

# INTERNATIONAL CONFERENCE ON

## **Knowledge - Driven Commerce: Innovation and AI for Inclusive and Sustainable Growth**

(Hybrid Mode)

21<sup>st</sup> January 2026



PG DEPARTMENT OF COMMERCE

**NAIPUNNYA INSTITUTE OF MANAGEMENT  
AND INFORMATION TECHNOLOGY (NIMIT)**  
(AUTONOMOUS)

(Affiliated to the University of Calicut, Accredited by NAAC with A++, ISO 9001-2015 Certified)

Pongam, Koratty East, Thrissur District, Kerala State, India, Pincode - 680 308

# **Knowledge - Driven Commerce: Innovation and AI for Inclusive and Sustainable Growth**

## **Keynote Speaker:**



### **Dr. Mariam Anil**

Asst. Professor,  
Dept. Management,  
College of Commerce and  
Business Administration,  
Dhofar University, Salalah, Oman.

**Dr. Mariam Anil** is an Assistant Professor in the Department of Management at the College of Commerce and Business Administration, Dhofar University, Salalah, Oman. She holds a Ph.D. in Management from Pondicherry Central University and a Master's in Human Resource Management from Rajagiri Business School. With over a decade of academic, research, and industry experience, she specializes in human resource management and organizational behaviour. She actively leads sustainability initiatives at the College, promoting environmental awareness and climate action as part of the institution's commitment to a sustainable future, and has contributed to the AACSB accreditation process. Her research interests include work attitudes and behaviours, workplace bullying, emotions at work, psychological safety, employee well-being, employee creativity, and sustainability education. She has published in ABDC-listed, Scopus and Web of Science journals and authored book chapters with Springer.

## **Overview Theme:**

Transformative Innovation for Sustainable Development addresses global challenges like climate change, resource depletion, social inequality, and economic instability by fundamentally redefining systems and practices to align with sustainability principles. It goes beyond incremental changes, driving systemic shifts in how societies produce, consume, and interact with the environment to achieve ecological balance, economic growth and social equity. By integrating sustainability into innovation processes, this approach prioritizes economic and environmental considerations, promoting solutions such as renewable energy, sustainable agriculture, and low-carbon transportation systems to reduce environmental footprints while enhancing quality of life. Supporting the United Nations' Sustainable Development Goals (SDGs), Transformative Innovation fosters collaboration among governments, businesses, academia, and civil society to generate breakthrough ideas, address the root causes of unsustainability, and build inclusive, resilient societies for a sustainable future.

## **Functional Areas:**

- |                                     |  |
|-------------------------------------|--|
| 1. Accounting and Finance           | 6. Entrepreneurship and Innovation               |
| 2. Business Management and Strategy | 7. Information Technology and Business Analytics |
| 3. Marketing and Consumer Behavior  | 8. Economics and Sustainable Development         |
| 4. Human Resource Management        | 9. Education and Research in Commerce            |
| 5. International Business and Trade | 10. Corporate Governance and Ethics              |

## **Head of the Department**

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## **Co-ordinators:**

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## Guidelines for Submission of Research Papers

- Non-structured abstract, not exceeding 250 words.
- 4-6 Keywords
- References should be formatted in APA Style; all references mentioned in the Reference list should be cited in the text, and vice versa.
- Authors must indicate the respective functional area / sub-theme in which their papers could be considered.
- The research paper should include the title, author's name, mailing address, telephone number and e-mail address.
- The paper should be based on original work not yet published, not exceeding 5000 words or 13 pages.
- All papers should be in English or the respective language for research in other languages. Research papers should be in MS Word format with Times New Roman font style, 12 font size and 1.5 line spacing. For research in other languages, respective language fonts can be used.
- If paper has more than one author, each author must register separately. The corresponding author shall send the paper.
- For presentation, send abstract to **conference@naipunnya.ac.in** and register using the link once you receive the acceptance letter

## Registration Fee

**Participation only (all categories): Rs. 200/- per participant**  
**Participation and Paper presentation**

- Students: Rs.250/- per author
- Research Scholars: Rs.500/- per author
- Academicians: Rs.750/- per author
- Corporate and Foreign delegates: Rs. 1000/- per author

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All the papers presented in the conference will be published in theme wise proceedings as an edited volume with ISBN number.

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## For Registration

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## Important Dates

Deadline for abstract submission: **December 31, 2025**

Deadline for full paper submission: **January 10, 2026**

Notification of acceptance of full paper: **January 15, 2026**

**CONFERENCE DAY: January 21, 2026**

## Organizing Committee

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Department of Management Studies

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