



4th International Conference Reimagining Business through Disruptive Innovations for Sustainability

(ICRBDIS-2026)

Hybrid Mode | On-Campus & Virtual Participation

 **25–26 September 2026**

Organized by

MIBM, Mulshi Group of Institutes, Pune, India

Academic & Knowledge Partners



**Join us to reimagine business - not just for profit,
but for planetary and societal thriving**

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4th International Conference on Reimagining Business through Disruptive Innovations for Sustainability (ICRBDIS-2026)

About ICRBDIS 2026

The **4th International Conference on Reimagining Business through Disruptive Innovations for Sustainability (ICRBDIS-2026)** to be held during **25-26 September 2026 in hybrid mode in Pune, India**, is a premier global platform bringing together distinguished scholars, visionary policymakers, and industry leaders committed to redefining the future of business in a rapidly evolving world. The flagship forum will spotlight cutting-edge research and transformative practices that integrate digital innovation, ethical governance, and agile strategies to advance sustainable and resilient organizational growth.

Positioned as a catalyst for intellectual excellence and global collaboration, ICRBDIS-2026 will feature influential keynote addresses, rigorously peer-reviewed research presentations, and high-impact strategic dialogues. The conference aims to shape forward-thinking business ecosystems capable of addressing economic uncertainties, climate imperatives, and technological disruption while fostering inclusive and sustainable global progress.

What ICRBDIS-2026 Offers

Spanning five forward-looking tracks: Reimagined Business Models, Digital Marketing Transformation, Economic Disruptions, Value-Driven Innovation, and Agile Human Resource Practices, this conference emerges as a vibrant global platform connecting academic excellence with industry relevance. It highlights transformative themes such as Generative AI, Blockchain-Enabled

Value Creation, Immersive XR Marketing, Fintech for Inclusive Growth, and Neurodiversity in Modern Workplaces.

Featuring keynote sessions by eminent global experts, engaging workshops, peer-reviewed research presentations, and dynamic networking opportunities, the conference aims to foster thought leadership, encourage interdisciplinary collaboration, and inspire innovative solutions for building resilient and sustainable business ecosystems.

Key Highlights

- **Transformative Insights:** Frameworks for digital business resilience, green consumerism, and inclusive finance
- **Real-World Impact:** Outcomes include proceedings, policy briefs, and innovation prototypes
- **Global Reach:** Hybrid format welcoming diverse participants from emerging and developed markets

About Mulshi Group of Institutes and Mulshi Institute of Business Management



Mulshi Institute of Business Management (MIBM) is one of the most preferred B-schools in Pune, India. MIBM is committed to quality assurance and enhancement. Forward-looking in its approach, the institute believes in inculcating value-based transformation alongside economic value creation. The Institute offers a two-year full-time PGDM program with dual specializations in Marketing, Finance, HR, Supply Chain and Operations, Media and Communication, and Business Analytics.

MIBM follows a philosophy of "Education by Educators."

Its Founder Director, Dr. Saroja Asthana, is a highly reputed academican who has authored several research papers and guided PhD scholars. During her tenure at NCL, Pune, Dr. Asthana contributed to the



work of the IPCC, which was awarded the Nobel Peace Prize in 2007. Her contribution was recognized by both the IPCC and the then Hon'ble Prime Minister of India. Under her guidance, the institute has built a competent faculty drawn from IITs, IIMs, and XLRI. MIBM also organizes national and international conferences, publishes research articles, and maintains international collaborations with reputed institutions worldwide.

Glimpses of Previous Academic Activities of MIBM



ICRBDIS-2026 Objectives

- To provide a global interdisciplinary platform for academicians, researchers, practitioners, and policymakers to exchange insights on disruptive innovations shaping sustainable business transformation.
- To examine emerging business models and leadership paradigms that integrate resilience, ethical governance, and stakeholder-centric sustainability in digitally evolving economies.
- To explore the role of digital technologies and marketing innovations in promoting sustainable consumption, responsible branding, and transparent stakeholder engagement.
- To analyze disruptions in economics and finance by addressing fintech evolution, inclusive financial systems, policy agility, and sustainable investment mechanisms for equitable growth.
- To encourage collaborative research and knowledge co-creation that bridges academia–industry–policy interfaces for solving real-world sustainability challenges.

ICRBDIS-2026 Outcome

- Generation of interdisciplinary knowledge and research outputs that advance understanding of disruptive innovations and their role in fostering sustainable business transformation.
- Strengthened academia–industry–policy collaboration, enabling partnerships, joint research initiatives, and knowledge exchange addressing real-world sustainability challenges.
- Identification of emerging technological and managerial best practices, particularly in AI, blockchain, fintech, digital transformation, and HR analytics, supporting responsible value creation.

