



NATIONAL EDUCATION SOCIETY (R)
JAWAHARLAL NEHRU NEW COLLEGE OF ENGINEERING
SHIVAMOGGA-577 204
(Approved by AICTE, New Delhi, Affiliated to VTU, Belagavi)



DEPARTMENT OF MANAGEMENT STUDIES AND ROBOTICS & ARTIFICIAL INTELLIGENCE



International Conference on FRONTIERS OF INTELLIGENT BUSINESS FOR SUSTAINABLE DEVELOPMENT AND INNOVATION

NOVEMBER 30TH & DECEMBER 1ST 2026



*You are invited to contribute valuable insights and actively participate in making this
International Conference an academically enriching conflux.*



ABOUT NATIONAL EDUCATION SOCIETY (R)

Established in 1946 by visionary freedom fighters and philanthropists of high repute, presently managing more than 35 institutions, from primary to PG, in a wide range of disciplines such as Engineering, Science, Pharmacy, Commerce, Humanities, Education, Law, Business Administration, Physical Education, and Applied Sciences

ABOUT JNNCE

Jawaharlal Nehru New College of Engineering (JNNCE) has a rich legacy of providing quality education. It was established in the year 1980 and Affiliated with Visvesvaraya Technological University (VTU), Belagavi, and approved by the All India Council for Technical Education (AICTE). College has been ranked one of the top colleges in the country. It offers Undergraduate (BE) programs and Postgraduate programs in Master of Business Administration (MBA) and Master of Computer Applications (MCA), fostering academic excellence, innovation, and industry-oriented learning.



ABOUT DEPARTMENT OF MANAGEMENT

Department of Management Studies, one of the pioneering Management Educational set ups offering post-graduation in Business Administration, has carved a niche in the Management scenario of Malnad region of Karnataka. The department offers Master of Business Administration course affiliated to VTU, recognized by AICTE, Started in 1996 with 30 years of academic excellence. Department emphasizes on Building competence and character; Focus on 100% results, Personal and Professional skill development, & placement assistance. Department has so far bagged 14 university Ranks.

ABOUT DEPARTMENT OF ROBOTICS & ARTIFICIAL INTELLIGENCE

The department of Robotics and Artificial Intelligence was established in the year 2022 as the ninth engineering discipline at JNN College of Engineering. The department concentrates on imparting hands-on learning and innovative pedagogical initiatives for effective teaching learning process. The department has excellent laboratory facilities from industrial manipulators to mobile robots, from microcontrollers to edge computing devices, from creativity lab to artificial intelligence laboratories and several simulation software. The Department of RAI also established a state-of-the-art Center of Excellence for mobile robots and artificial intelligence.

ABOUT THE CONFERENCE

In a rapidly evolving global economy, businesses are being redefined by artificial intelligence, data analytics, automation, and a growing imperative for sustainable and responsible growth. "Frontiers of Intelligent Business for Sustainable Development and Innovation" brings together academicians, researchers, industry leaders, policymakers, and students on a common platform to explore how intelligent technologies and sustainable practices can jointly shape the future of business. The conference aims to encourage interdisciplinary dialogue, present cutting-edge research, and build actionable pathways toward inclusive, innovative, and sustainable enterprises.

OBJECTIVES OF THE CONFERENCE

- To provide a scholarly platform for sharing research on intelligent technologies in business and management.
- To explore the intersection of Artificial Intelligence, Data Analytics, and Sustainable Development Goals (SDGs).
- To foster innovation-driven strategies for sustainable enterprises across sectors.
- To strengthen academia-industry collaboration for translating research into practice.
- To encourage young researchers, faculty, and practitioners to publish quality research in reputed journals

THEMATIC TRACKS

Original research, case studies, and review papers are invited under (but not limited to) the following tracks:

Track 1: Artificial Intelligence and Digital Transformation

- Artificial Intelligence in Business
- Machine Learning and Predictive Analytics
- Generative AI Applications
- Business Intelligence and Data Analytics
- Robotic Process Automation
- Digital Business Models

Track 2: Sustainability, ESG and Green Business

- Environmental, Social and Governance (ESG)
- Circular Economy
- Sustainable Supply Chain Management
- Green Finance
- Carbon Neutral Business Strategies
- Climate Risk Management

