



ICETBM 2026

INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN BUSINESS AND MANAGEMENT

*AI and the Digital Economy: Advancing Business Models
and Policy with an International Perspective*

4th March 2026 (Pre-Conference Workshop)

5 - 6 March 2026

Venue: SSN School of Management, Chennai

About Institution

SSN School of Management (SSN SoM), founded by Dr. Shiv Nadar, Chairman Emeritus of HCL Technologies, is a leading B-School committed to high-quality management education. Located on a 250-acre campus in Chennai's IT Corridor, it functions under the autonomous SSN College of Engineering, affiliated with Anna University and approved by AICTE. The school is accredited with NAAC A+, ISO 9001:2000, and NBA for its MBA program. With strong national visibility, SSN attracts students through CAT, XAT, CMAT, and TANCET. Known for its diversity and academic excellence, the Institution has produced 25 MBA batches and continues to progress with ambitious growth plans.

About ICETBM

ICETBM 2025, the 5th International Conference organized by the organized by SSN School of Management, SSN College of Engineering, will be held in hybrid mode from 5-6 March 2026. The conference, themed "AI and digital technologies transforming business, governance, and society," explores how technology driven strategies strengthen business resilience and advance sustainable development. It highlights the integration of AI and digital transformation into key business functions in line with UN SDGs 8, 9, 12, and 17, and provides a platform for academics, industry leaders, and policymakers to discuss sustainable practices across sectors.





Primary Area of Focus

To examine how AI and the digital economy are transforming business models and policy frameworks, with an emphasis on global trends and international perspectives that drive innovation and sustainable growth.

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 - 01** AI in Finance and FinTech Innovations (SDG 9)
- Track - 02** AI in Operations, Supply Chain, and Logistics (SDG 12)
- Track - 03** AI in Human Resources and the Future of Work (SDG 8)
- Track - 04** AI in Marketing, Consumer Behavior, and E-Commerce (SDG 12)
- Track - 05** AI, Data Science, and Business Analytics (SDG 9)
- Track - 06 - General Track** Applications of AI in the Digital Economy: Society and Emerging Domains (SDG 9)

Pre-Conference Workshop

04th March, 2026 1.30 P.M to 3.30 A.M

Join an enriching workshop led by
Dr. Anoop Bhogal Nair,
Senior Lecturer

designed for postgraduate students and early-career scholars.

Enhance your research expertise before the conference begins!

Meet the Editorial Panel

05th March, 2026 11 A.M to 12.30 P.M

Moderator: Dr. P. Theerthaana, SSN School of Management

Gain valuable insights from distinguished editors

Dr. Anoop Bhogal Nair,
Senior Lecturer
&
Dr. Sharad Gupta,
Senior Lecturer

who will serve as resource persons.

A must-attend session for aspiring researchers and authors!

Call for Papers

We welcome the submission of extended abstracts of Research Paper (Qualitative / Quantitative / Mixed Methods), Literature Review, Case Study and Conceptual Paper.

Guidelines for Submission

All papers submitted must be original with a maximum word limit of 5000 to 6000 words (excluding references). The submission link will be accessible on the conference webpage. 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.

Note: For exceptional cases, online presentations may be permitted for Indian participants.

Important Dates

- Submission of Extended Abstracts:
- Intimation of Abstract Acceptance
- Peer Review Feedback
- Final Revised Paper Submission
- Early Bird Registration

15 Nov - 15 Dec 2025

20-Dec-25

05-Feb-26

20-Feb-26

Till 15 Jan 2026

Publication Partners

Publication of Conference Proceedings: The conference proceedings will contain only abstracts or extended abstracts of the presented papers with ISBN number.

Journal Publication Opportunities (For papers registered and presented during Conference)

APC Will apply, as per the journal norms

Scopus

- Advances in Consumer Research (**Scopus Q4, B grade**)
- TPM - Testing, Psychometrics, Methodology in Applied Psychology (**Scopus Q3**)
- International Journal of Basic and Applied Sciences (**Scopus**)
- International organisations research journal (**Scopus Q2**)

Category - ABDC

- Journal of Informatics Education and Research (**C Grade**)
- European Economic Letters (**C Grade**)
- International Insurance Law Review (**A Grade**)

Awards & Prizes

Cash prizes and a Best Paper certificate will be awarded for each track.

Abstract Submission

Abstract (Upto 300 words) to be submitted to

<https://app.oxfordabstracts.com/stages/79880/submitter>



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.2,500**
- Research Scholar **Rs.1,500**
- International Participants **\$50**
- Industrial members **Rs.3,000**
- Undergraduate and Postgraduate Students **Rs.1,200**

<https://rzp.io/rzp/ICETBM-26>

Conference Committee

CHIEF PATRON

Dr. Shiv Nadar, Founder

Shiv Nadar Foundation

PATRON

Dr. S. Radha, Principal,

Sri Sivasubramaniya Nadar College of Engineering.

CONFERENCE CHAIR

Dr. K. Hariharanath, Director,

SSN School of Management

Contact Detail

Conference Email:

somconference@ssn.edu.in

Conference Website:

<https://www.ssn.edu.in/icetbm-2025/>

Address:

SSN School of Management,
Sri Sivasubramaniya Nadar
College of Engineering (SSN), SH 49A,
Kalavakkam, Tamil Nadu 603110

Conference Convener

Dr. P. Theerthaana,

Assistant Professor,

SSN School of Management

Mob: 9840964632

Conference Co - Convener

Dr. Kavitha Muthukumaran,

Associate Professor,

SSN School of Management

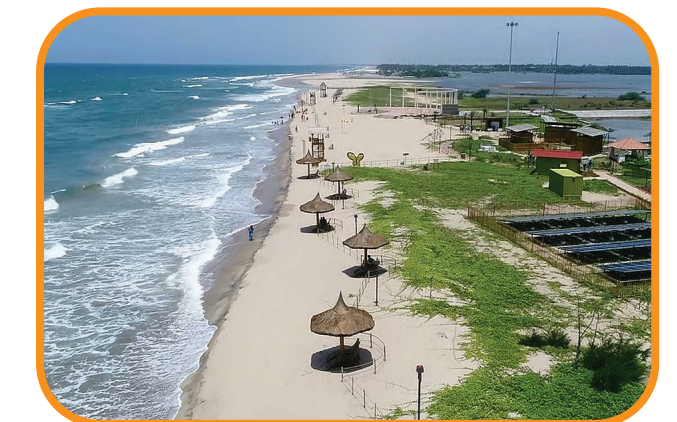
Mob: 9841241617

Nearby Location



Shore Temple - Mahabalipuram

(30 km, ~45 mins)



Kovalam Blue Flag Beach

(22 km, ~30 mins)

