



Aliah University

UGC, AICTE & NCTE Approved, and NAAC Accredited

An Autonomous Institution under the
Dept. of Minority Affairs and Madrasah Education,
Govt. of West Bengal, India.

8th International Conference on MANAGEMENT AND BUSINESS PRACTICES

Organised by

Department of Management & Business Administration
Aliah University

ICMBP 2026

THEME:

AI Innovation and Digital Transformation: Indian and Global Perspectives



Hybrid Mode



November
26-27, 2026



New Town Campus,
Kolkata, India



www.aliah.ac.in



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• About the University

Aliah University is an autonomous institution under the Department of Minority Affairs and Madrasah Education, Government of West Bengal, established in 2008–09. The University traces its rich legacy to the historic Mohammedan College of Calcutta (1780), which later became Calcutta Madrasah College before evolving into Aliah University.

With campuses at New Town, Park Circus, and Haji Md. Mohsin Square, Kolkata, the University offers a wide range of undergraduate, postgraduate, and doctoral programmes in Engineering, Management, Sciences, Humanities, Journalism and Mass Communication, as well as Arabic and Islamic Theology. Committed to academic excellence, innovation, research, and inclusive education, Aliah University strives to develop globally competent professionals while promoting social equity and sustainable development.



• About the Department

The Department of Management & Business Administration, Aliah University, offers a two-year AICTE-approved Master of Business Administration (MBA) programme, a five-year full-time Integrated Master's in Business Administration programme, and a Doctoral Programme in Management. Over the years, the Department has established itself as a centre of excellence in management education through quality teaching, research, industry engagement, and academic innovation. Its graduates have been successfully placed in leading organizations across diverse sectors.

The Department has successfully organized seven International Conferences, ICSSR-sponsored Capacity Building Programmes, Faculty Development Programmes (FDPs), national and state-level seminars, workshops, and various academic and professional training programmes.

Through these initiatives, the Department continues to promote interdisciplinary research, knowledge exchange, and collaboration among academia, industry, policymakers, and society.



• Objectives of the Conference

- The 8th ICMBP-2026 aims to provide a global platform for academicians, researchers, industry professionals, policymakers, entrepreneurs, and students to exchange ideas, present research, and discuss emerging developments in management and business practices. The conference seeks to foster interdisciplinary dialogue on the transformative role of Artificial Intelligence, digital technologies, innovation, and sustainability in shaping the future of organizations and society.
- It also encourages discussions on contemporary issues affecting business, economics, technology, governance, behaviour, entrepreneurship, finance, human resource management, and sustainable development from both Indian and global perspectives.

SUB-THEMES

Note : “ Call for Papers (Topics include, but are not limited to:)”

1

AI, STRATEGIC MANAGEMENT AND DIGITAL TRANSFORMATION



- AI-enabled strategic decision-making
- Digital transformation and organizational change
- Business intelligence and data-driven management
- Industry 5.0 and smart organizations
- AI ethics, governance, and responsible innovation
- Digital disruption and organizational resilience
- Innovation management in AI-driven enterprises
- Technology adoption and strategic competitiveness

2

MARKETING ANALYTICS, CONSUMER INTELLIGENCE AND DIGITAL BUSINESS



- AI in consumer behavior analysis
- Predictive analytics and customer engagement
- Social media analytics and digital branding
- Personalized marketing and recommendation systems
- Digital commerce and platform-based business models
- AI-driven advertising and customer experience
- Influencer ecosystems and digital consumer culture
- Omnichannel marketing and retail transformation

3

FINANCE, FINTECH AND DIGITAL ECONOMY



- AI in banking and financial services
- Digital payments and financial inclusion
- Blockchain, cryptocurrency, and digital finance
- Risk analytics and fraud detection
- Sustainable finance and digital economy
- Algorithmic trading and robo-advisory services
- Financial data analytics and intelligent forecasting
- Regulatory challenges in digital financial systems

