



## **NATIONAL SEMINAR**

on

**"Emerging Trends in Management and Information  
Technology"**

on

**19<sup>th</sup> & 20<sup>th</sup> March, 2026**

**Organized by:**

**University College of Business Studies  
(UCBS)**

**Ava-Lodge Campus, Shimla-171004**

**Funded Under**



**MERU, PM-USHA**

***VENUE:***

**H P University Business School  
Himachal Pradesh University  
Summerhill, Shimla, 171005 (INDIA)**

Mail ID: [seminarucbs2026@gmail.com](mailto:seminarucbs2026@gmail.com)

## **ABOUT HIMACHAL PRADESH UNIVERSITY**

Himachal Pradesh University was established in July 1970 under the Himachal Pradesh University Act, 1970. Despite the unique challenges and limitations faced by hill universities, it has distinguished itself through notable academic achievements. The University's scenic campus covers more than 200 acres and is surrounded by a stunning landscape of snow-covered mountains and lush forests of oak, pine, and magnificent deodar trees. As one of India's leading affiliating-cum-residential universities, it serves the academic needs of more than 150,000 students. The University enjoys both national and international recognition for its academic excellence.

### **ABOUT US**

UCBS Shimla is a premier institution extending education of Bachelor of Business Administration and Bachelor of Computer Application (BBA & BCA) to develop professional and leadership qualities with values of entrepreneurship, ethics and social responsibility amongst students. It is functioning under the Executive Council of the Himachal Pradesh University since 1995. It admits students from all over the Country for BBA & BCA and imparts training to make them competent and motivated professionals as entrepreneurs with leadership qualities. The academic program of the UCBS is approved by the academic bodies of the University. It is a nodal centre for imparting business and computer bachelor courses affiliated to Himachal Pradesh University. It provides academic and other curricular input to the students through exposure of industry and academia.

### **ABOUT THE SEMINAR: CONCEPTUAL NOTE**

The **National Seminar on “Emerging Trends in Management and Information Technology”** is being organized by University College of Business Studies, Ava-Lodge Campus, Shimla, on 19–20 March, 2026. This two-day academic event aims to provide a dynamic platform for academicians, researchers, industry professionals, policymakers, and students to deliberate upon the rapidly evolving landscape of management practices and information technology innovations.

In today's digital era, the integration of management strategies with advanced

information technologies has transformed the way organizations operate, compete, and grow. Emerging technologies such as Artificial Intelligence, Machine Learning, Big Data Analytics, Blockchain, Cloud Computing, FinTech, Digital Marketing, and E-Governance are reshaping business models and decision-making processes. The seminar seeks to explore these developments and examine their implications for sustainable growth, organizational effectiveness, and global competitiveness. The seminar will feature keynote addresses by eminent scholars and industry experts who will share insights on contemporary trends and future directions in management and IT. Technical sessions will provide an opportunity for participants to present research papers, case studies, and innovative ideas. The discussions will focus on themes such as digital transformation in business, innovation and entrepreneurship, data-driven decision making, cybersecurity challenges, smart governance, green technologies, and the role of technology in enhancing operational efficiency and customer engagement.

