IES MCRC
VALUE ADDITION THROUGH EDUCATION

IES's Management College and Research Centre, Mumbai

Presents



17th International Research Conference and Doctoral Colloquium

IRCDC - 2027

"Transformation Unleashed: Redefining Business Excellence with Purpose and People"

(Hybrid Mode)

March 20th, 2027

Publication Partners

1. **Academy of Marketing Studies, AMSJ journal, ABDC-B Category Journal**
2. **Asian And Pacific Economic Review, ABDC-C Category Journal**
3. **Journal of Asia Entrepreneurship and Sustainability, ABDC-C Category**
4. **Intellectual Property Journal,| Intellectual Property Journal, ABDC-A Category**
5. **IUP Journals of Accounting Research and Audit Practices**
6. **IUP Journals of Applied Economics**
7. **IUP Journals of Corporate Governance along**
8. **IUP Journal of Business Strategy.**
9. **Anvesha- A Journal of IES's Management College & Research Centre (Proquest & Ebsco)**

About IES MCRC



Indian Education Society is one of India's oldest Public Charitable Trusts, established in 1917 and committed to education and successfully running 64 Institutions. IES's Management College and Research Centre (IES MCRC) is recognized as a premier business school, committed to academic excellence and value based education. In the attempt to shape and develop business leaders, IES MCRC offers several full time courses which include Post Graduate Diploma in Management (PGDM) and Post Graduate Diploma in Management (Pharmaceutical Management) approved by AICTE and Ph.D. (Management) from University of Mumbai. IES MCRC's PGDM program is accredited by National Board of Accreditation (NBA) and has been accorded MBA equivalence by Association of Indian Universities (AIU).

Armed with proficient, experienced faculty members and state-of-the-art academic infrastructure, IES MCRC provides an excellent environment for research and development activities. We offer the latest in management education through a unique pedagogy to enable the students to become successful and socially responsible professionals.

IES MCRC's commitment to "Value Addition through Education" is manifested through a whole spectrum of programs and industry-oriented activities. IES MCRC puts a lot of emphasis on research activities. IES MCRC's Biannual referred journal 'Anvesha' is listed in ProQuest & EBSCO database. IES MCRC strives to achieve an optimal blend of academics, research, and holistic development for all its stakeholders.

About IRCDC 2027

In today's rapidly evolving business landscape, transformation is no longer an option; it is a strategic imperative. Organisations must move beyond incremental improvements to embrace holistic change that integrates technological innovation, sustainable practices, ethical leadership, and human-centric values.

Transformation Unleashed: Redefining Business Excellence with Purpose and People reflects a vision in which business success is measured not only by financial performance but also by the positive impact organisations have on employees, customers, communities, and the environment. It recognises that true transformation occurs when cutting-edge technologies such as Artificial Intelligence, digital platforms, automation, and data analytics are complemented by empathy, inclusivity, collaboration, and responsible leadership.

The theme encourages business leaders, researchers, policymakers, and practitioners to explore innovative strategies that foster organisational resilience, customer-centricity, employee well-being, sustainability, and long-term value creation. It highlights the importance of aligning organisational purpose with business objectives while empowering people to become catalysts of meaningful change.

As industries navigate disruption and uncertainty, the future belongs to organisations that place people at the heart of transformation and purpose at the core of strategy. By redefining business excellence through innovation, ethics, and human potential, businesses can create enduring competitive advantage and contribute meaningfully to a more inclusive and sustainable global economy.