4

HUMAN RESOURCE MANAGEMENT AND FUTURE OF WORK



- AI in recruitment and talent management
- Workforce analytics and employee engagement
- Hybrid work and digital workplace transformation
- Leadership and organizational behavior in AI-driven environments
- Upskilling and reskilling for future jobs
- Employee well-being in technology-mediated workplaces
- Ethical implications of AI in HRM
- Diversity, inclusion, and workforce transformation

5

ENTREPRENEURSHIP, INNOVATION AND START-UP ECOSYSTEMS



- AI-driven entrepreneurship and innovation
- Digital start-up ecosystems and incubation
- MSMEs and technology adoption
- Social entrepreneurship and innovation
- Innovation policies and venture financing
- Women entrepreneurship in the digital economy
- Technology-enabled business incubation and acceleration
- Innovation ecosystems and global competitiveness

6

SUSTAINABLE DEVELOPMENT, GOVERNANCE AND PUBLIC POLICY



- AI for sustainable development and ESG practices
- Digital governance and smart public systems
- Cybersecurity, privacy, and ethical regulation
- Digital India and inclusive technological growth
- Technology-driven policy innovation
- Smart cities and intelligent urban governance
- AI and public service delivery mechanisms
- Sustainable digital transformation and green innovation

7

EMERGING TECHNOLOGIES AND GLOBAL BUSINESS PERSPECTIVES



- Big data, cloud computing, and intelligent systems
- Internet of Things (IoT) and smart ecosystems
- Metaverse, AR/VR, and immersive business applications
- AI in healthcare, tourism, and service industries

- Global challenges and opportunities in digital innovation
- Human-AI collaboration and future technologies
- Cross-cultural perspectives on digital transformation
- Global innovation networks and knowledge economies

Keynote Speakers



Dr. Mustafa Raza Rabbani

College of Business Administration,
University of Khorfakkan,
Sharjah, UAE



Prof. (Dr.) Azhar Kazmi

Principal Consultant & Managing Partner,
Strategy & Sustainability Advisory,
& Former Visiting Professor,
KFUPM, Saudi Arabia

SDG ALIGNMENT





◆ ORGANIZING COMMITTEE ◆



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◆ GUIDELINES FOR PAPER ◆

Author(s)' name, affiliation and contact details should appear only on the cover page



Length of the Abstract : Up to 250 words



Length of the Full Paper : Up to 10000 words



Paper Size : A-4



Font Type : Times New Roman



Font Size

i) Title : (14pt. Bold)

ii) Subtitle : (12pt. Bold Underlined)

iii) Text : (12pt. Normal)



Line Spacing : 1.5



Figures and Graphics : Should be included as it appears in main text, as per the sequence of paper.



Page Numbering : Central Bottom



Document Type : MS Word format



References : APA 7th edition style



Abstracts of all registered participants will be published in conference proceedings



Selected papers will be published in Peer-reviewed journal / Scopus Index journal / ABDC journals / Edited Volume with ISBN Number

(APC may apply for journal publication)



REGISTRATION FEES

Category	Indian Author (Early Bird Registration)	Online Mode	Indian Author (After early bird registration deadline)	Foreign Participants
Student	₹ 500/-	₹ 500/-	₹ 750/-	\$ 10
Academician	₹ 2500/-	₹ 1500/-	₹ 3000/-	\$ 75
Full-time Research Scholar	₹ 1500/-	₹ 1000/-	₹ 2000/-	\$ 50
Industry Personnel	₹ 4000/-	₹ 3500/-	₹ 4000/-	\$ 100
Only Attending/Listening	₹ 500/-	₹ 500/-	₹ 500/-	\$ 10



IMPORTANT DATES

- Last date of Abstract submission : 20.08.2026
- Acceptance of Abstract : 25.08.2026
- Last date for full papers submission : 25.10.2026
- Registration Deadline : 31.10.2026
- To be sent as E-mail attachments to : icmbp@aliah.ac.in



ACCOMMODATION

On prior intimation, accommodation may be arranged in nearby hotels / guest houses for the participants.



SCAN FOR REGISTRATION

