिर समुद्र तल से 2140 फीट और ज़मीन से 350 फीट की ऊँचाई पर स्थित है। पहाड़ी मंदिर में शिव की लिंग रूप में पूजा की जाती है। शिवरात्रि और सावन के महीने में यहाँ शिव भक्तों की भारी भीड़ उमड़ती है।

Mesra, Ranchi offers a mix of natural beauty, religious significance, and leisure activities.

- **Patratu Valley:** A beautiful valley with winding roads, scenic views, and lush greenery. It's a great place for a drive and to enjoy nature.
- **Dassam Falls:** A stunning waterfall located on the Kanchi River, about 40 km from Ranchi. It is a popular picnic spot and offers a great view of the cascading water.
- **Jonha Falls:** Another picturesque waterfall near Ranchi, known for its scenic beauty and serene environment. It's also called Gautamdhara, as it is believed to be a place visited by Lord Buddha.
- **Sun Temple:** Located in Bundu, this temple is built in the shape of a chariot with 18 wheels and seven horses. It's a magnificent structure and a popular spot for tourists and devotees.
- **Rock Garden:** Situated on a small hillock near Kanke Dam, it offers a beautiful view of the city. The garden is known for its sculptures made from rocks and is a great place for a leisurely stroll.
- **Birsa Zoological Park:** A large zoo located in Ormanjhi, it is home to a variety of animals and birds. It's an ideal place for a family outing.
- **Tagore Hill:** Named after Rabindranath Tagore, this hill offers a panoramic view of Ranchi and is a great place for trekking and nature walks.
- **Ranchi Lake:** A man-made lake in the heart of Ranchi, it's a peaceful spot for boating and relaxation.
- **Jagannath Temple:** An ancient temple dedicated to Lord Jagannath, it is a smaller replica of the famous temple in Puri. It is situated on a hill and offers a beautiful view of the surrounding area.
- **Kanke Dam:** A popular spot for picnics and boating, offering a serene environment and beautiful views, especially during sunset.

Chief Guest

Dr. R P Mohanty

**Former Vice Chancellor Shiksha 'O' Anusandhan University, Bhubaneswar
Former Senior Advisor, ICFAI Group of Universities
Former Head of Human Resources, ACC Cement Limited Mumbai
Distinguished Professor, AICTE**

Guest of Honour

Prof. Isabel Clarke

**University of Worcester
UK** UNIVERSITY of WORCESTER

KEYNOTE SPEAKER - ACADEMIC

Prof. Devashish Das Gupta
Professor, IIM Lucknow

KEYNOTE SPEAKER - ACADEMIC

Prof. Shamira Soren Malekar
**Borough of Manhattan Community College
City University of New York**

Dr. Parijat Upadhayay
**Associate Professor
IIM Shillong**

Prof. Tanusree Dutta
Professor, IIM Ranchi

Mr. Milton Srivastava
Vice President(Operations)
HR Food Processing Pvt. Ltd.

Dr. Barttanu Das
HR Advisor, Rithwik Projects Pvt
Ltd, Founder (Move-Me-Up) &
Former Head, Human Resources
L&T and Blue Dart Express

Dr. Kaushik Kumar
Professor, Dept. of Mechanical
Engineering, BIT Mesra

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London, United Kingdom

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Director, Learning & Skills Development @ The Leading You^nth, Spain

Session Chair

Dr. Sarit Prava Das
Dean Academics
ITM Skills University
Navi Mumbai

Call for Papers on Conference Track

Track-1
Digital Leadership and Change Management
Strategic Digital Leadership/Leading Digital Transformation Initiatives/Change Management in Technology-Driven Organizations/Innovative Leadership Styles for Digital Success/Culture, People, and Digital Mindset/Agile and Resilient Leadership/Data-Driven Decision-Making/Innovation and Creativity in Digital Change/Digital Customer Experience Leadership/Sustainability and Responsible Digital Leadership

