

## PATRON

**Dr. Mukti Kanta Mishra**, President, Centurion University of Technology and Management  
**Prof. D.N. Rao**, Vice-President, Centurion University of Technology and Management  
**Dr. Supriya Pattanayak**, Vice-Chancellor, Centurion University of Technology and Management

## CO-PATRON

**Dr. Biswajit Mishra**, Pro-Vice Chancellor, CUTM, Odisha, India  
**Dr. Ajay Kumar Nayak**, Pro-Vice Chancellor, CUTM, Odisha, India  
**Dr. Anita Patra**, Registrar, CUTM, Odisha, India  
**Prof. Jagannath Padhi**, Director, Centurion University of Technology and Management

## ORGANISING COMMITTEE CHAIRMAN

**Dr. Girija Nandini**, Associate Dean - Admin  
**Dr. Pramod Kumar Patjoshi**, Associate Dean - Academic  
**Dr. Swetalina Mishra**, Associate Dean - Training and Placement

## CONVENERS

**Dr. Shiv Sankar Das**, Asst. Professor, SoM  
**Dr. Ronismita Mishra**, Asst. Professor, SoM

## ORGANISING MEMBERS

**Dr. Smita Mishra Panda**, Professor, SoM  
**Prof. KVD Prakash**, Dean - IIE & HRD  
**Dr. Prajna Pani**, Professor, SoM  
**Dr. Susanta Kumar Mishra**, Professor, SoM  
**Dr. Sisir Ranjan Dash**, Associate Professor, SoM  
**Dr. Ansuman Jena**, Associate Professor, SoM  
**Dr. Rajani Agrawalla**, Asst. Professor, SoM  
**Dr. Jyotirmayee Sahoo**, Asst. Professor, SoM  
**Dr. Pradeep Kumar Sahoo**, Asst. Professor, SoM  
**Ms. Debadeepti Jagaty**, Asst. Professor, SoM  
**Dr. Sunil Kumar Das Bendi**, Asst. Professor, SoM  
**Ms. Madhusmita Pattanaik**, Asst. Professor, SoM  
**Dr. Tapan Kumar Panda**, Asst. Professor, SoM  
**Dr. Mangvung Hemmalal Haokip**, Asst. Professor, SoM  
**Ms. Aadyasha Mohanty**, Asst. Professor, SoM  
**Ms. Nikita Mishra**, Asst. Professor, SoM  
**Mr. Soham Bose**, Asst. Professor, SoM

## NATIONAL ADVISORY COMMITTEE

**Dr. Charu Saxena**, Associate Professor, Chandigarh University.  
**Dr. Ankush Sharma**, Professor & Head - JLBS, Jagran Lakecity University.

**Dr. Debajani Sahoo**, Professor, ICAI Business School.  
**Dr. Padma Charan Mishra**, Associate Professor, Department of Business Studies, Central University of Odisha.  
**Dr. Prabal Chakraborty**, Associate Professor - Marketing, New Delhi Institute of Management (NDIM).  
**Dr. Anjan Ghosh**, Visiting Faculty (Finance) at Narsee Monjee Institute of Management Studies.  
**Dr. Rajesh Menon**, Digital Marketing & ABM Expert.  
**Mr. Kamal Krishnan P.S.**, Branch Head & AVP Response, The Times of India, AP & Telangana  
**Prof. Vikash Kumar**, Central University of Haryana, India

## INTERNATIONAL ADVISORY COMMITTEE

**Dr. Shah Nawaz Ali**, ACMA, CGMA, Assistant Professor in Accounting & Finance, Qassim Ibrahim School of Business, Villa College, Malè, Maldives  
**Dr. Binod Atreya**, Managing Director, BFIN, Nepal  
**Prof. Ajit Baral**, Principal Security Architect, Verizon Inc, UAE  
**Dr. Damodharan Varadarajan Sowmya**, Department Chair, Business Program, Al Jazirah Institute of Science & Technology, ADVETI, UAE  
**Dr. Durga Prasad Samantaray**, Associate Professor, College of Business Administration, King Saud University, Saudi Arabia



