

NETAJI SUBHAS UNIVERSITY OF TECHNOLOGY

Department of Management Studies & DIEV



Presents

BRAIN'26

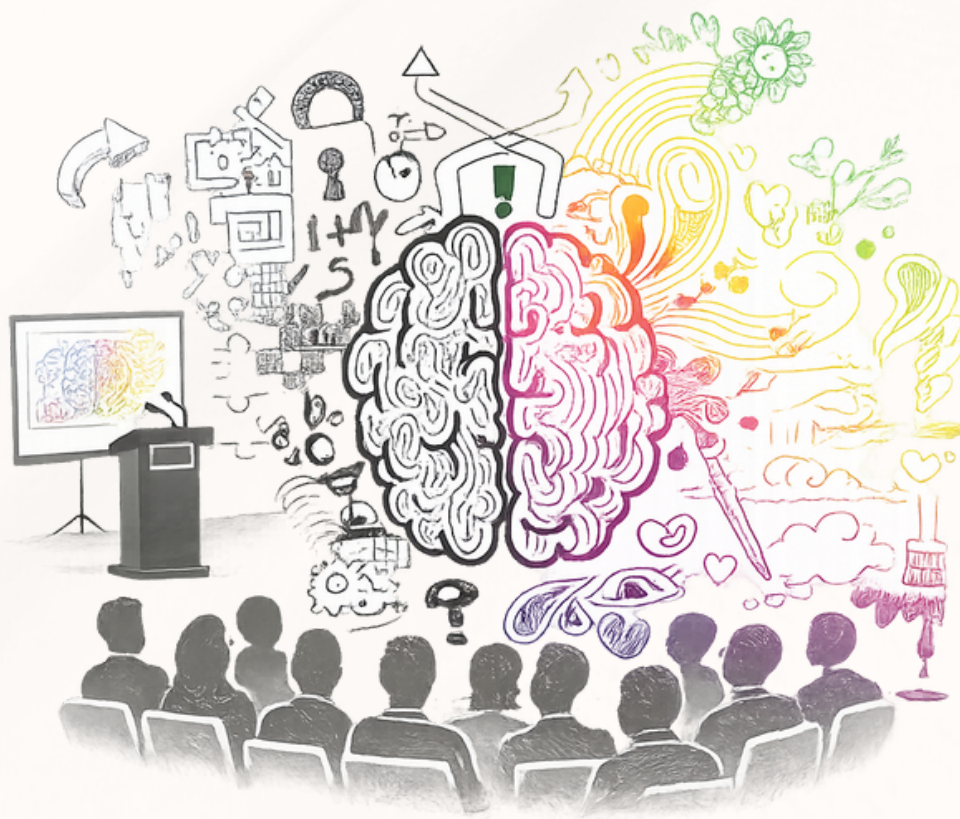
IInd Annual International Conference

in collaboration with

**CENTRAL UNIVERSITY OF TECHNOLOGY, FREE STATE (CUT),
SOUTH AFRICA**



**THEME : DISTINCT: DRIVING INCLUSIVE SUSTAINABILITY
THROUGH INNOVATION, CULTURE & TECHNOLOGY**



Date: 21st - 22nd December, 2026

Conference Venue

**Netaji Subhas University of Technology
(Hybrid)**

About Netaji Subhas University of Technology

Netaji Subhas University of Technology (NSUT) is a seat of higher technical education in India. It was established in the year 1983 as Delhi Institute of Technology with the objective of meeting the growing demands of manpower in the emerging fields of engineering and technology with a close social and industrial interface.

Department of Management Studies, NSUT

The Department of Management Studies (DMS), NSUT, and the Department of Innovation, Entrepreneurship and Venture Development (IEV) foster management education, innovation, entrepreneurship, and venture creation. Together, they integrate experiential learning, mentorship, industry collaboration, and sustainability to develop future business leaders and entrepreneurs.

Central University of Technology, Free State (CUT), South Africa

Central University of Technology (CUT), South Africa, is a technology-focused university committed to applied sciences, innovation, and career-oriented education. Its four faculties offer diverse programmes in health, humanities, engineering, IT, and management sciences. CUT's Strategy 2026–2030 places students at the centre, promoting excellence, sustainability, digital citizenship, innovation, and entrepreneurship. Its vision is to change lives, transform society, and shape the future through industry partnerships, impactful research, and inclusive development.

About the Conference

BRAIN-2026, organized by the Department of Management Studies, NSUT, advances research-driven dialogue, innovation, and interdisciplinary knowledge exchange. It brings together global scholars, industry experts, and policymakers to share evidence-based research and experiential insights.

The conference explores sustainability, technology, management, economics, social sciences, environmental challenges, and enterprise systems. BRAIN-2026 aims to foster collaboration and develop forward-looking solutions for inclusive and sustainable development.



