

4th
Edition

International Conference

Emerging Trends in Business and
Computer Applications (ICETBCA)

Hybrid Mode

Theme

Artificial Intelligence for a Sustainable Future :
Innovation, Ethics and Impact



19th – 20th
June, 2026



Organised by



SRUSTI ACADEMY of MANAGEMENT and TECHNOLOGY (AUTONOMOUS)

1st B-School in Odisha with NAAC 'A' GRADE Accreditation

Approved by AICTE, New Delhi | Affiliated to BPUT, Odisha

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Backdrop

AI-driven solutions are crucial for a sustainable business future, enabling optimization of resources, energy efficiency, and waste reduction to meet environmental, social, and governance (ESG) goals. By utilizing predictive analytics and machine learning, businesses can automate processes, enhance supply chain efficiency, and accelerate the transition to a circular economy, thus driving both profitability and sustainability. The main theme of the 4th International Conference on Emerging Trends in Business & Computer Applications (ICETBCA) is 'Artificial Intelligence for a Sustainable Future: Innovation, Ethics and Impact' set to take place on 19th -20th June 2026, will be the global event that will see academicians, researchers, industry professionals, policymakers and technology practitioners debate the transformative nature of Artificial Intelligence (AI) in creating a sustainable and inclusive future. The conference is supported by the vision of the places where Intelligent Technologies will define a sustainable tomorrow, the focus on the combination of the further development of AI-based solutions and sustainability in the areas of business, finance, human resources, entrepreneurship, and analytics.



Objectives

- To provide a global platform for knowledge exchange and cross-cultural perspectives on emerging issues in management, technology, and society.
- To encourage collaborative research and partnerships among academia, industry, and policy-making bodies worldwide.
- To deliberate on sustainable development goals (SDGs), innovation, and digital transformation in a global context.
- To explore interdisciplinary approaches and future-oriented strategies for addressing global business and societal challenges.
- To strengthen international linkages and promote capacity building through case studies, research presentations, and panel discussions.



Program Outcomes

After participating in the conference, delegates will be able to:

- Gain global insights into emerging trends, innovations, and best practices across industries and geographies.
- Apply interdisciplinary approaches and international perspectives to research, teaching, and professional practice.
- Build collaborative networks with academicians, industry experts, and researchers from diverse backgrounds.
- Translate learnings into actionable strategies for sustainable, inclusive, and innovation-driven growth.



About the Venue

Bhubaneswar, meaning "The Lord of the Universe", is renowned as the Temple City of India and serves as the capital of Odisha. Rich in heritage, it forms a unique cultural triangle along with the holy city of Puri and the Sun Temple at Konark. While steeped in history and spirituality, Bhubaneswar has also emerged as a modern IT hub and a center for premier research institutions, blending tradition with progress.



About the Institute

Srusti Academy of Management & Technology (Autonomous), Bhubaneswar

For over two decades, Srusti Academy of Management & Technology (Autonomous) (SAMT), Bhubaneswar, has established itself as a prominent center for management education in Odisha. Consistently recognized among the leading B-Schools by reputed ranking agencies, the institute has been accredited with an “A” Grade by the National Assessment & Accreditation Council (NAAC) since 2011, and its MBA programme holds accreditation from the National Board of Accreditation (NBA). It was also conferred autonomous status on the recommendation of the University Grants Commission (UGC).



Important Dates

Opening of Paper
Submission:

16/03/2026

Last Date of Paper
Submission:

25/04/2026

Notification of
Acceptance/Rejection:

30/05/2026

Camera Ready
Submission:

01/06/2026

Last Date of
Registration:

30/04/2026

Date of
Conference:

19-20/06/2026



Guidelines for Paper Submission

Authors interested in getting their papers published in the conference proceedings are requested to follow the guidelines given below:

- i. Abstract should not exceed 200 words.
- ii. Keywords should be within 3-5 words.
- iii. Abstract should be included in a separate page.

Name of authors, Name of the college/University/Company, their address with e-mail and phone number, title of the paper, and keywords should be included in the abstract.

- i. Software to be used for typing: MSWORD
- ii. Paper should not exceed 6000 words and 20 pages, including figures, tables and references.
- iii. Paper Title: Please write the title in Times New Roman 14 font, center, and all Capital
- iv. Paper Title: Times New Roman, size 12
- v. Line Spacing-1.5 Spacing

Acceptance of paper will be communicated to the authors . For the paper to be selected and included in the proceeding; one of the authors must register himself/herself. All correspondences (including submission of paper) shall be only through

Google form for paper submission : <https://forms.gle/1M3L4Jwe2JyBRQQ26>

*All accepted and presented papers will be considered for publication as book chapters or conference **proceedings indexed in Scopus**, subject to rigorous peer review process and editorial standards. Additional article processing charges (APC) need to be paid for publication.*



Call for Papers

Academicians, industry practitioners, researchers and students are invited to submit their original and unpublished work on the broadly suggested themes and subthemes.

