



**giBS**

Gitarattan International Business School

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**16<sup>TH</sup> INTERNATIONAL CONFERENCE ON  
THE GLOBAL CANVAS: INTEGRATING TECHNOLOGY,  
LAW & GOVERNANCE FOR A SUSTAINABLE FUTURE**

**10<sup>TH</sup> & 11<sup>TH</sup> JANUARY 2026 (SATURDAY & SUNDAY)**

**INAUGURAL SESSION**

The Inaugural Session of the 16th International Conference on *The Global Canvas: Integrating Technology, Law & Governance for a Sustainable Future* marked the formal commencement of the programme and reflected the institution's unwavering commitment to academic excellence, intellectual dialogue, and holistic learning. The session set a dignified and inspiring tone for the conference through the presence of eminent dignitaries, scholars, and enthusiastic participants.

The session commenced as per the scheduled programme in the august presence of the Honourable Vice Chairman, Shri Anirudh Jindal, Director, Prof. Dr. Vikas Nath, the Chief Guest, Hon'ble Justice Mr. Manmohan, Judge, Supreme Court of India, New Delhi, and the Guest of Honour, Prof. (Dr.) Shivendra Kumar Pandey, along with other distinguished guests, faculty members, and students, creating an atmosphere of academic rigor and intellectual engagement.

The inaugural proceedings began with the ceremonial lighting of the lamp, symbolizing the triumph of knowledge over ignorance, followed by a Saraswati Vandana to invoke divine blessings for wisdom and learning. The auspicious ceremony was conducted in the esteemed presence of the Chief Guest and Guest of Honour, along with the Honourable Vice-Chancellor, Director, faculty members, and students.