Track-2
AI, Automation, and Decision-Making
AI-Augmented Decision-Making/Agentic Automation and Enterprise Orchestration/Human-AI Synergy and Collaboration/Algorithmic Bias & Ethical Decision-Making/Automation of Unstructured Decision Processes/Data-Driven Management Practices/AI for Innovation & Competitive Advantage/AI Governance, Privacy, and Regulatory Compliance

Track -3
Digital Marketing and Consumer Behaviour
Personalization & Consumer Engagement/Influencer Marketing in the Digital Era/Social Media Dynamics & Brand Interaction/Omnichannel Marketing Strategies/Consumer Trust, Privacy, and Data Ethics/Emerging Technologies & the Future of Consumption/E-Commerce Evolution & Digital Buyer Psychology/Cross-Cultural Consumer Behaviour in the Digital Age/Analytics-Driven Marketing Decision-Making

Track-4
Data Driven Strategy and Business Intelligence
Big Data Applications and Analytics/Business Intelligence Tools and Techniques/Data Governance, Quality, and Ethics/AI, ML, and Blockchain Technology Applications/Customer Insights & Segmentation/Strategic Alignment & Organizational Change/Data-Driven Innovation & Competitive Intelligence/ Data Security & Risk Management/Future Trends in Data-Driven Business Intelligence/Sectoral Applications of Data-Driven Strategy

Track-5
Ethics, Trust, Governance, and Cybersecurity in Digital Business,Digital Ethics & Responsible Leadership/Trust & Transparency in the Digital Age/Cybersecurity Challenges and Innovations/Regulatory Compliance and Digital Governance/Privacy, Consent, and User Rights/Culture, Change Management, and Ethical Digital Transformation/Governance of Emerging Technologies/Digital Risk Management & Business Continuity/Societal & Global Perspectives on Digital Ethics & Security/Case Studies and Best Practices

Track-6
Digital Innovation and Entrepreneurship
Digital Business Model Innovation/Entrepreneurship in the Digital Age/Emerging Technologies as Catalysts for Innovation/Innovation Strategy and Culture/Digital Product and Service Development/Platform Economy and Ecosystem Entrepreneurship/Social and Sustainable Digital Innovation/Digital Marketing, Customer Acquisition, and Growth Hacking/Policy, Regulation, and the Digital Entrepreneur/Case Studies and Best Practices

Track-7
Sustainability and ESG through Tech-enabled Management

Digital Transformation for Sustainable Business Models/ESG Data, Reporting, and Analytics/Green Technologies and Innovations/Social Impact and Digital Inclusion/Governance, Ethics, and Responsible AI for Sustainability/Supply Chain Sustainability & Traceability/Sustainable Finance and Fintech/Climate Risk Management and Resilience through Technology/Policy, Regulation, and the Role of Technology/ Case Studies and Best Practices

Track-8
Technology-enabled Supply Chain Management

AI for Supply Chain Management/Supply Chain Analytics/Lean and Automation for Efficiency Improvement/Quantitative Models in Supply Chain Management/Generative AI in Supply Chain Management/IoT Technology in Supply Chain Management/Blockchain Technology in Supply Chain Management/Case Studies and Best Practices

Track -9
New Age Manufacturing Operation

Lean and AI in Operations management/AI for Job Scheduling/Applications of AI & ML in manufacturing/Application of IoT in manufacturing/Application of Generative AI in manufacturing/Application of Blockchain Technology in manufacturing/Digital manufacturing/Case Studies and Best Practices

Track-10
Cross-Disciplinary and Emerging Themes

Digital Transformation in Human Resource/Banking and Financial Services Transformation/Digital Transformation in Marketing/Supply Chain Digital Transformation/Digital Transformation in Operations Management/Role of IT in Digital Transformation

COMMITTEE MEMBERS

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- Dr. Mayank Parashar, Assistant Professor, BIT Mesra Lalpur Unit

- Dr. Somnath Mukherjee, Assistant Professor, BIT Mesra Lalpur Unit

Target Participants

Academic leaders, academicians, and researchers, Policymakers and government officials, Business leaders and entrepreneurs, Students and young professionals

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