

MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

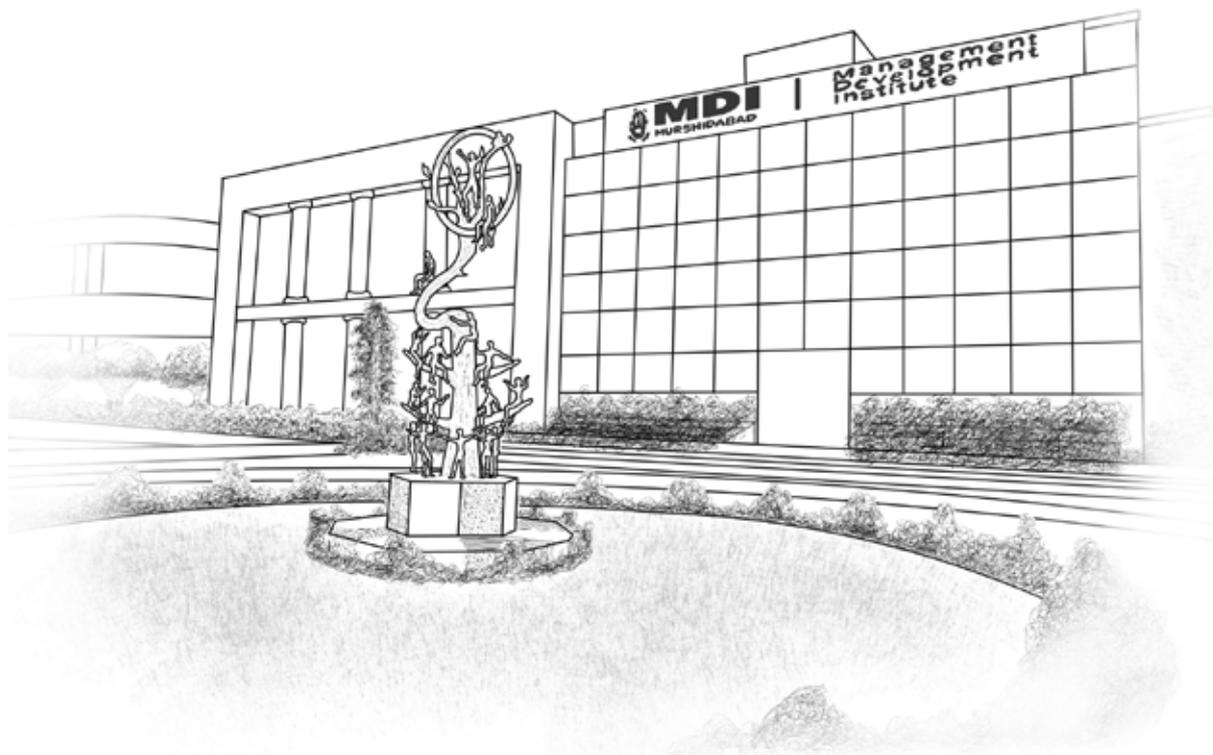
6TH INTERNATIONAL CONFERENCE

ON

CHANGING BUSINESS PARADIGM, (ICCBP-2026)

JANUARY 9-11, 2026 IN ONLINE MODE

[THEME-STRATEGIES FOR VIKSIT BHARAT 2047]



The 6th edition of International Conference on Changing Business Paradigm (ICCBP) aims at capturing role of strategies in making Bharat a self-reliant and prosperous economy by 2047. It seeks to deliberate upon the emerging theories, concepts and models in general, practical challenges encountered and solutions adopted in particular with respect to economic growth, technological upgradation, infrastructure development, social empowerment and sustainability. This conference endeavours to create forum for academicians, researchers, industry practitioners and students to share their ideas and research findings, and address contemporary issues and challenges in business and industry. Additionally, it attempts to propagate a research centric culture in various domains of management as well as interdisciplinary and allied fields both in Indian and global contexts.

About MDI Murshidabad

Management Development Institute (MDI) was set up in 1972 as an autonomous body in collaboration with KFW, West Germany, and with the active support of the Industrial Finance Corporation of India (IFCI).

To impart quality management education, nurture local talent, and groom them to become global leaders, MDI, launched its Murshidabad campus in 2014. The foundation stone was laid on the 31st of October, 2010 at Jangipur, Murshidabad, West Bengal by the then Hon'ble Union Minister of Finance, Shri Pranab Mukherjee.

