CHARUSAT
CHAROTAR UNIVERSITY OF SCIENCE AND TECHNOLOGY

NAAC GRADE A+

AACSB Member

FOURTH EDITION
INTERNATIONAL CONFERENCE

संवाद 2027

Sustainability 5.0 and Intelligent Management

for a Resilient and Inclusive Future



February 19–20, 2027

Hybrid: In-person and virtual

Organized by

Indukaka Ipcowala Institute of Management (IIIM)
Charotar University of Science and Technology (CHARUSAT)

In Collaboration with

JOURNAL PRESS INDIA

Journal Press India
Publication Partner

SDGs IN FOCUS

8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION
16 PEACE, JUSTICE AND STRONG INSTITUTIONS

CENTER OF EXCELLENCE BY GOVERNMENT OF GUJARAT
INTERNAL QUALITY ASSURANCE CELL CHARUSAT
INSTITUTION'S INNOVATION COUNCIL (Ministry of HRD Initiative)

ABOUT THE UNIVERSITY

Charotar University of Science and Technology (CHARUSAT) was granted university status by the Government of Gujarat in 2009 and has built, over more than two decades, a record of value-based, research-driven higher education. The University operates through 10 institutes and 7 faculties and offers more than 70 programmes, from undergraduate to doctoral and post-doctoral levels, in technology and engineering, pharmacy, computer applications, management studies, applied sciences, nursing, physiotherapy, paramedical sciences and humanities.

CHARUSAT is accredited with an A+ grade by NAAC, is recognized as a Centre of Excellence by the Government of Gujarat, holds a GSIRF 5-Star rating and is a member of the United Nations Academic Impact. It has also been awarded the Diamond Rating by QS I-GAUGE and the Certificate of Institutional Distinction in the IIRC India Rankings 2026.

25+ YEARS OF LEGACY	**10** INSTITUTES	**22,000+** ALUMNI	**11,000+** STUDENTS ON CAMPUS
17,000+ PLACEMENTS	**2,800+** PUBLICATIONS	**300+** INTERNATIONAL STUDENTS	**125+** ACRE GREEN CAMPUS

ABOUT THE INSTITUTE

The **Indukaka Ipcowala Institute of Management (IIIM)** is a constituent institute of CHARUSAT, established with the support of IPCO Industries. IIIM began management education in the academic year 2006–07 with its MBA programme, approved by the All India Council for Technical Education (AICTE). IIIM is a member of AACSB, reflecting its commitment to quality and continuous improvement in management education, and was recognized among the Top 3 B-Schools in Gujarat in the Times B-School Survey.

IIIM offers management programmes at the postgraduate and undergraduate levels, a doctoral programme in management, and online degree programmes, so that learners at every stage can build focused and industry-relevant capabilities.

Programmes offered

- MBA
- MBA (International Business)
- BBA in General Management
- BBA in Business Analytics
- BBA in Entrepreneurship and New Venture Management
- PhD in Management
- Online BBA
- Online MBA

ABOUT THE CONFERENCE

SAMVAD 2027 is the fourth edition of the flagship international conference of IIIM, CHARUSAT. Over its earlier editions, SAMVAD has grown into a forum for dialogue between academia, industry and policy. This edition takes up a pressing question: how can organizations deliver on the UN Sustainable Development Goals while artificial intelligence and data analytics change the way decisions are made? Set at the meeting point of Society 5.0, Industry 5.0 and the SDGs, the conference looks at how management can move beyond compliance-driven sustainability towards enterprises that are value-driven, technology-augmented and human-centric. Over two days in hybrid mode, participants from India and abroad will take part in a hands-on pre-conference workshop, keynote addresses by eminent scholars and technical paper sessions, with opportunities for publication and awards that recognize strong research.

CONFERENCE THEME

Sustainability 5.0 and Intelligent Management for a Resilient and Inclusive Future

Sustainability 5.0

Embeds the SDGs into the core of organizational strategy across finance, operations, human resources and marketing, to build enterprises that are resilient and inclusive, not merely profitable.

Intelligent Management

Advances human–AI collaboration, data analytics and digital transformation as tools that augment rather than displace human judgement, enabling smarter and more responsible decision-making.

OBJECTIVES

- To explore strategies, technologies and business models that place sustainability and intelligence at the core of future-ready organizations.
- To provide a platform for academia, industry, policymakers and NGOs to share knowledge, evidence and good practice.
- To examine how human–AI collaboration, analytics and digital transformation can support smarter and more responsible decision-making.
- To advance research that is rigorous, relevant to policy and attentive to the opportunities of emerging economies.

