

In Collaboration with



Gedu College of Business Studies
Royal University of Bhutan



MILA
UNIVERSITY



INTERNATIONAL CONFERENCE 2026

**REDEFINING VALUE CREATION:
DIGITAL TRANSFORMATION
FOR A SUSTAINABLE AND
HUMAN-CENTRIC ECONOMY
(ICON-2026)**

APRIL 10-11, 2026

ORGANISED BY:

**SCHOOL OF MANAGEMENT & LIBERAL ARTS,
IMS UNISON UNIVERSITY**

In Collaboration with

1. GEDU COLLEGE OF BUSINESS STUDIES,
ROYAL UNIVERSITY OF BHUTAN
2. CSIBER KOLHAPUR INDIA
3. SKYLINE UNIVERSITY NIGERIA (SUN)
4. MILA UNIVERSITY

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**INSTITUTION'S
INNOVATION
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(Ministry of Education Initiative)



About The IMS Unison University, Dehradun, India

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, and Media & Communication. 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)

GCBS, established in 2008 under the Royal University of Bhutan, offers excellent academic infrastructure, IT labs, libraries, and indoor sports facilities. It promotes holistic education through experienced national and international faculty.

About CSIBER Kolhapur India

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. The institute is known for its research-driven culture, industry-linked curriculum, and commitment to developing competent professionals who can contribute meaningfully to business and society.

About Skyline University Nigeria (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 MILA University

MILA University is one of Asia's leading young universities, ranked among the Top 500 in the QS Asia University Rankings 2026 and Top 100 in the QS South-Eastern Asia Rankings 2026. Recognised under Malaysia's SETARA rating as Berdaya Saing (Competitive), MILA is a globally oriented institution committed to academic excellence and future-ready education. The University offers programmes from Foundation to PhD across Business, Management, Computer Science, Engineering, and Biotechnology, with flexible coursework, research, and online learning pathways.

About the 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.

Theme:

“Redefining Value Creation: Digital Transformation for a Sustainable and Human-Centric Economy”

Explore how emerging digital technologies can drive innovation while ensuring sustainability, inclusivity, and human well-being. The conference focuses on aligning AI, data, and digital transformation with ethical governance, responsible growth, and long-term societal value across business and economic systems.

About the Pre-Conference Workshop

The Pre-Conference Workshop of ICON 2026, to be held on 9 April 2026 on campus, will be conducted by Prof. Rajasekharan Pillai, Director, Manipal University, as the resource person. The one-day workshop is designed for faculty members, research scholars, and industry professionals and will focus on enhancing research design, academic writing, data analysis, and publication strategies for high-quality scholarly output. Participants will gain practical insights, hands-on exposure to research templates and analytical frameworks, and expert guidance on improving research rigor, clarity, and impact in academic and professional work.

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

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

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

Track 4: Innovation, Entrepreneurship & Digital Transformation

- Digital business models and platform ecosystems
- Start-up innovation and entrepreneurial finance

Conference Tracks

- 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

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

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

Certificate of Excellence

Best Paper award (Track-wise)

Publication Opportunities

- All the selected papers will be published in **scopus indexed** conference proceedings.

Submission Guidelines

- Abstract (250–300 words) with 3–5 keywords in MS Word format.
- Full paper (5,000–6,000 words) APA 7th edition referencing.
- Submit through the conference portal www.ims.edu/icon2026
- Each submission will undergo double-blind peer review.
- Accepted papers must have at least one registered author to be included in proceedings.

Important Dates

Activity	Deadline
Call for Papers announcement	Jan 24, 2026
Abstract Submission	Feb 15, 2026
Notification of Acceptance	Feb 25, 2026
Full Paper Submission	Mar 15, 2026
Author Registration	Mar 20, 2026
Pre-conference workshop	Apr 9, 2026
Conference Dates	April 10 – 11, 2026

Registration fees

Category	Indian Delegates	International Delegates	Inclusions
Faculty Members / Industry Delegates	₹ 1,500	\$150	Participation in all sessions, presentation slot, conference kit, certificate, lunch & refreshments
Research Scholars	₹ 1,000	\$75	Access to technical sessions, certificate, e-proceedings copy, refreshments and pre-conference workshop
Students	₹ 500	\$30	Access to technical sessions, certificate, e-proceedings copy, refreshments and pre-conference workshop
Pre-Conference Workshop	₹500	\$30	Full-day workshop on “AI Tools for Academic Research and Data Analytics” (9 April 2026), materials, and certificate and refreshments

- **18 % GST Applicable**

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IMS Unison University
HDFC Bank Ltd., Rajpur Road, Dehradun
50100806743532
HDFC0000225
icon2026@iuu.ac
www.iuu.ac

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Place to Visit

Dehradun, one of India's oldest cities boasts on AQI of 64 and 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 of 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 region of the Garhwal Himalaya. The city has 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, the capital city of Uttarakhand State, 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.

IMS Unison University is pleased to offer/suggest hotel options around the conference venue (University campus) to make your conference experience hassle-free. You may choose and book your accommodation at the time of registering or later on. Some of the prominent accommodations include Fairfield by Marriott, Hotel MJ Grand Inn, Hyatt Regency, Hyatt Centric and White Rock Hotel.

Chandi Devi Mandir

Buddha Temple

Sahastradhara

Mussoorie



Contact Us:

Conference Secretariat:

School of Management & Liberal Arts, IMS Unison University, Makkawala Greens, Mussoorie Diversion Road, Dehradun, Uttarakhand 248009

Email: icon2026@iuu.ac, Website: www.iuu.ac/icon2026

Phone Number

9933399277, 8126071978, 9837627172, 8770690283