- Enhanced awareness of ethical governance, inclusive finance, and stakeholder-centric leadership, promoting socially responsible decision-making across sectors.
- Publication opportunity and dissemination of peer-reviewed research, conference proceedings, and policy insights that contribute to global academic dialogue and sustainability discourse.

Tracks and Subthemes

The Conference has 5 tracks and under each Track several relevant subthemes. Details are mentioned as below:

TRACK 1-REIMAGINING BUSINESS PRACTICES

Track 1 explores transformative strategies to overhaul traditional business models, integrating sustainability at their core. It delves into innovative approaches for reshaping models toward a sustainable future. Central to the discussion is how organizations redefine business models, processes, and strategies to thrive resiliently in a rapidly evolving global environment marked by digital business, leadership and ethical governance.

Sub Themes

1. Reimagining Business Models for the Digital Age
2. Resilience Strategies for Emerging Business Practices
3. Skills Development for Future-Ready Business Leaders
4. Digital Business Transformation for Sustainable Growth
5. The Aesthetics of Business Growth through Purpose-Driven Enterprises Designing
6. Rethinking Business Sustainability in the Emerging Global Context
7. Sustainable Leadership, Ethical Governance, and Organizational Transformation
8. Stakeholder Capitalism and Responsible Leadership

TRACK 2 - DIGITAL MARKETING FOR SUSTAINABILITY

Track 2 explores how technological innovations ensure transparency, while social media analytics drive eco-friendly consumer behaviors. Focus areas span green consumerism, sustainable influencer strategies, and data ethics. It emphasizes experiential multisensory marketing, immersive approaches, and extended reality in elevating customer engagement and environmental consciousness amid pressing global sustainability challenges.

Sub Themes

1. Gen-Z Brand Perception and Trust Building in a Digitally Disrupted World
2. Marketing Agility: Rapid Market Adaptation Strategies in the Age of Disruption
3. Aesthetic Branding in the Digital Era for Designing Sustainable Brand Narratives
4. Multisensory Marketing for Enhanced Sustainable Consumer Experiences
5. Immersive Marketing and Extended Reality (XR) for Green Consumerism
6. From Physical to Phygital Sustainability of Next-Gen Experiences
7. Ethical and Responsible Metaverse Engagement for Sustainable Brands
8. Technological Innovations in Marketing, Social Media Marketing and Marketing Analytics

TRACK 3 - EMBRACING DISRUPTION IN ECONOMICS AND FINANCE

Track 3 explores metrics for sustainable growth, risk management in volatile markets. It investigates fintech disruptions like green bonds, decentralized finance, microfinance innovations for emerging markets, crowdfunding, and regenerative economics. Addressing monetary policies and tariff challenges, the track highlights inclusive financial models driving resilient, equitable economic and social growth globally.

Sub-Themes

1. Resilient Financial Systems for a Volatile Global Economy
2. Digital Transformation, Crowdfunding, Fintech, and Sustainability Innovations
3. Rethinking Economic Policy Interventions for Unlocking New Opportunities in the World of Constant Disruption
4. Risk Analytics and Financial Resilience in Consumer and Corporate Banking
5. Agility in Policy Design for Sustainable and Inclusive Economic Growth
6. Digital Disruption in Consumer and Commercial Banking
7. Intelligent Automation in Retail and Corporate Banking
8. Financial Inclusion and Microfinance Innovations for Emerging Markets
9. Financing and Scaling Social Impact Ventures

TRACK 4 - VALUE CREATION THROUGH DISRUPTIVE INNOVATION

This track examines breakthrough technologies like AI-driven innovations, blockchain, and cybersecurity in cloud, hybrid, and multi-cloud environments. It highlights how these generate shared value for stakeholders and the environment through scalable innovations promoting social equity and resource efficiency. The focus is on how disruptive technologies and organizational agility enable superior value creation in a dynamic global landscape.

Sub Themes

1. Aesthetic Intelligence for Competitive Advantage in Innovative Business Models
2. Operational Resilience and Efficiency under Differing Conditions of Operational Disruption
3. Generative AI: Driving Innovation in Sustainable Business Solutions
4. Blockchain-Driven Business Transformation and Value Creation
5. Cybersecurity in Cloud, Hybrid, And Multi-Cloud Environments
6. Cloud-based Enterprise System and Business Continuity
7. Digital Transformation as a Catalyst for Sustainable Growth
8. Leveraging Technology for Strategic Advantage
9. Agility in Supply Chain Redesign for a Turbulent World

TRACK 5 - DEVELOPING AGILE ADAPTIVE AND HAPPY HR

This track explores HR practices empowered by disruption, including AI and HR analytics for personalized learning, flexible work ecosystems, and wellness metrics. It prioritizes mental health, diversity, adaptability, neurodiversity, aesthetic workspaces, and Gen Z engagement to foster productivity and purpose. The focus is on agile workforce strategies, digital HR transformation, employee well-being, continuous learning, and inclusive cultures that boost organizational performance and happiness.