In 2014, Management Development Institute Murshidabad (MDIM) launched its AICTE approved, 2-year full-time Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then Hon'ble President of India, Shri Pranab Mukherjee, by an inspiring address to our first batch of PGDM students on 24th of August, 2014. This was followed by a deliberation made by Shri Arun Jaitley, then Hon'ble Minister of Finance, Defence & Corporate Affairs, Govt. of India.

MDI Murshidabad campus is located in the central part of the State of West Bengal, India. MDIM prides itself in providing Management Education and developing ethical and responsible corporate citizens for tomorrow's India. MDIM seeks to align local aspirations with available state-of-the-art facilities. It continues to uphold its commitment to excellence in management education, as evidenced by its consistent IIRF rankings. Ranked 12th among the Best B-Schools (Private) for PGDM General, MDI Murshidabad also secures the prestigious position of State Rank 1st for this category. The Institute's dedication to quality education and holistic development is reflected in its overall ranking of 15th among the Best B-Schools (Private), alongside its State Rank 1st and Zone Rank 3rd for the overall category. These accolades highlight MDI Murshidabad as a premier institution fostering academic brilliance and leadership in the field of management.

The Post Graduate Diploma in Management (PGDM) is approved by the All India Council for Technical Education (AICTE), accredited by the prestigious National Board of Accreditation (NBA), and recognized by the Association of Indian Universities (AIU) as equivalent to a Master of Business Administration (MBA) degree. In 2024, the programme further strengthened its academic credibility by receiving renewed membership from the Association of Management Development Institutions in South Asia (AMDISA) for a period of five years.



CORE VALUES

MDI inculcates core values that direct its vision and mission to attain excellence and sustain innovation.

1. **Accountability:** MDI shall ensure accountability to all its stakeholders rooted in internal management and external adherence to law and society norms.
2. **Transparency:** MDI shall operationalize transparency as the ability of individuals in the organization to be responsive, productive, and innovative.
3. **Trust:** MDI shall seek to earn inter-personal trust by adopting governance practices reinforced with policy and process-based decision making.
4. **Inclusion:** MDI shall promote non-discrimination practices for all sections of society that advance cohesion and diversity as affirmative action.
5. **Empathy:** MDI shall foster a culture of care and co-create skills for everyone to move towards their professional goals.



VISION

"MDI aims to be a globally recognized management school through academic excellence and continuous innovation to nurture responsible leaders for creating sustainable alternatives"



MISSION

1. Become a globally recognized management school with international and national recognition through knowledge development.
2. Enhance academic excellence in research, consulting, training, and teaching with cutting edge resources.
3. Encourage continuous innovation.
4. Create and nurture socially responsible leaders.
5. Promote sustainable alternatives in decision making.



CALL FOR PAPERS

Please note that you can participate in the conference with the submission of only an abstract. However, authors, who wish to get their research paper/case studies published in the edited book/journals or for best paper awards need to submit their full research paper/case studies.

Original research papers and case studies are invited on current issues in any of the following sub-themes:

Track-1: Marketing Strategies for Viksit Bharat 2047: Digital Marketing, Permission marketing, Sports and Entertainment Marketing, Consumer Behaviour, Product and Brand Management, Integrated Marketing Communications, International Marketing, B2B Marketing, Services Marketing, Green Marketing, Retailing, Rural marketing, CRM, Sales and Distribution Management, Sustainable Marketing, Responsible Marketing etc.

Track-2: Finance Strategies for Viksit Bharat 2047: Microeconomics, Macroeconomics and Monetary Economics, International Economics, Agricultural and Natural Resources, Corporate Finance, Banking, Insurance and Financial Services, Asset Pricing, Derivatives and Risk Management, Managing Financial Institutions, International Finance, Corporate Accounting and Financial Disclosure Practices, Mergers and Acquisitions, Market Microstructure, Financial Literacy and Financial Inclusion, Financial Innovations/Engineering, Sustainable Finance, Cryptocurrencies, Block chain and Fintech applications in finance, Behavioural Finance, Financial Modelling, and Capital Markets etc.

Track-3: OB & HRM Strategies for Viksit Bharat 2047: HR Strategies in Uncertain Times, Organizational Behaviour, Diversity, Equity and Inclusion, Human Resource Planning and Development, Talent and Competency Management, Change Management and Organizational Development, Employer Branding, Employee Engagement, Technology and HR, HR Accounting, HRIS, Employee Relations, Strategic HRM and Global HR etc.

