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Dr. A. Mohanty

Technical Review Committee

All the faculty members of the department

Coordination Committee

- ★ Ms. Shatarupa (7008120699)
- ★ Mr. Sakshyarjyoti Mishra (9938655667)
- ★ Ms. Satabdi Maheswari Dash (7854814322)
- ★ Mr. Debi Prasad Mohanty (8658945504)
- ★ Ms. Priyadarshini Tripathy (7681062639)
- ★ Mr. Rajesh Pradhan (9348332438)

Submission Guidelines

Author(s) are required to send their abstracts to icemp2026@gmail.com.

Upon the receipt of notification of acceptance, the author(s) are required to register through the designated link along with proof of payment.

Bank Details

Account Number : 44766746449
IFSC Code : SBIN0002135
A/C Holder Name : ICEMP NATIONAL SEMINAR
Branch Name : Utkal University Campus,
Vani Vihar, BBSR.



Venue

Department of Business Administration,
Utkal University, Vani Vihar, BBSR-751004



सत्यं परमं धीमहि

NATIONAL SEMINAR

ON

Navigating Sustainability: Innovations and Challenges in Emerging Management Practices

SUPPORTED BY
RUSA 2.0, Utkal University

14th March, 2026



Organized by

DEPARTMENT OF BUSINESS ADMINISTRATION
UTKAL UNIVERSITY
BHUBANESWAR, ODISHA

Institutional Profile

Established in 1943, Utkal University is Odisha's oldest university and a leading center of higher education in Eastern India, renowned for multidisciplinary teaching, advanced research and societal engagement. Located at Vani Vihar, Bhubaneswar, it offers diverse postgraduate and doctoral programmes while promoting ethics, leadership and innovation. The Department of Business Administration provides quality management education through MBA, Integrated MBA and PhD, supported by experienced faculty. Combining theoretical rigor with practical skills, the Department prepares graduates for leadership roles across industry, business, private and public sectors.

About the Seminar

The National Seminar on “Navigating Sustainability: Innovations and Challenges in Emerging Management Practices” brings together academicians, researchers, policymakers, industry professionals and students to examine the evolving role of management in sustainable development. It focuses on innovative strategies, business models and technologies that generate sustainable value while reducing environmental and social impact. The seminar addresses challenges in integrating sustainability into organizational practices and highlights solutions aligned with the Sustainable Development Goals. Serving as a timely platform for collaboration and knowledge exchange, it aims to strengthen curriculum relevance, inspire research and equip future leaders for responsible, inclusive and resilient growth.

Call for Papers

Abstracts, not less than 200 words and not exceeding 300 words are invited across five thematic tracks. The abstracts should be sent in Word format; Font- Times New Roman, 12, 1.5 spacing. Submissions may include empirical, theoretical, case-based or practitioner-oriented research.

Sub-Themes

Track 1: Sustainable Business Models and the Circular Economy

Renewable Integration, Resource Efficiency, Sustainability Policy Frameworks Sustainable Supply Chains, Sustainability Reporting, Global Disclosure Standards, Waste Minimization, Digital Circularity, Industry 4.0

Track 2: Entrepreneurial Pathways for Green Startups and Social Enterprises

Sustainable Startup Scaling, Growth Challenges, Social Entrepreneurship, Inclusive Growth, Innovation Ecosystems, Green & Social Ventures, Sustainable Funding, Green Entrepreneurship, Emerging Markets

Track 3: Sustainable Finance and Responsible Investment

ESG Investing, Investment Decision-Making, Green Bonds, Climate Finance, Sustainable Finance Institutions, Sustainability Risk Management, Sustainability Cost-Benefit Analysis

Track 4: Building a Sustainable Workforce

Ethical Leadership, Organisational Sustainability, Work-Life Balance, Employee Wellbeing, Diversity Equity & Inclusion (DEI), HR Strategy, Sustainability Competencies, Capacity Building, Employee Engagement, Responsible HR Practices

Track 5: Green Marketing and Responsible Consumerism

Eco-Labels, Green Branding, Sustainable Consumption Awareness, Digital Green Marketing, Green Marketing Ethics, Profitability, Sustainable Consumer Behaviour, Gen Z & Millennials

Note: The topics are not limited to the topics and sub topics given and can be extended further

Important Dates

Abstract Submission Opens: 5th January, 2026
Abstract Submission Closes: 31st January, 2026
Acceptance Notification: 5th February, 2026
Registration Opens: 6th February, 2026
Registration Closes: 28th February, 2026

Registration Details

Students (Presenters)	₹ 500
Research Scholars (Presenters)	₹ 750
Faculty Members (Presenters)	₹ 1000
Industry Professionals (Presenters)	₹ 1500
Attendees (Non Presenters)	₹ 500

Important Information

Registration Fee includes access to seminar sessions, food, events and seminar kit.

Detailed registration and presentation information will be provided to author/s of selected abstracts.

At least one of the authors is required to register for presentation of the research paper at the seminar.

All authors and co-authors (who want to join the seminar) must register themselves within a given deadline by paying a stipulated fee separately.

The fee once paid by the participants will not be refunded/reimbursed. The decision of the authority in this regard will be final and abiding.