



# tirpude

INSTITUTE OF MANAGEMENT EDUCATION

An Autonomous Institute

(Affiliated to Rashtrasant Tukadoji Maharaj University, Nagpur)

## SAMIDHA 2026

AN INTERNATIONAL RESEARCH CONFERENCE

ON

COLLABORATING ACROSS DISCIPLINES FOR  
TOMORROW'S CHALLENGES

ALL SELECTED PAPERS WILL BE PUBLISHED IN

ABDC



Scopus



WEB OF SCIENCE



13<sup>th</sup> & 14<sup>th</sup>  
2026 MAY

# CONFERENCE THEME

In an era marked by rapid technological change, complex socio-economic issues, and global uncertainty, the challenges faced by societies and organizations are increasingly interconnected. No single discipline can adequately address these multifaceted problems. Recognizing this reality, the International Research Conference Samidha 2026, organized by Tirpude Institute of Management Education, Nagpur, adopts the theme "Collaborating Across Disciplines for Tomorrow's Challenges."

Whether addressing market uncertainties, digital transformation, economic resilience, work stress and psychological challenges or social equity, meaningful progress emerges when knowledge from management, technology, social sciences, humanities, and allied fields converges. Such collaboration enables researchers and practitioners to transcend traditional academic boundaries and view problems through multiple lenses, enriching both theory and practice.

Samidha 2026 serves as a dynamic platform for scholars, academicians, industry experts, and research students to exchange ideas, share empirical findings, and explore collaborative possibilities across disciplines and geographies. By fostering dialogue and mutual learning, the conference aims to stimulate original thinking, encourage integrative research, and build networks that can respond effectively to emerging global and local challenges.

## **Organizational Behaviour and Human Resources Management**

- Work life balance challenges
- HR Analytics and its applications
- HR Practices and policies
- AI in Human Resources Management
- Dynamics of Job design and Motivation
- Human Resource Development and Retention

## **Marketing Management:**

- Changing patterns of consumer buying behaviour
- AI challenges, Digital marketing and social media
- Emerging Sales and distribution strategies
- Global Marketing strategies in today's world
- Branding strategies for dynamic markets

## **General Business Management:**

- Indian Knowledge system
- Education and new pedagogies
- Intellectual Property Rights
- Corporate Governance and Ethics
- Gig-economy
- Crypto currency & Blockchain

## **Financial Management & Economics:**

- Investment trends for the coming tomorrow
- Indian Economy and Global dynamics
- Rise of Fintech in India
- Stock Market and Trading dynamics
- Banks and NBFCs
- Macro, small & medium enterprises (MSME)
- Startups & unicorns
- Financial Inclusion

## **Psychology:**

- Mental Health and Wellbeing
- Educational and Learning Psychology
- Counseling – scope and challenges
- Organizational and Industrial Psychology
- Psychology and Technology

## **Technology & Data Science:**

- Artificial Intelligence and Intelligent Systems
- Cyber Security and Information Assurance
- IT Governance and Digital Ethics
- Emerging Technologies and Digital Transformation
- Applied Data Science for Social Good
- Data Science for Business .



### SUBMISSION GUIDELINES:

- All papers submitted for presentation must contain original research that has not been previously presented or scheduled for presentation or accepted before.
- Submission must be made in a word document only.
- Figures, graphs, tables (if any) must be numbered.
- Font: Times New Roman, Double spaced, 1 - inch (2.54 cm) margin all side
- References must follow APA style
- All submissions to be made at [samidha@tirpude.edu.in](mailto:samidha@tirpude.edu.in)
- All selected papers will be published in Scopus / ABDC / Web of Science journals at an additional charge.

### Important Dates

Submission of full paper	3 <sup>rd</sup> May 2026
Acceptance of paper	7 <sup>th</sup> May 2026
Last date of registration	9 <sup>th</sup> May 2026

### Registration Details

Foreign Nationals	\$ 25 USD
Industry Professionals	Rs 1500/-
Academicians	Rs 1000/-
Research Scholars	Rs 700/-

### Registration Link :

<https://forms.gle/t1E1bPC38nw8khhJ6>



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