SREE NARAYANA GURU
COLLEGE OF COMMERCE
(AUTONOMOUS)
RE-ACCREDITED BY NAAC WITH GRADE B++ (2025-2030)
RECOGNISED BY UGC U/S 2(f) & 12 B.
(MANAGED BY SREE NARAYANA MANDIRA SAMITI)

University of Mumbai
Re-accredited with A++ Grade by NAAC
Alkesh Dinesh Mody Intitute for
Financial & Management Studies

Empowering Minds - Enriching Futures

INTERNATIONAL MANAGEMENT RESEARCH CONFERENCE 2027

Transforming Business, Finance and Management Education in the Era of Digital Innovation, Artificial Intelligence and Sustainable Development

23rd January 2027

[[HYBRID MODE]]

SNGC (Autonomous), Chembur (W), Mumbai - 89

RESEARCH | COLLABORATION | IMPACT

www.imrconference.org

ABOUT

IMRC 2027

The International Management Research Conference 2027, themed "Transforming Business, Finance and Management Education in the Era of Digital Innovation, Artificial Intelligence and Sustainable Development," is scheduled to take place on 23rd January 2027 at Sree Narayana Guru College of Commerce (Autonomous), Mumbai, in collaboration with Alkesh Dinesh Mody Institute for Financial and Management Studies, University of Mumbai.

As digital innovation, artificial intelligence and sustainability continue to reshape the global business environment, academic institutions and industry professionals are rethinking traditional approaches to management, financial decision-making, organisational strategies and education. The conference seeks to bring together academicians, researchers, industry practitioners and students to examine these transformations and their implications for the future of business and management education.

The conference aims to encourage meaningful discussions on emerging technologies, evolving business models, financial innovation, responsible management practices and sustainable development. It will also explore the changing role of higher education in preparing future professionals through interdisciplinary learning, technology integration, industry collaboration and future-oriented curricula.

Covering diverse research areas including Information Technology and Digital Innovation, Management and Business Strategy, Finance and FinTech, Marketing, Human Resource Management, Operations and Supply Chain Management, Sustainability and Strategic Leadership, the conference provides a platform for presenting original research, exchanging ideas and encouraging academic and industry collaboration.

Through interdisciplinary research and knowledge sharing, the conference aspires to contribute to the development of innovative, responsible and sustainable practices across business, finance and management education. We warmly invite academicians, researchers, industry professionals and students to participate, present their research and contribute to discussions shaping the future of management education and business practices.

ABOUT

UNIVERSITY OF MUMBAI

Established on **18 July 1857**, the University of Mumbai is one of India's oldest and most distinguished universities. With five campuses, **50+ teaching departments**, **900+ affiliated colleges** and **150+ academic programmes**, it serves over **8 lakh students** across seven districts, covering metropolitan, rural, tribal and hilly regions.

The University has pioneered initiatives such as the Centre for Excellence in Basic Sciences and the National Centre for Nanotechnology, besides promoting vocational and skill development through GICED and competitive-examination coaching through the Academy of Administrative Careers.

Accredited **NAAC A++ (2021)** with a **CGPA of 3.65**, it was recognised as a UGC Grade I University (2024). In QS World University Rankings 2026, it ranked 25 globally, in Employability Outcomes. NIRF 2025 ranked it 54th overall and 12th among State Universities. Its iconic Rajabai Clock Tower received the UNESCO Asia-Pacific Award for Cultural Heritage Conservation (2019).

University of Mumbai



ABOUT

ADMIFMS

Alkesh Dinesh Mody Institute for Financial and Management Studies (ADMIFMS), a Department of the University of Mumbai, was established in 1994 through a donation by Shri Dineshbhai Mody in memory of his late son, Shri Alkesh Dinesh Mody. Located at Vidyanagari Campus, Santacruz, the Institute offers BMS, MMS, M.Sc. Finance and Ph.D. programmes, combining academic learning with internships/OJT and industry exposure.

Aligned with NEP 2020, ADMIFMS promotes holistic and experiential learning through initiatives such as Summer Internship Awards, Budget Prediction Competition, Career-pe-Charcha, Corporate Mock Interviews, Campus-to-Corporate Lectures, skill-development programmes and alumni interactions. The Institute has received several recognitions, including the MCX Award 2025, ISTD Best Academic Partner (2024–25) and First Rank in the University of Mumbai's UDRF 2024–25 for Best Institute in Management and Best Academic Department for Administration. It has also undertaken ICSSR-sponsored research collaborations and has been featured among Top 10 B-Schools in India (2024–25) by reputed national publications. The Skill Development Leadership Award (2024–25) further reflects its commitment to employability, research, innovation and holistic student development.

