



MSNIM

MANEL SRINIVAS NAYAK
INSTITUTE of MANAGEMENT



MSNIM Besant Campus, Bondel, Mangalore-575008



Under the Aegis of

Internal Quality Assurance Cell (IQAC)

in collaboration with

INTI INTERNATIONAL UNIVERSITY

Malaysia

and in association with

Manipal School of Commerce and Economics (MSCE)

Manipal Academy of Higher Education (MAHE), Manipal

Organizes

**ONE-DAY
INTERNATIONAL CONFERENCE**

on

INNOVATION, TECHNOLOGY AND SUSTAINABILITY:

EFFECTS ON BUSINESS

18th June 2026

Hybrid Mode

Venue : MSNIM Besant Campus, Bondel



About MSNIM

Manel Srinivas Nayak Institute of Management, popularly known as MSNIM, was established in 1999 as a far-sighted initiative by the Management Council of Women's National Education Society, Mangalore, and the sponsors of the renowned Besant Institutions. MSNIM is regarded as a pioneer in Management education in Mangalore and has the distinction of being the first private MBA Institute affiliated to Mangalore University. The institute has adopted a multi-pronged approach to maintain a high standard in its academic endeavors, fostering managerial skill development and the right attitude to life and business among the students. In a saga of rapid growth spanning 26 years, the institution has been marching towards excellence along the path illuminated by the vision of the illustrious founders, Dr. Annie Besant, writer and womens' rights activist and Sri Manel Srinivas Nayak, a great philanthropist, visionary, and the fourth president of WNES.

The institute is re-accredited by NAAC with 'A' grade and offers a two-year full-time MBA programme leading to the award of a postgraduate degree by Mangalore University, approved by AICTE, Government of India. Excellent infrastructure, experienced faculty, adequate industry exposure, and an impressive track record of academic achievements and placements make us an educational destination of choice for students from all over the country. In addition to the existing MBA programme, the institute organizes many training programs, seminars and workshops in collaboration/association with reputed institutions and universities in India and abroad.

About INTI

INTI International University & Colleges, founded in 1986, now hosts over 17,500 students across four campuses in Malaysia. It emphasizes universal education access and student-centered learning, offering global resources, international faculty, and modern teaching methods. INTI prepares graduates for the evolving workplace, focusing on skills needed for Industry Revolution 4. (IR 4.0). With strong industry partnerships, it ensures 100% internship placements and demonstrates a 99% employment rate within six months of graduation. Accredited by the Malaysian Ministry of Higher Education, INTI offers 150+ programs, including pathways to professional certifications. Recognized in the QS World University Rankings with 516th place and committed to fostering future leaders, INTI continues to innovate and transform education.

About Manipal School of Commerce and Economics (MSCE), Manipal Academy of Higher Education (MAHE), Manipal

The Department of Commerce (DoC) has proudly evolved into the Manipal School of Commerce and Economics (MSCE), marking a pivotal moment in its growth and identity. Since its establishment in 2007 with the introduction of the flagship BBA program, the school has continually broadened its academic portfolio. MSCE offers an extensive range of undergraduate specializations, including Banking, Financial Markets, Management Accounting (Professional), Logistics & Supply Chain, Marketing, Human Resources, Insurance & Risk Management, Family Business Management, Economics, Business Analytics, and Sports Management. The academic portfolio further includes B.Com programs in Professional, Business Process Management, AI and FinTech, and Capital Markets, along with a one-year Postgraduate Diploma in Logistics & Supply Chain. At the postgraduate level, MSCE offers niche programs such as MSc in Financial and Health Economics, MSc in Business Analytics, and MA in Creative and Digital Marketing. Our students have achieved distinguished placements on both national and international platforms. The school maintains strong academic collaborations with leading universities across the US, Europe, Southeast Asia, the Middle East, Australia, and New Zealand. It also partners with global professional bodies such as ACCA (UK) and CMA, and has strategic alliances with NSE, ACCA, ISDC, and CMA for specialized training and certifications. MSCE is home to eight dedicated centres aimed at promoting excellence in research and learning. With a vision to become a global hub of academic excellence, the school is committed to delivering holistic education, fostering research, nurturing faculty expertise, and enhancing global outreach.

Payment Procedure for International and Indian Scholars

Option 1: Payment may be made in the form of DD/Cheque drawn in favor of
"Women's National education Society", payable at Mangalore, Karnataka, India.

