

Summary Report on ICOMBS 2026

The 12th IBS Conference on Marketing & Business Strategy (ICOMBS 2026), took place on March 13th and 14th 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 conference was convened by Dr. Sudepta Pradhan. A total of 120 research papers were submitted, of which 90 were accepted after peer review and presented across 18 thematic tracks. These tracks covered areas such as Sustainability, AI in marketing and consumer research, AI in healthcare, AI in operations, Business model Innovation, and business cases. Presenters were from various universities across the country and globe (including IIM Sambalpur, IIM Rohtak, IIM Amritsar, Anant University, George Mason University, XLRI, Adamas University, IIT Vadodara to name a few).

The Chief Guest was Ms. Swetha Keesara, Managing Director at Accenture. There were two Keynote speakers Mr AmirUllah Khan, eminent economist and Mr Praveen Reddy, Partner at Play and Thrive. There were four panel discussions across these two days: Directors Round Table on AI and future of Higher education; AI and Public Policy; AI and Research; AI and future of Banking. There were three workshops: a. Case Writing; b. Experimental Design; and on c. Qualitative Research.

The conference concluded with the valedictory, presided by Prof. V.C. Srivastava, Head, Centre for Sustainable Energy at Indian Institute of Technology, Roorkee. Other prominent speakers were Dr. Chandrika Parmar (Director, Development of Corporate Citizenship (DoCC), SPJIMR), Dr Anil Gupta (Director, Jammu University), NIRMALYA BAGCHI (Director ASCI), Anantha Krishnan R K (Emerging Technologies Wing, Govt. of Telangana), Srinivasa Rao Sarabada (Vice President, North America Regulatory Reporting, State Street), Navin J Malviya (Data Product Management Director, Data Analytics and AI, Consumer Small and Business Banking, Wells Fargo), Shrikanth Kalluri (State Street), Dr. Prem Chhetri (RMIT, Australia), Prof. Nitin Gupta (IMT Hyderabad), Dr. Sunny Bose (Adamas University).

Overall, ICOMBS 2026 successfully provided a platform for interdisciplinary collaboration, strengthened academic-industry partnerships, and contributed to discussions on AI driven sustainability.