Sub Themes

1. Strategic HR Practices for Building Future-Ready Workforces
2. Agile HR to Balance Automation and Empathy
3. Building Employee Resilience and Well-Being in High-Velocity Environments
4. Aesthetic Workspaces for Fostering Productivity and Purpose
5. Talent Strategies for Adaptation to Rapid Technological and Cultural Change
6. HR Analytics and Managing Talent
7. Resilient Leadership Development for Next-Generation Workplaces
8. Neurodiversity for Building Inclusive and Cognitive-Strength
9. Employee Happiness Index Metrics for Future-Ready Organizations

Call for Papers

We invite Academicians, Research Scholars, Students, Professionals, and Entrepreneurs to participate and present their papers, which are unpublished / currently under other review, or original research papers in the Conference.

Review Process

The abstracts/ full papers submitted for the possible presentation at the conference are subject to a blind review process. The decision of the reviewers will be final and binding. Acceptance/comments of the reviewers of the abstract/full paper will be communicated to the corresponding author within a week of the receipt of the abstract/paper.

Authors Guidelines for Manuscript Submission

Paper submission will be done through **IntConfChair** using the following link: [IntConfChair](#) and icrbdis2026@mgi.ac.in

The manuscript should be prepared in the following format:

1. Title of the paper, author name(s), institutional affiliation(s), and email address should be included on the title page.
2. The name of the author(s) and the institutional affiliation should be in 12-point font.
3. The title of the paper should be in 16-point font, bold, and centrally aligned.
4. The abstract should be approximately 500 words, with 3–5 keywords provided at the end of the abstract.
5. The abstract should be in 12-point Times New Roman font with 2.0-line spacing.
6. Use 1-inch (2.5 cm) margins on all sides of the document.
7. The subheadings and the main body text should be in 12-point Times New Roman font with 2.0-line spacing.
8. The final paper should be between 7,000–8,000 words, including the abstract.
9. The paper must be submitted in MS Word format.
10. All tables and figures should be appropriately numbered and placed at the end of the manuscript.
11. All in-text citations and references must follow APA Style (7th edition) guidelines as prescribed by the American Psychological Association (www.apastyle.org).

Guidelines for Presentation

Authors will be provided with a link for online participation during conference days

- The total time allotted for the presentation is 10-15 minutes.
- PPTs need to be sent before the presentation.

Publication Opportunity

Conference Proceedings: Scopus-indexed Conference Proceedings is an option available for you to publish your full paper present in the conference. "Full papers" submitted for the Proceedings of the International Conference on Reimagining Business through Disruptive Innovations for Sustainability (ICRBDIS-2026) will undergo a double-blind reviewing process. Selected papers will be electronically published in open access format with the ISSN No in the proceedings, accompanied by a DOI number.

Important Dates

Abstract Submission	20 August, 2026
Notification of Acceptance	30 August, 2026
Full-Length Paper Submission	12 September, 2026
Notification of Acceptance	15 September, 2026
Final registration date	21 September, 2026
Date of Conference	25-26 September 2026

Keynote Speakers

Dr. Saroja Asthana, Founder Director, Mulshi Group of Institutes, Pune, India



Dr. Saroja Asthana, the visionary founder and director of Mulshi Group of Institutes, is a paragon of innovation and leadership in the realm of corporate wellness and environmental sustainability. With a distinguished career that spans academia, research, and consulting, Dr. Asthana's journey is marked by notable achievements and a profound commitment to fostering transformative leadership and environmental stewardship.

Dr. Christina Koutra, Associate Professor in Management, Abu Dhabi University, UAE



Christina Koutra specializes in human resource management, leadership, corporate social responsibility, and sustainable development. An internationally experienced scholar with a Ph.D. and postdoctoral training, she has published extensively, delivered keynote addresses at global conferences, supervised doctoral research, and led international accreditation and consultancy projects. She actively advances PRME principles and sustainability initiatives across academia and industry

Dr. Douglas Cumming, Professor of Finance, Stevens Institute of Technology School of Business, USA



Douglas Cumming, J.D., Ph.D., CFA, is a Professor of Finance and the Steven Shulman '62 Endowed Chair of Digital Innovation at the Stevens Institute of Technology School of Business.