## Additional Activity: Cultural & Heritage Exposure

As part of the conference experience, participants will have the opportunity to join a guided visit to heritage sites in Odisha, including Bhubaneswar, Konark, and Puri. The visit will showcase Odisha's rich cultural heritage, architecture, and traditions, offering participants a holistic experience beyond academic sessions. Sites include: **Bhubaneswar** - The "Temple City of India" with renowned ancient temples. **Konark** - The UNESCO World Heritage Site, Sun Temple. **Puri** - The famous Jagannath Temple and beach. Note: Participation in this heritage tour is optional. The payment will be made extra as per actuals, in addition to the registration fee.

## CONTACT US

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**Centurion**  
UNIVERSITY  
*Shaping Lives...  
Empowering Communities...*



# INTERNATIONAL CONFERENCE ON INNOVATION, BUSINESS AND DIGITAL TRANSFORMATION

JANUARY 8-9, 2026

**Organized By**

**SCHOOL OF MANAGEMENT, BHUBANESWAR  
CENTURION UNIVERSITY OF TECHNOLOGY AND  
MANAGEMENT (CUTM), ODISHA**



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## ABOUT THE UNIVERSITY

Centurion University of Technology and Management (CUTM), Odisha is accredited with NAAC A+ grade and is a notified skill university by the Odisha government and a Centre of Excellence recognized by the union ministry of skill development. The journey of Centurion University of Technology and Management (CUTM) began in the year 2005 by a group of ambitious academicians with an aspiration to provide high quality education both nationally and internationally. The first step in this direction was to take over an ailing engineering institute, Jagannath Institute for Technology and Management (JITM) in one of most challenging tribal district of Odisha and one which was transformed into Centurion University of Technology and Management in August 2010, through an act of Odisha legislative assembly. It became the first multi-sector state private university in Odisha. It is the only university in the state which is declared as Skill University by government of Odisha.

## ABOUT THE CONFERENCE

The 1st International Conference on Innovation, Business and Digital Transformation (INNOVA 2026), hosted by the School of Management, Centurion University of Technology and Management (CUTM), Odisha, will be held on January 8-9, 2026. This flagship event is envisioned as a premier platform to deliberate on the intersection of business, technology, and sustainability in a rapidly transforming global environment. **INNOVA 2026** seeks to bring together a diverse community of academicians, industry leaders, entrepreneurs, researchers, and policymakers from India and abroad to explore how innovation and digital technologies are reshaping business models, governance practices, and societal development. With a focus on emerging challenges and opportunities, the conference will address critical issues ranging from the future of work and human resource development, to digital finance, green technologies, entrepreneurship, and sustainable governance. Structured around six major tracks and multiple sub-themes, the conference will feature keynote addresses, panel discussions, paper presentations, and case study sessions. Participants will gain insights into cutting-edge research, practical business applications, and policy perspectives. The conference also emphasizes cross-disciplinary collaboration and aims to bridge the gap between theory and practice, fostering a dialogue that inspires actionable strategies for sustainable and inclusive growth. By aligning its themes with the United Nations Sustainable Development Goals (SDGs), INNOVA 2026 positions itself as more than just an academic forum—it is a space for shaping the future of business and society, nurturing young researchers, and promoting impactful collaborations between universities, industries, and governments.

## OBJECTIVES OF THE CONFERENCE

The primary objective of INNOVA 2026 is to provide a multidisciplinary platform for researchers, academicians, industry professionals, entrepreneurs, and policymakers to exchange ideas, present research findings, and share best practices in the areas of innovation, digital transformation, and sustainable business. The conference seeks to foster knowledge sharing and collaboration across diverse domains such as marketing, human resources, finance, entrepreneurship, and governance. It aims to promote research-driven innovation and practical solutions that address real-world challenges while aligning with the United Nations Sustainable Development Goals (SDGs). By encouraging dialogue between academia and industry, INNOVA 2026 aspires to strengthen partnerships for inclusive growth, nurture entrepreneurial ecosystems, and equip participants with insights into how businesses and societies can remain resilient, competitive, and sustainable in an era of rapid digital and technological change.