CONFERENCE HIGHLIGHTS

Pre-Conference Workshop and Keynote Sessions

Paper Presentations and Publication Opportunities

Best Paper and Young Researcher Awards

Academia–Industry Networking

CALL FOR PAPERS

We invite academicians, research scholars, industry practitioners, policymakers and students to submit original research under the tracks and sub-themes listed below. Contributions may be empirical, conceptual or practice-based. Papers on interdisciplinary and emerging themes in management are also welcome.

CONFERENCE TRACKS

TRACK 1
Governance, Finance & ESG

- Corporate governance, board effectiveness and shareholder activism
- Sustainable and green finance, ESG investing and climate risk disclosure
- Financial markets, banking and fintech innovation
- ESG reporting, assurance and regulation (BRSR, integrated reporting)
- Ethics, CSR, public policy and corporate sustainability

TRACK 2
The Human-Centric Workplace: HRM, OB & Decent Work

- Future of work, hybrid models and workforce transformation
- Employee wellbeing, mental health and psychological safety
- Diversity, equity, inclusion and decent work
- Talent management, skilling and human capital development
- Leadership, organizational culture and behavioural change

TRACK 3
Intelligent Management: Human–AI, Analytics & Digital Transformation

- AI and human–machine collaboration in decision-making
- Business analytics, big data and predictive modelling
- Digital transformation strategy and Industry 5.0 adoption
- Responsible and ethical AI, algorithmic accountability

TRACK 4
Resilient Operations, Supply Chain & Circular Economy

- Supply chain resilience, risk and disruption management
- Circular economy, reverse logistics and waste valorization
- Sustainable and green operations management
- Industry 5.0, smart manufacturing and automation
- Logistics, procurement and operational efficiency

TRACK 5
Sustainable Marketing & Consumer Behaviour

- Green marketing, sustainable branding and greenwashing
- Digital marketing, social media and consumer analytics
- Consumer behaviour, ethical consumption and purchase intention
- Marketing for social impact and bottom-of-pyramid markets
- Customer experience, engagement and relationship management

TRACK 6
Entrepreneurship, Innovation & Social Impact

- Startups, entrepreneurial ecosystems and incubation
- Social entrepreneurship and inclusive business models
- Strategy, competitiveness and business model innovation
- Women, rural and grassroots entrepreneurship
- Sustainable and impact-driven venturing

EMINENT SPEAKERS

Pre-conference workshop and keynote addresses

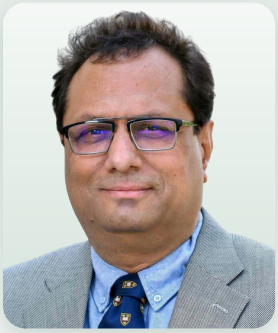


Pre-Conference Workshop

Dr. Shubhabrata Basu

Professor of Strategic Management, Indian Institute of Management (IIM) Indore

Dr. Shubhabrata Basu has taught at IIM Indore since 2009. He holds a Fellow (PhD) in Management from IIM Ahmedabad and a Bachelor of Engineering in Civil Engineering from IIEST Shibpur, and earlier worked as a structural engineer and as an Assistant Labour Commissioner with the Government of West Bengal. His research examines how institutions respond to environmental discontinuities, with a focus on state-owned enterprises, business groups and emerging-market firms in India, often using fuzzy-set qualitative comparative analysis (fsQCA). His work has appeared in *International Business Review*, *Journal of World Business*, *British Journal of Management*, *Journal of Business Research* and *Industrial Marketing Management*. He is a Fellow of the Royal Society of Arts and of the Indian Academy of Management (INDAM), and received the Dewang Mehta National Education Award for Best Professor in Strategic Management in 2019. He leads the Day 1 pre-conference workshop, 'Mixed Method Approach Using fsQCA'.



Keynote Speaker

Dr. Pramod Paliwal

Professor, School of Management, Pandit Deendayal Energy University (PDEU), Gandhinagar

Dr. Pramod Paliwal is a management teacher, author and specialist in energy sector management, energy security and natural gas distribution, with 35 years of professional and academic experience. He holds a PhD in Management from Mohanlal Sukhadia University and has written books with international publishers on business marketing, natural gas transmission and petrochemical business management. He is a Fellow of The Chartered Institute of Marketing (UK), an honorary senior analyst with Wikistrat, and a jury member for the annual global CHARGE Energy Branding Awards.



