



PRESIDENCY
UNIVERSITY



NAACA
ACCREDITED UNIVERSITY



PSoC Student Research Forum
PRESIDENCY SCHOOL OF COMMERCE
organises
National-Level Student Conference
on

INNOVATION, ENTREPRENEURSHIP & SOCIAL IMPACT TOWARDS VIKSIT BHARAT 2047

DATE OF CONFERENCE

 **April 17, 2026**

I M P O R T A N T D A T E S

ABSTRACT SUBMISSION
DEADLINE

 **March 14, 2026**

FULL PAPER SUBMISSION
DEADLINE

 **March 31, 2026**

9 AM - 4 PM | Venue: F Block, Seminar Hall 1

Paper Submission Mail Id

sc2026.psoc@presidencyuniversity.in



Registration &
Participation Fee
₹ 250 / Person

**Scan to Register
& Payment**

ACADEMIC PARTNER





PRESIDENCY UNIVERSITY

Presidency University, Bangalore, is a NAAC 'A' accredited University, renowned for its commitment to quality education and holistic student development. Established in 2013 by renowned educationist and philanthropist Dr. Nissar Ahmed as part of the Presidency Group of Institutions, it has emerged as a leading University in India.

With a focus on innovation, research, and experiential learning, the University attracts students seeking both academic excellence and personal growth. Offering a wide range of programmes in computer science, engineering, management, law, design, media, commerce, liberal arts, and allied health, the University blends theoretical knowledge with practical application.

Guided by experienced faculty, Presidency University fosters a dynamic and supportive learning environment. The University prepares students for global careers, emphasising discipline, integrity, and adherence to its values and regulations. Every student is encouraged to uphold these standards and contribute to the University's esteemed legacy.

Presidency University has earned numerous recognitions, including the QS-I Gauge Gold, ranking 6th in the Times Engineering Institute Survey, and Best University of the Year (South) by ASSOCHAM.

PRESIDENCY SCHOOL OF COMMERCE

Presidency School of Commerce provides a rigorous and transformative academic environment for students pursuing education in commerce and management. The School is committed to academic excellence and industry relevance, and its programmes are designed to address the evolving needs of the global business ecosystem. Supported by experienced faculty, state-of-the-art infrastructure, and strong industry engagement, the School fosters critical thinking, professional competence, and ethical leadership.

The School offers undergraduate programmes in Commerce and Management, namely the Bachelor of Commerce (B.Com.) and the Bachelor of Business Administration (BBA). These programmes are structured to build strong conceptual foundations, analytical abilities, and practical competencies that are aligned with contemporary industry and societal requirements.

The Bachelor of Business Administration (BBA) programme is designed to prepare future managers, leaders, and entrepreneurs through an integrated curriculum that combines core management education with specialised, industry-oriented learning. The programme offers comprehensive exposure to key areas of management, including marketing, finance, human resource management, and business analytics, while simultaneously nurturing leadership, communication, and decision-making skills.

To cater to diverse career aspirations and emerging sectors, the BBA programme offers exclusive programmes in Aviation Management, Business Analytics, Digital Business, Digital Marketing and specialisations in Finance, Marketing, Human Resource Management, Ecommerce and Supply Chain Management. In addition, the following programmes and specialisations are proposed for introduction in the upcoming academic year: Advertising, Public Relations and Corporate Communication; Artificial Intelligence and Automation; FinTech and Digital Assets; Hospitality Management; Sports Management; and Healthcare Management.

The Bachelor of Commerce (B.Com.) programme focuses on developing expertise in core areas such as accounting & taxation, banking & finance, business analytics, and commerce-related business functions. The curriculum integrates academic learning with professional competencies and industry practices, offering students exposure to both traditional and emerging domains of commerce. In addition to the core programme, the following exclusive, integrated programmes and pathways are proposed for introduction: specialisations in International Business and Banking and Insurance, and professional certification pathways such as Chartered Financial Analyst (CFA) and Enrolled Agent; Master of Commerce (M.Com.). These proposed offerings are intended to further enhance academic depth and career-oriented professional preparedness.

The teaching-learning process at the Presidency School of Commerce is enriched through experiential pedagogies that include case studies, live projects, internships, simulations, and industry interactions, enabling students to apply theoretical knowledge to real-world contexts. Academic and personal development is supported through a structured mentoring system, guidance from class coordinators, and access to the University's professional counselling services, ensuring holistic development, well-being, and career readiness.



ABOUT THE CONFERENCE

In the emerging global economy, innovation and entrepreneurship play a critical role in addressing societal challenges and driving sustainable development. This conference aims to provide a platform for undergraduate and postgraduate students to showcase their research ideas, entrepreneurial projects, and innovative solutions that contribute to meaningful social impact.

