

I.T.S School of Management

— Mohan Nagar Ghaziabad —

INTERNATIONAL CONFERENCE



**** TECHNOLOGY, TRADE, AND TENSIONS ****
Crossroads of Business and Geopolitics



18-19th Dec 2026



ABOUT I.T.S SCHOOL OF MANAGEMENT



I.T.S School of Management, Ghaziabad, established in 1995 under I.T.S – The Education Group, is one of the leading management institutes in the Delhi-NCR region. The institute is a part of I.T.S – The Education Group, a leading education group in India that has established a strong presence in the field of professional and higher education. The group has more than 800 faculty members, and over 10,000 students across Delhi-NCR, the group imparts value-based professional education in the areas of Management, Information Technology, Dentistry, Physiotherapy, and Engineering through its 8 institutions located across Delhi-NCR. Backed by this strong educational ecosystem, I.T.S School of Management has earned consistent recognition in prestigious national B-school surveys and ranking frameworks, reflecting its commitment to academic excellence, industry relevance, placement performance, innovation, research, and holistic management education.

*Shaping Leaders
for a Better
Tomorrow*



Conference Overview

In an increasingly interconnected yet geopolitically fragmented world, the intersection of technology, international trade, and geopolitical tensions is reshaping the global business landscape. Rapid technological advancements, shifting trade policies, economic sanctions, geopolitical rivalries, and evolving regulatory frameworks are transforming how organizations operate, compete, innovate, and collaborate across borders.

The international conference on **“Technology, Trade, and Tensions: Crossroads of Business and Geopolitics”** aims to provide a multidisciplinary platform for academicians, researchers, industry professionals, business leaders, policymakers, and research scholars to examine the complex relationship between technological innovation, global trade, and geopolitical developments.

The conference will explore contemporary issues such as techno-nationalism, digital trade barriers, cybersecurity, global **supply chain** resilience, geopolitical risks in financial markets, workforce mobility, artificial intelligence adoption, digital governance, and the transformation of global marketing and tourism.

Through research presentations, expert deliberations, industry insights, and interdisciplinary dialogue, the conference seeks to generate actionable perspectives and innovative strategies for navigating uncertainty, strengthening organizational resilience, promoting sustainable growth, and enabling responsible business practices in a rapidly changing global environment.



Conference Objectives



To foster interdisciplinary dialogue among academia, industry, government, and policy stakeholders on emerging technological and geopolitical challenges.



To examine the impact of geopolitical tensions, trade policies, and technological disruption on global business strategies.



To explore innovative approaches to supply chain resilience, risk management, digital transformation, and sustainable business development



To encourage research on artificial intelligence, digital governance, global finance, international marketing, and workforce transformation



To share global best practices, empirical research, case studies, and policy frameworks



To promote international collaboration, knowledge exchange, and research partnerships for inclusive and sustainable growth





Call for Papers

I.T.S School of Management invites academicians, management practitioners, industry professionals, policymakers, research scholars, and students to submit original research papers for presentation at the international conference on **"Technology, Trade, and Tensions: Crossroads of Business and Geopolitics."**

The conference welcomes theoretical and empirical research, conceptual papers, case studies, industry-based studies, and policy-oriented research addressing the evolving intersections of technology, international trade, geopolitics, and business management. Contributions exploring emerging challenges, innovative business models, strategic responses, technological advancements, and sustainable solutions in a geopolitically uncertain world are particularly encouraged.

Researchers are invited to submit papers aligned with the following thematic tracks. Submissions addressing other relevant and emerging topics within the conference theme are also welcome.



Conference Sub-Themes



Track 1

Technology Innovation and Competitiveness

- Technology strategy | Innovation ecosystems | Cybersecurity
- Techno-nationalism and global innovation ecosystems
- Digital transformation strategies for global business
- Cybersecurity and corporate risk management



Track 2

Global Trade and Supply Chain Resilience

- International trade | Logistics | Supply chain strategy
- Role of emerging economies in shaping global trade
- Trade wars, sanctions, and business adaptation
- Logistics, ports, corridors, and new global trade routes
- Designing resilient and restorative supply chains



Track 3

Global Finance and Risk Management in an Era of Geopolitical Uncertainty

- Financial markets | Capital flows | Risk mitigation
- Geopolitical risk and global financial markets
- Cross-border capital flows in a fragmented world
- Digital currencies and global trade finance
- ESG investing and sustainable finance
- Risk management and hedging in volatile global markets
- Geoeconomics of banking and financial regulations