Keynote Speaker

Prof. Dr. Keoy Kay Hooi

Executive Dean, UCSI University, Malaysia

Prof. Dr. Keoy Kay Hooi oversees the strategic direction and academic operations of the UCSI Graduate Business School, the Faculty of Business and Management, and the Institute of Actuarial Science and Data Analytics. He has served as Dean of UCSI Graduate Business School, Director of the Institute of Computer Science and Digital Innovation, and CEO of BSIS Sdn Bhd, a subsidiary of Zairi Institute Ltd, UK. His work spans advanced statistical analytics, e-commerce modelling and human capital development, including research at Bradford University School of Management on ethnic employment patterns using large-scale census data. He is a Certified Six Sigma Black Belt (CSSBB), Certified Project Manager, Manager of Process & Lean Excellence, and Certified European Excellence Assessor for the EFQM Model (Harrington Institute, USA).

CONFERENCE SCHEDULE AND VENUE

Day 1 Friday February 19, 2027	**Pre-Conference Workshop** 'Mixed Method Approach Using fsQCA', a hands-on workshop led by Dr. Shubhabrata Basu, Professor of Strategic Management, IIM Indore.
Day 2 Saturday February 20, 2027	**Main Conference** Plenary keynote sessions, technical paper presentations across all tracks, the Best Paper Award and Young Researcher Award ceremony, and networking.
Venue Days 1 and 2	**IIIM Building** CHARUSAT Campus, Off Nadiad–Petlad Highway, Changa, District Anand, Gujarat 388421. Mode: hybrid (in-person and virtual).

IMPORTANT DATES

Abstract submission (up to 250 words)	November 30, 2026
Abstract acceptance	December 15, 2026
Full paper submission	December 31, 2026
Acceptance notification	January 15, 2027
Registration closes	January 31, 2027
Conference dates	February 19–20, 2027

SUBMISSION GUIDELINES

- Papers must be original and unpublished. A paper identical or substantially similar to work already published or under review elsewhere will not be considered.
- The recommended length is up to 3,000 words, in Times New Roman, font size 12, double-spaced.
- The first page should carry the track, title, author name(s), affiliation, complete postal address, phone number and email address. The abstract, keywords and full paper follow. Author details should not appear anywhere else in the manuscript.
- Tables, illustrations, charts and figures should be numbered consecutively and appropriately acknowledged. Sources should be provided below each relevant table, figure, chart or illustration, wherever applicable.
- First-level subheadings: left-aligned, upper and lower case, 14-point Times New Roman bold. Second-level subheadings: 12-point Times New Roman bold.
- References must be complete and follow APA style. Include a DOI wherever available.

PUBLICATION OPPORTUNITIES

- All accepted abstracts will be compiled in the conference Abstract Book with an ISBN.
- Selected full papers will be published as book chapters by Journal Press India (JPI), with an ISBN and a DOI assigned to each chapter, subject to peer review and editorial approval.

REGISTRATION FEES

Sr. No.	Category	Fee
1	Academics and industry delegates (Indian)	₹2,500
2	Research scholars	₹2,000
3	Students	₹1,000
4	Foreign participants	USD 49
5	Pre-conference workshop only	₹999

- The conference fee includes the conference kit, breakfast, lunch, high tea and certificates.
- Accommodation can be provided upon request on a chargeable basis.
- Each author attending the conference must register separately to receive a conference certificate. An author presenting more than one paper must register separately for each paper.
- Participants interested only in the pre-conference workshop must register for it through the registration link.
- Authors must register by the registration deadline to ensure inclusion of the paper in the conference.

CONFERENCE WEBSITE

Scan the QR code to visit the SAMVAD 2027 conference website.

www.journalpressindia.com/website/charusat-samvad2027

Email: samvad.iiim@charusat.ac.in

PAYMENT DETAILS

Indian Participants

Scan the QR code to register and pay

Foreign Participants: Bank Transfer

Account name	Charotar University of Science and Technology
Account number	30875081005
Account type	Current account
Bank	State Bank of India
Branch address	Darshan Hostel, Changa–Valetva Road, Changa, District Anand
Branch code	10961
IFSC	SBIN0010961
MICR code	388002502
SWIFT code	SBININBB718
PAN	AABTC1178Q

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