



Academic Partner



6th International Conference on Contemporary Business Trends

6th ICCBT

ON

AI & Digital Transformation:

Driving Innovation, Sustainability and Organizational Excellence in Contemporary Business

12th & 13th August 2026



DEPARTMENT OF HUMANITIES, SOCIAL SCIENCES & MANAGEMENT
NATIONAL INSTITUTE OF TECHNOLOGY SRINAGAR



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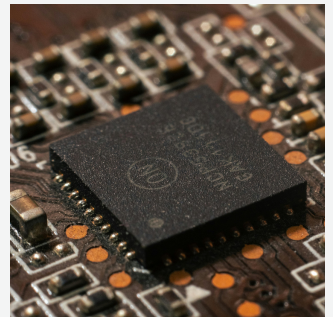
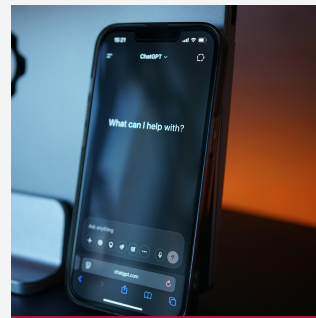
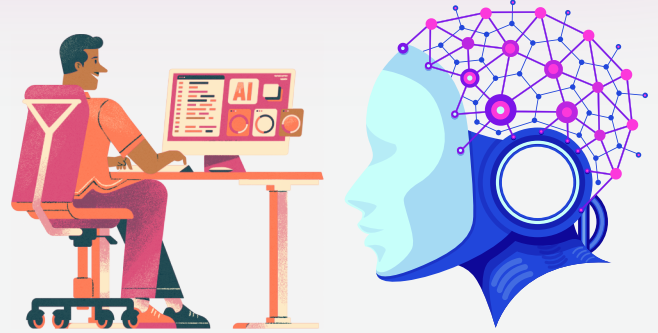
LEAD
Inspire.
Empower. Excel.



Overview

The 6th Edition of the International Conference on Contemporary Business Trends (ICCBT 2026) provides a platform for academicians, researchers, and industry professionals to deliberate on emerging developments in business and management in the era of Artificial Intelligence (AI).

The conference focuses on how AI-driven technologies are reshaping business strategies, organizational structures, and decision-making processes while promoting sustainability, innovation, and competitive advantage.



Objectives

- Explore the role of AI in transforming contemporary business practices.
- Promote interdisciplinary research in AI and management.
- Examine innovation and digital transformation strategies.
- Foster collaboration between academia and industry
- Address ethical, social, and sustainability challenges in AI adoption.



Themes

We invite submissions that address, but are not limited to, the following topics:

- AI-driven business analytics and intelligent decision-making
- Strategic management and digital transformation in the AI era
- Human resource management and the future of work with AI
- AI in marketing, consumer behavior, and customer experience
- Financial innovation, accounting analytics, and FinTech
- Intelligent supply chains and AI-enabled operations
- Sustainable business practices and ESG through AI
- Ethical, transparent, and responsible AI in business
- AI adoption in emerging markets and SMEs
- Interdisciplinary and emerging AI applications in business
- AI and innovation capability for firm performance
- Digital entrepreneurship and AI-driven business models
- AI in risk management, governance, and compliance
- AI-enabled knowledge management & organizational learning
- AI for smart cities, public systems, and digital governance



Submission Guidelines

Abstract Submission: Authors must submit an abstract of 300-500 words outlining their research objectives, methodology, and expected contributions.

Full Paper: Selected abstracts will be invited to submit full papers (4,000-6,000 words).

Format: Submissions should follow APA guidelines for citations and formatting.

The deadline for Submission of Extended Abstract/Paper is 5th August, 2026

Publication Opportunities: Selected papers will be considered for publication in an edited volume published by a reputed publisher.

Registration Fees :

Industry Experts/Academicians	INR 2000
Scholars	INR 1500
Students	INR 1000

ServiceSetu Academics Best Paper Award: INR 10,000

Please send your Abstract / Full Paper at: iccbt@nitsri.ac.in
For queries, call us at +91-9086666846/+91-7006736360



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Hybrid Conference

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