



**INTERNATIONAL CONFERENCE
On**

**MANOEUVRING BUSINESS, SOCIETY,
AND CULTURE IN THE NEW WORLD
ORDER**

Organised By :

SPMR College of Commerce, Jammu
Constituent College of Cluster University of Jammu

 <https://www.spmrcollege.org>

Mode : Hybrid

 **May 14-15, 2026**



REGISTER NOW

[HTTPS://SPMRCOLLEGE.IN/CONFERENCE-2026](https://SPMRCOLLEGE.IN/CONFERENCE-2026)

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Cluster University Of Jammu

CONFERENCE CHAIR



Prof. (Dr.) Sunil Gupta

Principal, SPMR College of
Commerce, Jammu

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Contact No: **94191 93012**



ABOUT THE COLLEGE

Government SPMR College of Commerce, Jammu, established in 1955 by Dr. Karan Singh in memory of Maharaja Pratap Singh, was the first commerce institution in Jammu & Kashmir. Initially operating from temporary premises, it was taken over by the government in 1974 and later became a reputed institution.

Now a constituent college of Cluster University of Jammu, it offers diverse programs and focuses on academic excellence, skill development, nation-building & preparing students for modern business challenges.

The college emphasizes practical exposure through workshops, seminars, industrial visits, and internships, helping bridge the gap between theory and real-world application. It also supports skill development, placements, and career guidance to prepare students for professional careers.



ABOUT THE CONFERENCE

The contemporary global environment is witnessing rapid transformations driven by geopolitical conflicts, sustainability imperatives, technological & ecological advancements, and shifting economic paradigms.

These forces are reshaping societies and culture in the New World Order. The upcoming conference captures the same essence while having a special focus on Jammu and Kashmir.

CONFERENCE OBJECTIVES

- Analyse geopolitical conflicts and business impact
- Promote sustainability as a strategic imperative
- Explore emerging technologies (AI, Blockchain, FinTech)
- Examine cultural and linguistic dynamics
- Encourage research and policy dialogue



CONFERENCE TRACKS

Track - A: Business, Technology, and Governance

- Sustainable Development Goals (SDGs) and Corporate Responsibility
- Digital Transformation and Artificial Intelligence
- Start-ups, Innovation, and Entrepreneurship in Uncertain Times
- Financial Markets, Risk, and Global Economic Volatility

Track - B: Society, Culture, and Environment

- Language and Global Business: Overcoming linguistic barriers in international trade; languages as tool for resilience in J&K amidst globalisation
 - Environment-Agriculture-Climate-Business-Nexus
 - The Evolution of Sports Management in the New World Order: Balancing Commercialization, Cultural Identity, and Social Responsibility
 - Reimagining Cultural Management in the New World Order: Integrating Commercial Viability with Cultural Preservation and Social Responsibility
- 

Conference Participation & Submissions

CALL FOR PAPERS

Original and unpublished papers are invited for publication in conference proceedings with ISBN Number.

Download Certificate

Certificates of the Participants shall be downloaded by the participants only after the conclusion of the conference by logging in their credentials.

STUDENT INITIATIVES

A curated exhibition of innovative spirit among our students.

PARTICIPATION ELIGIBILITY

Students, Scholars, Faculty, Industry Professionals, Policymakers

CONFERENCE FORMAT

Inaugural, Keynote, Technical Sessions, Panel Discussions, Valedictory

REGISTRATION PROCESS

REGISTRATION LINK

spmrcollege.in/conference-2026

REGISTRATION DATE

April 05, 2026 - April 20, 2026.

REGISTRATION FEE

Faculty: \$11/₹1000

Research Scholars: \$6/₹500

Students: Free participation

Payment Gateway



UPI ID: JKBMERC00695630@jkb

A/C: 0023040500000608

IFSC Code: JAKA0CAMPUS

Branch: J&K Bank, Canal Road, Jammu

ORGANISING COMMITTEE

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Prof. Suresh Sharma Sadotra (Member)

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Dr. Mamta Rani (Member)

☎ 9289287778

VENUE

Main Campus, S.P.M.R College of Commerce, Jammu, J&K



<https://www.google.com/maps/place/Govt+SPMR+College+of+Commerce/@32.7267099,74.8498713,17z/data=!4m1!1m7!3m6!1s0x391e8>

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