THEME

DISTINCT: Driving Inclusive Sustainability Through Innovation, Culture & Technology

The International Conference on Business Research and Innovation, under the theme “DISTINCT: Driving Inclusive Sustainability Through Innovation, Culture & Technology,” aims to advance pioneering research and transformative practices that address contemporary sustainability challenges. The conference provides a dynamic platform for researchers, academicians, industry leaders, and policymakers to exchange knowledge, foster interdisciplinary collaboration, and translate research into meaningful impact. Its seven subthemes explore the interconnected roles of innovation, culture, technology, responsible business, and inclusive development, while remaining open to emerging ideas and related areas that contribute to a more sustainable and equitable future.

Track 1: Emerging Trends in Marketing

- AI-Driven Marketing and Sustainable Consumer Engagement
- Digital Consumerism and the Future of Sustainable Marketing
- Personalization, Technology and Responsible Marketing Practices

Track 2: Reimagining Finance, Accounting and Economics in the Modern Era

- Green Finance and Sustainable Investment for Inclusive Growth
- AI-Enabled Accounting and the Future of Financial Decision-Making
- Digital Transformation and Sustainable Economic Development

Track 3: Sustainability and Responsible Business

- Responsible Business Models for Sustainable Development
- ESG Strategies and Corporate Sustainability Performance
- Circular Economy and Sustainable Value Creation

Track 4: Modern Strategies in Entrepreneurship and Industry Collaboration

- Innovation-Driven Entrepreneurship for Sustainable Growth
- Industry-Academia Collaboration for Innovation and Venture Creation
- Start-up Ecosystems and the Future of Sustainable Entrepreneurship

Track 5: Navigating the Future of Work, Organizational Behaviour, and Human Well-being

- AI, Future of Work and Organizational Transformation
- Employee Well-being and Sustainable Organizational Behaviour
- Hybrid Work, Digital Culture and Employee Engagement

Track 6: Corporate Governance, Trust and Ethics in the Era of Tech-World

- AI Governance, Corporate Ethics and Responsible Innovation
- Digital Trust, Transparency and Corporate Accountability
- Data Privacy, Ethical Technology and Sustainable Governance

Track 7: Sustainable Operations and Responsible Supply Chain

- Green Supply Chains and Sustainable Operations Management
- Circular Supply Chains for Resource-Efficient Business
- Digital Technologies for Resilient and Sustainable Supply Chains

Track 8: Sustainable Computing and Digital Eco-Innovation

- Green Computing and Sustainable Digital Transformation
- AI for Energy Efficiency and Digital Sustainability
- Eco-Innovation and Low-Carbon Technologies for a Greener IT Future



SUBMISSION GUIDELINES

Authors are advised to adhere closely to the prescribed guidelines, as compliance will be given due consideration by the Review Committee during the evaluation process.

SUBMISSION RULES FOR EXTENDED ABSTRACT

The formatting rules are as follows:

1. Paper Format: Single Column, A4 Size and 1.5 line spacing, alignment: Justified.
2. Font Style: Times New Roman (font size: 12).
3. Word limit: Maximum 2000 words including all tables, figures, appendix and references (APA 7th Edition).
4. Title Page: Title of Paper, Authors' Name(s) and Affiliation(s) with contact email id and postal address.
5. First Page: Title, Abstract, Keywords (5) followed by the main text.

SUBMISSION RULES FOR FULL PAPER

Full papers submitted at the conference should be the original work of the authors and should not be previously published or under review with any academic publication. The formatting rules are as follows:

1. Paper Format: Single Column, A4 Size and 1.5 line spacing.
2. Font Style: Times New Roman (font size: 12).
3. Word limit: Maximum 8,000 words including all tables, figures, appendix and references (APA 7th Edition).
4. Title Page: Title of Paper, Authors' Name(s) and Affiliation(s) with contact email id and postal address.
5. First Page: Title, Abstract, Keywords (5) followed by the main text.

The paper will be blind reviewed and only those approved by the reviewers will be selected for the conference presentation.



PUBLICATION OPPORTUNITIES

- Measuring Business Excellence (Scopus and ABDC-B category)
- FIIB Business Review (Scopus and ABDC-B category)
- Review of Management Literature (Scopus)
- South Asian Journal of Marketing (DOAJ)

More journal tie-ups are in process

- **Only Full Papers** will be considered for publication opportunities (The respective journal review process will be strictly followed).
- **Extended Abstracts** will be considered for conference proceedings/recognition, but will not be eligible for publication opportunities.

REWARDS AND RECOGNITION

Category	Prize
Overall Best Paper – 1st Prize	₹15,000
Overall Best Paper – 2nd Prize	₹9,000
Overall Best Paper – 3rd Prize	₹6,000
Best Paper Award – Each Track	₹4,000 per Track

TIMELINE



Extended
Abstract/Full
page submission
begins

**18th August
2026**

Registration
begins

**1st September
2026**

Deadline for
receiving extended
abstract/full paper

**25th October
2026**

Notification of
acceptance

**1st November
2026**

Registration
ends

**26th November
2026**

Conference
dates

**21st & 22nd
December 2026**

REGISTRATION FEE DETAILS

Category	Amount
Students/ Research Scholars	₹2500
Academicians	₹3000
Industry Participants	₹4000
Non-Author Participants	₹1200
Foreign Delegates (All Categories)	\$50 (USD)

Please note that certificates of presentation/participation will be issued only to registered participants.