Track 3: Finance and FinTech

- Digital Banking
- Financial Technology
- Blockchain Applications
- Cryptocurrency and Digital Assets
- Risk Management
- Corporate Finance and Investment

Track 4: Marketing and Consumer Behaviour

- AI in Marketing
- Digital Marketing
- Consumer Analytics
- Branding and Customer Experience
- Social Media Marketing
- Retail Innovation

Track 5: Human Resource Management Future of Work

- HR Analytics
- Talent Management
- Employee Well-being
- Leadership Development
- Diversity and Inclusion

Track 6: Entrepreneurship and Innovation

- Start-up Ecosystem
- Social Entrepreneurship
- Women Entrepreneurship
- Innovation Management
- Family Business
- Innovation and Incubation

Track 7: Operations and Supply Chain Management

- Smart Manufacturing
- Industry 5.0
- Logistics and Supply Chain
- Operational Risk Management
- Quality Management
- Lean and Agile Operations

Track 8: Economics, Public Policy and Governance

- Sustainable Economic Development
- Public Policy
- Rural Development
- Smart Cities
- Digital Governance
- Inclusive Growth

Track 9: International Business Global Trade

- Cross-cultural Management
- International Marketing
- Global Value Chains
- International Finance
- Emerging Markets

Track 10: Emerging Technologies

- Internet of Things (IoT)
- Blockchain
- Cloud Computing
- Cyber Security
- Metaverse
- Quantum Computing in Business

Note: Submissions are not limited to the topics listed above. Authors are welcome to submit papers on any of these tracks or closely related areas in robotics, automation, and intelligent, sustainable business.

ARTICLE SUBMISSION GUIDELINES

The authors should adhere to the following while submitting paper:

- The manuscript should not exceed 10 pages or 4000 words. Abstract should not be more than 300 words.
- Full text and abstract should be single column, 1.5-inch line spaced, A4 page size, 1 inch margin on all sides, Times New Roman font type and 12 font size.
- Maximum three authors per paper are permitted and each author should register separately.
- Text will include all tables, charts and graphs.
- Follow the APA latest reference style of citation for all references and bibliographies.
- Author/s whose papers gets selected will be informed. Such authors have to register by paying the registration fee and providing the payment proofs in the registration form online.
- For accepted papers one of the authors has to present the paper on the dates of conference.
- The manuscript of the paper should be submitted through google form Link:
<https://forms.gle/eH2qESLAUzGDZsGCA>
- Cash award will be given - one for best faculty paper presentation and one for best student paper presentation. The Decision of the selection committee is final.

PUBLICATION OPPORTUNITIES

The paper will go plagiarism check, only selected papers which will satisfy the journal standards will be published in the special edition of college journal- JNNCE Journal of Engineering and Management (Peer Reviewed journal, Indexed in International Scientific Indexing, ISSN: 2582-0079). Selected high-quality peer- reviewed papers will be considered for publication in ABDC-listed journal, subject to journal's review process and acceptance criteria.

SUBMISSION TIMELINES

Full Paper Submission	15 th September 2026	Last Date to Register	15 th October 2026
Full Paper Acceptance Confirmation	10 th October 2026	Conference Date	30 th November & 1 st December 2026

REGISTRATION FEES

Corporate Delegate	2000 INR
Faculty/ Research Scholar	1500 INR
Student	500 INR
Foreign Delegate	30 USD

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.

PAYMENT LINK

<https://l1nq.com/by2kgfl>



FOR QR CODE PAYMENT

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ABOUT SHIVAMOGGA

Shimoga (known locally as Shivamogga) is a city in Shimoga District in the central part of the state of Karnataka, India. It lies on the banks of the Tunga River and is the administrative headquarters of the district. Shimoga is a part of a region known as Malnad (land of hills) in Karnataka. Most/all these hills are part of the Western Ghats, a region known for plentiful rainfall and lush greenery and declared as a World Heritage site by UNESCO.

Tourist/ Historical places near Shivamogga

Jogfalls- 100 kms Kodachadri - 111kms Sringeri - 101kms

Sakrebailu Elephanth Camp- 13.8kms Kavaledurga fort- 81.2 kms

Bhadra River Dam- 20 kms Gajnur Dam -16 kms

Tavarekoppa Tiger and Lion Safari - 10kms

Koodli Mutt - Tunga Bhadra Sangama- 12kms