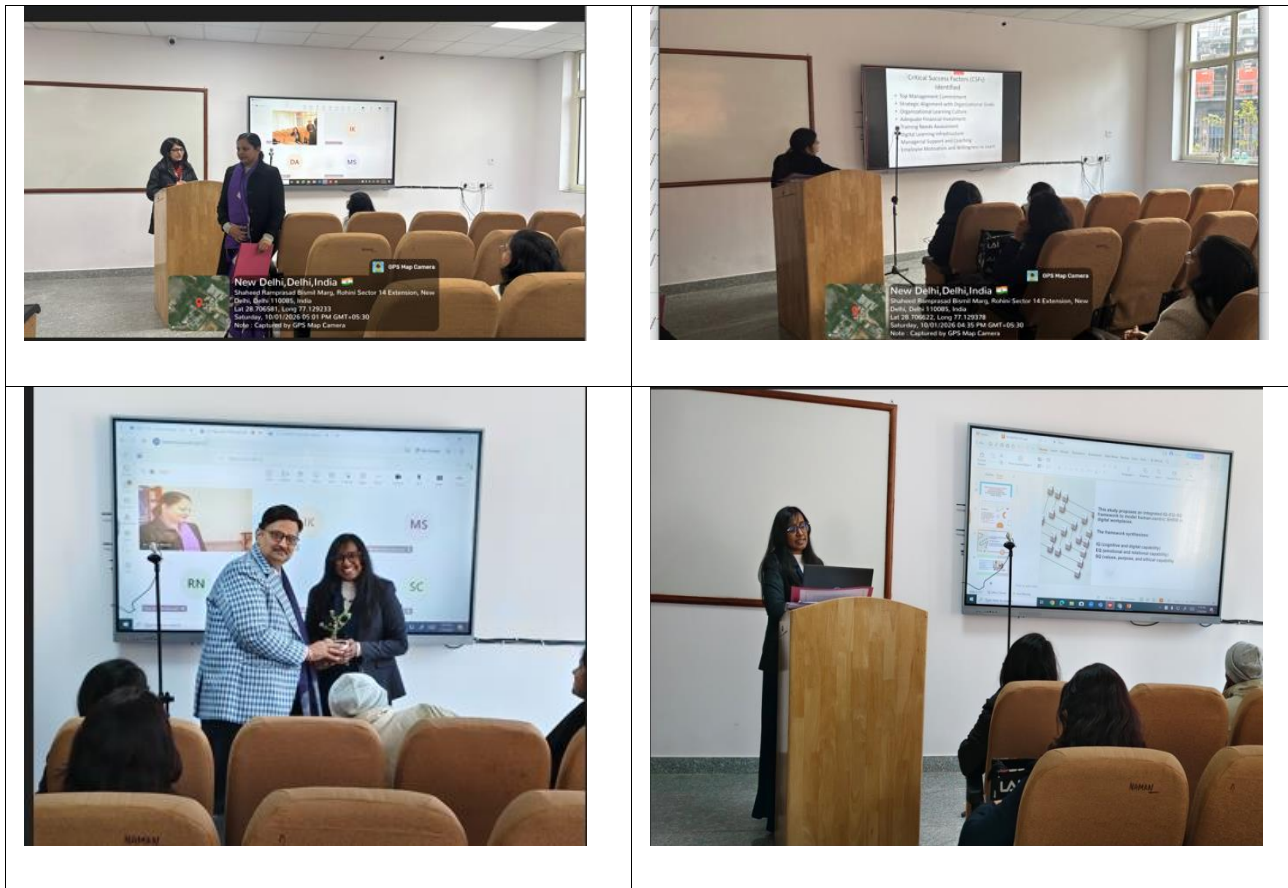


At the conclusion of the session, the vote of thanks was delivered by Prof. Dr. M. Afzal Wani, Principal, CLS, who expressed his sincere gratitude to the Chief Guest, Guest of Honour, Honourable Vice-Chancellor, Director, members of the organizing committee, faculty members, and students for their cooperation and active participation. He also appreciated the meticulous planning and seamless execution of the inaugural programme and extended his best wishes for the successful conduct of the conference. The Inaugural Session concluded on an inspiring and optimistic note, setting the stage for meaningful deliberations, scholarly discussions, and insightful exchanges throughout the conference.

**MARKETING SESSION**

The Marketing Track (Track 2) was successfully conducted on 10 January 2026 in Room 112. The track served as an important academic platform to explore transformative trends shaping the contemporary marketing landscape, with particular emphasis on innovation, digital transformation, customer engagement, sustainability, and data-driven decision-making. The discussions highlighted emerging domains such as quick commerce, social media marketing, green technologies, ethical digital practices, and strategic growth across industries. The Marketing Track was coordinated by Dr. Anjali Gupta, Associate Professor, and Dr. (Prof.) Kalpana Agrawal, while the welcome address was delivered by Prof. Dr. Vikas Nath, Director, Gitarattan International Business School (GIBS). The session was chaired by Dr. (Prof.) Shivendra Kumar Pandey, a distinguished academician from IIM Rohtak, whose expertise in management and finance added significant academic depth and rigor to the proceedings.

A total of fifteen research papers were presented during the session by scholars and practitioners participating in both offline and online modes, reflecting diverse perspectives and interdisciplinary approaches within the field of marketing. The presentations covered a wide range of contemporary and relevant topics, including digital payment adoption among management students, consumer awareness of sustainable packaging in quick commerce, integration of green technologies and policy frameworks, customer satisfaction in fuel retail services, glocalization and consumer trust, digital rights and ethical concerns for Gen Alpha, user experience analysis of digital platforms, data-driven sales modeling, neuro-marketing insights, social media strategies for luxury brands, mobile application adoption behavior, and the role of supply chain management in corporate outsourcing. Each paper contributed meaningfully to academic discourse by addressing current challenges and future directions in marketing research and practice. The session chairs commended the presenters for the quality of their research and insightful analyses. As a mark of appreciation, Dr. Anjali Gupta presented a memento to the session chair, following which Dr. Supriya delivered the vote of thanks on behalf of the institute. The session concluded on a successful note, leaving participants enriched with valuable insights and reinforcing the conference's objective of fostering interdisciplinary academic dialogue.

**HR SESSION**

The HR Track of the Management Stream was successfully conducted on 10 January 2026 (Saturday) at the Ground Floor Seminar Hall from 12:30 PM to 4:30 PM, the session marked an important academic engagement focused on contemporary human resource management practices in a rapidly evolving global business environment. The session was chaired by Dr. Sharmila Devi, Associate Professor, INTI International University, Malaysia, who delivered an insightful keynote address highlighting emerging trends such as digital transformation in HR, artificial intelligence integration, and changing workplace dynamics. Her active interaction with

presenters in both online and offline modes enriched the academic discourse and provided valuable feedback, thereby enhancing the overall quality of the session.

