



JAYPEE UNIVERSITY ANOOPSHAHR

**FACULTY OF MANAGEMENT AND
COMMERCE**

organises
NATIONAL CONFERENCE

Sponsored by
**Indian Council of Social Science
Research**

On

**Business Management in the
Era
of Digital Transformation
24th and 25th April 2026**

**In
Hybrid Mode**

About the Conference

The business environment has witnessed rapid transformation in recent years due to the growing influence of digital technologies, data-driven systems, and online platforms. These changes have significantly reshaped managerial practices, decision-making processes, and organizational structures.

Digital transformation is not just about adopting new technologies, but about redefining management approaches to respond to dynamic markets, increased competition, and evolving customer expectations. It also brings challenges such as workforce adaptation, data security, ethical concerns, and regulatory compliance.

Sponsored by the Indian Council of Social Science Research, this National Conference aims to provide a platform for academicians, researchers, and industry professionals to discuss emerging issues, share insights, and explore new perspectives in business management. The conference seeks to promote research-based discussions and contribute to the development of effective management practices in the digital era.



Sub-themes:

Strategic Management, Leadership, AI and Organisational Development

Human Resource Management, Organisational Behaviour, AI in HR Analytics and Workforce Transformation

Marketing Management, Consumer Behaviour, AI and Digital Business Practices

Financial Management, Accounting Practices, AI in Financial Analytics and Corporate Performance

Operations Management, Supply Chain, AI and Business Process Optimisation

Entrepreneurship, Innovation, AI, Corporate Governance and Management Education

Important Dates:

- Abstract Submission Deadline: 15 April 2026
- Acceptance Notification: 18 April 2026
- Full Paper Submission: 22 April 2026
- Last Date of Registration: 23 April 2026

Publication Opportunity

Selected high-quality papers may be considered for publication in the *International Journal of Accounting, Business and Finance (IJABF) ABDC Indexed* through a double-blind peer review process. Other accepted papers will be published in an edited book with ISBN.

About Jaypee University

Anoopshahr

Jaypee University Anoopshahr, established in 2014 under the Government of Uttar Pradesh Act, is a multidisciplinary institution of the renowned Jaypee Group. Located on a serene 90-acre campus on the banks of the Ganga, about 120 km from Delhi, it offers a peaceful environment for learning and research. The university provides programs in Engineering, Management, Sciences, Arts, and Commerce, with a focus on academic excellence, research, and holistic development.

About Anoopshahr



Anoopshahr, located in Bulandshahr district of Uttar Pradesh, is a historic town on the banks of the holy river Ganga, popularly known as "Chhoti Kashi." Situated about 120 km from Delhi, it is known for its peaceful environment and cultural significance. The town is home to the beautiful Baba Mastram Ghat, developed under the guidance of Hon'ble Shri Jayprakash Gaur Ji.

Chief Patron:



Shri Manoj Gaur

Patron



Prof. S.C. Saxena

Conference Chairperson



Prof. Rajiv Saxena



Dr. Rahul Kumar
Convener



Dr. Nishant Shrivastava
Conf. Secretary



Sh. Sanjay Agarwal
Organising Team Chair

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Call for Papers;

Abstract and Paper submission mail:

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Payment Details;

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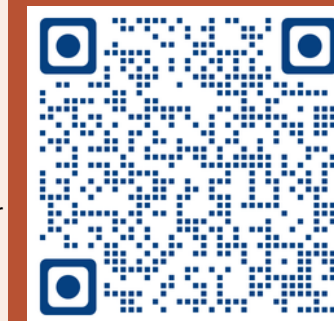
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