

UTKARSH 2027

The Annual Leadership Conference of SJIM

ST. JOSEPH'S INSTITUTE OF MANAGEMENT

No. 28/1 Primrose Road, Off M.G. Road, Bangalore - 560025

In collaboration with

EDGEWOOD UNIVERSITY

1000 Edgewood College Dr, Madison, WI, USA

CALL FOR PAPERS
February
19 - 20, 2027

Ninth International Conference
Repositioning Business in the Age of AI: Transforming Organizations & Society

About SJIM

Founded in 1968, SJIM is one of India's premier B-schools. It is AICTE approved, NBA accredited, and a member of AACSB. Located in the heart of Bangalore, it has been a beacon of learning, research, and teaching in contemporary management. As the oldest business school in Karnataka, SJIM carries a legacy of over fifty years. Its vision is to create responsible business leaders with integrity, ethics, and concern for society. SJIM offers ample opportunities to develop individual skills and capabilities. The content and pedagogy are designed to ensure students are industry-ready. Regular interactions with industry leaders, rural exposure, internships, and conferences support students' overall growth.

About Edgewood University

Founded in 1927, Edgewood University is a private liberal arts institution grounded in Dominican Catholic values and is located in Madison, Wisconsin, USA. The University's motto, “Cor ad Cor Loquitur” or “Heart Speaks to Heart,” reflects its commitment to fostering a supportive and engaging academic community. Edgewood University offers a wide range of academic and professional programs, including comprehensive undergraduate, graduate, and doctoral degree pathways .

About Conference

What began in 2019 as a platform to bring leadership thinkers, researchers, and industry voices together has evolved into the SJIM Leadership Network, a vibrant ecosystem that explores transformative themes shaping business and society. Over the years, the conference has addressed renewed leadership, sustainability, business agility during turbulent times, and the future of digital transformation.

The ninth edition of the conference brings together academics, researchers, industry practitioners, and management students to explore how artificial intelligence (AI) and emerging technologies are transforming businesses and organizations. As AI reshapes strategic decisions, business models, managerial practices, and everyday interactions, organizations must rethink established approaches to creating and sustaining value. The conference provides a multidisciplinary platform to examine these transformations across management domains, bridging research and practice through meaningful dialogue. It aims to generate actionable insights that help organizations navigate technological change, responsibly harness AI's transformative potential, and address its broader implications for organizational effectiveness, sustainable value creation, and society.

Suggested Tracks and Sub-Themes

The conference invites researchers, doctoral students, academicians, industry practitioners and master's degree students to submit theoretical, empirical research work, case studies and industry notes. The tracks and sub-themes listed below (but not limited to) would be covered in the conference:

Track 1: Redefining Financial Paradigms through AI

- FinTech, digital banking and financial inclusion
- AI-enabled financial decision-making, risk management
- Algorithmic trading and intelligent investment strategies
- AI, accounting and transparent financial reporting
- Sustainable finance, climate finance and green banking
- Financial innovation and the future of financial services

Track 2: Repositioning People, Work and Organizations

- Human-AI collaboration and augmentation
- Redesigning jobs and organizational structures
- Reskilling, upskilling and workforce adaptability
- Leadership, trust, fairness and transparency in AI-enabled organizations
- AI-enabled performance management and trust
- Diversity, inclusion and equity in AI-enabled organizations

Track 3: Reinventing Operations for Business Excellence

- AI-driven operations and intelligent process transformation
- Smart manuFacturing, Industry 5.0 and human-AI collaboration
- Digital twins and supply chain resilience
- Sustainability and circular operations
- AI-enabled service operations and customer experience
- Responsible AI, risk and the future of operations

Track 4: Marketing in the Era of Intelligent Consumerism

- Generative AI and marketing creativity
- AI-enabled personalization, customer experience and trust
- Reinventing branding and brand-consumer relationships
- AI, advertising and marketing communication
- Influencer, creator and AI-generated content ecosystems
- Ethical and responsible AI in marketing

Track 5: Transforming Data into Strategic Intelligence

- Generative AI and the transformation of business analytics
- AI-driven predictive and prescriptive analytics
- Big data, real-time analytics and intelligent decision-making
- Responsible, explainable and ethical AI analytics
- People analytics and AI for organizational transformation
- Analytics for sustainable business and societal impact

Track 6: Fusing AI Innovation with Environmental Stewardship

- Bridging AI innovation, organizations and society
- Digital transformation, resilience, organizational agility and environmental impact
- AI, sustainability and the Sustainable Development Goals (SDGs)
- Rural development, social inclusion and community empowerment
- Ethical dilemmas in AI-driven decision-making
- AI, governance, life-cycle perspectives on AI technologies and societal resilience

*Each track will feature a best paper award (certificate only), provided there are at least 8 papers presented in person. An overall best paper award (cash prize of rs. 5000 and certificate) will also be given provided the eligibility of physical presentation at SJIM is fulfilled.