Douglas has published over 260 articles in leading journals (including 50 in Financial Times top 50 journals) and 23 books with Oxford, Wiley, and others. Douglas's work has been cited over 35,000 times. Douglas is the Managing Editor-in-Chief of the Review of Corporate Finance and the Journal of Alternative Investments.

Douglas's work has been reviewed in The Economist, The New York Times, the Chicago Tribune, the Wall Street Journal, the Globe and Mail, Canadian Business, the National Post, and The New Yorker.

Dr. Dimitrios Salampasis, Associate Professor at Swinburne University of Technology, Australia



Dr. Dimitrios Salampasis is an internationally recognized thought leader, Associate Professor of Emerging Technologies and FinTech at Swinburne University of Technology, Australia. His expertise spans innovation, digital economy (FinTech), geopolitics, sustainability, and emerging technologies.

With a diverse background across academia, industry, government, and international organizations, he advises global leaders, policymakers, and corporations on strategy, technology, and innovation. He is widely published, an active keynote speaker, and a contributor to global initiatives shaping FinTech, policy, and digital transformation.

Dr. Vidya Sagar Athota, Associate Professor, The University of Notre Dame, Australia



Dr. Vidya Sagar Athota is an Associate Professor at the University of Notre Dame Australia, specializing in Business Psychology, Human Resources, and leadership development. With a PhD from the University of New South Wales, he has received prestigious awards for teaching excellence, including the Vice Chancellor's Award and the Australian Business Deans Council Award. He has authored over 40 academic publications and several books, with research featured in leading journals and international media. A recognized expert in workplace psychology and leadership assessment, he also provides executive consulting, delivers global keynote presentations, and actively contributes to research, education, and community initiatives.

Antonio Eli Lomi Nyoko, Professor, Universitas Nusa Cendana, Indonesia



He is a Senior Faculty in Management and a PhD candidate in Entrepreneurship at Universiti Kebangsaan Malaysia. His expertise spans entrepreneurship, marketing, and tourism, with active contributions to research, international conferences, and community training programs in digital marketing and SME development. He has received multiple international fellowships and best paper awards for his academic work.

Dr. Suman Kumar Naredla, Professor, Director, NMIMS University, Hyderabad Campus



Dr. Suman Kumar Naredla is a distinguished academic and innovation leader with over 21 years of experience in teaching, research, and industry. A Ph.D. in Consumer Buying Behavior, he specializes in consumer psychology, digital marketing, and entrepreneurship. A recognized Innovation Ambassador (Ministry of Education, Govt. of India), he is a patent holder, startup mentor, conference chair, funded research contributor (UGC, DST, ICSSR), and recipient of multiple national excellence awards

Dr. Goparaju Purna Sudhakar, Professor & Entrepreneur, Founder, Learning and Winning Academy, Hyderabad, India



Dr. G. P. Sudhakar is a professor, consultant, and PMP-certified professional with over 30 years of experience spanning academia and the IT industry. His expertise includes project management, entrepreneurship, team performance, and organizational behavior. He has authored or edited 20 books, published 100+ research papers, and developed over 500 educational videos, with works featured by leading international publishers. A recognized academic leader, he has received multiple awards for teaching and research excellence and has extensive global industry experience across the USA, UK, and Europe

Dr. Eugénio Viassa Monteiro, Professor, co-founder and former Director-General, AESE Business School, Portugal



Dr. Eugénio Viassa Monteiro is a Professor at AESE Business School, Portugal, specializing in human behavior, social entrepreneurship, and international business, particularly in India. A co-founder and former Director-General of AESE, he has played a key role in shaping its academic programs and case study methodology.

An expert on Indian markets and culture, he leads executive programs on “Doing Business in India” and has authored widely on entrepreneurship, poverty, and economic development. He is also an active academic leader and President of the Portugal–India Friendship Association.

Organizing Committee

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Registration Fees

Categories	International	Indian
Academician/Practitioner *	65 USD	2500 INR
Research Scholars/Student	20 USD	800 INR
Corporate/ Industrial Organizations	75 USD	5000 INR
Attendees/Listener (Without paper Presentation and publication)	20 USD	800 INR

* Up to 3 authors, in case of more authors, each additional author will have to pay \$25 or INR2500

- Registration is mandatory for all participants.
- Certificates will be issued to all the authors of the paper only after registration by all the authors. If an author submits two papers, both papers must be registered.
- Participants can pay through electronic fund transfer (EFT/NEFT/RTGS) using the following account number;

A/c No: 50100541620420

Account Name: MULSHI INSTITUTE OF BUSINESS MANAGEMENT EVENT

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IFSC: HDFC0000223

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- Contact Coordinator: icrbdis2026@mgi.ac.in

Venue details

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