



INTERNATIONAL CONFERENCE 2026

REDEFINING VALUE CREATION: DIGITAL TRANSFORMATION FOR
A SUSTAINABLE AND HUMAN-CENTRIC ECONOMY

(ICON-26)

Hybrid Mode

April 10-11, 2026

Organised by

School of Management & Liberal Arts

In Collaboration with



Gedu College of Business Studies
Royal university of Bhutan, Bhutan



Chhatrapati Shahu
Institute of Business
Education and Research,
Kolhapur, India



UWA | The UNIVERSITY of
WEST ALABAMA

University of West
Alabama, US



Department of Business
Management, HNB Garhwal
University, India



Skyline University,
Nigeria (SUN)

Knowledge Partners



AIMS
ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS



www.iuu.ac/icon2026



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About IMS Unison University

IMS Unison University, Dehradun, is a premier multidisciplinary private university in Uttarakhand, known for its strong academic ethos, industry-oriented pedagogy, and emphasis on holistic education. Established with the vision of nurturing competent professionals and responsible global citizens, the University offers a wide range of undergraduate, postgraduate, and doctoral programmes across Management, Liberal Arts, Law, Hospitality, Media & Communication and Computer Applications. IMS Unison University places strong emphasis on experiential learning, research-driven teaching, and continuous industry engagement through internships, live projects, simulations, and expert interactions. Its scenic campus at Makkawala Greens, Dehradun, provides an intellectually stimulating and environmentally conscious setting for academic and research pursuits.

About the School of Management & Liberal Arts

The School of Management & Liberal Arts (SoML) at IMS Unison University is recognized as one of India's leading B-Schools, distinguished by its strong focus on experiential learning, industry engagement, and skill-based education. The School offers a dynamic and continuously evolving curriculum that integrates contemporary managerial practices, AI-enabled tools, and leadership development initiatives to prepare students for future-ready careers. Teaching-learning at SoML is driven by case-based pedagogy, live industry exposure, and interactions with experienced professionals, ensuring strong practical orientation alongside academic rigor. Supported by smart classrooms, Wi-Fi-enabled laboratories, modern auditoriums, and student-centric infrastructure, the School provides a conducive environment for holistic development. Emphasis on leadership, ethics, and character building, complemented by value-added certification and technology-driven development programs, enables SoML to nurture competent, socially responsible, and globally relevant management professionals.

About Gedu College of Business Studies (GCBS)

Gedu College of Business Studies (GCBS) is the only A+ nationally accredited government constituent college under the Royal University of Bhutan (RUB) and an AACSB member. Established in 2008 in western Bhutan, the college spans a 184.5-acre campus and offers a vibrant learning environment supported by modern infrastructure, including IT labs, library facilities, accommodation, conference halls, and sports complexes. With a strong team of national and international faculty, GCBS is committed to developing ethical, competent, and globally relevant management professionals. Guided by the principles of Gross National Happiness (GNH), the college emphasizes values-driven education, impactful research, industry engagement, sustainability, and responsible leadership to contribute to Bhutan's socio-economic development.

About ICON-2026

The International Conference on **"Redefining Value Creation: Digital Transformation for a Sustainable and Human-Centric Economy"** (ICON-2026) aims to provide a global platform for academicians, researchers, industry professionals, policymakers, and practitioners to deliberate on the evolving paradigms of value creation in the digital age. As organizations and societies increasingly adopt digital technologies, the conference seeks to critically examine how innovation, data-driven systems, and emerging technologies can be aligned with sustainability, inclusivity, and human well-being.

ICON-2026 will focus on interdisciplinary perspectives across management, economics, technology, social sciences, and liberal arts, emphasizing responsible digital transformation that balances economic growth with environmental sustainability and ethical considerations. The conference will encourage evidence-based discussions, empirical research, and industry-oriented insights addressing contemporary challenges such as digital governance, sustainable business models, AI-enabled decision-making, future skills, and inclusive development.

About University of West Alabama

The University of West Alabama (UWA) is a public, regional comprehensive university founded in 1835, committed to academic excellence, student success, and global engagement. UWA blends a strong liberal arts foundation with professionally focused programs that prepare graduates for leadership in a rapidly changing world. In the 2026 Best Colleges rankings, UWA is ranked #85 among Regional Universities in the South and #42 among Top Public Schools.

About Skyline University (SUN)

Skyline University Nigeria (SUN) is a federally licensed private university located in Kano State, Nigeria, and has been operating since May 2018. The University evolved from Skyline University College (SUC), established in 1990 in Sharjah, UAE, and carries forward its legacy of academic excellence and holistic education. SUN received its full operational license from the National Universities Commission (NUC) in November 2022, reaffirming its commitment to quality higher education aligned with national and global standards.