Track-4: Operations and SCM Strategies for Viksit Bharat 2047: Manufacturing Processes, SCM, Optimization Techniques, TPM, Project Management, TQM, Six Sigma, and Productivity Management, and Technology Management etc.

Track-5: IT Strategies for Viksit Bharat 2047: E-Commerce, E-Governance, Soft Computing Techniques, Management of Information Technology, ERP, Information Technology, Project Management, Software Engineering, Decision Support, Experts Systems, IoT, and Knowledge Management etc.

Track-6: Sustainability and Entrepreneurship Strategies for Viksit Bharat 2047: ESG, SDGs, Corporate Ownership, Governance Control and Business Ethics, Inclusive Growth - Strategy and Policy, CSR, The new age start-ups SMEs for sustainable and global development, Entrepreneurship, Intrapreneurship, Social-Entrepreneurship, Techno Entrepreneurship and Women Entrepreneurship.

Note: This is an indicative list. Contributions from areas not listed above are also welcome.



Opportunity to publish in reputed Journal/ Edited Book:

All registered and presented papers will go through the peer review process; and selected papers will be published as part of conference proceedings in the form of an Edited Book with ISBN by an International Publisher. The MDIM Online International Conference also provides you an opportunity to publish your research papers in the Journals with ISSN.

Submission Guidelines

All the papers should be mailed at iccbp@mdim.ac.in

The papers submitted to the International Conference on Changing Business Paradigm (**ICCBP-2026**) should describe your original work and should not have been published elsewhere or under consideration. The full version of your paper should be formatted as per the guidelines given below. The submitted paper should be in between 4,000-6,000 words including all the text, figures, tables, references, and appendices.

Kindly mention the track number in the subject line while submitting the full research paper/abstract.

Paper Format

1. The maximum limit for the paper is 18 pages (including references).
2. Similarity has to be <15%, **the author has to submit the full Turnitin™ report** along with final submission indicating the same (Turnitin plagiarism check by turning off the Exclude Match – OFF)
3. The paper required in MS Word, A4 size with 1-inch margin on all sides, "Times New Roman", font size 12, line spacing 1.5, headings bold, sub headings italic.
4. All table, figure, graphs, included in the text with mentions of the source, captions and proper numbering.
5. Tables, graphs, figures need to be in black and white only with 300 dpi.
6. Proper citation and referencing as per latest APA guidelines.
7. Abstract 150-200 words, with 5-7 keywords, highlight the sub-sections such as purpose, design/methodology/approach, findings, research limitations/implications, social implications, originality/value.
8. All author details mentioned on the abstract page below the title in column, if 2 authors two columns, if 03 authors, three columns, starting with name, affiliation, email id.

Important Dates

Submission of full paper/abstract: November 07, 2025
Intimation of acceptance of full paper/abstract: November 21, 2025
Last date for Registration: December 5, 2025
Conference date: January 9-11, 2026

Registration Fees

Type of delegates	Indian (INR)* (Including SAARC Countries)	Foreign (USD)*
Corporates/ Academicians/ Research Scholars/ Students	3500	\$50 or INR 4500

* Inclusive of 18% GST

Download the registration form and send it with the payment receipt once you get the abstract/paper acceptance mail.

Bank Details

A/c Name – Management Development Institute Society
Bank – State Bank of India
A/c No. – 33987582978
IFSC – SBIN0012355
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Mode of Conference

The conference will be conducted in **online mode**; e-certificate will be issued to only registered participants.

Organizing Committee

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INTERNATIONAL CONFERENCE ON CHANGING BUSINESS PARADIGM (ICCBP) - 2025



CONFERENCE CHAIRS



KEYNOTE SPEAKERS

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ICCBP 2025 Book Release by Honorable Dr. Sukanta Majumdar, Union Minister of State for Education and Minister of State for Development of North-Eastern Region, Government of India, and Shri P.M. Prasad, Chairman-cum-Managing Director, Coal India Limited (CIL).

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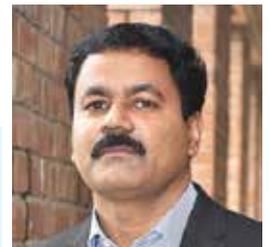
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CAMPUS DETAILS



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