

PRUDENCE'26

International Conference on

"Leveraging AI for Sustainable Management
towards a Greener Future" (ICLASM 2026)

17th - 18th April 2026



You are cordially invited...

Initiative of :

Quantum School of Business

E-mail : conference.qsb@quantumeducation.in

Website: www.quantumuniversity.edu.in



Scan here for
Registration

<https://forms.gle/1AbbsbmLs5rsY2Uw9>

For more information contact :

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ABOUT THE INTERNATIONAL CONFERENCE

The International Conference on “Leveraging AI for Sustainable Management towards a Greener Future” unites global thought leaders, academics, industry experts, and policymakers to harness AI's transformative power for sustainable management practices.

Hosted by the Department of Business Administration, Quantum School of Business, Roorkee, this premier two-day event—**Prudence 2026**—occurs on April 17-18, 2026. It offers a dynamic platform for researchers, practitioners, policymakers, and stakeholders to exchange insights, tackle key challenges, and spark cross-disciplinary innovations.

The conference spotlights AI-driven strategies in green supply chains, human resource management, green marketing, sustainable strategic management, and ethical resource management. Participants will delve into opportunities, obstacles, and impacts of AI integration across management, sciences, and technologies—shaping organizational excellence, societal well-being, and environmental resilience.

We welcome high-quality manuscript submissions that provide actionable insights aligned with global sustainability goals, delivering lasting value for academia, industry, scholars, and society.

ICLASM

IMPORTANT DATES

Last date of submission of Abstract	March 30, 2026
Last Date for Submission of Full Paper	April 10, 2026
Confirmation of Acceptance of Full Paper	April 14, 2026
Request for Accommodation (If any)	April 14, 2026

ACCOMMODATION AND TRANSPORTATION

- Free accomodation may be arranged for all the outstation participants in university hostel on pre-approval basis only.

MODE OF PAYMENT

Name	Quantum University
HDFC Bank Ltd.	Clock Tower, Dehradun
A/C No	50200076398181
IFSC Code	HDFC0009291 (read 5th, 6th & 7th letter as ZERO)

REGISTRATION / CONFERENCE FEES

CATEGORY	INDIAN (INR)	FOREIGN (USD)
ACADEMICIAN / RESEARCH SCHOLARS	1000	15
CORPORATE EXECUTIVES, ENTREPRENEURS	1500	25
STUDENT PARTICIPANTS	500	10

- Maximum three authors permissible per paper. In case of multiple authors the Registration should be mandatory for all.
- Conference fee includes admission to conference session, lunch and registration kit.
- The registration fee is non-refundable/ non-adjustable.

CONFERENCE TOPICS

Human Resource Management

- Green skills training via AI personalization.
- Workforce reskilling for net-zero transitions.
- Ethical AI in talent acquisition and retention.
- Diversity analytics for inclusive sustainability teams.
- Employee engagement in eco-initiatives.

Marketing Management

- Personalized green marketing strategies.
- Consumer behavior insights for eco-products.
- Brand positioning through sustainability narratives.
- AI in customer loyalty for ethical brands.
- Digital campaigns promoting greener choices.

Financial Management

- Green financing and impact investment models.
- ESG reporting automation for compliance.
- Risk modeling for sustainable portfolios.
- Cost-benefit analysis of AI sustainability tools.
- ROI measurement for eco-initiatives.

Policy and Governance

- Public-private partnerships for green policies.
- AI ethics frameworks in regulatory compliance.
- Global standards for sustainable governance.
- Stakeholder policy dialogues on AI use.
- Governance audits for planetary accountability.

Leadership and Ethics

- Leadership development for sustainability cultures.
- Ethical decision-making in AI deployments.
- Fostering innovation in green leadership.
- Crisis leadership for environmental challenges.

Innovation and Entrepreneurship

- AI-supported sustainable startups.
- Innovation ecosystems for SDG solutions.
- Scaling eco-businesses with AI insights.
- Collaborative R&D for sustainable breakthroughs.
- Funding models for green entrepreneurial ventures.

Digital Transformation Management

- Strategic adoption of digital tools for green operations.
- Digital platforms for sustainable stakeholder collaboration.
- Data-driven decision-making for eco-efficiency.
- Bridging digital divides in sustainable business practices.
- Governance of digital ecosystems for long-term sustainability.

