

Conference Tracks

Track 1: Strategy & Global Business (General Management)

This track focuses on macro-level business frameworks, strategic leadership, entrepreneurship, and the overall governance of modern organizations.

- **Sub-Tracks:**
 - Strategic Management, Corporate Agility & Crisis Models
 - Entrepreneurship & Startup Ecosystems
 - Corporate Governance, Ethics, and Regulatory Compliance
 - Cross-Cultural & International Business
 - Public Policy & Economic Governance
 - Business Research Methods & Case Studies

Track 2: Resilient Strategies (Finance and Operations)

This track invites papers on how organizations stabilize their core operations and financials in a volatile economy.

- **Sub-Tracks:**
 - Sustainable Corporate Finance and Investment Strategies
 - Risk Management and Financial Forecasting in Uncertain Markets
 - Agile Supply Chains and Logistics Resilience
 - Green Finance and ESG (Environmental, Social, Governance) Reporting

Track 3: The Evolving Workforce (HR, OB & Leadership)

This track focuses on the human element—how leadership and workplace culture must adapt to the future of work.

- **Sub-Tracks:**
 - Leadership Styles for Hybrid and Remote Teams
 - Employee Well-being, Mental Health, and Workplace Happiness
 - Strategic Change Management and Overcoming Resistance
 - Diversity, Equity, and Inclusion (DEI) in Non-Traditional Sectors
 - Talent Acquisition and Retention in the Gig Economy
 - Workplace Behavioral Dynamics and Conflict Resolution

Track 4: The Connected Customer (Marketing & Emerging Markets)

This track covers how businesses understand, reach, and retain the modern consumer.

- **Sub-Tracks:**
 - Shifting Consumer Psychology and Post-Pandemic Buying Habits
 - Digital Marketing, Social Media Analytics, and E-Commerce Trends
 - Brand Equity, Trust, and Reputation Management during Crises
 - Services Marketing and Customer Experience (CX) Innovation
 - Rural Marketing and Emerging Market Opportunities
 - Sustainable Consumption and Green Marketing Practices

Track 5: The Tech Edge (Innovation, IT & Analytics)

This track explores how technology and data act as catalysts for business transformation.

- **Sub-Tracks:**
 - Artificial Intelligence (AI) and Machine Learning Applications in Business
 - Data-Driven Decision Making and Predictive Business Analytics
 - Tech-Driven Entrepreneurship and Startup Ecosystems
 - Digital Transformation of Traditional MSMEs
 - FinTech, Digital Wallets, and Blockchain in Management
 - Business Research Methods and Analytics for Solving Market Issues

About GSB:

Shree Chanakya Education Society's "Indira Group of Institutes", Pune was established in 1994, with the explicit vision to provide sustainable impetus to the corporate and entrepreneurial abilities of the youth. The realization that a robust framework of education is indispensable for the growth of global leaders, the visionary, Dr. Tarita Shankar, Founder Secretary & Chief Managing Trustee, Indira Group of Institutes, integrated her pursuit of excellence and articulated educational institutions, known as Indira Group of Institutes (IGI), which imbibe human excellence and demonstrate strong social values, with a single-minded pursuit of developing the youth to become business leaders. IGSB has been established with the explicit vision to train managers with a global perspective who can provide sustainable impetus to growing international business. IGSB has established its presence in Pune as a premier B- School offering MBA courses affiliated with Savitribai Phule Pune University and approved by AICTE, New Delhi.

About Conference

Theme: Business Unusual: Rethinking Growth, Leadership, and Resilience

Tagline: Strategies for a Dynamic and Changing Global Market

In a world defined by rapid economic shifts, structural disruptions, and unprecedented technological evolution, traditional corporate playbooks are being rewritten. Today's organizations operate in an environment of "Business Unusual"—where growth demands strategic agility, leadership requires deep empathy and adaptability, and operational resilience forms the ultimate foundation for survival.

This international conference serves as a premier collaborative forum for academicians, researchers, industry practitioners, and policymakers. It acts as a dedicated space for interdisciplinary dialogue, macro-level case studies, and empirical research aimed at solving contemporary market complexities. By converging diverse insights, the conference seeks to re-evaluate traditional core frameworks and discover actionable, forward-looking strategies that enable organizations to thrive in a highly volatile global marketplace.