REGISTRATION FORM

All participants are kindly requested to complete the form carefully.

Use the provided link or scan the QR code to fill out the form.

<https://forms.gle/nZnNDf6sd6n578M48>



BANK DETAILS

BANK ACCOUNT NAME : Registrar NSUT - WSS

ACCOUNT NUMBER : 133010100000450

BANK NAME : UNION BANK OF INDIA

BRANCH IFSC : UBIN0813303

ADVISORY COMMITTEE

- Dr. Narain, Professor, Faculty of Management Studies, Delhi
- Prof. Umesh Bamel, Professor, International Management Institute, Delhi
- Prof. Ranjan Aneja, Professor, Central University of Haryana, Haryana
- Prof. H.K. Singh, Professor and Head & Dean, Banaras Hindu University, Varanasi
- Prof. Sunil Kumar Gupta, Dean and Professor, South Asian University, Delhi
- Prof. Arvind Kumar, Professor, Jawaharlal Nehru University, Delhi
- Prof. C. P. Gupta, Professor, Lal Bahadur Shastri Institute of Management, Delhi
- Prof. Ravinder Rena, DUT Business School, South Africa
- Prof. Saman Muthukumarana, Professor & Head, University of Manitoba, Winnipeg, Canada
- Prof. Sushila Kumari Soriya, Professor, Central University of Haryana, Haryana
- Dr. Shinu Vig, Associate Professor, Symbiosis Centre for Management Studies, Noida
- Dr. Bhupinder Chahal, Professor, Yorkville University, Canada
- Dr. Punita Duhan, Campus Director, Delhi Skill and Entrepreneurship University, Delhi
- Dr. Anju Goswami, Assistant Professor, Indian Institute of Foreign Trade, Delhi
- Prof. Viwe Mrwebi, Associate Professor, University of South Africa, South Africa
- Prof. Ntsieni Ramasimu, Associate Professor, University of South Africa, South Africa
- Dr. Saurabh Agrawal, Associate Professor and Head, Delhi Technological University, Delhi
- Dr. Ankur Sabharwal, Associate Professor, Panipat Institute of Engineering & Technology, Panipat
- Dr. Saurabh Kant, Assistant Professor, Institute of Management Studies and Research, Haryana
- Prof. Rajan Yadav, Professor, Delhi Technological University, Delhi
- Dr. Meha Joshi, HOD & Associate Professor, Indira Gandhi Delhi Technical University for Women, Delhi
- Prof. Kartik Dave, Dean, Dr. B.R. Ambedkar University, Delhi
- Dr. Amit Kumar Bardhan, Professor, Faculty of Management Studies, Delhi
- Prof. Kavita Chauhan, Professor, Jamia Millia Islamia, Delhi
- Dr. Jaseela Majeed, HOD & Associate Professor, Delhi Pharmaceutical Sciences and Research University, Delhi
- Prof. Amit Mookerjee, Professor, Delhi Technological University, Delhi
- Prof. Freda van der Walt, Dean, Central University of Technology, Free State, South Africa
- Ms. Anna Coetzee, Lecturer, Central University of Technology, Free State, South Africa
- Dr. Lucien Lezar, Departmental Manager, Central University of Technology, Free State, South Africa
- Mr. Phaswana Mmatli, Lecturer, Central University of Technology, Free State, South Africa
- Dr. Shubham Singhania, Assistant Professor, FORE School of Management, Delhi

Chief Patron

Prof. Anand Srivastava, Hon'ble Vice Chancellor, NSUT

Patron

Lt. Col. Ashish Agarwal, Registrar, NSUT

Prof. Om Prakash Thakur, Dean, Faculty of Management Studies, NSUT

Conference Chair

Dr. Naval Garg, Associate Professor and Head (HOD), Department of
Management Studies, NSUT

&

Prof. Freda van der Walt, Dean, Central University of Technology, Free
State, South Africa

ORGANIZATING COMMITTEE

Convenor

Dr. Dinesh Kumar, Assistant Professor
Dr. Parul Manchanda, Assistant Professor

FOR MORE DETAILS

E-Mail: Icbrain@nsut.ac.in

(This is the preferred contact method)

Contact

Bhavya Gupta

Research Scholar
DMS, NSUT

+91 8383044461

Arushi

Research Scholar
DMS, NSUT

+91 7027005959

HOW TO REACH NSUT CAMPUS

Google Maps Keyword: NSUT Dwarka Delhi

From Airport: 18.4 km

From New Delhi Railway Station (NDLS): 26.7 km

From Hazrat Nizamuddin Railway Station (NZM): 28.8 km

Nearest Metro Station: 5 mins walk from Dwarka Mor (Blue Line)