Who Should Attend

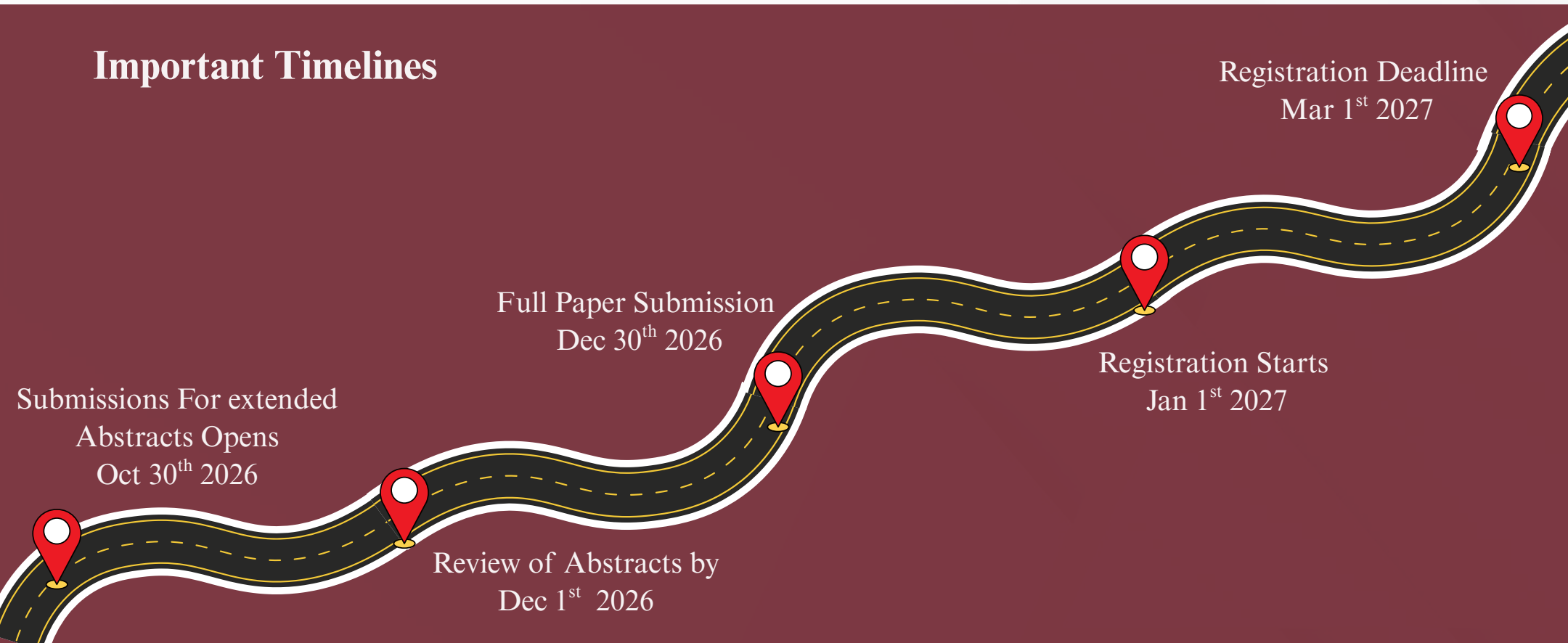
- **Academics & Researchers:** Explore new perspectives on redefining business excellence through purpose, people, technology, and sustainability.
- **Entrepreneurs & Startups:** Transform ideas into purpose-driven, people-centric ventures that create business value.
- **Industry Professionals:** Reimagine leadership, culture, and strategy to build resilient organizations where people and purpose drive performance.
- **Doctoral Students / Ph.D. Scholars:** Showcase your research, gain expert feedback, discover emerging trends to refine your dissertation, and network with academic and industry leaders for post-doc and career opportunities.
- **Consultants &Advisors:** Discover frameworks and strategies to help organizations navigate transformation and unlock purposeful growth.
- **Non-Profit Organizations:** Connect with businesses and researchers to advance purpose-led transformation and create meaningful social impact.
- **Students PG:** Learn, connect, and shape a future driven by purpose and innovation.

Conference Tracks

1. Purpose-Driven Leadership and Organizational Transformation
2. People, Talent and the Future of Work
3. Digital Transformation and Artificial Intelligence
4. Sustainable Business and Responsible Growth
5. Innovation, Entrepreneurship and Business Renewal
6. Customer-Centricity and Marketing Transformation
7. Strategy, Resilience and Organizational Excellence
8. Inclusion, Society and Human-Centred Development
9. Strategic Finance & Business Performance
10. Resilient Operations & Supply Chain Management
11. Case Studies & Real-World Transformations (Under all Specializations and Domains)

"The list is indicative but not exhaustive. Participants are encouraged to propose cross-disciplinary or novel ideas within or beyond these tracks."

Important Timelines



Authors Guidelines

- Submissions must contain original research that has not been:
  - Previously presented, Scheduled for presentation, Published or accepted for publication, **OR** under review elsewhere with a publication date before the conference.
  - The conference accepts both extended abstracts and full papers.
  - Both the extended abstract and full paper must accompany an abstract (max 200 words) and 5-6 keywords.
- Extended Abstract: Maximum 2500 words, including tables, figures, and references.
- For empirical papers, the abstract must include:
  - Study hypotheses (if applicable)
  - A brief literature review, Methodology
  - Key results
  - Implications for theory and practice.
- For conceptual/review papers, the abstract must include:
  - Relevant literature overview,
  - Preliminary ideas for theoretical contribution.
- Full Paper:
  - Maximum 7000 words, including tables, figures, notes, and references.
- The extended abstract/ full paper should have a title page containing the paper title, name(s) of the author(s), affiliation, contact number and e-mail address of the corresponding author.

