



Maharaja Ranjit Singh Punjab Technical University Bathinda

University Business School, MRSPTU

Organizes

2nd International Conference on Management, Entrepreneurship and Social Science (ICMESS-2026)

March 11-12, 2026



Theme – Reimagining Business Sustainability in the Age of
Artificial Intelligence and Digital Innovation

Hybrid Mode

Venue: Auditorium, MRSPTU



<https://www.mrsptu.ac.in/>



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About MRSPTU

Maharaja Ranjit Singh Punjab Technical University (MRSPTU), Bathinda, an affiliating technical university established by the Government of Punjab under Punjab Act No. 5 of 2015. The University is committed to providing, upgrading, and promoting quality technical education, training, and research to foster entrepreneurship and create a conducive environment for academic and professional excellence. MRSPTU strives to achieve the highest standards in teaching, research, and skill development by strictly adhering to the norms and guidelines prescribed by the All India Council for Technical Education (AICTE) and the University Grants Commission (UGC).

About University Business School (UBS)

The University Business School, MRSPTU, was founded on a vision to impart skill-based management and entrepreneurial education in the region. The department can boast of a strong industry relationship and effective mentorship between the faculty, students, and alumni, which acts as a catalyst for the growth of UBSians. UBS has designed various management courses that primarily focus on project-based pedagogy, research, and skill enhancement training, taking into account the current business scenario and industry requirements. These courses undoubtedly offer their students a cutting-edge advantage over their competitors. Currently university offers MBA (Finance, Marketing, HR, Business Analytics, Operations, IT), MBA (Hospital Administration), Integrated/Dual Degree BBA-MBA, Integrated/Dual Degree B.com-M.com & Ph.D. programs. The country's diverse range of Industries, Including Agriculture, Science, Technology, and Innovation, as well as Education, Social, and cultural sectors, makes a vital contribution to the nation's development and ultimately leads to the success of the country's governance.

About ICMESS-2026

This conference will explore the dynamic relationships between leadership, sustainable development, and technology, offering a platform for discussing how to co-create a future that balances these vital elements. The conference will provide a broad platform, covering the impact of cutting-edge technologies—such as AI, Big Data analytics, Machine Learning, Fintech, virtual reality, IoT, and cognitive computing—on leadership, innovative business practices, and economic strategies aimed at fostering a more eco-friendly and sustainable world. Additionally, it will examine techniques for transforming institutions to align with the evolving realities of globalization, address pressing sustainability challenges, and capitalize on the opportunities presented by current technological revolutions. Discussions will focus on striking a balance between rapid innovation and the need to mitigate risks associated with unpredictable growth and emerging complexities. In light of recent developments and India's progress over the years, the University Business School at Maharaja Ranjit Singh Punjab Technical University, Bathinda, is organizing an international conference on the theme "Reimagining Business Sustainability in the Age of Artificial Intelligence and Digital Innovation".

Sub-Themes

Track 1: Finance & Accounting

1. AI in FinTech and Digital Banking
2. Sustainable Finance, Green Bonds, Corporate Reporting & ESG analytics
3. Blockchain, AI and Financial Fraud Management
4. CBDC and Financial Sustainability
5. AI in Sustainable Risk Management and Fraud Analytics
6. AI Governance Policies: Accountability, Transparency, and Ethical Use

Track 2: Human Resource Management

1. Predicting Workforce well-being through digital monitoring
2. Sustainable HR Practices in Dynamic Work Environment
3. AI for Competency Mapping and Skill-Gap Analysis
4. Data-Driven HRM: Predictive & Prescriptive People Analytics
5. AI in Measuring Remote and Hybrid Workforce Efficiency
6. Ethical & Transparent AI in Sustainable HRM Practices

Track 3: Marketing & Health Care

1. Generative AI and Digital marketing Transformation
2. Predictive consumer analytics, Neuro Marketing & Sustainable Service Marketing
3. Marketing Sentiment Analytics, Business Intelligence and Sustainability
4. Patient Engagement Technologies
5. Sustainable Trend Detection and Behavioural insights through machine learning
6. AI in Healthcare Services

