

Summary Report on ICOMBS 2026

Strategy, AI, & Sustainability: Innovating for a Better Tomorrow

ICOMBS 2026, the 12th IBS Conference on Marketing & Business Strategy, marked a significant milestone in the realm of marketing and strategy discussions. Organized by the Marketing & Strategy Area of IBS Hyderabad, the conference took place on March 13-14, 2026, at the prestigious IBS Hyderabad campus. With the overarching theme of "**Technology and Sustainability; Redefining the Future of Marketing**," the conference aimed to explore the intersection of cutting-edge technology and sustainable practices in shaping the future landscape of marketing strategies.

The ICOMBS-2026 not only secured sponsorship but also demonstrated a strong commitment to advancing academic discourse by forming strategic publication partnerships with prestigious journals. These partnerships not only provided a platform for disseminating scholarly research but also enhanced the conference's impact and relevance in the academic community. Journals such as the Journal of Service Management, Review of Marketing Science, Micro & Macro Marketing, IUP Journal of Marketing, Case Folio, and IUP Journal of Corporate Governance have agreed to publish conference papers, subject to alignment with their scopes, offering researchers valuable outlets for their work. Each journal, whether indexed in ABDC or Scopus or recognized by UGC Care, provides a unique opportunity for researchers to contribute to their respective fields and engage with a diverse audience. To ensure the quality and relevance of submissions, the conference organizers implemented a rigorous internal review process led by experts in the relevant fields, maintaining high standards of academic excellence and ensuring the publication of only high-quality research papers.

Day-1 of ICOMBS-2026 commenced with a pre-conference workshop led by Prof. Rishi Dwesar on "Mining Unstructured Data for Academic Research," introducing participants to text mining techniques. The inauguration ceremony featured esteemed dignitaries such as Prof. Rakesh Mohan Joshi and Mr. Prashant Tiwari, with the unveiling of conference proceedings. An Editors Interaction Session facilitated engagement with editors from renowned journals, followed by Ms. Sangeeta Menon's session on academic publishing intricacies. A plenary session on "Sustainability Driven Marketing" featured industry leaders discussing technology's role in fostering sustainable practices. Participant presentations enriched the program, promoting knowledge exchange and scholarly dialogue on marketing and business strategy topics. The day also featured presentations by conference participants, showcasing their research contributions and insights on various topics within the realm of marketing and business strategy. These presentations added depth and diversity to the conference program, fostering knowledge exchange and scholarly dialogue among attendees.

Day-2 of ICOMBS-2026 featured a workshop on "Business Simulation" led by Mr. Rajkumar Phatate, offering participants hands-on experiences in business management. Pearson Publications conducted a session on "Emerging Pedagogical Aids for Higher Education,"

highlighting innovative teaching methods. The day also included participant presentations across technical sessions, with online sessions ensuring accessibility. The valedictory ceremony, graced by Mr. Saurav Panda, honored Best Paper Awards and volunteers. An Online Editors Meet gathered esteemed journal editors for insightful discussions.

The conference received significant participation and positive feedback, with 140 abstract submissions and selected 71 papers presentations showcasing diverse research aligned with the theme, affirming its success and impact. 06 Faculties and 07 Research scholars of IBS-Hyderabad also presented their papers.

The list of prominent guests who were the part of ICOMBS-2026 is given below:

Name	Organization
Prof. Rakesh Mohan Joshi	Director, Indian Institute of Plantation management.
Mr Prashant Tiwari	Chief Sustainability Officer, Amara Raja Energy & Mobility Limited
Prof. Jay Kandumpully	Editor-in-Chief Journal of Service management
Prof. Giampaolo Viglia	Editor-in-Chief, Psychology & Marketing
Prof. Chatura Ranaweera	Co-Editor in Chief of the Journal of Service Theory and Practice
Prof. Anil Bilgihan	Co-editor of the Journal of International Hospitality Management
Prof. Rafale Bravo	Editor-in-chief, Review of marketing science (Scopus)
Prof. José M. PINA	Editor-in-chief, Review of marketing science (Scopus)
Prof. Simone Guercini	Editor-in-chief, Micro & Macro Marketing (Scopus)
Mr. Devanand Kolothodi	Regional CEO, Aster DM Healthcare
Ms. Komal Sinha	Director Plastics & Sustainable development policy and markets, VERRA
Mr. Vikram Prabhakar	Co-Founder, Recykal
Mr. Laxmi Narasimha Moorthy K	CEO, nicheBrains
Mr. Saurav Panda	Chief Operating Officer, GHC (Good Health Company)

The launch of the ICOMBS logo at ICOMBS-2026 signifies an impressive visual representation of the conference's theme, with the 4Ps of marketing seamlessly integrated within a circular shape. This design choice suggests a cohesive and interconnected approach to marketing and business strategy, emphasizing continuity and unity. The incorporation of the

fundamental principles of marketing into the logo not only reinforces the conference's focus but also provides a visually compelling representation of its core concepts. The interwoven nature of the 4Ps within the circular shape highlights their interdependence and mutual influence in shaping marketing strategies and consumer behavior. Overall, the logo adds a distinctive visual identity to the conference, symbolizing its mission to explore the future of marketing through technology and sustainability and leaving a lasting impression on attendees and stakeholders.



As we reflect on the resounding success of ICOMBS-2026, we extend our deepest gratitude to all who contributed to making this landmark event a reality. From its inception to execution, this journey has been defined by dedication, collaboration, and an unwavering commitment to excellence, surpassing our own internal expectations. We express sincere appreciation to our sponsors whose generous contributions were instrumental in financing the conference, alongside the registration fees from delegates, ensuring seamless execution and diverse participation. Anticipating tangible outcomes such as internships, placements, and consulting assignments for participants, we also foresee the publication of high-quality papers presented at the conference, enriching academic discourse in marketing and business strategy. Our heartfelt thanks extend to the visionary leadership of the Vice Chancellor, Director, and Area Chair of Marketing and Strategy, whose unwavering support provided the foundation for our success, inspiring us to surpass expectations. Lastly, we acknowledge and appreciate the collective efforts of the organizing committee, volunteers, participants, and attendees whose dedication and teamwork culminated in a conference that exceeded all expectations and left a profound impact on the academic community.

Warm regards,

Dr. Sudepta Pradhan
Conference Convener, ICOMBS-2026



