GREAT LAKES GURGAON

AACSB ACCREDITED

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Winter Conference on Sustainable Business

Call for Papers



5th International Conference on

Beyond Automation: AI, Human-Centricity, and Sustainability

9th - 10th December, 2026

Great Lakes Institute of Management, Gurgaon, India

About Great Lakes Institute of Management, Gurgaon

Great Lakes Institute of Management, Gurgaon was established in 2010 in the corporate hub of Gurgaon in Delhi NCR to cater to the dynamic business needs of a fast-changing global and Indian economy. It has been consistently innovative and has offered cutting-edge programs leveraging deep engagement with the industry facilitated by its location close to businesses ranging from start-ups to consulting firms and large MNCs. Great Lakes, Gurgaon, benefits from exceptional faculty with excellent academic track record and extensive industry experience. The world-class, fully residential campus in Gurgaon is a nurturing ground for future business talent and has been recognized by leading organizations in the country, which recruit the graduates year after year.

About the Conference

Building on the strong foundations of its previous editions, the **Winter Conference on Sustainable Business (WCSB 2026)** continues to advance its mission of fostering rigorous and relevant research at the intersection of business and sustainability, under the aegis of the **Centre of Excellence for Sustainable Development**, Great Lakes Gurgaon.

Since its inception, WCSB has served as a dedicated forum for convening academicians, policymakers, practitioners, and doctoral researchers to engage meaningfully with one of the defining challenges of our time. Over the previous four editions, the conference has examined sustainability in business across various domains of business. This year, we bring a new and imperative dimension to this conversation: **Artificial Intelligence with Sustainability**, and hence the theme **"Beyond Automation: AI, Human-Centricity, and Sustainability"**










Past Conferences Themes

1st Edition (2022):
International Perspectives in Economics and Management for Sustainability

2nd Edition (2023):
Managing Businesses for a Sustainable Future- G20 and beyond

3rd Edition (2024):
Roadmap to Sustainability: Challenges and Opportunities for Business Models and Practices

4th Edition (2025):
Sustainability Focused Growth: Redefining Business Success in a Dynamic Environment

In its 5th edition, WCSB 2026 invites scholarly inquiry that critically examines the intersection of artificial intelligence and sustainable business through diverse theoretical lenses and methodological approaches. Contributions are welcomed that connect micro and macro perspectives, draw upon interdisciplinary approaches, and develop innovative frameworks to examine how AI can support and enhance sustainable development goals. WCSB 2026 is committed to fostering scholarship that moves the conversation forward: research that explains emerging phenomena, challenges prevailing assumptions, and carries meaningful implications for managerial practice, organisational strategy, and public policy.

The conference brings these thoughts to life across various domains, including but not limited to indicated tracks and subthemes.

Tracks and Subthemes

- **Economics Track:**
  AI, Green Growth, and the Low-Carbon Transition
  Digital Inequality, AI Access, and Inclusive Development
  AI and the Reimagination of Sustainable Economic Progress

- **Finance Track:**
  Green FinTech, Digital Finance, and Sustainable Capital Flows
  AI in Credit Markets, Risk Assessment, and Financial Inclusion
  Sustainable Banking, Corporate Finance, and AI-Driven Reporting
  AI and ESG Integration in Investment Decision-Making
  AI, Behavioural Finance, and Sustainable Consumer Financial Decisions
  Algorithmic Trading, Market Stability, and Ethical Governance

- **HR and Organisational Behaviour Track:**
  Human–AI Collaboration and Changing Employee Behaviour
  AI, Remote Work, and the Environmental Footprint of Work
  Ethical AI in HR: Fairness, Accountability, and Responsible People Analytics
  Green HRM and AI: Embedding Environmental Sustainability in People Practices
  AI and the Future of Work: Workforce Transformation and Reskilling

- **Marketing Track:**
  AI and Green Consumer Behaviour
  Generative AI in Marketing
  AI, Personalisation, and the Ethics of Consumer Data
  Sustainable Branding, Green Marketing, and AI-Driven Communication
  Digital and Social Media Marketing in the Age of AI
  AI-Enabled Sustainability Metrics and Marketing Performance Measurement

- **Operations and Supply Chain Management Track:**
  AI-Driven Process Optimisation and Operational Efficiency
  Circular Economy, Waste Reduction, and AI-Enabled Resource Optimisation
  Supply Chain Resilience, Disruption Management, and Sustainability
  Sustainable Manufacturing, Industry 5.0, and the Future of Production