Theme

Artificial Intelligence for a Sustainable Future: Innovation, Ethics and Impact

Sub-Themes

Track 1: AI in Sustainable Marketing

- 1.AI-Driven Consumer Insights for Sustainable Products – Green consumer behavior & ethical consumption analytics.
- 2.AI in Digital & Social Media for Sustainability – Chatbots, sentiment analysis & ESG branding.
- 3.AI for Personalization & Responsible Marketing – Privacy, trust & fairness in AI targeting.
- 4.AI in Sustainable Supply Chain Management – Demand forecasting, waste reduction & circular economy.
- 5.AI & Neuromarketing for Sustainable Decisions – Emotion AI, attention analytics & ethics.

Track 2: AI in Sustainable Finance & FinTech

- 1.AI-Enabled Green Finance & ESG Investing – ESG scoring & impact assessment models.
- 2.FinTech for Financial Inclusion & Sustainability – AI credit scoring & microfinance.
- 3.AI in Risk Management & Sustainable Banking – Climate risk modeling & stress testing.
- 4.Blockchain & AI in Sustainable Finance – Carbon trading & green bonds.
- 5.Ethical AI in Financial Decisions – Bias, accountability & regulation.

Track 3: AI in Sustainable Human Resource Management

- 1.AI-Driven Talent Acquisition & Workforce Sustainability – Bias-free hiring & diversity analytics.
- 2.AI for Employee Well-Being – Burnout prediction & wellness analytics.
- 3.AI in Sustainable Performance Management – Continuous feedback & fair appraisals.
- 4.AI for Learning & Reskilling – Personalized training & green skills.
- 5.Ethical & Legal AI in HR – Privacy, surveillance & employee trust.

Track 4: AI, Innovation & Sustainable Entrepreneurship

- 1.AI-Enabled Green Startups & Business Models – Clean tech & climate innovation.
- 2.AI in Social Entrepreneurship – Social impact measurement & scaling.
- 3.AI for MSMEs & Sustainable Growth – Cost optimization & market access.
- 4.AI for Entrepreneurial Decisions – Predictive analytics & opportunity recognition.
- 5.AI, Policy & Entrepreneurial Ecosystems – Incubators, accelerators & innovation policy.

Track 5: AI, Business Analytics & Sustainable Decision-Making

- 1.AI-Powered Predictive Analytics for Sustainability – Energy, water & waste forecasting.
- 2.Big Data & AI for Climate Analytics – Environmental modeling & impact assessment.
- 3.AI for Sustainable Operations Optimization – Smart manufacturing & logistics.
- 4.Explainable AI (XAI) for Responsible Decisions – Transparency & trust in analytics.
- 5.AI Governance & Data Ethics – Policy, compliance & responsible AI frameworks.



Accommodation

Accommodation for the outstation delegates can be arranged upon prior request by sending requisite no of days of stay along with registration fees. Accommodation can be booked in institution's guest house, Bhubaneswar according to preference of delegates on request at their own expenses.



Registration Fee

Sl No.	Category	Registration Fee
1.	Research Scholar	₹ 700/-
2.	Academician	₹ 1000/-
3.	Industry Personnel	₹ 1200/-
4.	Participation as an Attendee	₹ 500/-
5.	Registration Fee out of India	\$ 50/-



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Registration Guidelines

- During the registration of the paper, if scholars and participants want any help, they may call the Conference Coordinator in the mobile number given in the brochure, in between 10 A.M to 5 P.M IST.
- After depositing the registration fee, participants are required to send the scan copy of the registration fee receipt or transaction ID to specified conference mail id along with Paper ID details as a proof immediately.
- Modified paper will not be accepted after the final submission date.
- Maximum up to three authors/ co-authors per paper is allowed for inclusion.
- For program schedule please visit the conference index page before one week of conference date.
- After expiry of registration date paper/registration will not be considered.

NOTE: We do not receive banker's Cheque, demand draft or any kind of financial instruments towards the registration fee. Please transfer in the following PayPal account and send your registration receipt by email: internationalconference@srustiacademy.ac.in

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