Who Should Attend?

The conference will provide an opportunity to doctoral students, faculty members, research staff, post graduate students, and industry practitioners to interact with the leaders. Participants will get an opportunity to listen to some of the best minds in the industry and build a professional network. They can present their systematically conducted research work and working papers in front of a panel of experts and receive objective feedback

Conference Attraction

- Listen thought-provoking sessions from eminent panellists with diverse industry backgrounds.
- Hone your working papers or disseminate the research findings with fellow researchers.
- Publish full-length paper with the Scopus indexed Book series from renowned publishers like Springer, Elsevier, Atlantis Press and an ISSN journal.
- Networking opportunities with industry leaders and practitioners.

Publication Opportunities

The following book series and journal are being considered to publish high-quality papers submitted to the conference. Selected papers* from the conference will be forwarded by the editors for further review, whose decision will be final and binding for publication.

- Atlantis Press (an imprint of Springer Nature)- Scopus indexed
- Elsevier- Scopus indexed
- Business Review- A peer reviewed journal of SJIM (All UGC guidelines are met |ISSN: 0973-9076)

*Master's student papers co-authored with faculty will be eligible for publication

Authors Guidelines

Preparation of Extended Abstract:

The extended abstract must include the following headings and adhere to the guidelines provided below:
Title, Author(s) Name, Affiliation, Purpose of the Study, Research Design/Methodology/Approach, Findings, Research/Theoretical/Practical/Social Implications, Originality/Novelty, Conclusion, Limitations and Future Research Directions, and 3-5 Keywords.

Preparation of Full Research Article:

- Research paper should include in a given order: Title, Author(s) name and Affiliation, Abstract, Keywords, Main Text (Introduction, Review of Literature, Research Methodology, Analysis and Findings, Conclusion, Limitations and Future Research Directions, References) and Acknowledgement (if any).
- Paper title, author(s) name and affiliation, contact number and e-mail address should be centrally aligned, bold, capital letters, font size - 12, Times New Roman on the first page of the Article
- All photographs, charts and diagrams are to be referred as 'Figures' and should be numbered consecutively in the order in which they are referred in the text.
- References/Bibliography should be in APA (7th edition) format.
- The word limit for Full paper is 8000-9000 words.
- Line spacing: 1.5 and Margin: 1 inch on all sides, Font size 12, Times New Roman, Research paper should be submitted in Microsoft Word.
- In case of articles which are co-authored, at least one author needs to be registered for the conference to get their paper considered for presentation/publication.
- A copyright declaration should be given by the corresponding author stating that the work is original and does not violate the rule of copyright
- All full papers submitted will be subject to a blind review process. Comments of the reviewers will be sent directly to the author(s).

Submission Guidelines

Extended Abstract and Full-Paper, completed in all respects, should be submitted in MS Word format on the Microsoft CMT using the given weblink
https://cmt3.research.microsoft.com/Utkarsh2027/Submission/Index

Important Dates

Abstract Submission Deadline	November 30, 2026
Notification of abstract acceptance/rejection	December 10, 2026
Full Paper Submission Deadline (for those interested in full paper publication)	December 30, 2026
Conference Dates	February 19–20, 2027

Registration Process

Paper presenters and participants can register for Utkarsh 2027 by remitting the registration fees through weblink **https://forms.eduqfix.com/sjimbangloreform/add**

Category	Early bird (Until November 30, 2026)	Regular (December 1, 2026-January 31, 2027)	Late Registration (February 1, 2027-February 18, 2027)	On-the-spot (On February 19-20, 2027)
Student	Rs. 500	Rs. 1000	Rs. 1500	Rs. 2000
Research Scholar	Rs. 1000	Rs. 1500	Rs. 2000	Rs. 2500
Faculty	Rs. 1500	Rs. 2500	Rs. 3000	Rs. 3500
Industry	Rs. 2500	Rs. 5000	Rs. 5500	Rs. 6000

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