



TECNIA

INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-2)

43rd National Conference on

AI-Driven Sustainable Development:

Integrating UN-SDGs, Management
Disciplines, and Psychological
Sciences for Human Advancement



25th April, 2026, Saturday

(Hybrid Mode)

**Department of
Management Sciences**

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About the Conference

PRELUDE: In an era of rapid technological advancement, Artificial Intelligence (AI) has emerged as a transformative force in addressing critical global challenges such as climate change, poverty, healthcare access, and educational inequality. Aligned with the vision of the United Nations Sustainable Development Goals (UN-SDGs), AI has the potential to enhance decision-making, drive innovation, and accelerate sustainable development across sectors. The **National Conference on “AI-Driven Sustainable Development: Integrating UN SDGs, Management Disciplines, and Psychological Sciences for Human Advancement”** aims to explore the intersection of technology, management, and human behavior. It brings together key **Management Disciplines**—Human Resource, Finance, Marketing, Information Technology, International Business, and Operations—with **Psychological Sciences**, including Clinical Psychology, Rehabilitation Psychology, Child Guidance and Counseling, Clinical Neuropsychology, and related programs. Focused on **Human Advancement**, the conference aligns with core UN-SDGs such as No Poverty, Good Health and Well-being, Quality Education, Gender Equality, Climate Action, and Reduced Inequalities, among others. Further strengthened by human-centric approach, incorporates the principles of **UHV**, emphasizing the **09 Values in Universal Human Values Relationships**—Trust, Respect, Affection, Care, Guidance, Reverence, Glory, Gratitude and Love. These values are foundation of harmonious relationships, ensuring that technological advancement remains ethically grounded and socially responsible.

The conference provides a collaborative platform for academicians, researchers, policymakers, industry experts, and students to deliberate on the opportunities and ethical challenges of AI, ensuring its responsible and inclusive application for sustainable and equitable global development.



Objectives

- To explore the role of AI in achieving the 17 UN-SDGs through innovative and scalable solutions
- To integrate management strategies with AI-driven decision-making for sustainable entrepreneurial development & innovation
- To analyze AI applications in finance, FinTech, and sustainable economic systems
- To incorporate psychological sciences in understanding Universal Human Behavior, Adoption of AI, and Societal Impact
- To integrate psychological insights with ethical and inclusive AI adoption for positive societal impact.

CALL FOR PAPERS

Researchers are invited to submit original, unpublished research papers and case studies on the following sub-themes (but not limited to):

THEMATIC TRACKS:

»» **Technical Session 1: Human-Centric Management & Organizational Excellence**

Sub-Tracks:

- AI-Enabled Talent Acquisition and Workforce Diversity for Sustainable Development
- Employee Engagement, Mental Health, and Workplace Resilience
- Learning & Development in the Age of AI: Upskilling for Sustainable Futures
- Performance Management Systems using AI and Behavioral Insights
- Workplace Ethics, Inclusion, and Psychological Safety aligned with SDGs
- Hybrid Work Models, Gig Economy, Universal Human Behavioral & Sustainability

»» **Technical Session 2: Marketing, Consumer Insights & Digital Transformation**

Sub-Tracks:

- AI in Social Media Marketing and Influencer Ecosystems
- Customer Experience Management and AI-Based Personalization
- Sustainable Branding and Corporate Social Responsibility Communication
- Data-Driven Marketing Analytics and Predictive Consumer Insights
- Consumer Trust, Privacy, and Ethical Issues in AI Marketing
- Cross-Cultural Consumer Behavior and Global Market Trends

»» **Technical Session 3: Finance, FinTech & Sustainable Economic Systems**

Sub-Tracks:

- AI in Banking and Financial Services: Automation and Risk Management
- Green Finance, Climate Finance, and Sustainable Investment Models
- Cryptocurrency, Blockchain, and Digital Financial Ecosystems
- Financial Inclusion and Digital Payments aligned with SDGs
- Corporate Governance, Ethics, and Financial Transparency
- Psychological Biases in Investment and Financial Decision-Making

»» **Technical Session 4: Global Business, Strategy, Smart Systems & Sustainable Innovation**

Sub-Tracks:

- AI-Driven Global Supply Chains, Trade & Business Intelligence
- Sustainable Development, Circular Economy & Global Governance
- Cross-Cultural Leadership, Workforce Transformation & Future of Work
- Digital Globalization, E-Commerce & Cloud Ecosystems
- Smart Manufacturing, Industry 4.0 & IoT Infrastructure
- Geopolitical Risk, Data Analytics & Strategic Decision-Making

»» **Technical Session 5: AI, Innovation & Sustainable Entrepreneurship**

Sub-Tracks:

- AI-Driven Entrepreneurship & Startup Ecosystems
- Sustainable & Social Entrepreneurship for SDGs
- Entrepreneurial Finance, Venture Capital & Impact Investing
- Innovation Management & Disruptive Business Models
- Policy, Regulation & Global Entrepreneurship Development
- Technology Transfer, Acquisition and Absorption for MSME

PUBLICATION OPPORTUNITY

1. Selected high-quality papers presented at the conference will be considered for publication in reputed journals indexed in Web of Science and Scopus.
2. Authors will also have the opportunity to publish in double-blind peer-reviewed, refereed academic journals indexed in Index Copernicus International (ICI) and J-Gate, with valid ISSN.
3. All accepted and presented papers will be published in the conference proceedings with an ISBN.

GUIDELINES

1. Abstract length shall be 300-350 words, with keywords (5-6).
2. Full Paper length shall be 4000-8000 words (including references), in APA 7th edition format.
3. Papers must be original and should not be under consideration for any other conference or publication.
4. All submissions must be made electronically in MS Word format via the conference submission portal (link provided on the website).

IMPORTANT DATES

- Last Date for Abstract Submission : **15th March, 2026**
- Notification of Abstract Acceptance : **30th March, 2026**
- Last Date for Full Paper Submission : **06th April, 2026**
- Notification of Paper Acceptance : **10th April, 2026**
- Last Date for Registration & Camera-Ready Paper : **15th April 2026**
- Conference Date : **25th April 2026**

REGISTRATION

Category	Early Bird (Till 31.03.2026)	Regular (After 31.03.2026)
Industry Professionals	₹ 1000	₹ 1200
Academicians	₹ 750	₹ 1000
Research Scholars/Students	₹ 500	₹ 750
Participants (Non-presenters)	₹ 400	₹ 500

PAYMENT DETAILS

Bank Name : ICICI Bank
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