



17th
INTERNATIONAL
CONFERENCE



Redefining Business Paradigm through Environmental, Social and Governance (ESG) & AI for Sustainability and Inclusivity

(Hybrid Mode)

April 24-25, 2026



Faculty of Commerce & Management

Pacific Academy of Higher Education and Research University, Udaipur, Rajasthan, India



About PAHER University

Established in 1997, the Pacific group has made a mark on the educational map of India. Over the last 27 years, the Pacific Society has continued to make rapid strides in the field of higher & technical education. Pacific Academy of Higher Education and Research University is established as per UGC Recognition under section 2(f) of UGC Act, 1956. It has a set up of more than twenty one institutes and become a multi-disciplinary conglomeration of colleges providing higher education in the diverse fields of Engineering, Management & Commerce, Dentistry, Pharmacy, Education, Basic & Applied Sciences, and Research Programmes (Ph.D.) in all relevant disciplines. The University Campus is spread over 100 acres of lush green land and has a build up area of more than 250,000 sq.mt. The campus provides a perfect educational environment which is free from any type of pollution and is easily accessible. Education at PAHER is holistic, aiming to develop the intellectual & personal strengths of students. PAHER has an excellent track record of launching its student into successful careers which has been proved by our alumni presently working in 150+ global and Indian super brands.



About Faculty of Commerce & Management

Faculty of Commerce & Management in its pursuit of excellence in education has brought Udaipur on the National Map of Management & Commerce Education. It was established in year 1997 in the City of Lakes, Udaipur. Institute aims to develop industry-ready leaders with practical skills, ethical grounding, and entrepreneurial spirit through a mix of theoretical knowledge and hands-on experiences. The faculty focus on relevant modern skills, such as business analytics, along side the core business functions, offering programs from Bachelor's (B.Com, BBA) and Master's (MBA - Dual Specialization, MBA Business Analytics, MBA - Hospital Administration, M.Com etc.). The Institute has to its credit the heritage of Teaching Support from BSE, MCX, AIMA, SPSS, etc. All these efforts are undertaken to ensure complete personality development of our students, leading to creation of successful professionals. Pacificians have out performed in various intercollegiate competitions and received overwhelming laurels worldwide.

About the Conference

In an era defined by climate urgency, social inequality, and increasing demand for ethical governance, the integration of Environmental, Social, and Governance (ESG) principles with Artificial Intelligence (AI) is redefining the business paradigm toward sustainability and inclusivity.

This convergence enables organizations to move beyond profit-centric models, embedding purpose-driven strategies that address complex global challenges while driving innovation and long-term value. AI enhances environmental responsibility by optimizing resource use, predicting climate risks, and enabling real-time monitoring of emissions, thus supporting carbon reduction and regulatory compliance. Socially, AI fosters inclusivity by identifying workplace biases, promoting diversity, and improving access to essential services like education and

healthcare for underserved communities. It also strengthens supply chain transparency and ethical labor practices.

On the governance front, AI improves decision-making, risk management, and ESG reporting through data-driven insights and automation, while demanding ethical frameworks to ensure algorithmic fairness, transparency, and data privacy.

However, this integration must be guided by responsible governance to prevent misuse, bias, or greenwashing. Ultimately, aligning AI with ESG goals offers a transformative path for businesses to become more resilient, equitable, and environmentally conscious, positioning them as key contributors to a sustainable global future.

KEY THEMES AND SUB-THEMES

Each track focuses on a unique aspect of integrating ESG principles with AI, ensuring a balanced coverage across environmental, social, governance, technological, and business dimensions. Tracks are designed to facilitate parallel sessions, workshops, panels, and keynotes, promoting interdisciplinary discussions.

1. AI for Green and Environmental Sustainability

- Climate prediction, renewable energy, and carbon management
- Smart agriculture, biodiversity, and resource efficiency
- Green infrastructure, cities, and eco-innovation

2. AI for Inclusive Society, Education, and Skills

- Digital inclusion, equity, and accessibility
- Smart learning systems and educational analytics
- Skills development and lifelong learning

3. Responsible AI, Governance, and Legal Frameworks

- Ethical AI and ESG governance models
- Regulatory compliance and legal analytics
- Risk management and cyber law perspectives

4. AI for Smart Engineering and Secure Technologies

- Intelligent engineering and sustainable manufacturing
- IoT, automation, and smart infrastructure
- Cybersecurity and system resilience

5. AI in Leadership, Strategy, and ESG Management

- AI-enabled strategic and board-level decisions
- Ethical leadership and governance innovation
- Organizational sustainability performance

6. AI in Sustainable Finance and Business Analytics

- ESG finance, risk modeling, and disclosures
- AI-powered business analytics and dashboards
- Investment decision support and benchmarking

7. AI for Ethical HR and Responsible Marketing

- Bias-aware HR analytics and workforce planning
- Employee well-being and future of work
- Ethical consumer analytics and sustainable branding

8. AI for Sustainable Supply Chains and Operations

- Green logistics, procurement, and sourcing
- Blockchain-enabled transparency and traceability
- Risk prediction and circular economy models

9. AI in Healthcare and Responsible Service Industries

- Ethical AI in healthcare and pharma
- Inclusive service design and delivery
- AI-enabled resilience in service sectors

10. Global Perspectives on ESG–AI Integration

- Cross-country and cross-sectoral studies
- Multi-stakeholder and international collaborations
- Global benchmarks and best practices





IMPORTANT DATES

Last date of Registration	:	07 April, 2026
Last date of Paper Submission	:	20 April, 2026
Date of Conference	:	24-25 April, 2026

Abstracts received before 07 April, 2026 will be considered for inclusion in Souvenir Abstract Book.