The HR Track featured the presentation of sixteen research papers by faculty members and research scholars from different regions, offering diverse perspectives on modern HR challenges and innovations. The session provided a collaborative platform for discussing best practices, leadership strategies, and adaptive approaches required in multicultural and global organizational contexts. Coordinated by Dr. Chetna Mahaur and Dr. Manisha Nain, the track successfully fostered knowledge sharing, critical thinking, and scholarly engagement among participants. The discussions contributed meaningfully to understanding agility in business and technology while emphasizing employee well-being, AI-driven HR solutions, and future-ready workforce strategies. With no reported shortfalls, the session concluded on a highly productive note, setting a strong foundation for the remaining conference proceedings and reinforcing GIBS's commitment to academic excellence and interdisciplinary research.

## IB OPERATIONS

The session on International Business, Operations, and Finance was successfully conducted on 10 January 2026 (Saturday) in the Conference Hall from 12:45 PM to 5:00 PM, the session brought together academicians, researchers, practitioners to deliberate on contemporary issues at the intersection of global business dynamics, finance, operations, technology, and sustainability. Coordinated by Dr. Abhijit Das and Dr. K. K. B. Singh Tomar, the session aligned closely with the overarching theme of the conference by emphasizing the growing importance of digital transformation, governance frameworks, and sustainable economic practices. The session highlighted how technological innovation, policy instruments, and regulatory perspectives are shaping international business and financial ecosystems in both global and Indian contexts. Prof. (Dr.) Divya Verma, GGSIPU, New Delhi, efficiently chaired the session and enriched the proceedings with her insightful observations, scholarly guidance, and valuable academic inputs.



The session featured a wide range of scholarly presentations reflecting emerging and interdisciplinary research areas. Papers explored topics such as blockchain-enabled sustainable supply chain finance, digital public infrastructure and regional economic development, cryptocurrency as a strategic reserve, and quantum-safe financial systems. Sustainability and environmental governance were addressed through studies on green fiscal architecture, climate-focused tax incentives, green fintech adoption, and optimization frameworks for sustainable operations. Empirical and analytical contributions examined exchange rate volatility and sectoral stock performance, AI-powered accounting solutions for SMEs, and advanced forecasting

models for complex financial environments. Behavioral and policy-oriented studies further enriched the discourse by addressing financial wellbeing, digital financial adoption among youth, global governance collaborations, and trade policy debates in the era of deglobalization. The session concluded with discussions on inclusive finance and sustainable distribution frameworks for underbanked regions. Overall, the session fostered interdisciplinary learning, encouraged academic collaboration, and provided valuable insights into technology-enabled, sustainable approaches to international business, operations, and finance, concluding successfully with no reported shortfalls.

## GENERAL MANAGEMENT TRACK - 1



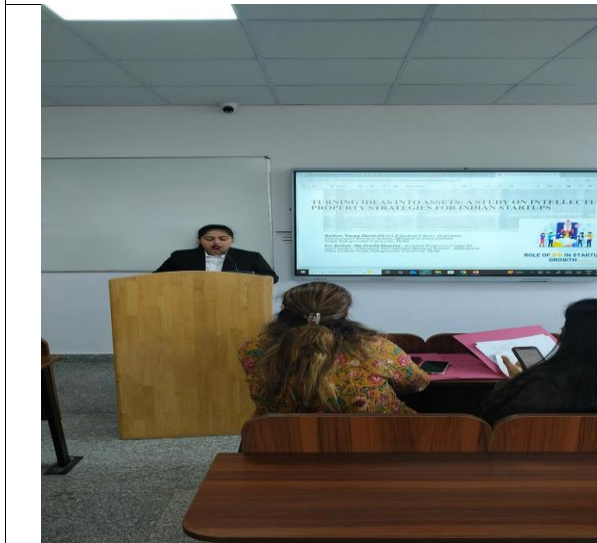


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The General Management and IT Session was successfully conducted on 10 January 2026 (Saturday at the Third Floor Seminar Hall from 12:30 PM to 5:00 PM, the session provided a multidisciplinary academic platform for faculty members and research scholars to deliberate on contemporary challenges and innovations in general management and information technology. The session was chaired by Dr. Lokesh Jindal, Jawaharlal Nehru University, New Delhi, and featured a keynote address by Dr. Prakash Singh, Saudi Electronic University, Kingdom of Saudi Arabia. In his address, Dr. Prakash Singh emphasized the strategic integration of information technology, innovation-led management approaches, and the growing importance of digital transformation in enhancing organizational sustainability, efficiency, and global competitiveness.