## TRACKS / MAJOR THEMES AND SUB-THEMES

### 1. Marketing in the Digital Era

- ❖ Digital & Social Media Marketing
- ❖ Consumer Behaviour in the Age of AI
- ❖ Brand Management and Storytelling
- ❖ Marketing Analytics & Data-Driven Decisions
- ❖ Green & Sustainable Marketing
- ❖ E-commerce & Omni-channel Retailing

### 2. Human Resource Management & Development

- ❖ Future of Work & HR 5.0
- ❖ Talent Acquisition & Retention in the Digital World
- ❖ Leadership, Emotional Intelligence & Executive Development
- ❖ Training & Development: AI-enabled Learning Platforms
- ❖ Diversity, Equity & Inclusion (DEI) Practices
- ❖ Employee Engagement & Wellbeing in Hybrid Workplaces

### 3. Finance & Economics in a Changing World

- ❖ Financial Technologies (FinTech, Blockchain, Cryptocurrency)
- ❖ Digital Banking & Payments
- ❖ Risk Management & Corporate Governance
- ❖ Sustainable Finance & ESG Investments
- ❖ Microfinance, Rural Finance & Financial Inclusion
- ❖ Global Economic Trends & Business Strategy

### 4. Digital Technologies & Business Transformation

- ❖ Industry 4.0 and Industry 5.0 Applications
- ❖ Artificial Intelligence & Machine Learning in Business
- ❖ Internet of Things (IoT) for Smart Enterprises
- ❖ Big Data Analytics & Business Intelligence
- ❖ Cybersecurity & Data Privacy
- ❖ Cloud Computing, ERP & Digital Platforms

### 5. Entrepreneurship, Startups & Innovation

- ❖ Entrepreneurial Ecosystems in Emerging Economies
- ❖ Startups & Digital Disruption

- ❖ Design Thinking & Innovation Management
  - ❖ Venture Capital, Angel Investment & Startup Finance
  - ❖ Women Entrepreneurship & Social Entrepreneurship
  - ❖ University-Industry Collaboration for Innovation
- ### 6. Sustainability, Governance & Society
- ❖ Corporate Social Responsibility (CSR) & Shared Value
  - ❖ Sustainable Business Models for Developing Economies
  - ❖ Governance & Ethics in the Digital Era
  - ❖ Climate Change & Green Technologies in Business
  - ❖ Public Policy, Education & Industry Collaboration
  - ❖ UN Sustainable Development Goals (SDGs) & Business



## IMPORTANT DATES

- Abstract Submission Deadline : October 31, 2025**
- Notification for Acceptance of Abstract : **November 10, 2025**
- Full Paper Submission Deadline: **November 30, 2025**
- Notification for Acceptance of Full Paper : **December 10, 2025**
- Registration for Conference: **December 11, 2025**
- Last Date of Registration: **December 31, 2025**
- Conference Dates: January 8-9, 2026**

## PUBLICATION OPPORTUNITY

All papers accepted and presented at the conference will be considered for publication as book chapters or as conference proceedings, indexed in Scopus subject to rigorous peer review and editorial standards.

## REGISTRATION FEES

- Academicians: ₹ 6,500**
- Industry Professionals: ₹ 7,500**
- Research Scholars: ₹ 5,000**
- International Participants: \$ 100**

(The registration fee includes access to all conference sessions, conference kit, lunch, tea/coffee, and a participation certificate.)

### MODE OF PAYMENT - RTGS/ NEFT / UPI

(Please send the Transaction ID/ Reference ID to [innova2026@cutm.ac.in](mailto:innova2026@cutm.ac.in))

## BANK DETAILS FOR PAYMENT

- Account No: 914020024435835**
- Account Name: CENTURION UNIVERSITY
- IFSC Code: UTIB0000718
- Name of the Bank: AXIS BANK, Jatni Branch, Jatni-752050