**FMS**

# NATIONAL CONFERENCE ON DISRUPTIVE TECHNOLOGIES AND BUSINESS RESILIENCE

Faculty of Management Studies, University of Delhi
📅 30-31st January 2026



## Thematic Areas

Artificial Intelligence, Blockchain and IoT, Digital Transformation, Neuromarketing, Big Data Analytics, Agentic AI, Automation, Fintech, HR Analytics, Circular Economy, Business Ethics, Corporate Governance and Sustainability

# CALL FOR PAPERS

As the disruptive technologies continuously threaten the way businesses need to adapt to sustain, it is time to reflect on how businesses can transform themselves into more resilient systems. Of the many concerns that need to be understood and addressed, a few critical ones include: how do businesses assess risks amidst disruptions? What kind of culture and practices impart resilience in the organizations? Given the pace at which the world is witnessing innovations, disruptions, and technological advancements frequently challenging the business world, the ability to foresee such forces and leverage them might be the key. What policy changes might be required to empower businesses to become more resilient? These are some of the broad ideas and concerns this proposed conference seeks to discuss by bringing together academicians, researchers, practitioners, and policy-makers onto one single platform.

Faculty of Management Studies, University of Delhi, in collaboration with Management Science Association (MSA), FMS invites researchers and practitioners to submit their original empirical work as research papers, case studies, and work in progress within the broad scope of this conference. An indicative, but not exhaustive, list of the proposed tracks is given below:

## 1. Marketing in the Age of Disruption
- Social and Ecological Crisis and Marketing
- Purpose Driven Marketing - Creating Resilient Businesses
- Ethics, Privacy and Personalization
- Culture, Consumption and Markets
- Technology, innovation and marketing

## 2. Managing people in the age of disruption
- Leading Through Disruption: HR as a Change Architect
- HR analytics and managing talent
- Green HRM &amp; Business Resilience
- Engaging employees in uncertain times
- Strategic HR Practices for Building Agile and Future-Ready Workforces

## 3. Finance in a technology-driven world
- Fintech: Innovations and Disruptive Business Models
- Blockchain and Digital Currencies
- Artificial Intelligence and Data-Driven Finance
- Risk Management, Banking and Capital Markets
- Security, Privacy, and Trust in Digital Finance
- Green Financing and Sustainable Finance
- Ethical Governance: Implications on Financial Innovation

### 4. Operations & Supply Chain Resilience
- Resilience strategies and Operations management
- Sustainability, Regulations and Circular operation
- Logistic technologies, physical infrastructure and omni-channel systems
- Generative AI, Advanced analytics and Decision automation

### 5. Strategic Management in a Disruptive Era
- Corporate strategy amidst radical innovations
- Leveraging technology for strategic advantage
- Reimaging business models for digital age
- Regulatory and Policy Challenges in Adopting Disruptive Technologies
- Scaling Innovation: From Start-ups to Established Firms

### 6. Governance, Ethics and Sustainability
- Ethical AI and Accountability for Sustainable Governance
- Policy Review and Analysis
- Boardroom Competencies for Navigating Technological Disruption
- Responsible Innovation and Tech-Enabled ESG Integration
- Data Privacy, Cyber security, and Corporate Ethical Responsibility

### 7. IT for changing business scenario
- AI: challenges and opportunities;
- Blockchain in businesses
- Cybersecurity for corporates
- Enterprise Systems &amp; agile businesses
- Cloud based enterprise system and business continuity

## The conference will provide publication opportunities . Details to follow.

# REGISTRATION FEE:

| Particulars | Fee for Presenters/ Attendees |
|---|---|
| Research Scholars/ Students | 2000 |
| Teachers/ Professors/ Academicians | 3500 |
| Corporate Delegates | 5000 |

- Participants are requested to strictly adhere to the timeline of abtsract submission and registration.

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| S.No. | Major Activities | Tentative Timeline |
|-------|------------------|--------------------|
| 1 | Announcement of Conference | 28th August 2025 |
| 2 | Call for Extended Abstract | 30th August 2025 |
| 3 | Extended Abstract submission Closes | 15th November 2025 |
| 4 | Acceptance Notification Starts | 20th November 2025 |
| 5 | Registration Starts (Delegates) | 1st October, 2025 |
| 6 | Registration Starts (Presenters) | 1st December 2025 |
| 7 | Registration Closes (Delegates and Presenters) | 31st December 2025 |

## SUBMISSION GUIDELINES

Extended Abstract must be based on original empirical research that has neither been published nor submitted for publication. The abstract must be written within 1,500 words excluding references. The submission should contain the following sections: - Introduction, Methodology, Key Results & Discussion, Implications for Practice/ Policy, Conclusions, and References

Please adhere to the following guidelines for the format:

1. **Citation and References:** APA style
2. **Font:** Times New Roman, 12 points
3. **Margins:** 1 inch all around
4. **Spacing:** Double spaced
5. Tables, graphs, and figures with proper numbering and captions
6. **Similarity Index:** Not more than 10%

**Submission:** The Extended Abstract must be submitted to conference@fms.edu on or before **15th of November, 2025**

## For Corporate Sponsorships and Advertisements, Contact:

**aasheerwaddwivedi@fms.edu, nehasaini@fms.edu**