About Chhatrapati Shahu Institute of Business Education and Research

Chhatrapati Shahu Institute of Business Education and Research (CSIBER), Kolhapur, is an empowered autonomous institute under UGC and Shivaji University, recognized for excellence in management education, research, and industry engagement. With a strong legacy of academic rigor and innovation, CSIBER offers high-quality programmes in management and allied disciplines, fostering leadership, entrepreneurship, and ethical values.

About DoBM, HNB Garhwal University

Hemvati Nandan Bahuguna Garhwal University (HNBGU) was established in 1973 as a State University through a popular mass movement aimed at promoting higher education in the Garhwal region. In 2009, HNBGU was upgraded to a Central University under the Central Universities Act, 2009. Nestled in the Himalayan region of Uttarakhand, it is a residential-cum-affiliating university with three campuses and jurisdiction over seven districts, offering undergraduate, postgraduate and doctoral programmes, including region-specific courses. Established in 1996 with AICTE approval, the Department of Business Management offers MBA and Ph.D. programmes and admits students through CUET. Teaching-learning focuses on experiential pedagogy, industry exposure, research orientation, and holistic personality development through projects, internships, simulations, and academic events.

About the Pre-Conference Workshop

A full-day Pre-Conference Workshop on *AI-enabled tools and techniques for research, academic writing, and data analytics*, will be held on 9 April 2026 at IMS Unison University as part of ICON-2026. The workshop is designed for faculty members, research scholars, and professionals seeking to enhance research quality and publication outcomes. It will focus on research design, academic writing, data analysis, and publication strategies, with hands-on exposure to AI-enabled tools for literature review, data handling, and manuscript preparation. Participants will gain practical insights into structuring high-impact papers, selecting journals, understanding reviewer expectations, and improving acceptance potential. The workshop will also highlight emerging trends in interdisciplinary research and the growing role of digital platforms in scholarly communication. Through interactive discussions and guided exercises, participants will learn how to align their work with international standards and maximize visibility in global academic networks.

Conference Tracks

Track 1: Artificial Intelligence & Industry 5.0

- Human-centric AI and responsible AI systems
- AI ethics, governance, and regulatory frameworks
- Industry 5.0 and smart manufacturing
- AI in supply chain and operations management
- Digital twins, robotics, and automation
- Generative AI in business and education
- Cybersecurity, privacy, and AI risk management
- Algorithmic trading ethics and financial risk modelling
- "Human-in-the-loop" decision-making in automated industries
- Lean 5.0: Balancing operational efficiency with employee empowerment

Track 2: Sustainability, ESG & Green Transformation

- ESG measurement, reporting, and disclosures
- Green finance and sustainable investment
- Circular economy and sustainable business models
- Climate change, carbon neutrality, and net-zero strategies
- Sustainable tourism and responsible consumption
- Green technologies and renewable energy systems
- Policy frameworks for sustainable development
- Integrated Reporting: Bridging financial and social value
- Blue Finance and Green Bonds: Funding the ecological transition
- Marketing Authenticity: Strategies to eliminate greenwashing

Track 3: Business Analytics, Data Science & Decision-Making

- Predictive, prescriptive, and cognitive analytics
- Big data, cloud analytics, and data governance
- AI-driven decision support systems
- Text, web, and social media analytics
- Customer, marketing, and financial analytics
- Analytics for sustainability and social impact
- Policy frameworks for sustainable development
- People Analytics: Data-driven talent retention and wellbeing
- FinTech Analytics: Alternative data for financial inclusion
- Predictive modeling for organizational resilience and crisis management

Note: The tracks outlined serve as overarching thematic domains. The sub-themes are indicative rather than exhaustive, and contributions addressing additional, contextually relevant aspects within these domains are equally encouraged.

Track 4: Innovation, Entrepreneurship & Digital Transformation

- Digital business models and platform ecosystems
- Start-up innovation and entrepreneurial finance
- Technology adoption and diffusion of innovation
- Design thinking and agile transformation
- Digital transformation strategy and leadership
- Open innovation and industry-academia collaboration
- Innovation for inclusive and sustainable growth
- Venture Capital 2.0: Valuing intangible digital assets
- Corporate Intrapreneurship: Managing innovation within legacy firms
- The Twin Transition: Aligning digital and green strategies

Track 5: Marketing, Consumer Behavior & Digital Economy

- Digital and social media marketing strategies
- AI-driven marketing and personalization
- Circular economy and sustainable business models
- Consumer behavior in digital and virtual environments
- E-commerce, m-commerce, and platform markets
- Influencer marketing and content economy
- Branding in the age of AI and metaverse
- Ethics, privacy, and trust in digital marketing
- The "Subscription Economy": Moving from ownership to access
- Phygital Retail: The psychology of blended shopping experiences
- Social Commerce: Humanizing the digital customer journey