CONFERENCE REGISTRATION FEE*

Fee (Per person)	Corporate	Faculty	Research Scholars/Students
Indian Delegate	INR 2500	INR 1500	INR 1000
Foreign Delegate	USD 40	USD 30	USD 20

Note:

1. An author is allowed to submit multiple papers, however the author must register separately for each new paper.
2. Certificates will be provided to all registered participants but in case of online participation only E-certificate will be issued.
3. Registration fee includes Conference Kit, Breakfast and Lunch.

Registration and Paper Submission Process

1. Scan the QR code or use this link
<https://ibp.pacific-university.ac.in>
2. For new user, Sign-Up in the New Registration Tab and Create your login ID and password.
3. Submit word file of abstract. Once submitted no updation is allowed.
4. Add details of author(s). You may add new authors but can not alter or remove any author after submission of form.
5. You may upload full length paper till April 20, 2026 with same login ID and Password.
6. For submission of another paper do re-registration with Sign-Up Registration Tab.
7. If you forget your password or for any other technical issues mail us at fmconference26@pacific-university.ac.in or call on 7737708786



PAPER SUBMISSION GUIDELINES

Title page	:	Name of author(s) and designation
Full Length Paper Count	:	5000 - 6000 words
Abstract count	:	200-250 words
Key words	:	5-7 words
Font	:	Times New Roman
Font Size	:	Running Text 12-point, Title 16 Bold, Headings 14 Bold, Sub-heading 12 Bold
Line	:	1.5 Spacing
References	:	APA Format

PUBLICATION OPPORTUNITY

Selected* papers will be published in any of the below mentioned Publications on payment of APC on the basis of quality of submitted papers.

1. Pacific Business Review International - indexed and listed at Web of Science (ESCI), Cabell's Directories, Ulrichsweb, Indian Citation Index, SIS, RIF, OAJI, SJIF & ISI. Impact factor (SJIF) 8.603, ISSN : 0974-438X
2. Unnati - The Business Journal - ISSN : 2319-1740 (Print) Impact factor (SJIF) 8.173
3. Pacific Journal of Social Science - ISSN : 2456-7477 (Print)
4. Edited Book as conference Proceedings with ISBN

* The selection of papers will be through double blind review process.

For any Query Contact

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- **International Conference on Shifting Paradigm in Business Economy and Society: Vision 2050**
9-10 September 2020
- **International Conference on Sustainable Global Trends : Planet, People and Profit**
16-17 April, 2021
- **International Conference on Emerging Prospects of Accounting and Finance**
25 February 2022
- **International Conference on Next Normal : Strategies for Sustainable Future**
22-23 April, 2022
- **International Conference on Innovative Technologies in Business and Economy for Sustainable Development : Industry 5.0**
15-16 March, 2024
- **75th All India Commerce Conference on Viksit Bharat@2047**
18-20 October, 2024
- **International Conference Innovative Business Practices for Global Sustainability**
07-08 March, 2025

PAST CONFERENCES

- **International Conference on Contemporary Innovative Practices in Management**
13 - 14 April, 2012
- **National Seminar on Ethics and Ethos in Management**
27-28 July, 2013
- **International Conference on Managing Change in Business & Economy**
6 - 7 April, 2013
- **International Seminar on Ethics and Values in Resource Management**
1-2 November, 2014
- **National Seminar on Education for Enhancing Ethics and Excellence**
11-12 January, 2015
- **International Conference on Integral Development for Wholesome Life**
4-5 June, 2016
- **International Conference on Mapping Global Changes in Business, Economy, Society & Culture**
19-20 January, 2018
- **International Conference on Transformation of Business Economy & Society in Digital Era**
26-27 April, 2019





PUBLICATION OF PAST CONFERENCES

Ethics And Indian Ethos In Management - Text And Cases	Author : Prof. N.M. Khandelwal ISBN No. 978-93-5104-465-9
Innovative Practices In HR : Contemporary Issues And Challenges	Editor : Prof. N.M. Khandelwal ISBN No. 978-93-5104-481-9
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Sustainable Business in the Digital Age	Editors : Prof. Dipin Mathur, Dr. Pallavi Mehta, Dr. Ali Yawar Reha Dr. Jaya Sharma ISBN 978-81-7510-284-2

RESEARCH JOURNALS

Pacific Business Review International (Impact Factor : 8.603)	Editors : Prof. B.P. Sharma, Prof. Dipin Mathur, Dr. Khushbu Agarwal ISSN : 0974-483x
Unnati - The Business Journal (Impact Factor : 8.173)	Editors : Prof. Dipin Mathur, Dr. Pallavi Mehta ISSN : 2319-1740
Pacific University Journal of Social Sciences (Impact Factor : 6.273)	Editors : Prof. Dipin Mathur, Dr. Ashish Adholiya ISSN : 2456-7477

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