Option 2: National Electronic Fund Transfer (NEFT) using the
Account number: 73670200000107
Bank of Baroda Bondel, Mangalore
IFSC Code: BARBOVJBOND

Conference Theme

The conference on "Innovation, Technology and Sustainability: Effects on Business" aims to explore ways businesses can integrate environmental, social, and governance practices to foster long-term sustainability. With an emphasis on responsible growth, the conference encourages discussions around the need of innovation, technology and sustainability on economic resilience and social welfare.

Conference Objectives

1. To understand the role of innovation and technology in business growth and sustainability.
2. To explore strategies for integrating sustainability in organizational practices.
3. To analyze the economic, environmental, and social impacts of sustainability initiatives.
4. To share best practices and innovations promoting sustainability across industries.
5. To acknowledge and encourage doctoral research in Management that is both interesting and significant in a variety of fields, such as Economics and Social Sciences, Entrepreneurship, Finance and Accounting, Information Systems, Marketing, Organizational Behaviour and Human Resources Management, Production and Operations Management and Strategy.
6. To promote cooperation between researchers from various institutions.
7. To provide a platform of exchange between doctorate students, renowned academicians and researchers to identify new applications and lines of research.
8. To give potential researchers a venue for publishing by requesting the authors of the finest publications to submit their work to the MSNIM Review Journal.

Sub - Themes

1. Sustainable Leadership and Workforce Development
2. Employee Well-being and Diversity, Equity, and Inclusion (DEI)
3. Green Marketing and Sustainable Branding
4. Consumer Behavior and ESG Expectations
5. ESG Investments and Sustainable Finance
6. Risk Management in ESG Implementation
7. Circular Economy and Resource Efficiency
8. Economic Impact of Climate Change
9. Government Regulations and ESG Compliance
10. Technology and Innovation in ESG Transformation
11. Social Responsibility and Community Engagement in Healthcare and education
12. Diversity, Equity and Inclusion (DEI) in the workplace
13. Employee-well being programs in Corporate Culture

Target Participants and Paper presentations from:

1. Academicians and Researchers
2. Industry Professionals and Practitioners
3. Post - Graduate Students (MBA, M.Tech, MSW etc.) and Young Professionals

The conference will be held in Hybrid mode.

Participants

The organizing committee of the conference encourages Academicians, Corporates, Family-owned business persons, Research scholars, Entrepreneurs, Under Graduate and Post Graduate Students of institutions across the globe to participate and contribute their ideas, concepts, case studies and paradigms in the conference.

Guidelines for Paper Submission

One soft copy of the full paper with abstract up to 200 words in MS Word format shall be submitted to the Conference Coordination Committee on or before the due date. The electronic copy should be mailed to conference@msnim.edu.in The paper submitted should be original and should not have been published anywhere nor kept under consideration for publication. Authors have to register separately & pay separately per paper to get certificates.

Specifications for the Papers

Abstract	Not exceeding 200 words
Full Paper	Not exceeding 2,500 words excluding title/cover page and references
Paper Size and Margins	A4, 2.5cm/1 inch
Font	Times New Roman, 12 point
Spacing	1.5
Title Page	Title, Author(s), Affiliation(s), Contact details
Keywords	4–5
Reference/Bibliography	APA format prescribed by American Psychological Association (http://www.apa.style.org)/ Harward style
Format	MS Word

Review Process

The submitted papers will be reviewed by the members of the paper review committee and the authors will be intimated of acceptance of the paper for presentation.

Publication Details

Selected papers of registered authors will undergo a double-blind review process and will be published in MSNIM Management Review (Online Journal) with ISSN: 2583-8741. Articles should be e-mailed to conference@msnim.edu.in

Important Timelines

Paper submission opens:	10 th March 2026
Abstract submission deadline:	30 th May 2026
Paper submission deadline:	5 th June 2026
Intimation of acceptance:	6 th June 2026
Registration opens:	15 th May 2026
Last date for registration:	14 th June 2026
Date of Conference:	18 th June 2026

Registration Details

Registration fees include GST charges and conference kit while it excludes the boarding and lodging charges. The fees mentioned below are subject to change based on discussions with our collaborators.

Category	Registration Fee
Ph.D Research Scholar / Faculty / PG and UG Students	500 INR/ US \$ 10 / RM 50
Corporate Delegates	1000 INR/ US \$ 12 / RM 60
Foreign participants	2000 INR/ US \$24 / RM 100



[Register Here](https://forms.gle/7WjuaST2ijM2Xo7d6)

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MSNIM

MANEL SRINIVAS NAYAK INSTITUTE *of* MANAGEMENT



Affiliated to Mangalore University | Approved by AICTE | Reaccredited by NAAC with "A" Grade in 3rd Cycle

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