The session witnessed active participation, with research paper presentations covering diverse themes such as digital transformation, artificial intelligence in management, technology-enabled governance, and information systems. The scholarly discussions were enriched by constructive feedback and expert insights from the session chair, fostering critical thinking and interdisciplinary knowledge exchange among participants. Coordinated by Dr. Manju Pathania Biswas and Dr. Ekta Aggarwal, the session successfully met its objectives of encouraging interdisciplinary research and facilitating meaningful academic dialogue on future-ready management practices. With an attendance of 17 out of 20 registered participants and no reported shortfalls, the session concluded on a productive and engaging note, reinforcing GIBS's commitment to academic excellence, research innovation, and technology-driven sustainable development.

**GENERAL MANAGEMENT TRACK - 2**

The Students' Session (General Management Track 2) was successfully conducted on 11 January 2026, the second day of the conference, from 9:30 AM to 1:30 PM at the Seminar Hall (Third Floor). The session provided an engaging academic platform for young scholars to deliberate on contemporary global issues arising from the convergence of technology, legal systems, governance structures, and sustainability imperatives.

The Students' Session was chaired and coordinated by Dr. Mamta Rani, Associate Professor, CMS, GIBS, along with Dr. Mansi Singh, Assistant Professor CLS, who ensured the smooth conduct of the proceedings and encouraged meaningful academic engagement. Under their guidance, the session fostered an environment of critical inquiry, interdisciplinary learning, and constructive dialogue.

During the session, students presented papers and shared perspectives on diverse sub-themes such as technology-enabled governance, legal implications of digital transformation, artificial intelligence and regulation, cyber laws and data protection, corporate governance, and sustainable development. The presentations reflected thoughtful research, analytical depth, and practical understanding of how law and management interact in addressing global challenges.

The Students Session offered insightful discussions on the evolving role of technology in reshaping legal frameworks and governance models. Emphasis was placed on sustainable and ethical decision-making, regulatory innovation, and the need for collaborative approaches between legal and managerial disciplines. Interactive discussions following each presentation allowed students to receive valuable feedback and enhanced their academic confidence and presentation skills.

The session concluded with a vote of thanks by the Session Coordinators, who expressed sincere appreciation to the participating students for their enthusiasm and scholarly contributions. The Students' Session emerged as a significant component of the conference, nurturing academic curiosity, interdisciplinary understanding, and future-ready perspectives among students, while strongly aligning with the overarching theme of sustainability and global governance

**LAW TRACK 1**

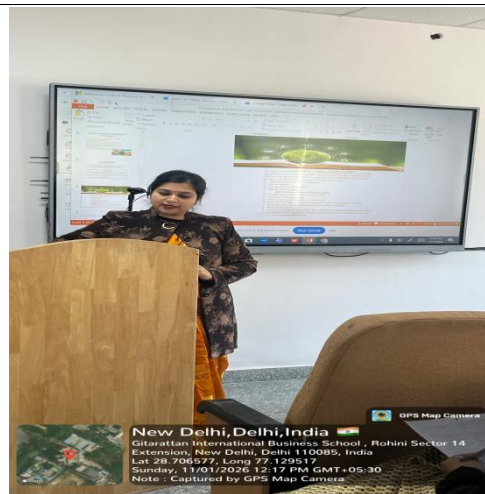
The Law Track 1 Session was successfully conducted on 11 January 2026. The Law Track featured Dr. Kushani De Silva, Founder and CEO of Gloir.K as the keynote speaker, whose extensive academic and professional background in disaster and climate risk reduction, global security, disarmament, gender studies, and technological risk management added exceptional intellectual depth to the session. In her address, she emphasized interdisciplinary legal approaches to emerging global risks, the importance of technologically sound governance frameworks, and the role of law in sustainable and inclusive development. The session was

chaired by Dr. Anupam Jha, an eminent academician with expertise in Public International Law, Law of Treaties, and energy law, whose guidance ensured a structured and academically rigorous discourse throughout the session.

The Law Track 1 session witnessed active participation from 13 external and 10 internal presenters, covering a wide spectrum of contemporary legal themes. Research presentations addressed critical issues such as AI governance and constitutional freedoms, strengthening legal aid frameworks through social science perspectives, AI-enabled behavioural surveillance in Indian prisons, criminal liability in the age of artificial intelligence, and the protection of green technologies through intellectual property rights. The discussions reflected a strong integration of legal theory with emerging technological and governance challenges at both national and global levels. Overall, the session fostered critical legal inquiry, interdisciplinary learning, and scholarly engagement, contributing significantly to the success of the conference and reinforcing GIBS's commitment to advancing legal scholarship in the context of technology-driven sustainable development.