Formatting Guidelines for Full Paper / Extended Abstract

- All submissions must include a short abstract of 200 words, followed by five to six keywords.
- Submit as a single document in PDF format (.pdf).
- Use Times New Roman, 12-point font, double-spaced, with 1-inch (2.5 cm) margins on all sides, on an 8.5" × 11" page size.
- Include figures, tables, graphs, appendices, and references using standard citation formats.
- Submissions not adhering to these guidelines will not be reviewed.

Submission Guidelines

- A maximum of three submissions per participant is allowed.
- Only one author or co-author may present a paper (Hybrid Mode) at the conference.
- Full paper submission is mandatory for eligibility for the Best Paper Award. Certificates for co-authors (not registered) will be provided upon payment of INR 500 per co-author.
- Authors are invited to submit their manuscripts via the IRCDC 2027

The submission Web page for IRCDC 2027 is the EasyChair portal:-https://easychair.org/conferences/?conf=ircdc2027

Publication Opportunities (Updated List)

All papers presented at the conference will be included in the conference proceedings with ISBN number and considered for publication in the listed Scopus-indexed and ABDC-listed journals.

1. Academy of Marketing Studies, AMSJ journal, ABDC-B Category Journal
2. Asian And Pacific Economic Review, ABDC-C Category Journal
3. Journal of Asia Entrepreneurship and Sustainability, ABDC-C Category
4. Intellectual Property Journal,| Intellectual Property Journal, ABDC-A Category
5. IUP Journals of Accounting Research and Audit Practices
6. IUP Journals of Applied Economics
7. IUP Journals of Corporate Governance along
8. IUP Journal of Business Strategy.
9. Anvesha- A Journal of IES's Management College & Research Centre (Proquest & Ebsco)

Note:

- All the shortlisted papers will undergo a double blind peer review process. Acceptance of the paper for presentation at the conference is no guarantee that the paper has been accepted for publication.
- Publication is based on further review and acceptance by the respective journal / discretion of Editor.
- The registration fees do not include the publication fees, if applicable for the select publication. The correspondence related to the publication will be taken separately with author/s after the conference.

Doctoral Colloquium Guidelines

This event provides doctoral students an exceptional chance to discuss their research (thesis/ dissertation), receive valuable input from renowned academicians, and engage in discussions with research experts.

The extended abstract to be submitted, summarizing doctoral research project (i.e., a thesis/dissertation).

- Three key concerns or questions you would like reviewers to consider when they critique your thesis work.
- The maximum length for a submission should be 10 pages (excluding cover sheet, references, and appendices).
- The extended abstract must include a single-spaced summary (no more than 200 words).
- Format – A4, Margin 1 inch on all sides, Times New Roman 12 points, Single Line Spacing.
- Please submit your extended abstract to : https://easychair.org/conferences/?conf=ircdc2027

The Title of your submission must be “Doctoral Colloquium submission- Followed by Title”.

The submitted works will undergo a selection process, during which they will be evaluated for their scholarly merit, alignment with the Colloquium’s thematic focus, and potential contribution to the academic literature.

Doctoral Colloquium Mentors & Chairs

The Doctoral Colloquium will be led by distinguished research experts serving as Mentors and Session Chairs, offering invaluable research inputs, constructive feedback, , dissertation guidance, and insights to help participants advance their dissertation work towards publication in top journals.



Dr. Mukta Srivastava
Professor and Chairperson, Marketing Area, T A Pai Management Institute, Manipal; Senior Associate Editor, Marketing Intelligence & Planning



Dr. Vandana Tandon Khanna
Professor and Program Coordinator - PhD at K J Somaiya Institute of Management



Dr Arunima Haldar
Associate Professor; Deputy Chairperson, Fellow Programme and Research, SP Jain Institute of Management & Research

Pre Conference Workshops



Mr. Ashwin Malshe
Associate Professor of Marketing
Nancy and Frank Kudla Fellow in Artificial Intelligence, Alvarez College of Business, University of Texas at San Antonio

Date: January 09, 2027
Time: 10:00 am to 11:30 am IST
Mode: Hybrid (In-person and Virtual)

Topic: Leveraging AI for Smarter Research: Opportunities, Ethics, and Innovation

This program is designed to explore the role of Artificial Intelligence in research, highlighting how AI can enhance research practices, analytical capabilities, and insight generation.



