Guidelines for Paper Submission:

The font size to be used is 12pt for the text and 14pt for the Headings. Font type to be used is Times New Roman.

- The title page should contain the Author's Name, Designation, and Institute Affiliation after mentioning the title of the paper. The author's Name should not appear on any page after the title page.
- Abstract should be written in Italics in 12pt font size and Times New Roman font type with 1.5 spacing. Abstract should not be more than 300 words. 4-5 keywords should be listed at the end of the abstract
- The full paper should include four major sections: TitlePage, Abstract, Main Body, and References•
- Manuscripts should not exceed more than 4000 words. Relevant diagrams, tables, and graphs canbe included in the manuscript.
- Authors need to appropriately number and provide a title for the diagrams/tables, and graphs included in the paper.
- The paper should be typed with 1.5 spacing with 1" margin on all sides. Sections should be typed in bold capital letters, sub – sections to be typed in bold lower case letters.
- References should be mentioned at the end of the manuscript in alphabetical order in APA format.
- Manuscripts will be peer reviewed and checked for plagiarism.

IMPORTANT DATES

Final date for Manuscript submission: 14th March, 2026
Notification of Acceptance: 18th March, 2026
Deadline for Final Registration: 23rd March, 2026
Date of Conference: 1st April, 2026
Mail Your Manuscripts to: recdoms@rajalakshmi.edu.in

REGISTRATION FEES

Category	Fees for Registration
IndustryDelegates	Rs.1000 Per Author
Academicians	Rs.750 Per Author
ResearchScholars	Rs.500 Per Author
Students	Rs.300 Per Author

Note:

- After the acceptance of the paper, the payment link and registration link will be shared with the registered email ID
- A maximum of three authors per paper is permitted.

PUBLICATION OPPORTUNITIES

- All papers will be published in the conference proceedings with an ISBN (No Publication/Processing Fee)
- Selected papers will be published in "International Journal on Global Business Management and Research" with an ISSN (No Publication/Processing Fee)

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RAJALAKSHMI ENGINEERING COLLEGE
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3rd NATIONAL CONFERENCE
On
ANALYTICS AND ARTIFICIAL INTELLIGENCE FOR SUSTAINABLE BUSINESS GROWTH
(NCAAISBG'26)

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DEPARTMENT OF MANAGEMENT STUDIES

About the College

Rajalakshmi Engineering College, an autonomous institution affiliated to Anna University, Chennai, was established in 1997 under the aegis of Rajalakshmi Educational Trust, whose members have had consummate experience in education and industry. The College has grown from strength to strength over the last 25 years and is progressing towards excellence in engineering education, research and development. The College presently offers 18 undergraduate and 9 postgraduate programmes, including an MBA programme, with an annual intake of 2000+ students. The approval of AICTE and affiliation of Anna University for such a progressive intake is a standing testimony for the continuous growth of the college over the years. The College is accredited by the National Assessment and Accreditation Council (NAAC) with an 'A++' Grade. The college has also secured 12(b) status from UGC. Rajalakshmi Engineering College is a dynamic, growth-oriented college facilitating and promoting professional education and research in emerging areas of higher education. The college aims to inculcate essential skills as demanded by the global industry through the interactive learning process.

About the Department

Right from its inception in the year 2002, the Department of Management Studies at REC offers the MBA Programme, which ishighlyratedforitsexcellence, bothinterms ofimpartingvalue based management education and inculcating social values to the students of the MBA programme. The Department of Management Studies is committed to transforming MBA students into Contemporary business leaders, through a sustained strategy of innovation, quality improvement, and value addition, thereby significantly contributing to all stakeholders and society as a whole. The Department of Management Studies organises conferences, FDPs, MDPs, Workshops and training programmes regularly, enhancing both professional and personal values among students and faculty.

About the Conference

The National Conference on **Analytics and AI for Sustainable Business Growth** is a platform to discuss how AI and advanced analytics have transformed how businesses can become sustainable while also growing their business. As organisations strive to achieve a balance between growing their economy, responsibility towards the environment and society, they are now leveraging data and using Artificial Intelligence to improve their resource efficiency, energy efficiency, visibility of their supply chain, and minimise waste. Today's concept of sustainability encompasses the three major items which make up the "triple bottom line," including: economic, environmental, and social. Any strategies implemented must be economically viable, socially responsible, and environmentally sustainable. This NCAAISBG'26 provides a premier national venue to allow academic, research, industry (private and public sector), policymakers, and practitioners to present their research findings, share ideas and best practices, and to talk about the new challenges that exist in the business world today and discuss innovative AI-based solutions to create a more resilient and sustainable business environment in the digital age.