OBJECTIVES

1. To promote a research culture among students across disciplines
2. To encourage innovative and entrepreneurial thinking
3. To highlight projects that address community and industry needs
4. To facilitate interaction with academic experts and entrepreneurs
5. To recognise and reward impactful student-led initiatives

TARGET PARTICIPANTS

- Undergraduate and Postgraduate Students
- Early-Stage Innovators & Student Entrepreneurs

THEME 1: INNOVATION, ENTREPRENEURSHIP, AND ECONOMIC TRANSFORMATION

- Startup ecosystems and new business models
- Venture planning, incubation, and fundraising
- Marketing innovation, digital commerce, and branding
- Global trade, FDI, exports, and international entrepreneurship
- Aviation Technology & Innovation

THEME 2: DIGITAL TECHNOLOGIES AND FUTURE-READY INDUSTRIES

- Artificial Intelligence, Data Analytics, and Automation
- IoT, Blockchain, Cybersecurity, and Industry 4.0
- Smart cities, digital public infrastructure, and services
- Human-technology interaction and digital ethics
- Aviation Marketing, Customer Experience & Service Quality

THEME 3: SOCIAL INNOVATION, INCLUSION, AND HUMAN DEVELOPMENT

- Social enterprises and sustainable livelihood models
- Women empowerment, rural and youth entrepreneurship
- Affordable solutions for underserved communities
- Mental health, well-being, inclusive education, and social justice
- Aviation Safety, Security & Risk Management

THEME 4: SUSTAINABILITY, GOVERNANCE, AND POLICY FOR VIKSIT BHARAT 2047

- Circular economy, green business, and clean energy
- ESG strategies and ethical business practices
- Resource management and climate action
- Policy innovations, NGO-industry collaboration, and SDG-aligned research
- Sustainable & Green Aviation

OTHER RELEVANT TOPICS

Submissions are also welcome on any other topic that aligns with the core theme of Artificial Intelligence transforming lives, industries, and the global future through disciplinary synergy.

EXPECTED OUTCOMES

- Enhanced student participation in research and innovation
- Development of socially responsible entrepreneurial mindsets
- Networking opportunities with industry and academia
- Publication of conference abstracts in an E-souvenir

DELIVERABLES

- Accepted abstracts will be published in an Electronic Conference Souvenir with an E-ISBN.
- E-Certificates for all paper presenters and participants
- Media and promotional coverage

AUTHOR GUIDELINES

1. Originality: Submissions must be original, unpublished, and not under review elsewhere.
2. First and Second author must be students followed by Faculty Guide
3. Abstract Submission:
 - Submissions must follow a structured format comprising the following sections: Introduction, Objectives, Methodology, Results, Discussion and Conclusion. Additionally, please include four keywords that best represent the focus of your research.
 - The length of the abstract should be Maximum 500 words. · Author names, affiliations, institutional E-mail Id and ORCID must appear in the submission document.
 - Format: MS Word, Times New Roman, 12 pt., 1.5 spacing
4. Full Paper Submission: Word limit: 3,000–4,000 words (including references)
 - Font: Times New Roman, 12 pt., 1.5 spacing, justified alignment
 - Referencing style: APA 7th edition · Figures and tables must be numbered, captioned, and properly cited
5. Language: All submissions must be in clear and grammatically correct English.
6. File Format: Papers must be submitted in editable MS Word (.doc or .docx) format.
7. Review Process: All submissions will undergo a double-blind peer review. Authors must avoid including identifying details in the manuscript.
8. Publication: Accepted abstracts will be published in the Conference Souvenir with an E-ISBN.
9. Plagiarism: All submissions will undergo a plagiarism check. Similarity index must not exceed 20%, excluding references.
10. AI Content Declaration: Authors must submit a disclosure on the use of AI tools in the writing or analysis process, if applicable. Any content generated with AI must be explicitly reviewed and verified by the author(s).
11. Submission Email / Portal:
12. Best Paper Award: Each theme will feature a Best Paper Award - ₹2,000 and a Runner-Up Best Paper Award - ₹1,000.
13. Important Dates:
 - A. Abstract submission deadline: 14th March 2026
 - B. Notification of Abstract acceptance: Within 7 days from date of submission
 - C. Full paper submission deadline: 31st March 2026
 - D. Notification of Full paper acceptance: Within 7 days from date of submission
 - E. Date of Conference: 17th April 2026

REGISTRATION

- Maximum three authors per paper
- Presentation: ₹ 250/- per author
- Participation: ₹ 250/- per person

MODE OF PAYMENT:



SCAN TO REGISTER &
FOR PAYMENT

CONTACT DETAILS

sc2026.psoc@presidencyuniversity.in

FURTHER DETAILS

Dr. Shaply Abdul Kareem - **8667804766**
 Dr. Geetanjali Yogesh Diwani - **9035960510**
 Mr. Mohamed Shayaan Younus - **9141010786 - III B.Com**
 Ms. Hansika A - **9008817248 - II B.Com**

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