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HoD - BBA

Organizing Committee

Dr. G. Manoj *- Professor*
Dr. K. Kokila *- Assistant Professor*
Dr. A. Ashwini *- Assistant Professor*

CONFERENCE TAKEAWAY

Conference Kit,Certificate, Key insight, practical knowledge and innovative ideas from the conference

SUBMISSION GUIDELINES

The manuscript should be original and unpublished work of the author/ authors. All papers will be subject to blind review by the Expert Committee. The contributors are requested to adhere to the following.

Format	:	*MS word (.doc)*
Font Size	:	*12*
Layout	:	*Single column*
Title	:	*14 pt and Bold*
Length	:	*10 pages*
Authors and Affiliations	:	*12pt*
Headings	:	*12 pt & Bold*
Margins	:	*1.2 inch*
Text	:	*12pt*
Font	:	*Times New Roman*
Line Spacing	:	*1.5*

References should be given in 'APA' format at the end of the paper.

- *The title of the paper should be precise, concise and in bold.*
- *The abstract of maximum 250 words should be followed by four to eight Keywords.*
- *The empirical research papers should contain an introduction to the topic, review of literature, methodology, results and discussion, conclusion, recommendations, acknowledgement (if any) and references.*
- *The manuscript should be written in simple, concise and free from linguistic error.*
- *Figures, Charts, Tables etc., used should be numbered and labelled.*

IMPORTANT DATES

Last date for Submission of Abstract	***25th Nov 2026***
Last date for Submission of Full Paper	***02nd Dec 2026***
Last date for Payment of Registration Fees	***14th Dec 2026***
Conference Date	***23rd Dec 2026***

PUBLICATION

- *All selected papers of duly registered authors will be published in e-proceedings with ISBN number.*
- *Delegates submit your articles in the electronic format / Soft Copy (MS word) only to* **e-mail: icetm@veltech.edu.in**

REGISTRATION FEE

https://veltech.edu.in/icetm2026/

CATEGORY	*FEE*
Industry Delegates	INR 500 (Includes 18% GST)
Academicians	INR 400 (Includes 18% GST)
Research Scholars	INR 300 (Includes 18% GST)
Students	INR 200 (Includes 18% GST)
Separate registration is required for each Author	

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Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology University, Avadi, Chennai

NAAC A++ | UGC Category-1 | NIRF 2025 87th RANK IN ENGINEERING | TOP 100 IN ENGINEERING SINCE 2017 | NBA National Board of Accreditation

SCHOOL OF MANAGEMENT

Organizing

International Conference on

"Emerging Trends In Management (ICETM 2026) Business Intelligence: A Paradigm Shift Towards Sustainability

on

23rd Dec 2026

Hybrid

(In-person and Online Participation)



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ABOUT THE UNIVERSITY

Vel Tech, established in 1997 by Founder President & Chancellor Col. Prof. Vel. Dr. R. Rangarajan and Foundress President Dr. Sagunthala Rangarajan, aims to develop socially responsible professionals through quality education. The university offers 21 UG, 17 PG, and Ph.D. programs across multiple disciplines, with around 14,000 students, 753 Ph.D. scholars, and 805 faculty. It ensures holistic development through strong academics, global exposure, and vibrant co-curricular activities. Accredited with NAAC 'A++' (CGPA 3.53) and recognized as a Category-1 Deemed University by UGC, Vel Tech holds notable NIRF 2025 rankings (87th in Engineering) and global rankings in THE and QS Asia. With 600+ international collaborations, strong research funding, and a dynamic incubation ecosystem supporting 340 startups, the institution fosters innovation, research excellence, and global engagement.

ABOUT THE SCHOOL

The School of Management at Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, Chennai, has been imparting quality business education since 1997, fostering creativity, innovation, leadership, and societal transformation. The school offers undergraduate, postgraduate, and Ph.D. programmes through its Department of Management Studies and Department of Business Administration, with industry-oriented and outcome-based curricula. The Master of Business Administration (MBA) programme is accredited by the National Board of Accreditation (NBA) reflecting its commitment to academic quality and continuous improvement. Recognised as "India's Best Brand of the Year 2022" by Berkshire Media (USA), the school emphasises experiential learning, research, entrepreneurship, and industry engagement. It provides stipend-based internships, placement training, corporate projects, and career opportunities with reputed organisations such as Valeo, Virtusa, Berger Paints, and London Stock Exchange. Supported by qualified faculty, modern infrastructure, industry interactions, workshops, seminars, and value-added courses, the School nurtures competent, ethical, and industry-ready professionals equipped to address emerging business challenges and contribute to sustainable development.

ABOUT THE CONFERENCE THEME

The International Conference on "Emerging Trends in Management (ICETM 2026) – Business Intelligence: A Paradigm Shift Towards Sustainability," organised by the School of Management, Vel Tech, aims to provide a prestigious platform for entrepreneurs, policymakers, government officials, academicians, researchers, industry professionals, and students.

The conference seeks to bring together experts from academia and industry to exchange knowledge, share innovative ideas, and discuss emerging business challenges and opportunities. It aims to facilitate meaningful deliberations on contemporary developments in Marketing, Finance, Human Resource Management, Operations, Business Analytics and Data Science, and Logistics and Supply Chain Management.

Business Intelligence (BI) has emerged as a vital tool for organisations to make informed decisions and gain valuable insights from business data. It has evolved from traditional data reporting to advanced analytics, predictive modelling, and AI-driven decision-making.

The conference emphasises the role of Business Intelligence in driving innovation, improving organisational performance, and promoting sustainable business practices. It also encourages research collaboration and knowledge sharing towards building resilient, responsible, and future-ready organisations.

CONFERENCE THEMES

International Conference on "Emerging Trends In Management (ICETM 2026) Business Intelligence, Paradigm Shift towards Sustainability

TRACK 1: MARKETING AND CONSUMER INTELLIGENCE

- *AI in Personalized Marketing*
- *Social Commerce and Influencer Marketing*
- *Consumer Privacy and Personalization*
- *Neuromarketing and Consumer Behaviour*
- *Sustainable Branding and Greenwashing*

TRACK 2: FINANCE, FINTECH AND SUSTAINABLE INVESTMENT

- *AI in Financial Risk Management*
- *FinTech and Financial Inclusion*
- *Green FinTech and ESG Investing*
- *Central Bank Digital Currencies*
- *Cryptocurrency and Sustainable Investor Behaviour*

TRACK 3: HUMAN RESOURCE MANAGEMENT

- *Generative AI for Sustainable HRM*
- *AI Bias in Recruitment*
- *HR Analytics and Employee Retention*
- *Human-AI Collaboration at Work*
- *Employee Well-being in Hybrid Workplaces*

TRACK 4: OPERATIONS

- *AI-Driven Predictive Maintenance*
- *Digital Twins in Smart Manufacturing*
- *Lean-Agile Operations*
- *AI-Driven Business Process Automation*
- *Sustainable and Circular Manufacturing*

TRACK 5: BUSINESS ANALYTICS AND DATA SCIENCE

- *Agentic AI for Sustainable Business Analytics*
- *Explainable AI and Business Ethics*
- *Predictive Analytics for Business Forecasting*
- *AI-Driven Cyber Risk Analytics*
- *Generative AI and Synthetic Data*

TRACK 6: LOGISTICS & SUPPLY CHAIN MANAGEMENT

- *AI-Driven Demand Forecasting*
- *Digital Supply Chain Resilience*
- *Green Logistics and Decarbonization*
- *Blockchain for Sustainable Supply Chain Traceability*
- *Industry 5.0 and Sustainable Smart Logistics*

Any other topics relevant to the conference theme.