



ANDERSON
UNIVERSITY



CHRIST
(DEEMED TO BE UNIVERSITY)
BANGALORE | DELHI NCR | PUNE

CHRIST (DEEMED TO BE UNIVERSITY)

School of Business and Management - MBA

&

ANDERSON UNIVERSITY

South Carolina, USA

PRESENTS



ICfBIT

2026

INTERNATIONAL CONFERENCE ON BUSINESS INNOVATION AND TRANSFORMATION

February 18 & 19, 2026

icfbit.christuniversity.in

About CHRIST (Deemed to be University)

CHRIST (Deemed to be University) was born out of the educational vision of St Kuriakose Elias Chavara, an educationalist and social reformer of the nineteenth century in South India. He founded the first Catholic indigenous congregation, Carmelites of Mary Immaculate (CMI), in 1831 which administers CHRIST (Deemed to be University).

“CHRIST (Deemed to be University) was established as ‘Christ College’ in 1969. It undertook path-breaking initiatives in Indian higher education with the introduction of innovative and modern curricula, insistence on academic discipline, imparting of Holistic Education and adoption of global higher education practices with the support of creative and dedicated staff.”

The University Grants Commission (UGC) of India conferred Autonomy to Christ College in 2004 and identified it as an Institution with Potential for Excellence in 2006. In 2008 under Section 3 of the UGC Act, 1956, the Ministry of Human Resource Development of the Government of India, declared the institution a Deemed to be University, in the name and style of Christ University.

One of the first institutions in India to be accredited in 1998 by the National Assessment and Accreditation Council (NAAC), Government of India, and subsequently in 2004, 2016, 2022 CHRIST (Deemed to be University) is currently accredited with ‘A+’ Grade. The University is ranked among top 100 universities in India at 67 in the NIRF India Ranking 2025 of Ministry of Education, Government of India.

The multi-disciplinary University which focuses on teaching, research and service offers Bachelor, Master and Doctoral programmes in humanities, social sciences, sciences, commerce, management, engineering, architecture, education, and law to about 30000 students. The University offers its programmes at four campus locations in Bangalore in Karnataka, at Lavasa in Pune in Maharashtra, and Ghaziabad in Delhi NCR.

The campus is a living example of harmonious multiculturalism with students from all the states and union territories and around 60 different countries. CHRIST (Deemed to be University) publishes six peer-reviewed research journals and has published more than 300 books in Kannada and English. A promoter of sports, music and literary activities, it is a nurturing ground for creative excellence.

About the School of Business and Management

The School of Business & Management, which started in the year 1994, constitutes a major center of learning at CHRIST (Deemed to be University). The School of Business and Management is rated among the top B-schools in India. It is an NBA Accredited Programme. It offers a two-year full-time MBA Programme with specialisation choices in Marketing, Finance, Human Resources, Business Analytics and Lean Operations and Systems.

The Curriculum is designed based on interface with the industry and is regularly updated to provide future managers a launch pad for exciting careers. The School of Business and Management also offers dual degree programmes with the Technical University, Wurzberg-Schweinfurt, Germany, Virginia Commonwealth University, USA, and Western Michigan University, USA. The School also offers PhD in Management

About Anderson University

Located in the vibrant city of Anderson in Upstate South Carolina, Anderson University (AU) is a selective, Christian, comprehensive institution known for academic excellence and a strong values-based learning environment. Recognised as one of the fastest-growing private universities in the United States, AU blends a rich liberal arts foundation with modern, industry-aligned education.

The University offers an extensive academic portfolio with 50 major degree programs, 29 concentrations, 48 minors, 18 master's and doctoral programs, and eight certification programs. These are delivered through distinguished academic units such as the College of Arts & Sciences, College of Business, College of Education, and the South Carolina School of the Arts. Each program emphasises rigorous learning, hands-on experience, and high-quality faculty engagement.

Anderson University is nationally noted for its academic innovation and has been recognised as an Apple Distinguished School for integrating advanced technology into teaching and learning. Its growing graduate and professional studies include strong offerings in business, cybersecurity, education, theology, nursing, and leadership—reflecting its commitment to preparing students for the evolving demands of the global workplace.

With a supportive campus culture and a focus on holistic development, AU equips students with the knowledge, skills, and character to excel in their careers and contribute meaningfully to society.

About the Conference

The School of Business and Management at CHRIST (Deemed to be University) and Anderson University invite you to the International Conference on Business Innovation and Transformation (ICfBIT 2026). This premier academic event will be held on 18 & 19 February 2026, at the Christ University Central Campus, Bangalore, India.

ICfBIT 2026 aims to bring together leading academicians, researchers, industry professionals, and policy thinkers to explore the evolving dynamics of business innovation and organisational transformation in a rapidly changing world. The conference offers a dynamic platform for discussing emerging trends in technology-enabled business models, financial innovation, sustainable development, corporate strategies, and global market shifts.

Through thoughtful deliberations, research presentations, and collaborative dialogues, ICfBIT 2026 seeks to foster interdisciplinary engagement and contribute to the global discourse on innovation-driven business transformation. The conference aspires to generate impactful insights, support academic–industry linkages, and promote forward-looking solutions for the future of business ecosystems.

Keynote Speaker

Dr Pravakar Sahoo is a renowned economist, policy strategist, and academic leader currently serving as the Programme Director of the Economics and Finance I Division at NITI Aayog, Government of India. In this pivotal national role, he leads major initiatives in macroeconomic analysis, fiscal strategy, trade competitiveness, financial sector reforms, and evidence-based policy development, working closely with central ministries, state governments, and global institutions.

