

CALL FOR PAPERS

Abstracts due 15 November 2026

International Conference on Business, Innovation and Global Sustainability

ICBIGS 2027

*Responsible Leading in the Age of AI:
Strategy, Innovation and Growth*

 **19 – 20 February 2027**

 **MCC Boyd Tandon School of
Business, Chennai**



**Selected papers after
double-blind peer review
will be published by IGI
Global Publishing**



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Artificial Intelligence is no longer an option – it is a strategic compulsion.

AI has shifted from an emerging capability to a key driver of strategy, operations and institutional change. Leaders must balance two imperatives:



The Growth Imperative

Navigate competitive disruption. Bold strategies, innovative business models and scaled technological deployment.



The Responsibility Imperative

Embed governance & trust. Rigorous governance, ethical safeguards, data privacy and human-centric approaches.



What this conference sets out to achieve

01



Shift the Organizational Conversation – from isolated experimentation to enterprise-wide strategic scaling.

02



Provide Actionable Governance Frameworks – managing algorithmic bias, data privacy, compliance and risk.

03



Re-examine Leadership Capabilities – talent development, culture and upskilling for human-AI collaboration.

04



Bridge Academia & Industry – cross-sector dialogue and research on sustainable business models.



Who should participate



Corporate Leadership -

CEOs, CDOs, CTOs, CIOs, CHROs and strategy heads



Academic Community -

Deans, directors, researchers, students and faculty



NPO Leadership -

Executive directors, board chairs, compliance, policy and programme leaders



Key Dates



15 November 2026

Abstract submission
deadline



15 December 2026

Full paper submission
deadline



15 January 2027

Notification of
acceptance



19 January 2027

Author registration
deadline



19 – 20 February 2027

Conference



Two days of Keynote Addresses - Executive Panel Discussions - Academic Paper Presentations - Poster Presentations

Seven Thematic Tracks

We welcome original research papers, conceptual frameworks, empirical studies, industry case studies and poster proposals.

01

Strategic Operations & Supply Chain Management



- Driving AI Operations for Competitive Advantage
- Championing Sustainable Operations and Green Supply
- Navigating Supply Resilience and Disruption Risk
- Pioneering Innovation in Logistics and Delivery
- Guiding Industry 4.0 and Smart Manufacturing

02

People Strategy & Workforce Direction



- Steering AI HR Transformation: Automation to Augmentation
- Governing Responsible AI, Ethics, and Bias
- Empowering Future Workforces via Human-AI Synergy
- Fostering Employee Wellbeing, Experience, and Trust
- Guiding Organizational Culture and Hybrid Ecosystems

03

Strategic Marketing & Brand Positioning



- Orchestrating AI-Powered, Data-Driven Marketing Strategy
- Driving Personalization and Evolving Consumer Behaviour
- Championing Integrated Brand Storytelling and Communications
- Advancing Sustainable and Responsible Marketing Practices
- Shaping Customer Engagement in Immersive Environments

04

Financial Governance & FinTech Strategy



- Catalysing FinTech Innovation and Financial Ecosystems
- Directing Intelligent Investments and Risk Management
- Driving Sustainable Finance and ESG Analytics
- Steering AI-Driven Banking and Strategic Services
- Overseeing Algorithmic Trading, RegTech, and Fraud

05

Enterprise Intelligence & Data Oversight



- Directing Customer Analytics and Market Strategy
- Driving Predictive Analytics and Business Forecasting
- Steering Financial Risk Modeling and Analytics
- Spearheading Generative AI and Enterprise Strategy
- Governing Big Data, Cloud, and Privacy

06

Servant Leadership: Wisdom, Ethics & Flourishing



- Ethical Stewardship & AI Governance
- Biblical Wisdom in Decision-Making
- Upholding Imago Dei in Innovation
- Servant Leadership for Common Good
- Flourishing Communities & Shalom

07

Academic Leadership & Educational Governance in the AI Era



- Steering AI-Driven Academic Governance and Educational Transformation
- Governing Ethical AI across Teaching, Curriculum, and Assessment
- Championing Humanistic Values, Critical Thinking, and Holistic Student Formation
- Empowering Educator Upskilling and Future-Ready Digital Campuses
- Directing Institutional Leadership, Educational Equity, and Global Access

Submit Your Work

Choose your format:



Full Academic Research Papers

- 4,000–7,000 words, APA style.
- For faculty, scholars and researchers.



Industry Case Studies & Practitioner Reports

- 2,500–4,000 words.
- For C-suite leaders, consultants and managers.

01



Submit abstract by
15 November 2026



02



On acceptance, submit
full paper by **15 December 2026**

All papers must be original and not under review elsewhere.

SUBMISSION DETAILS



Abstract in brief

- Maximum 250 words: state the gap, objective, method, findings and significance
- No citations, figure table references or footnotes
- Include 4–6 keywords below the abstract



How to submit

Email your abstract or paper to icbigs2027@mccbtsb.edu.in

- Attach as Word (.docx) and PDF, full papers in APA style
- Subject: ICBIGS 2027 – Track [No.] – [Submission Category]
- In the email body: each author's full name, affiliation, designation, email and phone number; name the corresponding author
- Keep the manuscript anonymised (no author names) for double-blind review

REGISTRATION FEE

Category	Registration Fee
Academia	₹ 3,500
Corporate	₹ 5,000
Students / Research Scholars	₹ 2,000

Category	Registration Fee
NGO	₹ 3,000
Non-presenting Participants	₹ 1,500
Non-Indian citizens (any category)	USD \$50



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Organised by **Christian Institute of Management (CIM)**
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