SNGC

Established in July 1986, **Sree Narayana Guru College of Commerce** stands today as a distinguished institution dedicated to academic excellence and holistic education. Managed by the esteemed Sree Narayana Mandira Samiti, the College is situated on a serene five-acre campus at P. L. Lokhande Marg, Chembur (W), Mumbai. Its strategic location ensures smooth accessibility, with excellent connectivity through local trains, buses and autos from all major parts of the city.

Our institution is Autonomous and permanently affiliated with the University of Mumbai, providing the College with the academic flexibility to design and implement innovative, industry-relevant and learner-centric curricula while adhering to the quality standards prescribed by the regulatory authorities. Proudly recognized under Sections 2(f) and 12B of the UGC Act. We have successfully completed four cycles of accreditation by the National Assessment and Accreditation Council (NAAC), reflecting our unwavering commitment to academic excellence, quality enhancement and continuous institutional development. We have also actively participated in the National Institutional Ranking Framework (NIRF), further reinforcing our commitment to continual growth and national-level benchmarking.

At SNGC, we are committed to nurturing intellectual growth, professional competence and ethical values. Our diverse range of 12 undergraduate and 4 postgraduate programmes in the streams of Commerce, Management, Information Technology and Data Science is designed to cater to emerging domains of knowledge and evolving industry needs. As an autonomous institution, the College continually strives to introduce contemporary curricula, innovative pedagogical practices, skill-oriented learning and experiential opportunities that enhance students' academic and professional capabilities.

With a supportive learning environment, experienced faculty and a student-centric approach, we strive to empower every learner to realize their full potential and contribute meaningfully to society. The College remains committed to fostering academic excellence, innovation, inclusivity, employability, ethical values and lifelong learning, preparing students to confidently meet the challenges of a rapidly changing global environment.

CONFERENCE SUB-THEMES

TRACKS

1. Information Tech & Digital Innovation

- Artificial Intelligence & Generative AI
- Digital Transformation & Industry 4.0
- Big Data & Business Analytics
- Blockchain & Emerging Tech
- Cybersecurity, Cloud & IoT

2. Management & Business Strategy

- Digital Transformation & Strategic Mgt.
- Innovation & Entrepreneurship
- Business Resilience & Crisis Mgt.
- Data-Driven Decision Making
- Corporate Governance & Ethics

3. Finance, Banking & Insurance

- FinTech & Digital Financial Services
- Digital Banking & Financial Inclusion
- AI in Banking, Finance & Insurance
- Sustainable Finance & ESG Investing
- Digital Assets & InsurTech

4. Marketing & Consumer Behaviour

- Digital & AI-Driven Marketing
- Social Media & Influencer Strategy
- Consumer Dynamics in Digital Era
- E-Commerce & Omnichannel CX
- Ethical Marketing & Data Privacy

5. Human Resource Management

- AI & Automation in HR / People Analytics
- Future of Work & Hybrid Workforce
- Upskilling, Reskilling & Talent Mgt.
- Diversity, Equity & Inclusion (DEI)
- Ethical AI in Workplace Practice

6. Operations & Supply Chain Mgt.

- Digital Operations & Industry 4.0
- AI, Robotics & Smart Logistics
- Sustainable & Circular Supply Chains
- Blockchain for Supply Transparency
- Predictive Analytics & Forecasting

7. NEP, Sustainability & ESG Focus

- ESG & Responsible Business Models
- Circular Economy & AI Ethics
- Climate Change & Green Tech
- Digital Inclusion & Social Impact
- NEP 2020 & Future Education

8. Strategic Leadership

- Leadership in the Digital Era
- Tech-Driven Entrepreneurship
- CSR & Stakeholder Value Creation
- Public-Private Partnerships
- Agile Management & Governance

Note: Original research papers addressing related contemporary issues within the broader scope of digital innovation, artificial intelligence, business transformation, and sustainability are also warmly welcomed.

RESEARCH | COLLABORATION | IMPACT

IMPORTANT DATES



REGISTRATION FEES

Student: INR 300
Research Scholar: INR 750
Academician: INR 1000
Industrial Expert: INR 1200
International: USD 12

Bank Details
Name: Sree Narayana Guru College of Commerce
Account No.: 50092010038875
IFSC Code: CNRB0015009
Bank & Branch: Canara Bank, Chembur East

Note: Publication charges are additional and will be communicated accordingly.

REGISTRATION LINK

https://go.imrconference.org/registration

CONFERENCE PATRONS



Shri. M. I. Damodaran
President, SNMS



Shri. D. Mohandas
Chairman, SNMS



Shri. O. K. Prasad
General Sectary, SNMS

CONFERENCE CHAIRPERSONS



Dr. Smita Shukla
Director
IQAC & ADMIFMS
University of Mumbai



Dr. Ancy Jose
Director
Sree Narayana Guru
Group of Institutions

CONFERENCE CONVENER



Dr. Jayasree .V
Principal
Sree Narayana Guru College of
Commerce, Chembur

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