

School of Management



VIRTUAL

# 8<sup>th</sup> GDGU ICON 2026 International Conference

Sustainable Knowledge Economy:  
Trends, Innovations & Best Practices

25-27  
February

9:00 am to  
4:00 pm  
GD Goenka  
University



Member-AACSB Since 2025

## ABOUT THE GD GOENKA UNIVERSITY

GD Goenka University is a private university located in Sohna, Gurugram, Haryana, India. It was established in 2013 by the GD Goenka Group through the Haryana Private Universities (Amendment) Act, 2013. The GD Goenka Group was founded by Shri A.K. Goenka. The University is approved by University Grants Commission (UGC). GD Goenka University is an internationally acclaimed and premier institution of higher education in India. Quality education aimed at directing the students towards research, innovation and extension is the defining element of the GD Goenka University. It is also recognized as QS IGUAGE "Diamond" rated University.



## ABOUT THE CONFERENCE

The emerging global paradigm emphasizes the need for sustainable development driven by innovation, inclusive policy, and responsible academic leadership. The International Conference on Sustainable Knowledge Economy: Trends, Innovations & Best Practices aims to bring together scholars, policymakers, industry leaders, and education practitioners to explore the critical intersections of sustainability, economics, higher education, and management research.

As the world transitions toward a knowledge-based economy, universities and research institutions play a pivotal role in shaping sustainable futures. This conference will delve into how academic and business ecosystems can contribute meaningfully to economic transformation through sustainable practices, ethical management research, green innovations, future ready campus and policy frameworks aligned with the UN Sustainable Development Goals (SDGs). By facilitating cross-disciplinary dialogue, the event seeks to highlight best practices and emerging trends that redefine the purpose and impact of knowledge creation in the 21st century. Key themes will include sustainable economic models, the role of universities in policy development, digital transformation and green technology in education, ESG (Environmental, Social, and Governance) integration in academic institutions, and the evolving nature of management and economics research. The conference will feature keynote addresses, plenary sessions, paper presentations, panel discussions, workshop and networking opportunities. This international platform invites contributions from scholars, researchers, doctoral students, corporate practitioners, and institutional leaders committed to building a sustainable knowledge economy. It is an opportunity to co-create a global dialogue on how higher education institutions can be catalysts for innovation, economic resilience, and social transformation.

The International Conference on Sustainable Knowledge Economy: Trends, Innovations & Best Practices is designed to explore how principles of sustainability can be embedded within the framework of a rapidly evolving knowledge economy. The primary objective of the conference is to foster interdisciplinary dialogue among scholars, educators, policymakers, and industry leaders to advance sustainable practices in economics, management, and higher education. As the world grapples with complex global challenges such as climate change, economic inequality, and institutional disruption, the need for inclusive, ethical, and future-ready knowledge systems has never been greater. The conference aims to encourage original research and innovation that contribute to the creation of resilient economic models, responsible organizational strategies, and transformative education practices.

A key focus will be on the pivotal role that universities and academic institutions play as incubators of sustainable development, policy innovation, and knowledge dissemination. By showcasing global best practices, institutional case studies, and forward-looking research, the event aspires to inspire change across sectors. Furthermore, it seeks to build collaborative academic and professional networks that support long-term engagement and action in sustainability, management research, and economic policy. Through these efforts, the conference endeavors to strengthen the alignment between higher education and sustainable development goals, positioning universities and knowledge creators as central actors in shaping a more equitable, innovative, and environmentally conscious global economy.

## KNOWLEDGE PARTNER

About ServiceSetu Academics – Empowering the Academic Community

ServiceSetu Academics, is dedicated to empowering the academic community through information, upskilling, and strategic partnerships. Established in 2021, the mission is to drive academic and research excellence by collaborating with leading B-schools and universities worldwide.



## CALL FOR PAPERS AND CASE STUDIES

Authors are invited to submit their original and unpublished manuscripts based on conceptual or empirical research on the different aspects of technology, innovation, and sustainability. The broad themes for the conference are (but not limited to) the following:

| IMPORTANT DATES                   | Young Innovators   |
|-----------------------------------|--------------------|
| Last date for Abstract submission | 15th February 2026 |
| Last date for registration        | 22nd February 2026 |
| Full paper submission             | 20th February 2026 |

## PAPER SUBMISSION GUIDELINES

Academicians, industry experts, research scholars and students are invited to contribute papers on topics related to the theme of the conference. All the paper submissions will be subjected to double blind peer review. The decision of the reviewers will be final and binding. To facilitate the review process, the author should adhere to the prescribed guidelines.

Abstract should not exceed 500 words and should contain title of the paper, authors' name, institutional affiliations, abstract and keywords (up to 5), introduction, methodology, findings, conclusion and references.

The maximum full paper length (excluding tables, figures and references) should not exceed 7000 words or 10 pages. The paper should be in Times New Roman, Font Size 12, with 1.5 line spacing. Authors should follow APA (Seventh Edition) style of referencing. Plagiarism should not exceed 10% to maintain the originality of the manuscript.

