



ICREI-CM 2026 • SATURDAY, 31 OCTOBER 2026 • ONLINE MODE (GOOGLE MEET)

Conference Tracks & Sub-Themes

International Conference on Recent and Emerging Issues in Commerce and Management

Research with Integrity, Innovation and Impact.

ICREI-CM 2026, an online international conference to be held through Google Meet, welcomes research papers and case studies on recent and emerging issues across the full breadth of **Commerce and Management**. Alongside the conference's special theme on research ethics and integrity (Tracks 01–08), twelve general tracks (Tracks 09–20) are open to papers drawn from authors' **Ph.D. research, M.Phil./MBA/M.Com. dissertations, funded and minor research projects, consultancy assignments and field studies**. The sub-themes listed under each track are indicative; papers on any related topic are equally welcome.

How to choose and mention your track

- 1. Pick the one track** that best matches the main focus of your paper. Interdisciplinary papers should choose the track closest to their core contribution.
- 2. Mention the track number** in the e-mail subject line: Name of Author | Mobile Number | Track Number (e.g. Dr. ABC Patil | 9876543210 | Track 11).
- 3. Integrity angle welcome.** Papers in Tracks 09–20 that also reflect on ethical, transparent or responsible research practice in their field are especially encouraged.
- 4. Last date for paper submission and registration:** Sunday, 25 October 2026, 5:00 PM (please submit early) • Submit to conference@aimsaramati.org • Conference: 31 October 2026, online (Google Meet)

PART A — SPECIAL THEME TRACKS: RESEARCH ETHICS & INTEGRITY

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|---|---|
| 01 Fabrication, Falsification & Plagiarism in Research | 02 AI in Academic Writing: Boundaries & Disclosure |
| 03 Predatory Publishing & Peer Review Ethics | 04 Authorship Ethics & Publication Practices |
| 05 Research Misconduct as Organisational Behaviour | 06 Institutional Cultures of Integrity & Policy |
| 07 Ethics in Case Writing & Case-Based Pedagogy | 08 Doctoral Research & Supervision Integrity |

PART B — GENERAL TRACKS IN COMMERCE & MANAGEMENT

Each track lists ten indicative sub-themes. Authors may write on any of these or on any closely related topic within the track.

TRACK
09

Marketing Management & Consumer Behaviour

Markets, customers, brands and the changing ways firms reach and serve them.

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|--|---|
| 09.1 Consumer behaviour and buying decision processes | 09.6 Rural and agricultural marketing |
| 09.2 Digital, social media and influencer marketing | 09.7 Customer relationship management and loyalty programmes |
| 09.3 Brand management and brand equity | 09.8 Marketing analytics and AI-driven personalisation |
| 09.4 Services marketing and customer experience | 09.9 Green and sustainable marketing |
| 09.5 Retail management and omnichannel strategies | 09.10 Advertising, integrated marketing communication and media ethics |

Human Resource Management & Organisational Behaviour

People, workplaces and the behaviour that shapes organisational performance.

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|---|---|
| 10.1 Talent acquisition, employer branding and retention | 10.6 Diversity, equity and inclusion at the workplace |
| 10.2 Training, learning and development | 10.7 Industrial relations and the new labour codes |
| 10.3 Performance management and compensation systems | 10.8 HR analytics and digital HRM |
| 10.4 Employee engagement, well-being and work-life balance | 10.9 Hybrid, remote and gig work arrangements |
| 10.5 Leadership, motivation and organisational culture | 10.10 Emotional intelligence, stress and occupational health |

Finance, Banking & Accounting

Financial decisions, markets, institutions and the reporting that supports them.

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|---|---|
| 11.1 Corporate finance, capital structure and dividend policy | 11.6 Behavioural finance and investor decision-making |
| 11.2 Investment analysis, portfolio management and capital markets | 11.7 Mutual funds, insurance and retirement planning |
| 11.3 Banking reforms, NPAs and credit risk management | 11.8 Financial reporting, Ind AS / IFRS and auditing |
| 11.4 Financial inclusion and microfinance | 11.9 Cost and management accounting |
| 11.5 FinTech, digital payments and UPI | 11.10 Green finance, ESG investing and sustainable finance |

Production & Operations Management

Designing, running and improving the systems that make products and deliver services.

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| 12.1 Production planning and control | 12.6 Project management and operations scheduling |
| 12.2 Lean manufacturing, Six Sigma and Kaizen | 12.7 Service operations management |
| 12.3 Total quality management and quality standards (ISO) | 12.8 Productivity, efficiency and capacity planning |
| 12.4 Inventory management and material requirements planning | 12.9 Maintenance management and workplace safety |
| 12.5 Industry 4.0, automation and smart manufacturing | 12.10 Operations research and quantitative decision models |

Supply Chain & Logistics Management

Moving goods, information and value efficiently from source to customer.

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| 13.1 Supply chain design and network optimisation | 13.6 Green logistics, reverse logistics and circular supply chains |
| 13.2 Logistics and transportation management | 13.7 Digital supply chains: blockchain, IoT and tracking technologies |
| 13.3 Warehousing and distribution management | 13.8 Agri-food supply chains and cold-chain management |
| 13.4 Procurement, sourcing and vendor management | 13.9 E-commerce fulfilment and last-mile delivery |
| 13.5 Supply chain resilience and risk management | 13.10 Logistics infrastructure, policy and multimodal transport |

TRACK

14

International Business & Global Trade

Firms, markets and policies operating across national borders.