With over two decades of distinguished experience, Dr Sahoo has contributed extensively to the fields of macroeconomics, international trade and investment, development economics, public finance, and infrastructure policy. He has previously served as a Professor at the Institute of Economic Growth (IEG), Delhi, where he trained Indian Economic Service probationers and collaborated with global research bodies, including ADBI Japan, East-West Centre USA, IDE-JETRO, and institutions in Europe and China.



Dr. Pravakar Sahoo

Programme Director, Economics &
Finance Division, NITI Aayog,
Government of India

TRACK DETAILS

FINANCE TRACKS:

Sub Track 1 : Financial Innovation

- FinTech and Digital Finance: Innovations in financial technology, blockchain, cryptocurrencies, and digital payments.
- Green Finance: Sustainable finance practices, green bonds, and environmental, social, and governance (ESG) investing.
- InsurTech: Technological advancements in the insurance industry.
- Investment and Wealth Management Strategies: Novel investment strategies and technology-driven investment management solutions.

Sub Track 2: Financial Inclusion

- Banking for the Unbanked: Initiatives and challenges in providing banking services to underserved populations.
- Digital Inclusion: Role of digital platforms in enhancing financial inclusion.
- Gender and Financial Inclusion: Addressing gender disparities in financial access and usage.
- Financial Inclusion and Rural & Agricultural Development

Sub Track 3: Financial Policy

- Regulatory Frameworks: Evolution and impact of financial regulations on innovation and stability.
- Monetary Policy: Analysis of contemporary monetary policies and their economic implications on innovation.
- Fiscal Policy: Fiscal policy measures and their impact on financial and non-financial innovation affect economic growth and stability.
- Global Financial Governance: International financial institutions and global financial regulatory frameworks.

Sub Track 4: Emerging Markets and Economies

- Challenges and Opportunities: Financial challenges and opportunities in emerging markets.
- Capital Flows and Investment: Dynamics of capital flows and foreign investments in emerging economies.
- Economic Integration: Impact of regional economic integration on financial markets.

Sub Track 5: Behavioral Finance

- Investor Behavior: Insights into investor psychology and decision-making processes.
- Market Anomalies: Exploration of market anomalies and their implications.
- Risk Perception: Understanding risk perception and management in financial markets.

Sub Track 6: Corporate Finance

- Corporate Governance: Role of corporate governance in financial performance
- Mergers and Acquisitions: Trends and impact of mergers and acquisitions
- Capital Structure: Analysis of capital structure decisions and their implications.

MARKETING TRACKS:

Sub Track 7: Digital Marketing & Consumer Insights

- Digital Marketing and Consumer Analytics: Use of digital platforms, AI tools, and analytics to understand and influence consumer behaviour.
- Brand Transformation and Customer Experience: Strategies for rebranding, customer journey enhancement, and loyalty building.
- Customer Requirements and Value Creation: Understanding customer needs and building value-based marketing systems.

Sub Track 8: Marketing in Emerging Economies

- Marketing Strategy in Emerging Economies: Opportunities, constraints, and innovations in developing market environments.
- Knowledge Management & Data-Driven Market Intelligence: Leveraging data and organisational knowledge for stronger market positioning.

Sub Track 9: Social Media & Digital Influence

- Social Media and Influencer Marketing: The impact of digital communities, influencers, and content-driven marketing.
- Creative & Digital Industry Performance Metrics: Tools for evaluating effectiveness in marketing, advertising, and content-driven industries.

HUMAN RESOURCE TRACKS:

Sub Track 10: Strategic HR & Organisational Transformation

- Strategic HR and Organisational Transformation: HR's role in enabling digitalisation, restructuring, and adaptive culture.
- PMS and Organisational Learning: Innovative performance management systems and continuous learning frameworks.
- Organisational Culture, Values & Performance Outcomes: How culture and values shape productivity, growth, and competitiveness.

Sub Track 11: Talent Management & Leadership Development

- Talent Management and Leadership Development: Building leadership pipelines, competency frameworks, and future-ready workforces.
- Leadership, Accountability & Evaluation Practices: Leadership behaviours, accountability mechanisms, and evaluation systems for excellence.

Sub Track 12: Employee Well-being & Workplace Culture

- Employee Well-being & Workplace Culture: Health, morale, and culture-building practices that improve employee performance.
- Diversity, Equity & Inclusion (DEI): Creating fair, inclusive workplaces and examining DEI's impact on performance.

Publication Opportunities

- **Global Business Review** (Scopus-Q2, SAGE Publication) is available as a publication opportunity for high-quality submissions.
- Selected papers in Intelligent Automation, Ethical AI, and Health Informatics will be considered for an edited book by a reputed publisher with proposed **SCOPUS/Web of Science** indexing.
- More journals are in the pipeline; please **check the conference website for regular updates**.

Registration Fees

Name	Registration Fees (₹)
Industry Participants	2800
Doctoral Students (External)	1500
Full-Time Academics (External)	2800
Additional Author (External)	1000
Christ Doctoral Students	1500
Christ Full-Time Academics	2500
Christ Additional Author	1000

Submission Details

- Full Paper Submission Deadline: **10 January 2026**
- Abstracts should be at most 300 words
- Full papers should be between 3,000 and 7,000 words
- [Click here for APA Style and Alignment Guidelines](#)

TO REGISTER



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Review Process

All submissions will undergo a double-blind peer review process. Selected papers will be considered for publication in our conference proceedings and in special issues of partner journals

Conference Chair

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Director

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Dean

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Dean - International Graduate School -
Anderson University

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