

## International Conference

on

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



organized by

**Govt. SPMR College of Commerce  
Jammu**

*A constituent college of*

**Cluster University of Jammu**



**May 14 & 15  
2026**

**Register here**



[spmrcollege.in/conference-2026](https://www.spmrcollege.in/conference-2026)

**Venue**

Main Campus, SPMR College

<https://www.google.com/maps/place/Govt+SPMR+College+of+Commerce/@32.7267099,74.8498713,17z/data=!4m14!1m7!3m6!1s0x391e8>

## Chief Patrons



**Ms. Sakeena Itoo**

Hon'ble Minister of  
School/Hr. Education,  
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Education, Social Welfare,  
Government of J&K



**Sh. Ram Niwas (IAS)**

Commissioner / Secretary  
School and Higher Education  
Department  
Government of J&K

## Patrons



**Prof. (Dr.) K.S  
Chandrasekar**

Hon'ble Vice Chancellor  
Cluster University of  
Jammu



**Prof. (Dr.) Sheikh A Bashir**

Director Colleges  
Higher Education  
Department

## Conference Chair



**Prof. (Dr.) Sunil Gupta**

Principal  
Govt. SPMR College  
of Commerce

## Who can participate

Students, Scholars, Faculty,  
Industry  
Professionals, Policymakers

## Call for Papers

Papers are invited for  
publication in conference  
proceedings with ISBN  
Number.

## Guidelines for Abstract Submission

- The abstract of the paper should not exceed 1000 words with font Times New Roman, font size as follows:
  - Title: 16
  - Subtitle: 14
  - Body: 12
- The abstract must indicate: Title of paper, name(s) of author(s), affiliation(s), and contact details and purpose of study.

## About the College

Government Sri Partap Memorial Rajput College of Commerce, a constituent college of Cluster University of Jammu (J&K) was established in the year 1955 by the then Sadar-e-Riasat, Dr Karan Singh. All activities in the college are driven toward realizing the vision of college. Being the upholders of the prestigious heritage, it becomes imperative for the Principal and Faculty of Govt. SPMR College of Commerce to make our students feel proud of their strong lineage of royalty and intellect.

Govt. SPMR College of Commerce is proud of its alumni who are well known faces in the crowd by their sheer dedication and dint of hard work in their respective fields, thereby serving as a beacon of light for the present generation. The college offers a variety of career opportunities for its students by offering BBA and BCA courses in addition to BCOM and MCOM. The college is committed to prepare young managers and entrepreneurs for facing the inevitable challenge arising from the advent of privatization and global liberalization.

## 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

# Registration Login to our official portal

[spmrcollege.in/conference-2026](https://spmrcollege.in/conference-2026)

- 1 Click on Submit Abstract
- 2 Fill in your details
- 3 Fill in your abstract title
- 4 Upload your abstract in PDF and Word format
- 5 Upload your fee receipt

Once your abstract is accepted, it will be notified on your conference portal dashboard



All communication regarding the conference will be made through the conference website ([spmrcollege.in/conference-2026](https://spmrcollege.in/conference-2026)) after logging in with your credentials.

**20** April 2026

Last Date for Registration

[conference@spmrcollege.in](mailto:conference@spmrcollege.in)

9622350699  
Dr. Jaswinder Singh  
(Organizing Secretary)

## Organizing Committee

Prof. Rekha Gupta	Coordinator
Dr. Ashraf Nawaz	Member
Dr. Deepshikha Sharma	Member
Prof. Monika Mahajan	Convener
Prof. Shaji Khan	Secretary
Prof. Sanjeev Verma	Member
Dr. Fayza	Member
Dr. Vipul Chalotra	Member
Prof. Esha Abrol	Member
Dr. Jasvinder Singh	Organizing Secretary
Prof. Suresh Sharma Sadotra	Member
Dr. Mamta Rani	Member



Accommodation shall be provided to outstation participants (Govt. or Private as per the availability) on their own expense

Dr. Mohd. Azam  
9596942098

Prof. Ashwani Kumar  
9797045275

## Resource Persons

- **Prof. Keshav Sharma**, Vice Chancellor, ICFA University, Himachal Pradesh.
- **Prof. Gurmeet Singh**, Deputy Vice Chancellor and Vice President, Research & Innovation, and Dean, School of Business and Management, The University of South Pacific, Fiji. (through virtual mode)
- **Prof. Parikshat Singh Manhas**, Director, Consortium for Educational Communication (CEC), University Grants Commission (UGC), New Delhi.
- **Prof. Sandeep Kaur**, Department of Economic Studies, Dean School of Social Sciences Central University of Punjab Bathinda
- **Prof. Narendra Nath Dalei**, Department of Economic Studies Central University of Punjab Bathinda
- **Prof. Dinesh Sharma** Department of Marketing IIT Bombay
- **Prof Rawail Singh** Deptt. Of Punjabi Delhi University , New Delhi
- **Dr Naresh Kumar** Associate Professor HOD Punjabi & Dogri Central University Dharamshala
- **Dr. Rajat Sharma**, Associate Professor of Marketing, IIM Ahmedabad
- **Dr. Parshotam**, Associate professor Department of Hindi, University of Jammu
- **Dr. Shiv Kant** Associate Professor in CSE(AI and DS) Greater Noida Institute of Technology, Greater Noida
- **Dr. Jeevan Jyoti**, Associate Professor, Deptt. of Commerce, University of Jammu
- **Dr. R. Maya Kannan**, Associate professor, PG Deptt. of Commerce, SSAS College Kanchipuram
- **Dr. Vaneet Kour**, Associate Professor of Management, Ambassador Crawford College of Business and Entrepreneurship, Kent State University, USA. (through virtual mode)
- **Dr. Garry Kuan**, Associate Professor, School of Health Sciences, Universiti Sains Malaysia, Malaysia (through virtual mode)

- **Dr. Har Mohan Singh** Assistant Professor Department of Physics and Environmental Sciences, Sharda University, Greater Noida, Uttar Pradesh
- **Dr. Aman Ahmad Ansari** Associate Professor in CSE(AI and DS) Greater Noida Institute of Technology, Greater Noida
- **Dr. Uqab Ali Baba**, Assistant Professor Department of Environmental Sciences SRM University Delhi
- **Dr. Anish Yousaf**, Assistant Professor, Nottingham Business School, Nottingham Trent University, United Kingdom. (through virtual mode)
- **Dr. Amrinder Singh**, Assistant Professor, Deptt. of Finance and Accounting, IIM Sirmaur
- **Dr. Hilla Davidov**, Assistant Professor, University of Haifa, Israel (through virtual mode)
- **Amit Choudhary**, Gen AI Cloud Native Solution Architect for HCL Tech

## Conference Tracks

### 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
- Barriers in International Trade
- Social Responsibility

### 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

## Registration Fee

Faculty: \$11 / ₹1000

Research Scholars: \$6 / ₹500

Students: Free participation

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A/C: **0023040500000608**

Name: **PRINCIPAL SPMR COLLEGE**

IFSC: **JAKAOCAMPUS**

Branch: **J&K Bank, Canal Road, Jammu**