



Call for Papers
**International Conference on Emerging Trends in Social,
Business and Management Science Research**
ICSBMR – 2027
AI-DRIVEN BUSINESS TRANSFORMATION
Innovation, Governance, Sustainability, and Global Competitiveness
March 3-4, 2027



Pre-Conference Workshop Series

Workshop 1 - 28th Oct 2026	Workshop 2 - 10th Dec 2026	Workshop 3 - 8th Jan 2027
Session 1 - FN Topic: AI-Assisted Research Writing: Tools, Technology and Research Integrity Session 2 - AN Topic: AI Tools for Research Mode: Online	Session 1 - FN Topic: Qualitative Research and Thematic Analysis: From Data Collection to Publication Session 2 - AN Topic: Systematic Literature Review and Bibliometric Analysis Mode: Hybrid	Session - FN & AN Topic: Hands-On Structural Equation Modelling for Academic Research and Publication Mode: Hybrid

Organized by
VIT Business School,
Vellore Institute of Technology, Chennai, Tamil Nadu, India



About VIT Chennai

VIT Chennai was established in 2010 and has since become a beacon of excellence in higher education. Spearheaded by Vice President Dr. G. V. Selvam, a pioneering visionary who laid the foundation of VIT Chennai, he is an insightful architect of its evergreen campus and an ingenious leader whose comprehensive vision and mission have shaped its growth. Under his guidance, VIT Chennai has rapidly evolved into a hub of innovation and academic distinction. The leadership team, including Vice Chancellor Dr. V. S. Kanchana Bhaaskaran, Pro Vice Chancellor Dr. T. Thyagarajan and Additional Registrar Dr. P. K. Manoharan, drives its mission of delivering transformative education and impactful research. Strategically located in the capital city of Tamil Nadu, VIT Chennai is a globally engaged, competitive, and research-enriched institution. It proactively addresses industrial, social, economic, and environmental challenges, fostering application-based learning that produces industry-ready professionals.

Known for its cosmopolitan atmosphere, VIT Chennai attracts students from across the globe, fostering a vibrant and multicultural community. Committed to maximizing industrial connectivity and establishing Centers of Excellence in cutting-edge research areas, VIT Chennai enriches technological and managerial human capital through a collaborative and inclusive academic environment. It serves as a platform for intellectual exchange, encouraging the convergence of diverse ideas to drive innovation and learning. Dedicated to societal and industrial advancement, VIT Chennai leverages its resources to benefit the community, supports national knowledge-building initiatives, and fosters international collaborations for mutual progress in research and education. With a clear vision and an unwavering mission, VIT Chennai continues to redefine the landscape of higher education in India and beyond.

About VIT Business School

VIT Business School, Chennai, situated within VIT University, is an AACSB-accredited leading choice for undergraduate and graduate business programs in India. QS ranks it within the top 23 management institutes in India. VITBS is committed to cultivating a global community of forward-thinking leaders, adept managers, and visionary entrepreneurs dedicated to advancing inclusive and sustainable prosperity worldwide through our accelerated career pathway programs co-designed with prestigious US universities.

With over a decade of excellence, VIT Business School empowers students with the expertise and abilities to excel as global leaders and conscientious global citizens through its avant-garde learning ecosystem, corporate patronage, and research strides. The school's programs comprise a flagship 2-year MBA, 2+2 BBA (Hons) with Rochester Institute of Technology, New York, and B Com (Hons) accredited by ACCA, UK, and the Doctoral Programs in Management.

About the Conference

Artificial Intelligence has moved from the margins of technological debate to the center of business and society. It is changing how companies compete, how people work and consume, how organizations make decisions, and how new ventures are created. Generative AI, automation and data-driven intelligence are already altering familiar business models, often faster than institutions, markets and people can adapt.

But transformation is rarely just a technological story. The adoption of AI brings questions of leadership, trust, employment, inequality, privacy, ethics and social responsibility. Businesses must embrace AI-driven innovation while understanding what should be entrusted to machines and which require human judgement. Educational institutions face a similar challenge: preparing people not simply to work alongside intelligent technologies, but to critically evaluate, interpret and shape their influence on society and future work.

Against this backdrop, the conference brings together academics, researchers, business leaders, entrepreneurs and practitioners to examine how businesses and societies are being reshaped by technological change. It explores the intersection of business, technology and society, from strategy and innovation to marketing, finance, entrepreneurship, human resources, operations, sustainability and public policy.

The central concern is not whether AI will transform business; that transformation is already underway. The important question this conference seeks to explore is what kind of transformation we choose to create, one that is innovative and competitive, but also human, responsible, inclusive, and sustainable.