- **Strategy and Entrepreneurship Track:**
  Sustainable Entrepreneurship and AI-Enabled Green Ventures
  AI-Driven Business Model Innovation for Sustainability
  Digital Transformation, Organisational Resilience, and ESG Outcomes
  AI, Social Entrepreneurship, and Sustainability-Oriented Innovation Ecosystems
  Sustainable Business Models and Long-Term Value Creation
  Responsible Innovation, AI Ethics, and Sustainable Competitive Advantage

- **Special Online Track for International Scholars:**
  We are pleased to announce a special online dedicated track for international scholars and Non-Resident Indian (NRI) researchers.
  Eligibility: Open exclusively to authors with foreign affiliations
  Best Paper Track Award: A single Overall Best Paper Award* will be presented across all online presentations.

*A minimum of 3 papers to be accepted and presented

Expert Speakers



Prof. Sana Chiu
University of Houston, USA

Keynote Speaker



Mr. Hardeep S. Brar
President & CEO,
BMW Group India

Chief Guest



Dr. Raj Krishnan Shankar
Director,
Great Lakes Gurgaon

Conference Patron



Prof. Vipul Jain
RMIT University,
Australia



Mr. Ranjit Singh
EVP - Sustainability,
Maruti Suzuki India



Dr. S. Bharadhwaj
Professor,
Great Lakes Chennai



Mr. Anup Jain
Founding Partner,
BlueGreen Ventures



Mr. Adhiraj Jambekar
Global Lead -
Sustainability &
Energy Services,
Siemens



Mr. Raajesh BH Sharma
Director,
Matrix Sustainability

Guidelines for Extended Abstract Submission

Extended abstracts should provide a concise yet comprehensive overview of the research to be presented. It should be a minimum of 1200-1500 words (excluding references) and clearly divided into the following sections -

- **Title**
- **Introduction**
- **Methodology**
- **Results**
- **Findings and Implications**
- **Conclusion**
- **References**

Formatting Requirements

- **Word Limit:** Between 1200–1500 words, not including references.
- **Font and Size:** Times New Roman, 12-point font, double-spaced.
- **References:** APA format to be followed for in-text citations and references.
- **Language:** All abstracts must be submitted in English.
- **File Format:** Submit in PDF format to ensure that formatting is preserved.
- **Fair AI usage policy:** Authors are expected to use AI tools responsibly and transparently. **All submissions must have a similarity/plagiarism score of 10%.** The conference reserves the right to verify originality by either requiring authors to submit AI-detection and plagiarism reports or by performing these checks independently.
- **Full paper:** Following the conference, select presented papers may be invited for full-paper submission to the partnering journals, in accordance with their standard editorial policies.

Submit your Extended Abstract

Scan or click the QR code, or visit the link:
https://tinyurl.com/wcsbpaper2026

Registration Fee

	Paper presenter		
Category	**Indian**	**International**	**Attendee Only**
PhD Scholars	₹2000	$50	₹1000
Others (Academicians/Industry Professionals)	₹3500	$100	₹1000

Notes:

1. Fee is inclusive of 18% GST, accommodation, food and conference kit.
2. Travel reimbursement grants are available (one presenter per paper) for up to 3rd AC railway 2-way fare by the most direct route to the conference venue. TA will be provided only to scholars (PhD / PG), subject to ID proof.
3. In-campus shared accommodation will be provided to the paper presenters, available on first come first serve basis.

Important Dates



Highlights of the conference

» Pre-conference workshop:

- Sustainability Research

- AI-Driven Research Methodologies

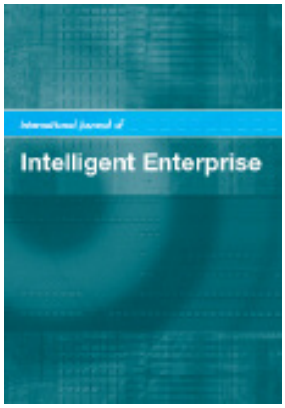
» Award for best paper on each track (Rs. 10,000)

» Exclusive sessions facilitating interactions with the Editors of prominent international journals, increasing the likelihood of publication of papers

» Selected extended abstracts will be published in the "Book of Abstracts".

» Selected full papers will get an opportunity to be published in international journals.









Write to us at

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Click here to visit the website:

https://www.greatlakes.edu.in/gurgaon/wcsb

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