Mr. Kapil Tuli
Lee Kong Chian Professor of Marketing at Singapore Management University

Date: February 03, 2027
Time: 11:00am to 12:30pm IST
Mode: Virtual (Online)

Topic: Reflections on Publishing in Top Tier Journals or Understanding and Implementing a Theories in Use Approach.

This session is designed to help participants understand the expectations of top-tier academic journals and strengthen their research and publication strategies.

Conference Inaugural Session



Chief Guest

Ms. Swati Gurukrishnan
President,
Marsh GCC India



Guest of Honor

Mr. Vishwajit Kamat
Chief Executive Director at Glowderma Labs Pvt Ltd

Panel Discussion

Topic: "From Digital Adoption to Business Impact: Measuring the Real Value of Transformation"

Panelists



Dr Hufrish Majra
Professor, Marketing and General Management at IES MCRC
(Moderator)



Mr. Nimesh Shah
Head Maven
Windchimes Communications



Mr. Bhupesh Balakrishnan
Category Head & Sr. General Manager, Marketing
Eureka Forbes Ltd



Mr. Rohan Kulkarni
Associate Vice President at Hogarth Worldwide

Registration Details

Registration fee includes GST, Conference kit along with the refreshment and lunch on the day of the conference. It excludes the boarding and lodging charges. The registration fee will be non-refundable.

Categories	Early Bird Registration Fee on or before Jan 1st, 2027	Registration Fee after Jan 1st, 2027
Students	INR 1000	INR 1500
Faculty	INR 3500	INR 4000
Librarians	INR 2500	INR 3000
Practitioners	INR 4500	INR 5000
Research Scholars	INR 2000	INR 2500
Foreign Participants	USD 120	USD 150

The account details for the conference registrations are as under

Beneficiary Name	IES's Management College and Research Centre Bank
Beneficiary Bank Name	of Maharashtra
Beneficiary (Unique) Account No	60050560498
Type of Account	Savings Account Dr.
Branch	Ambedkar Road
IFSC CODE	MAHB0000045
SWIFT CODE	MAHBINBBRRD

Scan to Register

Scan to Register: https://forms.gle/1uJa6S934a81E95CA

Literary Contribution Awards

Best Paper Award	INR 20000
Excellence in Research Award	INR 15000

Doctoral Research Excellence Awards

Best Paper Award	INR 10000
Excellence in Research Award	INR 7500

Emerging Scholar (Student) Awards

Best Paper Award	INR 7500
Excellence in Research Award	INR 5000

Best Case Study Award

Best Case Study Award	INR 5000

Patron of the Conference

Dr. Sapna Modi

Director IES MCRC

Conference Convener

Dr. Hufrish Majra

hufrish.majra@ies.edu

Conference Co-convener

Prof. Tulika Sinha

tulika.sinha.mcrc@ies.edu

Advisory Board Members

- Dr. Anirban Datta – Associate Professor and HOD, NIT Agartala
- Dr. Ashita Aggarwal – Professor, Marketing; Chairperson, PGDM, SPJIMR
- Dr. Mala Srivastava, Professor SVKM's Narsee Monjee Institute of Management Studies (NMIMS)
- Dr. Manish Sinha – Director and Dean, Dr. D. Y. Patil Vidyapeeth, Global Business School and Research Centre, Pune
- Dr. Monica Khanna – Professor Emeritus (Marketing and International Business), K J Somaiya Institute of Management, Somaiya Vidyavihar University, Mumbai
- Dr. Mona Sinha – Chair of the Department of Marketing & Professional Sales and Professor of Marketing, Michael J. Coles College of Business, Kennesaw State University
- Dr. Rajagopal K – Professor and Director, SIBM-Bangalore
- Dr. Sumi Jha – Professor and Associate Dean (Academics), IIM Mumbai

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For any query, write to us on researchconference2027@ies.edu

Visit Conference webpage for the updates: https://www.mcrc.ies.edu/irc

Address – IES's Management College and Research Centre, 'VMDL' Vidya Sankul, 791, S K Marg, Bandra Reclamation, Bandra (W), Mumbai - 400050

Designed By: Mr. Chirag Gosavi

Student of IES MCRC PGDM-PM 2025-27