CALL FOR PAPERS

Papers are invited on the following topics, but not restricted to:

Strategic Management Analytics for Sustainable Business
·Strategic Analytics for Sustainable Competitive Advantage
·AI-driven Business Model Innovation & Circular Economy
·ESG Strategy Analytics & Sustainability Scorecards
·Balanced Scorecard & KPI Analytics for Green Performance
·Scenario Planning & Predictive Strategy Modeling
·Corporate Governance Analytics & Responsible AI
·Risk Analytics & Enterprise Sustainability Risk Management
·Decision Intelligence Systems for Top Management
·Sustainable Growth Strategy using Data Analytics
·Industry 5.0 & Human-centric Strategic Transformation
·Stakeholder Capitalism & Value Creation Analytics
·Digital Maturity Models & Sustainability Readiness

Operations & Supply Chain Analytics for Sustainability
·Operations Research & Optimization Models for Green Systems
·AI-based Demand Forecasting & Inventory Optimization
·Sustainable Supply Chain Network Design Analytics
·Carbon Footprint Measurement & Analytics
·Predictive Maintenance using Machine Learning
·Zero-Defect & Lean Analytics in Manufacturing
·Multi-modal Logistics Optimization Models
·Digital Twin Simulation in Operations
·Waste Analytics & Reverse Logistics
·Smart Warehousing & Autonomous Logistics
·Resource Allocation Models for Sustainable Production
·Responsible Shipping & Blockchain Traceability

Financial Analytics & Sustainable Economic Systems
·ESG Analytics & Sustainable Portfolio Optimization
·AI in Investment Banking & Risk Modeling
·Climate Risk Stress Testing & Financial Forecasting
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·Crypto Assets & Blockchain Governance Analytics
·Public Finance Analytics for Sustainable Development
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Marketing Analytics & Consumer Intelligence for Sustainability
·AI-driven Consumer Behaviour & Sustainability Adoption
·Marketing Mix Modeling for Green Products
·Predictive Analytics in Digital Marketing
·Customer Lifetime Value Analytics for Sustainable Brands
·ESG Communication & Ethical Advertising Analytics
·Social Media Sentiment & Sustainability Perception Analysis
·Inbound, Influencer & Content Analytics
· Invisible Marketing: Framing, Priming & Nudging Analytics
·Retail Analytics & Sustainable Distribution
·Personalization Algorithms & Responsible Marketing
·Phygital & Omnichannel Marketing Analytics
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HR Analytics, Organizational Behavior & Sustainable Leadership
·People Analytics & Workforce Sustainability
·AI-driven Talent Acquisition & Retention Modeling
·Employee Engagement & Productivity Analytics
·Green HRM & OCBE Measurement Models
·Hybrid Work & Virtual Team Performance Analytics
·Diversity, Equity & Inclusion (DEI) Analytics
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·Ethical HR Analytics & Data Privacy
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Business Intelligence, Big Data & AI for Sustainable Enterprises
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·Cloud Computing & Green IT Strategy
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·Explainable AI (XAI) in Business Decisions
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·Smart Cities & Urban Sustainability Analytics
·Edge Computing & Energy-efficient Data Centers

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·AI for Net-Zero & Carbon Pricing Forecasting
·Policy Analytics & Governance Modeling
·Global Trade Analytics & ESG Compliance
·Human Capital Analytics & Economic Development
·Sustainable Entrepreneurship Ecosystems
·CSR Impact Analytics & Social Return on Investment (SROI)
·Cross-cultural Business & Ethical Decision Analytics
·Public Policy Simulation using AI
·Digital Economy & Sustainable Development

Analytics Themes for Cross-Functional
·Prescriptive Analytics for Sustainable Decision Making
·Descriptive & Diagnostic Analytics in ESG Reporting
·Optimization Algorithms in Resource Management
·Econometrics & Sustainability Modeling
·AI Ethics & Algorithmic Bias in Business Systems
·Sustainable Innovation Analytics
Digital Transformation Metrics & Performance Analytics