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|--|---|
| 14.1 Globalisation and international trade in practice | 14.6 Cross-cultural management and global teams |
| 14.2 Export-import management and procedures | 14.7 Global marketing and market-entry strategies |
| 14.3 Foreign direct investment and multinational enterprises | 14.8 Global value chains and "Make in India" |
| 14.4 Trade policy, free trade agreements and WTO issues | 14.9 International finance and cross-border investment |
| 14.5 Foreign exchange management and currency risk | 14.10 Geopolitics, trade disruptions and global business risk |

TRACK

15

Corporate Governance, Business Ethics & CSR

How companies are directed, held accountable and made responsible to society.

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| 15.1 Corporate governance frameworks and board effectiveness | 15.6 Mergers, acquisitions and corporate restructuring |
| 15.2 Business ethics and ethical decision-making | 15.7 Family business governance and succession |
| 15.3 Corporate social responsibility: practice and impact | 15.8 Regulatory compliance: Companies Act and SEBI norms |
| 15.4 Whistle-blowing, fraud and corporate misconduct | 15.9 Corporate reputation and crisis management |
| 15.5 Shareholder rights, activism and investor protection | 15.10 Ethics of AI, data privacy and responsible technology |

TRACK

16

Entrepreneurship, Innovation & MSMEs

Creating, financing and growing new and small enterprises.

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| 16.1 Startup ecosystems, incubators and accelerators | 16.6 Innovation management and design thinking |
| 16.2 Women entrepreneurship | 16.7 Venture capital, angel investment and crowdfunding |
| 16.3 MSME growth, financing and challenges | 16.8 Government schemes: Startup India, Stand-Up India, MUDRA |
| 16.4 Social entrepreneurship and social enterprises | 16.9 Family enterprises and next-generation entrepreneurs |
| 16.5 Rural and agri-entrepreneurship | 16.10 Entrepreneurship education and student startups |

TRACK

17

Digital Business, Business Analytics & AI in Management

Technology, data and intelligent systems transforming how businesses work.

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| 17.1 Digital transformation of organisations | 17.6 ERP, CRM and management information systems |
| 17.2 Business analytics and data-driven decision-making | 17.7 Generative AI at the workplace and productivity |
| 17.3 Artificial intelligence and machine learning in management | 17.8 Blockchain and emerging technologies in business |
| 17.4 E-commerce and platform business models | 17.9 Digital skills, reskilling and the future of work |
| 17.5 Cybersecurity and data protection management | 17.10 Technology adoption by MSMEs and consumers |

TRACK

18

Strategic Management & Leadership

Direction-setting, competitive advantage and leading organisations through change.

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| 18.1 Strategic planning and competitive advantage | 18.6 Decision-making under uncertainty |
| 18.2 Business models and strategic innovation | 18.7 Management education, employability and industry-academia linkage |
| 18.3 Change management and organisational transformation | 18.8 Strategic alliances, partnerships and collaborations |
| 18.4 Knowledge management and learning organisations | 18.9 Performance measurement and the balanced scorecard |
| 18.5 Leadership styles and organisational performance | 18.10 Crisis leadership and business continuity |

Economics, Commerce, Taxation & Public Policy

The economic and policy environment in which business and commerce operate.

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| 19.1 Indian economy: growth, inflation and employment | 19.6 Monetary policy, RBI and the financial system |
| 19.2 Goods and Services Tax (GST): implementation and impact | 19.7 Co-operative sector and co-operative banking |
| 19.3 Direct tax reforms and tax compliance | 19.8 Poverty, inequality and inclusive growth |
| 19.4 Agricultural economics and rural development | 19.9 Tourism, hospitality and the services economy |
| 19.5 Public finance and government budgets | 19.10 Economic policy for Viksit Bharat @2047 |

Sustainability, ESG & Green Business

Business practices that balance economic, social and environmental goals.

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| 20.1 ESG reporting and Business Responsibility & Sustainability Reporting (BRSR) | 20.6 Green HRM and pro-environmental behaviour |
| 20.2 Sustainable business practices and models | 20.7 Sustainable consumption and consumer attitudes |
| 20.3 Circular economy and waste management | 20.8 Sustainable Development Goals (SDGs) and business |
| 20.4 Climate change, carbon accounting and carbon markets | 20.9 Environmental accounting and auditing |
| 20.5 Renewable energy business and policy | 20.10 Sustainable tourism and community development |

Not sure which track fits?

Write to conference@aimsbaramati.org with your paper title and abstract, and the committee will guide you. For formatting, structure and referencing, please refer to the **Paper Submission Guidelines** and the **Model Research Paper** (QR codes on the conference brochure). Accepted papers will be published in **TIJCMBLIR (ISSN: 3065-9191)**, with a DOI for every paper.

Lead with Integrity. Publish with Impact. Win Best Paper Awards in Every Category!