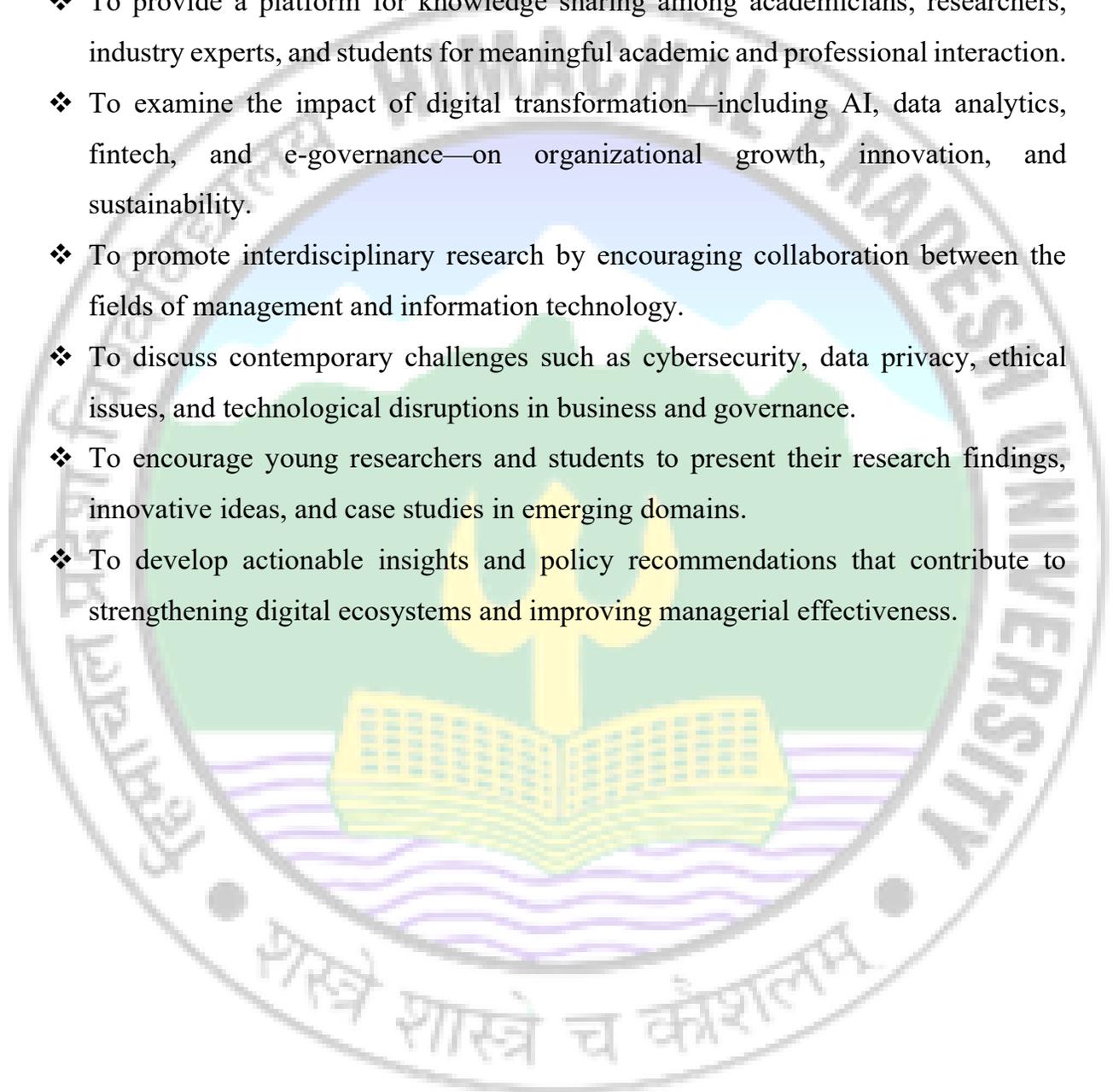
By fostering intellectual exchange and interdisciplinary dialogue, the seminar aims to bridge the gap between theory and practice. It will encourage collaborative research, networking opportunities, and knowledge sharing among participants from diverse academic and professional backgrounds. Young researchers and students will particularly benefit from exposure to emerging concepts and practical applications in the fields of management and information technology. The event reflects the commitment of the University College of Business Studies to academic excellence, research advancement, and societal development. Nestled in the serene environment of Shimla, the seminar promises not only rigorous academic engagement but also an enriching experience in a vibrant learning atmosphere.

Overall, the National Seminar aspires to generate meaningful discussions, innovative perspectives, and actionable insights that contribute to shaping the future of management and information technology in India and beyond.

## OBJECTIVES OF THE SEMINAR

The seminar aims to fulfill the following objectives:

- ❖ To explore emerging trends in management practices and information technology that are transforming business environments at national and global levels.
- ❖ To provide a platform for knowledge sharing among academicians, researchers, industry experts, and students for meaningful academic and professional interaction.
- ❖ To examine the impact of digital transformation—including AI, data analytics, fintech, and e-governance—on organizational growth, innovation, and sustainability.
- ❖ To promote interdisciplinary research by encouraging collaboration between the fields of management and information technology.
- ❖ To discuss contemporary challenges such as cybersecurity, data privacy, ethical issues, and technological disruptions in business and governance.
- ❖ To encourage young researchers and students to present their research findings, innovative ideas, and case studies in emerging domains.
- ❖ To develop actionable insights and policy recommendations that contribute to strengthening digital ecosystems and improving managerial effectiveness.