Track 6: Human Capital, Leadership & the Future of Work

- Future skills, reskilling, and upskilling
- AI and HR analytics for talent management
- Hybrid work, remote leadership, and wellbeing
- Diversity, equity, inclusion, and digital justice
- Leadership in digitally transformed organizations
- Employee engagement, culture, and performance management
- Learning, development, and lifelong employability
- Managing the "Gig" Economy: Freelance talent in digital ecosystems
- Digital Wellbeing: Corporate policies to mitigate 24/7 connectivity stress
- The Digital Psychological Contract: Redefining employee-employer loyalty

Certificate of Excellence

To recognize and encourage outstanding scholarly contributions, Best Paper Awards will be given for each track.

Publication Opportunities

Selected papers will be published in **scopus indexed** conference proceedings, as per the journal policy.

Review Process

Plagiarism Check

Every paper will be screened using advanced plagiarism detection tools (e.g., Turnitin) to maintain ethical publication practices.

Evaluation Panel

Submissions will be reviewed by a panel of experienced national and international academicians, subject matter experts, and journal reviewers.

High Acceptance Standards

Only papers demonstrating strong academic rigor and innovation will be forwarded to the desk level of the journal or recommended journal.

Mode of Presentation

Hybrid Mode (Online & Offline)

Submission Guidelines

- Papers must follow the IEEE format.
- Abstract (200–250 words) with 3–5 keywords in MS Word format.
- Times New Roman, 10 pt (regular text), Single line spacing,
- APA 7th edition referencing.
- Maximum 5000 words (6–8 pages including tables, figures, and references).
- Plagiarism checks via Turnitin (less than 15%).
- Each submission will undergo a double-blind peer review process.
- Abstract and full papers can be submitted through Microsoft CMT [Click Here](#)



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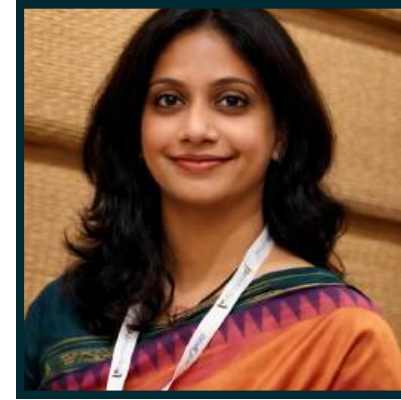
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Places to Visit

Dehradun, one of India's oldest cities shines like a radiant jewel nestled in the foothills of the Himalayas mountain ranges. The city is perched at an elevation of 435 meters and is currently enjoying its stature as the capital of Uttarakhand. Dehradun is the gateway to the famous hill station of Mussoorie and the pilgrimage spots of Haridwar and Rishikesh.

Located at the foothills of the Himalayas, the Doon Valley is situated between two of India's mightiest rivers—the Ganges on the east and the Yamuna on the west. Dehradun is famous for its picturesque landscapes and pleasant climate and the city provides a gateway to the surrounding regions of the Garhwal Himalayas. The city hosts the famous Forest Research Institute, RIMC, IMA, ONGC and Survey of India to name a few. It is almost a one-hour drive to Dehradun from Haridwar, Rishikesh, Mussoorie, Saharanpur and Paonta Sahib.

Dehradun is a leading educational destination and an ideal place for learning in the lap of nature. The city is known for its lush green cover and comprises various species of flora and fauna. For the convenience of participants, IMS Unison University has identified a few hotels located near the conference venue (University campus). Delegates may choose and book their accommodation either at the time of registration or independently at a later stage. Nearby accommodation options include Fairfield by Marriott, Hotel MJ Grand Inn, Hyatt Regency, Hyatt Centric, and White Rock Hotel.



Important Dates

Activity	Date
Last date for Abstract/Full Paper Submission	March 31, 2026
Notification of Decision	On Rolling Basis
Last Date to Register for the Conference	March 31, 2026
Pre-conference Workshop	April 9, 2026
Conference Dates	April 10–11, 2026

Registration Fee

Category	Indian Delegates ₹	International Delegates \$
Faculty Members / Industry Delegates	4130	200
Research Scholars	2950	100
Pre-Conference Workshop	590	30
Students	590	30

*including 18% GST

Mode of Payment

Beneficiary: IMS Unison University
Bank: HDFC Bank Ltd., Rajpur Road, Dehradun
Account No: 50100806743532
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Delegates willing to attend the conference online/offline are advised to register with the given link along with requisite fee at the earliest.

Registration link

[Click here](#)

QR Code



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We would provide seamless arrangements for attending the Ganga Arti in Haridwar/Rishikesh or exploring Mussoorie, all at nominal fee