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IBS
ICFAI BUSINESS SCHOOL

AACSB ACCREDITED

IBS Conference on Marketing & Business Strategy

13th ICOMBS 2027

INDIAN KNOWLEDGE SYSTEMS ACROSS MANAGEMENT DISCIPLINES

Reframing Strategy, AI, and Sustainable Organizations



Sponsored by

PELF INFOTECH
Delivering Frugal Technology

Conference Dates
March 12 & 13, 2027

Venue
ICFAI Business School (IBS)
Hyderabad Campus

Theme Overview

In sum, the convergence of technological change, sustainability imperatives, and the search for alternative knowledge systems marks a critical inflection point in management thought. Exploring Indian Knowledge Systems across management disciplines is not simply an exercise in cultural revival; it is an effort to expand the intellectual foundations of the field and develop more robust, inclusive, and future-ready frameworks. By fostering dialogue between traditional wisdom and contemporary theory, this approach has the potential to generate new insights, inform better decision-making, and contribute to more sustainable and equitable organizational outcomes. The conference particularly emphasizes the intersection of: Strategy and decision systems; Artificial Intelligence and knowledge frameworks; & Sustainability as an embedded outcome.

Suggested Themes (but not limited to):

1. Strategic Management and IKS
2. IKS based Learning Systems
3. Marketing, Consumer Behavior, and Cultural Logic
4. IKS and Sustainability
5. Entrepreneurship, Innovation, and Ecosystems
6. IKS, AI, and Knowledge Architectures
7. Indigenous Knowledge Systems and Community-Based Management
8. Strategy & General Management

Types of Submissions: Conceptual/Theoretical/ Empirical Papers; Case Studies (Indian and emerging economy focus preferred); Doctoral Papers / Extended Abstracts.

Panel Discussion Track: "From Arthashastra to Artificial Intelligence: Can Indian Knowledge Systems Shape the Next Generation of Management Thought?"

Best paper Awards: *Should be full papers that are original, unpublished and related the field of IKS. While submitting, please select for "Best Paper category".

- Category 1 – 2 Best Research papers
- Category 2 – 3 Best Student papers

Important Dates

Abstract Submission	**15 Dec., 2026**
Acceptance Notification	**31 Dec., 2026**
Full Paper Submission	**30 Jan., 2027**
Conference Dates	**12-13 March 2027**

Who Should Participate: Academicians, researchers, doctoral scholars, policymakers, and practitioners interested in integrating IKS with contemporary management theory and practice.

DAY 1 March 12, 2027

- Pre-Conference Workshop
- Inaugural Ceremony
- Plenary Session
- Project presentation by Industry
- Technical paper Sessions (parallel tracks)

DAY 2 March 13, 2027

- Workshop on Research Methods
- Technical Paper Sessions (parallel tracks)
- Competition Track (Research & Student)
- Valedictory Session

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Campus: ICFAI Business School,
ICFAI Foundation for Higher Education,
Dontanapalli, Shankerpalli Road, Hyderabad.

Last Date for Paper / Abstract Submission
15 Dec., 2026

Submission abstracts/ papers/ cases to::
icombs2027@ibsindia.org



www.ibsindia.org/icombs2027