Objectives of Conference

- **Promote Interdisciplinary Research:** Provide a flexible academic platform for interdisciplinary papers, macro-level case studies, and research that bridges multiple business disciplines.
- **Formulate Resilient Business Frameworks:** Explore and develop innovative models for corporate agility, financial stability, and logistics resilience to counter unpredictable market disruptions.
- **Analyze the Future of Work:** Evaluate shifting workforce dynamics, remote leadership challenges, and employee well-being to redefine organizational behavior and modern human resource systems.
- **Decode Changing Consumer Psychology:** Investigate evolving post-pandemic buying habits, digital transformation in marketing, and the rise of sustainable consumption patterns.
- **Harness Technological Innovation:** Delve into the business applications of Artificial Intelligence, predictive analytics, and emerging fintech systems as primary catalysts for market transformation.
- **Encourage Ethical Governance & Sustainability:** Highlight the integration of corporate ethics, public policy, and environmental, social, and governance (ESG) reporting in modern business infrastructure.

About the Host City: Pune

(An elegant write-up for the back panel or a dedicated city page in the brochure)
Historically known as the cultural capital of Maharashtra, Pune seamlessly blends a majestic royal heritage with a vibrant, modern global outlook. Nestled amidst the scenic Sahyadri hills, Pune was the seat of the historic Maratha Empire and has evolved today into one of India's premier academic, economic, and technological hubs.

- **The Oxford of the East:** Renowned for its world-class universities, prestigious research institutes, and a legacy of academic excellence, Pune attracts a diverse student community from across the globe.
- **A Thriving Corporate & Tech Hub:** Beyond academia, Pune is a powerhouse of economic growth, housing major Information Technology (IT) parks, automotive manufacturing giants, and a booming startup ecosystem—making it the ideal backdrop for a conference focused on Business Unusual.
- **Pleasant Climate & Tourism:** In late November, Pune offers exceptionally pleasant, cool weather. Delegates can explore iconic historical landmarks such as the grand Aga Khan Palace (deeply tied to India's freedom struggle), the majestic Shaniwar Wada fortress, and the serene Sahyadri hill stations located just a short drive away.



INTERNATIONAL CONFERENCE ON Business Unusual: Rethinking Growth, Leadership, and Resilience

Strategies for a Dynamic and Changing Global Market

24th Nov 2026
Organized by:

INDIRA GLOBAL SCHOOL OF BUSINESS, Pune

Parandwadi, Near Somatnephata Tal. : Maval,
Pune, Maharashtra 410506

In Association With



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(President-Indira University, Chairperson and
Chief Mentor-Indira Group of Institutes)

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(Associate Professor, IGSB)

Conference Co-Convener

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(Associate Professor, IGSB)

Organizing Committee

Dr. Poonam Wani

(Learning Facilitator-Finance)

Dr. Prashant Dubey

(Learning Facilitator-Marketing)

Mr. Mahesh Bhagat

(Learning Facilitator-OSCM)

Important Dates :

Abstract Submission Opens	20 th June 2026
Abstract Submission Deadline	30 th October 2026
**Notification about Abstract after Reviewing	Within a Week of Submission
Full Paper Submission	8 th Nov 2026
Early Bird Registration Deadline	12 th Nov 2026
Registration Deadline	20 th Nov 2026
Conference Date	24 th Nov 2026

Submission Email

submit@conferenceworld.in

Abstract Review Process

All the abstracts will be reviewed by the expert panel. Only abstracts that align with and justify the conference theme will be accepted.

Abstract & Research Paper Formatting

- Abstract: 250-500 words
- Full Paper: 3000-5000 words (APA Format)
- Font: Times New Roman / Size 12 / 1.5 Line Spacing
- All content must be in a single MS Word document
- Original work only; plagiarism not allowed
- Selected papers will be published in scopus/peer review journal/ISSN/ISBN
- Domain area must be mentioned on the cover page

Publication Opportunity

The presented research papers will be published in IGSB National Conference special edition ISBN. Selected high-quality papers will be published in Scopus-indexed proceedings/journals, subject to meeting the publisher's review and indexing criteria.

Paper Presentations- Offline & Online Mode

The participants are invited to present their papers in the conference, which based on the suggested themes.

Best Paper Prizes

The prizes will be given to 4 best presentations (one each from each separate Track).

Accommodation

The accommodation will be provided to outsiders by paying additional charges.

Registration Fees

Category	National Delegates (₹)	International Delegates (USD)
Academicians	₹2,500	Equivalent Dollars
Industry Professionals	₹3,000	Equivalent Dollars
Research Scholars / Students	₹2,000	Equivalent Dollars

- Early Bird Discount of 10% on registrations done till 12th November 2026
- Separate Registration fees will be charged from each participant in case of Co-Authors. Maximum 3 authors shall contribute in one research paper.

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