## LAW TRACK 2

The Students' Session (Law Track 2) was successfully conducted on 11 January 2026, the second day of the conference, from 9:30 AM to 1:30 PM at the Seminar Hall (Third Floor). The session was specifically designed to provide an academic platform for students of Law to engage with contemporary global issues emerging from the intersection of technology, legal systems, governance frameworks, and sustainability concerns. Chaired by Dr. Neelam Seam, Associate Professor, CLS, GIBS, and coordinated by Dr. Jyoti Gupta, Assistant Professor, CLS, the session fostered an atmosphere of scholarly inquiry, interdisciplinary learning, and constructive academic dialogue. Under their guidance, students were encouraged to critically analyze evolving legal and governance challenges in a rapidly digitalizing global environment.



The session witnessed enthusiastic participation from GIBS students, faculty members, and presenters from outside organizations, with student presentations covering diverse themes such as technology-enabled governance, artificial intelligence and regulation, cyber laws and data protection, corporate governance, digital transformation, and sustainable development. The presentations demonstrated analytical depth, clarity of thought, and a growing understanding of the interrelationship between law, management, and technology in addressing global challenges. Interactive discussions following each presentation allowed students to receive valuable feedback, enhancing their research orientation, confidence, and presentation skills. The session

concluded with a formal vote of thanks by the session coordinators, who appreciated the active participation and scholarly contributions of the students. Overall, the Students' Session emerged as a significant component of the conference, nurturing future-ready perspectives, interdisciplinary understanding, and academic excellence while aligning strongly with the conference theme of sustainability and global governance.

## VALEDICTORY SESSION



The Valedictory Session was graced by the distinguished presence of Prof. (Dr.) Nuzhat Parveen Khan, Jamia Millia Islamia (JMI), New Delhi, whose presence added academic depth and dignity to the concluding ceremony. During the session, Best Paper Awards were conferred to recognize outstanding research contributions. Additionally, faculty members from CMS and CLS were also awarded for their commendable academic contributions. The Paper Presentation Awards were presented by Director Mr. Vikas Nath and Dr. Urvesh Chaudhary, acknowledging the participants' scholarly rigor and effective presentation skills. The session marked the successful culmination of the event and served as a platform to acknowledge and celebrate scholarly excellence across various disciplines.

**WINNERS LIST (BEST PAPER AWARDS)**

| <b>S.NO</b> | <b>TRACK</b>                                  | <b>NAME</b>                         | <b>PAPER TITLE</b>   |
|-------------|---|-------------------------------------|--|
| <b>1.</b>   | Management                                    | Prof. Dr. Urvesh Chaudhary, GIBS    | Measuring the Effectiveness of AI-Powered Email Campaigns on User Engagement                                       |
| <b>2.</b>   | Law   | Ms. Prachi Sharma, GIBS             | AI- Driven Digital Vulnerabilities and the Victimization of Persons with Disabilities: Legal & Policy Perspectives |
| <b>3.</b>   | Student Session<br><b>Best Paper Award I</b>  | Sidak Singh Narula<br>Apoorva Singh | Beyond the Bench: Artificial Intelligence, Automation, and the Quest for Equitable Justice in the Digital Era      |
| <b>4.</b>   | Student Session<br><b>Best Paper Award II</b> | Herambh Bhatia                      | Corporate Social Responsibility: Legal Framework, Cases and Constitutional Obligations in India.                   |

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| 5. | <p>Student Session</p> <p><b>Best Paper Award III</b></p> | <p>Nikhil Bachchas</p> <p>Co-Author Rachit Bharadwaj</p> | <p>Intellectual Property Rights for Sustainable and Green Innovation Incentives with Environmental Imperatives</p> |
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### FLYER OF THE EVENT



**16<sup>th</sup> International Conference IC-GIBS**  
HYBRID MODE ONLY

**THE GLOBAL CANVAS: INTEGRATING TECHNOLOGY, LAW AND GOVERNANCE FOR A SUSTAINABLE FUTURE**

**Saturday, 10<sup>th</sup> January 2026 and Sunday, 11<sup>th</sup> January 2026**

| IMPORTANT DATES   |  |
|---|--|
| • Last date for Abstract /Full paper submission with copyright form | : 30 <sup>th</sup> November 2025                     |
| • Notification of Abstract / Full Paper Acceptance                  | : 5 <sup>th</sup> December 2025                      |
| • Last date of Registration*  | : 10 <sup>th</sup> December 2025                     |
| • Conference Inauguration   | : 10 <sup>th</sup> January 2026                      |
| • Conference Dates  | : 10 <sup>th</sup> and 11 <sup>th</sup> January 2026 |

\* Note - On the spot registration will not be allowed.