Track 4: Operations Management and Supply Chain Management

1. AI and Industry 6.0
2. Reliability, optimization applications using AI & IoT
3. Role of AI in Sustainable Manufacturing Practices
4. AI Tools for Supply Chain Governance and CSR Monitoring
5. Green supply chain management & sustainability analytics
6. Technology-Driven Supply Chain Resilience

Track 5: Entrepreneurship & Innovation

1. AI-based business model innovation
2. Digital Transformation in Entrepreneurial Ecosystem
3. AI driven Disruptive Technologies and New Ventures
4. Start-ups in green technology & sustainability
5. Disruptive Innovation and Design Thinking
6. Entrepreneurial applications of generative AI

Track 6: IT and Business Analytics

1. Artificial Intelligence, Machine Learning and Big Data Analytics
2. Big data analytics for decision support in Business
3. Blockchain and Distributed Ledger Technology
4. Text, image & video analytics in Sustainable Business Strategies
5. Ethical & responsible analytics practices
6. Sustainable business value creation through data-driven decision

The conference scope extends beyond the stated themes, inviting interdisciplinary and innovative research contributions.

Paper Submission Guidelines

1. The full paper should include the following components:
 - Title of the paper
 - The author(s) name along with their institutional affiliation
 - Email-ID of the author(s)
 - Abstract (not exceeding 250 words)
 - Keywords (minimum 4–5)
 - Introduction
 - Literature Review
 - Methodology
 - Findings and Discussion
2. The complete manuscript should be between 2500 and 3500 words, inclusive of the title page, abstract, main text, tables, figures, graphs, and references.
3. The manuscript must be formatted on A4-size paper, using Times New Roman font (12 size) with 1.5 line spacing and 1-inch margins on all sides. Headings should be in bold with font size 12.
4. All tables, figures, and graphs should be inserted at appropriate places within the text and must be numbered sequentially, starting with Table I, Figure I, and Graph I, and so on.
5. References should strictly follow the APA (American Psychological Association) style guidelines.
6. Please note that the full paper must be submitted in PDF format only and sent via email mentioned below, strictly in accordance with the prescribed format.

Paper Submission Email
ubsmrsptu.research@gmail.com

Registration Guidelines

1. All submitted papers will undergo a peer-review process. The acceptance of selected papers will be communicated to the respective authors after completion of the review.
2. Incomplete submissions or manuscripts that do not adhere to the prescribed format will not be considered for the review process.
3. Individuals who wish to attend the conference without presenting a paper may also participate by completing the registration process and paying the prescribed fee using the same payment details.
4. In the case of multiple-authored papers, certificates will be issued only to those author(s) who have registered for the conference and paid the registration fee.
5. Authors submitting more than one paper must pay the registration fee separately for each paper.
6. The registration fee is non-refundable once paid.
7. Upon acceptance of the paper, the author(s) are required to complete the conference registration through the conference registration link provided below.

Note: There will be a best paper award out of the papers presented in each track of the conference, and the award will be bestowed with a certificate.

Registration Link
<https://forms.gle/jvtFXaXKMoGNVUTJ6>

Important Dates

Last Date for Submission of Full Paper	February 20th, 2026
Communication of Paper Acceptance	February 26th, 2026
Last Date of Registration	March 5th, 2026
Conference Date	March 11-12, 2026

Registration Fee

S.No	Category	Registration Fee
1	Academicians	INR 1500
2	Non-Academic Institutions/Industry	INR 2000
3	Research Scholar (India)	INR 1000
4	Foreign Participants	USD 100

Online Payment Details

Account Number	3518474123
Account Name	University Business School, MRSPTU
Bank Name & Branch	Central Bank of India GZSCCET, Bathinda
IFSC Code	CBIN0283469

Please retain the fee payment proof (Screenshot and Payment ID) post payment, since it would be required to upload on conference registration.

Publication Opportunities

Accepted and presented papers will be considered for publication in the conference proceedings, edited books, and journals from renowned publishers, subject to reviewers' recommendations and editorial approval.

Shortlisted papers from the ICMESS-2026 conference may be recommended to partner journals based on their scope, quality standards, and publication criteria.

Final selection for journal or book publication will be made by the respective publishers and journal editorial boards, in accordance with their independent review processes, policies, and timelines.

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