

ICETBM 2026 - International Conference on Emerging Trends in Business and Management 2026

Conference Theme: AI and the Digital Economy: Transforming Business Models and Policy

(5th – 6th March 2026)

Organized By

SSN School of Management

Department of Management Studies, Sri Sivasubramaniya Nadar College of Engineering
(SSN)

About ICETBM 2026

ICETBM 2026 is the 4th International Conference hosted by Department of Management Studies, Sri Sivasubramaniya Nadar College of Engineering (SSN), India on 5th and 6th March 2026 and will be a hybrid event. This conference is on the overarching theme “***AI and the Digital Economy: Transforming Business Models and Policy***” and focuses on innovative strategies that help businesses thrive in a rapidly evolving technological landscape while prioritizing sustainability. It will explore how AI and digital transformation can be integrated into core business functions to promote resilience and align with key United Nations Sustainable Development Goals (SDGs). The conference offers a platform for academics, professionals, and policymakers to discuss sustainable business practices across various sectors, with emphasis on the following SDG goals: SDG 8: Decent Work and Economic Growth, SDG 9: Industry, Innovation, and Infrastructure, SDG 12: Responsible Consumption and Production, SDG 17: Partnerships for the Goals.

Primary Areas of Focus

Keynote Address by Academicians and Thought Leaders, Selected Paper Presentation Sessions, and Meet the Editors (online).

Target Audience

Researchers, academics, industry professionals, policymakers, students, and other stakeholders interested in the application of fields such as international business, entrepreneurship, sustainability, competitiveness in global markets and technology.

Sub-themes

Papers are welcomed for the following topics (not limited to):

Track 1: AI in Finance and FinTech Innovations (SDG 9: Industry, Innovation, and Infrastructure)

Applications of AI in banking, investments, risk management, insurance, digital payments, blockchain, and financial inclusion.

Track 2: AI in Operations, Supply Chain, and Logistics (SDG 12: Responsible Consumption and Production)

Smart operations, predictive analytics for demand and inventory, intelligent logistics, resilience in global supply chains, and sustainable operations.

Track 3: AI in Human Resources and Future of Work (SDG 8: Decent Work and Economic Growth)

AI-driven recruitment, talent analytics, digital employee engagement, workforce transformation, gig economy, and ethical issues in HR automation.

Track 4: AI in Marketing, Consumer Behavior, and E-Commerce (SDG 12: Responsible Consumption and Production)

Digital marketing, personalization, customer journey mapping, social media analytics, retail innovations, and evolving consumer behavior in the digital age.

Track 5: AI, Data Science, and Business Analytics (SDG 9: Industry, Innovation, and Infrastructure)

Big data applications, machine learning for decision-making, predictive and prescriptive analytics, business intelligence, and data-driven strategies for organizations and policymakers.

Track 6: General Track: Applications of AI in the Digital Economy: Society and Emerging Domains (SDG 3: Good Health and Well-being; SDG 4: Quality Education; SDG 11: Sustainable Cities and Communities; SDG 17: Partnerships for the Goals)

Exploring the role of AI in healthcare, education, agriculture, tourism, public services, creative industries, and other evolving areas of the digital economy. This track welcomes submissions that demonstrate societal impact or interdisciplinary contributions which may not fit neatly into other thematic tracks.

Keynote Speaker

(Waiting for confirmation from Editors of top-tier Journals)

Meet the Editor

(Waiting for confirmation from Editors of top-tier Journals)

Call for Papers & Submission Guidelines

We invite submissions of extended abstracts (for initial screening). Upon acceptance, authors will be invited to submit the full paper in one of the following categories: Research Papers (Qualitative / Quantitative / Mixed Methods), Literature Reviews, Case Studies, and Conceptual Papers.

Guidelines for Submissions

All submissions must be original and unpublished. Extended abstracts should not exceed 300 words (excluding references). On acceptance of the abstract, full papers should be submitted not exceeding 4000 words.

Selected papers will be presented in themed sessions at the conference, which will be conducted in a hybrid format: Indian participants will present their papers in person at the SSN campus, international participants have the option to present virtually.

Review and Publication Process

- **Abstract Review** – Each extended abstract (not exceeding 300 words) will be reviewed for scope and relevance. If accepted, authors will be invited to submit the full paper.
- **Full Paper Review** – Submitted full papers (not exceeding 4000 words) will undergo a double-blind peer review by at least two reviewers.
- **Revisions and Presentation** – Authors must address reviewer comments and present their papers at the conference (in-person for Indian participants; international participants may present virtually).
- **Final Decision & Publication** – After presentation, a final review decision will be made.

Accepted papers will be published in Springer Proceedings (proposed). Papers that are presented but not accepted for Springer will have their abstracts published with an ISBN number.

Important Dates

- **Submission of Extended Abstracts:** Nov 15 – Dec 15, 2025
- **Intimation of Abstract Acceptance:** Dec 20, 2025
- **Submission of Full Papers (Post-Acceptance):** Jan 10, 2026
- **Peer Review Feedback:** Feb 5, 2026
- **Final Revised Paper Submission:** Feb 20, 2026
- **Early Bird Registration:** Till Jan 15, 2026
- **Conference Dates:** Mar 5th, 6th, 2026

Conference Proceedings:

The conference proceedings will include only abstracts or extended abstracts of the presented papers, published with an ISBN.

Springer Proceedings (Proposed):

A proposal has been submitted to Springer for publishing selected, peer-reviewed full papers in their proceeding's series. Authors of shortlisted papers will be notified once the partnership is confirmed, and such papers will undergo an additional peer-review process in line with Springer's publication standards.

Journal Publication Opportunities:

Awaiting approval from journals; updates will be provided shortly.

Registration Details

At least one co-author must register for the conference to ensure the paper's inclusion. For all authors to receive individual certificates, each author must complete their own conference registration.

Faculty member	Rs.3,500
Research Scholar	Rs. 2,800
International Participants	\$50
Early Bird (Till 15th Jan,2026)	Rs.2,500
Industrial members	Rs.5,000

Payment Link: Will be updated shortly.

Abstract Submission: Extended Abstract (Up to 300 words) to be submitted to oxford abstracts. Link will be provided shortly.

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Travelling to Chennai

Chennai has a wonderful mix of beaches, temples, and historic sites. Start your day at Marina Beach to enjoy the sunrise. Then, visit Kapaleeshwarar Temple and San Thome Basilica for a taste of Chennai's spiritual and architectural beauty. Explore Fort St. George to see artifacts from British colonial times, and stop by the Government Museum for ancient artifacts and art. For nature lovers, Guindy National Park offers a peaceful escape, or you can relax at the quieter Elliot's Beach. Just outside Chennai, Mahabalipuram's rock-cut temples are must-see. Visit Valluvar Kottam, a unique monument, and Dakshin Chitra, a cultural village, to experience local traditions. End your day at the Chennai Lighthouse for a stunning view of the coastline. This plan covers Chennai's best sights simply and enjoyably.

Location Map

From Airport, Railway Station to SSN.