Track 4

Workforce, Leadership and Talent Strategies in a Disrupted Global Order

- Human resources | Leadership | Talent mobility
- Global talent competition and workforce mobility
- HR management in crisis and conflict zones
- Diversity, equity, and inclusion in global business
- Leadership development for geopolitical uncertainty
- HR analytics and AI adoption in the business and IT sectors



Track 5

Digital Economy and Global Governance

- Digital trade | AI governance | Fintech
- Digital trade agreements and cross-border data flows
- Fintech, blockchain, and the future of global payments
- E-commerce and global market integration
- Governance of AI, data, and emerging technologies in business



Track 6

Global Hospitality and Tourism at the Crossroads: Innovation, Sustainability and Geopolitical Shifts

- Tourism innovation | Sustainability | Cultural diplomacy
- Technology and digital transformation in hospitality
- Global trade, travel restrictions, and geopolitical impacts
- Sustainable and green tourism models
- Workforce and HR challenges in hospitality
- Cultural diplomacy and international relations through tourism



Track 7

Global Marketing in an Era of Digital Transformation, Consumer Shifts and Geopolitical Uncertainty

- AI marketing | Consumer behaviour | Brand reputation
- Digital marketing and AI transformation
- Cross-cultural consumer behaviour
- Sustainability marketing and green consumerism
- Influencer and social media marketing across borders
- Data-driven marketing strategies
- Crisis communication and reputation management



Expected Outcomes



Gain multidimensional insights into challenges and opportunities arising from the intersection of technology, trade, and geopolitics.



Develop actionable strategies for risk mitigation, innovation adoption, organizational resilience, and sustainable growth.



Understand emerging global business trends and their implications for management and policymaking.



Establish collaborative networks among scholars, academicians, industry professionals, corporate leaders, and policymakers.



Identify opportunities for joint research projects, knowledge exchange, and future academic-industry collaborations.



Guidelines for Contributors



Abstract Submission

- Word limit: 250- 300 words.
- Include paper title, author name(s), designation, institutional affiliation, keywords (4-6), and contact details.



Full Paper Submission

- Length: 3,000–5,000 words, excluding references and annexures.
- Font: Times New Roman, 12-point; line spacing: 1.5.
- Referencing style: APA, 7th edition.
- File format: Microsoft Word (.doc/.docx).
- Papers must be original and not previously published or submitted elsewhere.



Plagiarism Policy

All submissions will undergo similarity checks. Papers exceeding 10% similarity will be rejected, as specified in the supplied conference guidelines.



Submission Process

Submit abstracts and full papers to the designated conference email address. Use the subject line **"Paper Submission – [Track Name]"**.

Authors will be informed of acceptance via email.



Publication Opportunities

- All accepted papers will be published in the conference proceedings with an ISBN, as stated in the conference guidelines.
- Selected high-quality papers may be considered for publication in peer-reviewed journals or edited volumes, subject to editorial review.
- At least one author of each accepted paper must register for and present the paper at the conference.



Publication selection and acceptance will be subject to the applicable editorial and review requirements.



Registration Fees

Delegate category	Registration fee
Academicians	₹1,500
Industry professionals	₹2,000
Research scholars	₹1,000
Students	₹500
Foreign academicians	US\$75
Foreign industry professionals	US\$100
Foreign students	US\$50



Important Dates

Activity	Date
Abstract submission deadline	10 th of November, 2026
Acceptance notification	15 th of November, 2026
Full paper submission deadline	30 th of November, 2026



Advisory Board

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14.	Dr. Ajay Kumar	Director, I.T.S School of Management



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About I.T.S School of Management

I.T.S School of Management, part of I.T.S The Education Group, is committed to management education, academic excellence, research, and industry engagement. The school seeks to develop future-ready management professionals through an emphasis on analytical thinking, technological awareness, managerial capabilities, and practical learning.

Through academic initiatives, research activities, industry interactions, and collaborative platforms, the institution aims to contribute to contemporary management knowledge and prepare learners to address evolving business and societal challenges.



Contact and Banking Information

Particulars	Details
Institute Name	I.T.S School of Management, Mohan Nagar, Ghaziabad
Email	IC_ITSSOM_2026@its.edu.in
Website	www.itsim.edu.in
Venue	https://forms.gle/YNouJWsKFbyvkNtE6
Account name	I.T.S School of Management
Account number	120000270370
Bank and branch	Canara Bank, Navyug Market, Ghaziabad
IFSC code	CNRB0018556



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