## **SUB-THEMES**

The seminar invites research papers in the following broad and specialized areas covering Finance, Marketing, Human Resource Management, Operations, Entrepreneurship, Strategy and Information Technology:

- ❖ Artificial Intelligence in Business Decision-Making
- ❖ Machine Learning Applications in Management
- ❖ Big Data Analytics and Business Intelligence
- ❖ Digital Transformation Strategies
- ❖ Blockchain Technology in Finance and Accounting
- ❖ Financial Management in the Digital Era
- ❖ Corporate Finance and Value Creation
- ❖ Investment Analysis and Portfolio Management
- ❖ Behavioral Finance
- ❖ Financial Inclusion and Digital Banking
- ❖ FinTech Innovations and Regulatory Challenges
- ❖ Risk Management and Derivatives
- ❖ International Finance and Global Markets
- ❖ Sustainable Finance and ESG Investing
- ❖ Accounting Information Systems
- ❖ Forensic Accounting and Fraud Analytics
- ❖ Digital Marketing and E-Commerce Strategies
- ❖ Consumer Behavior and Online Buying Patterns
- ❖ Brand Management in the Digital Age
- ❖ Social Media Marketing and Analytics
- ❖ Services Marketing and Customer Relationship Management
- ❖ Rural Marketing and Agri-Business Management
- ❖ Retail Management and Omnichannel Strategies
- ❖ Marketing Analytics and Data-Driven Decisions
- ❖ Sales and Distribution Management

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- ❖ Strategic Human Resource Management
  - ❖ HR Analytics and Workforce Planning
  - ❖ Talent Acquisition and Employer Branding
  - ❖ Training, Development, and E-Learning Platforms
  - ❖ Performance Management Systems
  - ❖ Employee Engagement and Organizational Commitment
  - ❖ Compensation Management and Reward Systems
  - ❖ Leadership and Organizational Behavior
  - ❖ Industrial Relations and Labor Laws
  - ❖ Diversity, Equity, and Inclusion in Organizations
  - ❖ Operations Management and Process Optimization
  - ❖ Supply Chain Management and Logistics
  - ❖ Project Management and Agile Methodologies
  - ❖ Total Quality Management and Six Sigma
  - ❖ Innovation and Technology Management
  - ❖ Entrepreneurship and Startup Ecosystems
  - ❖ Family Business Management
  - ❖ Corporate Governance and Business Ethics
  - ❖ Knowledge Management Systems
  - ❖ Management Information Systems (MIS)
  - ❖ Cloud Computing and Enterprise Systems
  - ❖ Cybersecurity and Data Privacy Issues
  - ❖ Internet of Things (IoT) and Smart Business Applications
  - ❖ Green IT and Sustainable Business Practices
  - ❖ Industry 4.0 and Smart Manufacturing

## SUBMISSION GUIDELINES

Participants are requested to strictly adhere to the following guidelines:

- The Abstract should not exceed 250 words, and the full research paper should be limited to 3000 words.
- The cover page of the manuscript must clearly mention the title of the paper, author's name and designation, name of the institution, email ID, full postal address, and contact number.
- A maximum of two authors per paper is permitted. However, each author must complete registration separately.
- The Abstract as well as the full paper will be reviewed by a panel of experts.
- The manuscript must be typed in Times New Roman, font size 12, and follow ILI Rules for footnoting.
- All submissions should be sent via email to: [seminarucbs2026@gmail.com](mailto:seminarucbs2026@gmail.com)

### REGISTRATION FEES\*

- There is no registration fee for participation.