Contact Details

The Convenor, ICSBMR 2027

VIT Business School, Vellore Institute of Technology, Chennai, 600127, Tamil Nadu, India

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Website: www.chennai.vit.ac.in | Conference Website: www.icsbmr2027.com

Conference Tracks

Track 1: AI in Technology-Enabled Business	Track 6: Society, Humanities and Social Sciences
Track 2: AI-Driven Digital Transformation in Business	Track 7: Education and Knowledge Systems
Track 3: AI, Governance, Ethics and Responsible Innovation	Track 8: Global Business and International Management
Track 4: Future of Work, AI and Human Capital	Track 9: Quantum Computing and Advanced Computing
Track 5: Entrepreneurship and Innovation	Track 10: Sustainability and Environment

**Mode of Paper Presentation: Hybrid (Online or Offline)*

**Research papers are accepted in English or Spanish for presentation.*

Submission Deadlines

Event	Date
Pre-Conference Workshop Registration Opens	September 15, 2026
Abstract Submission Deadline	October 30, 2026
Abstract Acceptance Notification	November 10, 2026
Full Paper Submission Deadline	December 30, 2026
Full Paper Acceptance Notification	January 20, 2027
Conference Registration Deadline	January 30, 2027

Submission Link

Submit contributions electronically via EasyChair: <https://easychair.org/conferences/?conf=icsbmr2027>

Registration fee

Category	Fee (GST Included)
International presenter	USD 100
Faculty	INR 2500
Scholars	INR 1500
UG/PG students (Full Paper or Poster Presentations are accepted)	INR 1000
Industry delegates	INR 3000
Participation only	INR 1000
Pre-Conference Workshop only	INR 1000

**The fee covers a conference e-certificate, a welcome kit, and lunch for in-person participants.*

**Conference registration fee is non-refundable*

Registration Process

Participants can register after receiving their acceptance notification for their full paper.

1. Submit abstract via EasyChair
2. Note the Manuscript ID
3. Get abstract acceptance notification
4. Submit the full paper on EasyChair (use the update option in EasyChair with the same Manuscript ID; do not create a new ID)
5. Get full paper acceptance notification
6. Make payment for registration - Conference fee payment link: <https://vitchennaievents.com/conf1/>
7. Register for the conference: <https://forms.gle/97bFCPyQy2Yd5W5N9>

**For international participants, details regarding the conference fee payment will be communicated along with the paper acceptance notification.*

Publication Opportunities

Our conference upholds a meticulous multi-stage, blind peer-review process to ensure the quality of presented papers. This careful evaluation opens the door to several publication avenues:

Renowned Journals

Following expert peer review, selected papers may be considered for publication (English Version) in reputable Scopus-indexed (SI) or Web of Science (WoS) journals, or a Scopus-indexed book chapter. Selected authors will be intimated in advance about this opportunity; the associated journals reserve the right to decide on acceptance.

**Papers may be submitted and presented in Spanish. However, if a paper is selected for publication, an English version must be submitted.*

ISBN E-Book

Selected papers shall be included in a carefully curated edited e-book, proudly bearing an ISBN, based on the quality of work.

Conference Proceedings

All accepted abstracts will be included in the digital Conference Proceedings.

Venue

VIT Chennai Campus

Vellore Institute of Technology, Chennai, Tamil Nadu, India – 600127

Accommodation

The conference is being held at the VIT Chennai campus. A limited number of rooms located on the campus are available on payment, on a first-come, first-served basis.

Advisory Committee

Dr. Abhigyan Bhattacharjee, Professor of Management, Northeastern Hill University, Shillong	Dr. Nitya Rani Balla, Professor, Fanshawe College, Canada
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Dr. Daniel Kim, Associate Professor of Business, The King's University, Canada	Dr. Siti Khairunniza Binti Bejo, Associate Professor, University Putra, Malaysia
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Dr. Kumaraswamy Ponnambalam, Professor, University of Waterloo, Canada	Mr. Vallinayagam T, Former Advisor, CII Institute of Logistics, Chennai
Dr. Mayra Martínez Avidad, Universidad Camilo Jose Cela, Spain	Gp. Capt. Dr. Venkataraman R, Madras Management Association (MMA), Chennai
Dr. Nabin Sharma, Associate Professor, UTS, Sydney, Australia	Dr. S. Visalakshmi, Assistant Professor, Central University, Tamil Nadu

Organizing Committee

Conference Chair

Dr. Saju B, Dean, VIT Business School, Chennai

Conference Convenors

Dr. Stephan Thangaiyah I S & Dr. Sumathi G N

Conference Co-Convenors

Dr. J. Bhavani, Dr. Sharon Sophia, Dr. Rajkumar Murugesan, Dr. Joseph Jeya Anand, Dr. Sujatha Manohar, Dr. Asi Vasu Deva Reddy, Dr. Tisha Meriam Cherian, and Dr. Anu C H