Strategic Management

- AI-driven sustainable business model innovation.
- Long-term climate risk scenario planning using AI Models
- Corporate strategy alignment with SDGs.
- Competitive advantage through green differentiation.
- AI for agile strategic decision-making.
- Sustainability integration in mergers and acquisitions.

IPR and Sustainable Innovation

- Protecting AI innovations in green technologies
- IPR strategies for sustainable business models.
- Ethical IP management in collaborative eco-projects
- Balancing open innovation with IP rights in sustainability.
- IPR policy for fostering green entrepreneurship..

AI –Enabled Sustainable Operations

- AI-optimized sustainable procurement processes.
- Resilient supply chain redesign for disruptions
- Resource efficiency in production planning
- Performance metrics for green operations.
- Automation for zero-waste production lines.

* Topics are not restricted to the titles mentioned above.

* Any topic related to the conference domain can be considered.

GUIDELINES FOR CONFERENCE PAPER /CASE STUDY SUBMISSION

- Only original work should be submitted for the conference
 - Authors are invited to submit an abstract, which should not exceed 300 words
 - Length of full paper should be in between 4000-7000 words;
 - 12 font size in Times New Roman font with 1.5 line space.
 - Tables, illustrations, chart, figures should be numbered and the source of the same should be mentioned below. The references that are actually utilized should only be mentioned in the reference list. APA 6/7 style of referencing should be used for citation
 - The first page of the manuscript should have the title of the paper, Names of author(s), their complete postal addresses, email id, and phone/fax numbers.
 - The electronic submissions can be mailed to email-id, conference.qsb@quantumeducation.in
- * Selected papers will be published in different Scopus & Peer reviewed journals, subject to rigorous review by the Journals review committee. Others will be published in conference proceedings bearing ISBN. Full length paper received before 30th March, 2026 will only be considered for publication.

CONFERENCE COMMITTEE

CHIEF PATRONS

Shri Ajay Goyal
President, Quantum University

Er. Shobhit Goyal
Secretary, Quantum University

PATRON

Prof. (Dr.) Vivek Kumar
Vice Chancellor, Quantum University

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Dr. Amit Saini
Associate Professor

Dr. Kapil Pandey
Assistant Professor

Dr. Swati Goswami
Assistant Professor

Dr. Veeke
Assistant Professor

QUANTUM UNIVERSITY

Quantum University, located in the historic city of Roorkee, Uttarakhand, is one of India's premier private universities, renowned for its excellence in technical and higher education. Attracting a diverse student community from across the country, the university offers a wide array of undergraduate, postgraduate, and doctoral programs across various disciplines. Known for its state-of-the-art infrastructure, Quantum provides a modern and dynamic learning environment, supported by distinguished faculty members who bring academic expertise and industry experience to the table. Additionally, the university holds an exceptional track record in placements, with top recruiters from various sectors consistently hiring its graduates. It takes into account students' aspirations and their passions. It offers a unique interdisciplinary environment where one could study computer science with economics, agriculture with entrepreneurship and business administration with cyber security and data intelligence. Multiple such combinations are increasingly being experimented with by the students.

At the same time one is given the opportunity to follow his or her Passion in Theatre, Sports, Music, Dance, Photography and much more. Quantum University, through its contemporary curriculum, emphasizes academic, professional and personal development to navigate the upheavals of the socio-economic world. Raising employability quotient through core competence and skill development is accorded top priority. The curriculum is constantly vetted as per the industry requirements and industry collaborations are actively encouraged. Combining academic rigor with holistic development, Quantum University continues to nurture talent and shape future leaders.

HOW TO REACH US

Easiest way to reach Quantum University is by train. 4 Major railway stations are located very close to the campus. One can get down at any of these railway stations and reach Quantum from there. There are several trains serving these stations daily from various cities around. The high speed trains Delhi-Shatabdi and Jan-Shatabti also stop at Roorkee en route to Dehradun.

- Roorkee 20km from Campus.
- Dehradun 40km from Campus.
- Saharanpur 20km from Campus.
- Haridwar 35km from Campus.

CAMPUS

22nd Milestone, Mandawar,
Roorkee-Dehradun Highway,
Roorkee, Uttarakhand