### REGISTRATION PROCEDURE

- Participants can register through Google form Link: <https://forms.gle/B21K7aNRnpSG4YCT7>
- Full Paper may be submitted on the mail ID: [seminarucbs2026@gmail.com](mailto:seminarucbs2026@gmail.com)

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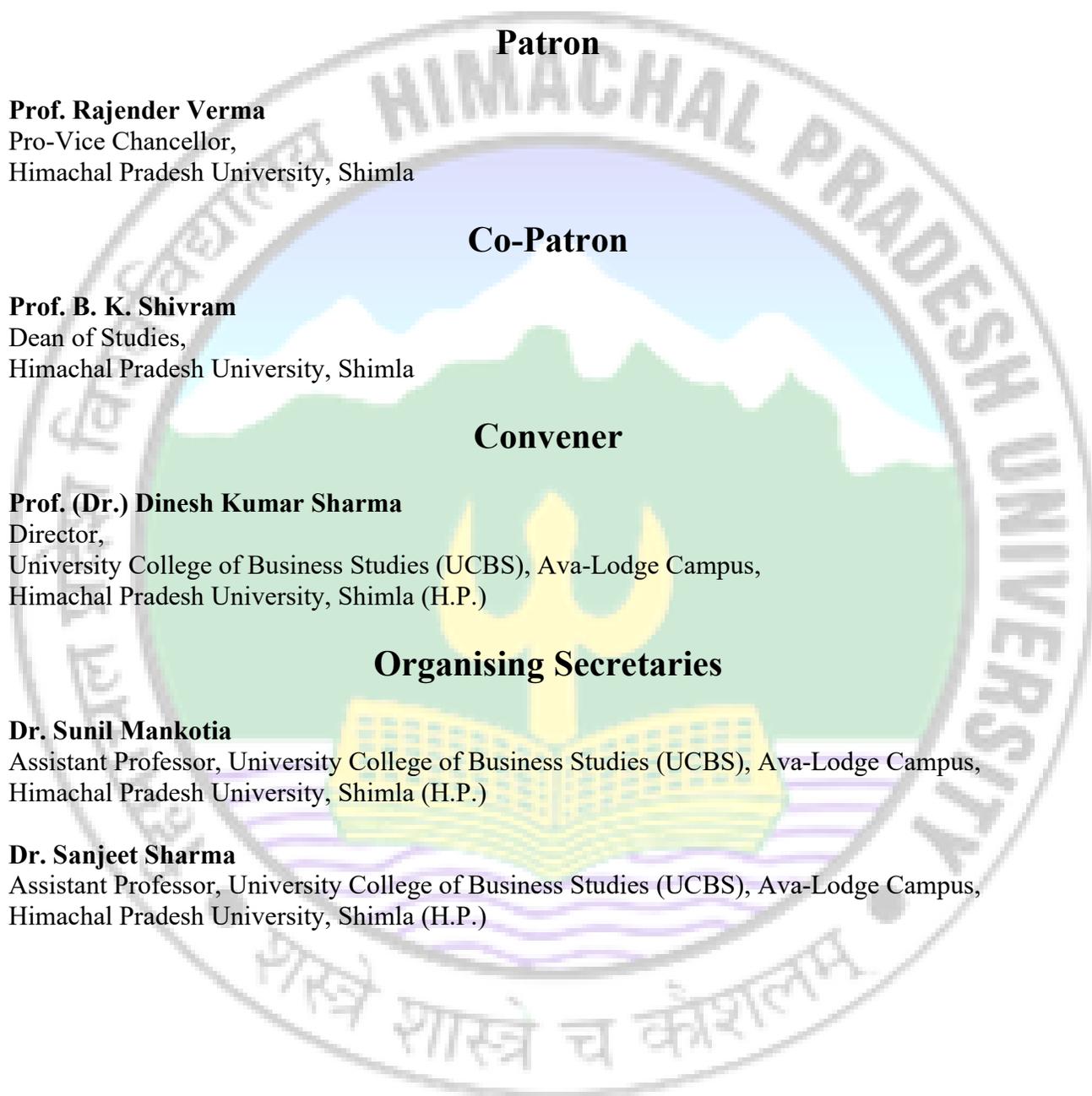
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- Mr. Shivam Jhajj, Assistant Professor, University College of Business Studies, Himachal Pradesh University, Shimla



## IMPORTANT DATES

- **Last Date for Submission of Abstract:** 9<sup>th</sup> March, 2026
- **Last Date for Submission of Full Paper:** 14<sup>th</sup> March, 2026
- **Confirmation of Acceptance of Paper:** 16<sup>th</sup> March, 2026

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