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|                      |                                |
|----------------------|--------------------------------|
| <b>TYPE OF EVENT</b> | Annual Event                   |
| <b>VENUE</b>         | GIBS Auditorium & Seminar Hall |



|                                |  |
|--------------------------------|--|
| <b>TIME&amp;DURATION</b>       | 10 <sup>th</sup> &11 <sup>th</sup> January, 2026   |
| <b>CONDUCTEDBY</b>             | GIBS   |
| <b>ORGANISEDFOR</b>            | Academicians, Presenters, Research Scholars  |
| <b>NAME OF THE COORDINATOR</b> | Prof.(Dr.)Urvesh Chaudhery, Dr. Puja Paul Srivastava   |
| <b>ATTENDANCE</b>              | 137 Participants   |
| <b>RESOURCEPERSON</b>          | <p><b>Chief Guest:</b> Hon'ble Justice Mr. Manmohan Supreme Court of India , New Delhi</p> <p><b>Guest of Honour:</b> Prof. (Dr.) Shivendra Kumar Pandey, IIM Rohtak</p> <p><b>SessionChair</b></p> <ul style="list-style-type: none"> <li>• <b>HR Track:</b> Dr. Sharmila Devi, Inti University Malaysia</li> <li>• <b>IB Operation &amp;Finance Track:</b> Prof. (Dr.) Divya Verma, GGSIPU, New Delhi</li> <li>• <b>General Management Track:</b> Dr. Lokesh Jindal, JNU, New Delhi</li> <li>• <b>Marketing Session:</b>Prof.(Dr). Shivendra Kumar Pandey, IIM Rohtak</li> <li>• <b>Law Track 1:</b> Prof.(Dr.) Anupam Jha, D.U, New Delhi</li> <li>• <b>Law Track 2:</b>Prof.(Dr.) Nuzhat Parveen Khan, JMI, New Delhi</li> <li>• <b>Student Track:</b> Dr. Mansi Singh &amp; Dr. Mamta Rani</li> <li>• <b>Valedictory:</b> Prof.(Dr.) Nuzhat Parveen Khan</li> </ul> |



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|---------------------------------------|--|
| <p><b>OBJECTIVES OF THE EVENT</b></p> | <ul style="list-style-type: none"><li>• To explore the integration of technology, law, and governance for a sustainable future.</li><li>• To provide a global platform for interdisciplinary academic and policy dialogue.</li><li>• To promote research and innovation addressing contemporary global challenges.</li><li>• To encourage collaboration between academia, industry, and governance institutions.</li><li>• To strengthen understanding of technology-driven legal and governance frameworks.</li></ul>   |
| <p><b>LEARNING OUTCOME</b></p>        | <ul style="list-style-type: none"><li>• The event aimed to provide an international academic platform for deliberation on the integration of technology, law, and governance for a sustainable future.</li><li>• The conference sought to promote interdisciplinary dialogue on global challenges related to digital transformation, legal frameworks, and governance mechanisms.</li><li>• The event intended to facilitate the exchange of research insights, innovative ideas, and best practices among academicians, professionals, and policymakers.</li><li>• The conference aimed to encourage collaboration between academic institutions, industry experts, and governance stakeholders at national and international levels.</li></ul> |



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|                               | <ul style="list-style-type: none"><li>• The event endeavored to strengthen scholarly engagement with future-oriented governance models aligned with sustainability and ethical accountability.</li></ul> |
| <b>SHORTFALL DURING EVENT</b> | NA   |
| <b>ONLINE VIDEO LINKS</b>     | <a href="https://youtu.be/8howZSGZe30">https://youtu.be/8howZSGZe30</a>  |

**PREPARED & SUBMITTED BY: DR. SONIA RAJORIA & DR. SHREYA BHARDWAJ,  
ASSISTANT PROFESSOR, CLS-GIBS**