## CRITERIA FOR EVALUATION OF THE MANUSCRIPT

- **Relevance:** Is the topic relevant to the theme of the conference?
- **Rigor:** Does the Depth & logical organization of the literature review and the conceptual framework?
- **Originality:** Does the manuscript add to the existing body of knowledge?
- **Methodology:** Does the paper utilize appropriate data analysis tools and techniques to achieve the objectives of the manuscript?
- **Practical Implications:** Does the manuscript highlight relevant discussion points for industry managers and policy makers?

## TRACKS DETAILS

### Track 1: Human Resource Management for Sustainable Development

- Talent Management and Development
- Diversity, Equity, and Inclusion (DEI)
- HR Analytics
- Sustainable HR Practices
- Leadership Development and Succession Planning
- Employee Engagement and Well-being
- Corporate Social Responsibility
- Reskilling and Up skilling

### Track 2: Marketing for Leveraging Technology and Innovation

- Digital Marketing and E-Commerce
- Sustainable Consumer Behavior and Insights
- Branding and Reputation Management
- Marketing Analytics and Metrics
- Technology-Enabled Marketing Innovations
- Global Marketing and Cultural Diversity
- Green Marketing and Environmental Responsibility

### Track 3: Financial Innovation for Sustainability and Risk Management

- Environmental, Social, and Governance (ESG) Investing
- Financial Technology (FinTech) and Innovation
- Risk Management and Cyber security
- Corporate Finance and Governance
- Financial Inclusion and Access
- Sustainable Accounting and Reporting
- Financial Regulation and Policy
- Digital Payments and Crypto currency
- Green Finance

### Track 4: Supply Chain Innovation Fostering Technological Collaboration

- Digital Supply Chain Transformation
- Sustainable Supply Chain Management
- Risk Management
- Logistics and Transportation Innovation
- Global Supply Chain Networks
- Supply Chain Analytics and Visualization
- Circular Economy and Reverse Logistics
- Supply Chain Transparency and Accountability

### Track 5: Entrepreneurship for Sustainable Development

- Social Entrepreneurship
- Sustainable Business Models and Innovation
- Women's Entrepreneurship and Empowerment
- Entrepreneurial Ecosystems and Policy
- Education and Training for Entrepreneurs
- Inclusivity and Diversity

### Track 6: International Business and Economic Dynamics

- International Trade and Investment
- Global Economic Governance
- Innovation in IB
- Economic Development and Growth
- Regional Economic Integration

### Track 7: Policy, Governance, and Global Cooperation

- Climate change
- Green Energy
- Public-private partnerships
- National policies for green innovation
- Governance for digital transformation
- Regulation for renewable energy
- Legal frameworks for corporate sustainability
- Global cooperation for SDGs

### Track 8: Emerging Technologies and Innovation

- Artificial Intelligence
- IoT for resource management
- Big data for social and environmental impact
- Renewable energy innovations
- Smart cities and sustainable urbanization
- 5G and green connectivity
- Innovations in affordable healthcare
- EdTech for inclusive education
- Grassroots innovation for community development

## GUIDELINES FOR POWERPOINT PRESENTATION

- Number of slides should be between 8-10 only.
- The slides must cover Introduction, Review of Literature, Methodology, Data Analysis, Findings, Managerial Implications, Recommendations and Suggestions, Limitations, Scope for Future Research, and Conclusion.
- The presentations will be done virtually.
- PPTs must reach us as per the specified dates.
- Maximum time allocated for the presentation will be 15 minutes, including Q&A.
- Abstracts & Full Papers to be sent to: **conferencesom@gdgu.org**

## BEST PAPER AWARDS

- A certificate will be awarded to best paper in every track
- Three best papers of the conference will be awarded with the cash prize.  
1st Prize- Rs. 5,000  
2nd Prize-Rs. 3,000  
3rd Prize- Rs. 2,000
- To compete for the best paper award, submission of full paper as well as the presentation of the same is mandatory.
- **All participants are eligible for complementary workshop on Bibliometric Analysis.**

## REGISTRATION FEES

| Categories           | National ( ₹ ) | International ( \$ ) |
|----------------------|----------------|----------------------|
| Scholars             | 1500           | 50*                  |
| Academicians/Faculty | 2000           |                      |
| Corporate            | 2500           |                      |

- Registration fees is non-refundable
- All paper presentations will be in ONLINE mode
- Only Registered Participants will be given Participation Certificates

### Registration Link

<https://forms.gle/yJHv1D33CfaZmRCTA>

### Submission Email Id

Conferencesom@gdgu.org

### Payment Link

<https://pay.jodo.in/pages/kEktZjP7smsnhPnX>

### QR Code





## PUBLICATION OPPORTUNITY

- Selected Papers will be recommended for publication in renowned SCOPUS/UGC Care Indexed journals.
- The authors will be required to follow the rules of the respective journals. All remaining approved papers will be published in an e-book with ISBN after due consent with the authors.
- A maximum of three authors are allowed in each paper.
- Full paper should not be more than 7000 words or 10 pages including Abstract, Main Text, Tables, Figures and References.

## PARTICIPATION CERTIFICATE

- E-Certificates will be emailed only to the registered participants.
- Co-authors are required to register by paying the registration fee separately to attend the conference and receive the e-certificate.
- Presentation is mandatory for the participants, to get the certificate of participation.

## EXTERNAL ADVISORY BOARD

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