

SCHOOL OF COMMERCE, FINANCE & ACCOUNTANCY  
DEPARTMENT OF COMMERCE

organises

INTERNATIONAL CONFERENCE

on

**SUSTAINABLE VALUE CREATION**

Theme: Strategies for Sustainable Value Creation: Integrating  
Synthetic Intelligence and Human-Centric Approaches

in collaboration with

The Institute of Management Accountants (IMA), USA  
and

Chartered Institute for Securities & Investment (CISI), UK

## Conference Schedule

September 9, 2026: Pre-Conference Workshop

September 10, 2026: Inauguration and Paper Presentation

September 11, 2026: Paper Presentation and Valedictory



CHRIST (Deemed to be University)  
Bangalore Central Campus, India.

## ABOUT THE CONFERENCE

In an era where technology is rapidly reshaping the global business landscape, the integration of synthetic intelligence, an advanced evolution of artificial intelligence designed to emulate human reasoning, creativity, and adaptability, with human-centric values, has become pivotal for sustainable value creation.

As organizations increasingly rely on intelligent systems to drive efficiency, innovation, and decision-making, the challenge lies in ensuring that technological advancement aligns with ethical responsibility, empathy, and inclusivity. This conference on Sustainable Value Creation aims to bring together thought leaders, researchers, and practitioners to explore strategies that balance AI-driven transformation with human insight—fostering resilience, sustainability, and shared prosperity in a digitally evolving world.



# THEMATIC TRACKS

## **1. Human–AI Collaboration for Strategic Value Creation**

Research exploring how synthetic intelligence enhances human creativity, judgment, leadership, workforce development, and decision-making to build adaptive organisations and drive sustainable value creation.

## **2. Ethical, Responsible, and Inclusive Synthetic Intelligence**

Work addressing ethical frameworks, governance mechanisms, transparency, accountability, and inclusive human-centric applications of synthetic intelligence across financial processes, HR systems, marketing analytics, and organisational environments.

## **3. Innovation, Entrepreneurship, and Intelligent Ecosystems**

Studies on synthetic intelligence-enabled innovation, new business models, entrepreneurial practices, and ecosystem transformation that support long-term, human-centered growth.

## **4. Engaged Scholarship and Societal Impact in the Age of Synthetic Intelligence**

Contributions that integrate synthetic intelligence with community engagement, policy development, and real-world problem solving to advance societal and organisational impact.

Note: Each track is designed to cater to research from multiple disciplines, and papers are not restricted to the sub-themes listed above. Contributions relevant to the overarching theme of Sustainable Value Creation through Synthetic Intelligence and Human-Centric Approaches are welcome.

## ABRIDGED ABSTRACT SUBMISSION

- Length: 500–800 words.
- File Format: MS Word (.doc/.docx), A4 size, single spacing, 12 pt Times New Roman.
- Structure: The abridged abstract should clearly convey the substance of the paper and include the following sections:
  - Title: Concise and descriptive (14 pt, bold, centered).
  - Author(s): Name(s), affiliation(s), and email ID(s).
  - Track Number: Provide the track number you intend to submit your paper.
  - Keywords: 3–5 keywords.
  - Introduction / Background: Briefly state the research context and problem.
  - Objectives: Clearly mention the purpose and goals of the study.
  - Methodology: Outline data sources, sample, tools, or analytical approach used.
  - Key Findings / Expected Results: Highlight significant outcomes or contributions.
  - Implications: Mention the theoretical, managerial, or policy relevance.

Abridged abstracts will be peer-reviewed for relevance, quality, originality.

Authors of shortlisted abstracts will be invited to submit full papers.

## PUBLICATION OPPORTUNITIES

All accepted papers will be published in conference proceedings indexed in Scopus Database. Select high-quality papers will be considered for publication in Sustainability Accounting, Management and Policy Journal, Emerald Publishing (Q1, ABDC 'B' category) subject to journal guidelines and review process. Other accepted papers will be published as part of an edited book.

# SUBMISSION TIMELINES

Abstract: 25 May 2026

Abstract Acceptance Confirmation: 10 June 2026

Full Paper Submission: 30 June 2026

Full Paper Acceptance Confirmation: 15 July 2026

Early Bird Registration: 31 July 2026

Last Date to Register: 31 August 2026

## SUBMISSION LINK

Submit your abstract using the GoogleForm link:

<https://forms.gle/UmBBbf1ob6osHSVR8>

## REGISTRATION FEE FOR PAPER PRESENTATION

Corporate Delegates - Rs. 3,000 (Early bird registration - Rs. 2,500)

Academicians - Rs. 2,000 (Early bird registration - Rs. 1,500)

Students/Scholars - Rs. 1,000 (Early bird registration - Rs. 800)

Foreign Delegates - USD 50 (Early bird registration - USD 40)

Registration fee includes conference kit and lunch during the conference dates and covers registration for pre-conference workshop.

\*\*Registration fee does not include travel and accommodation costs.

All authors must register individually to receive certificates.

**Best Paper in each track will be rewarded with a cash prize of Rs. 10,000**

## Contact Information

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