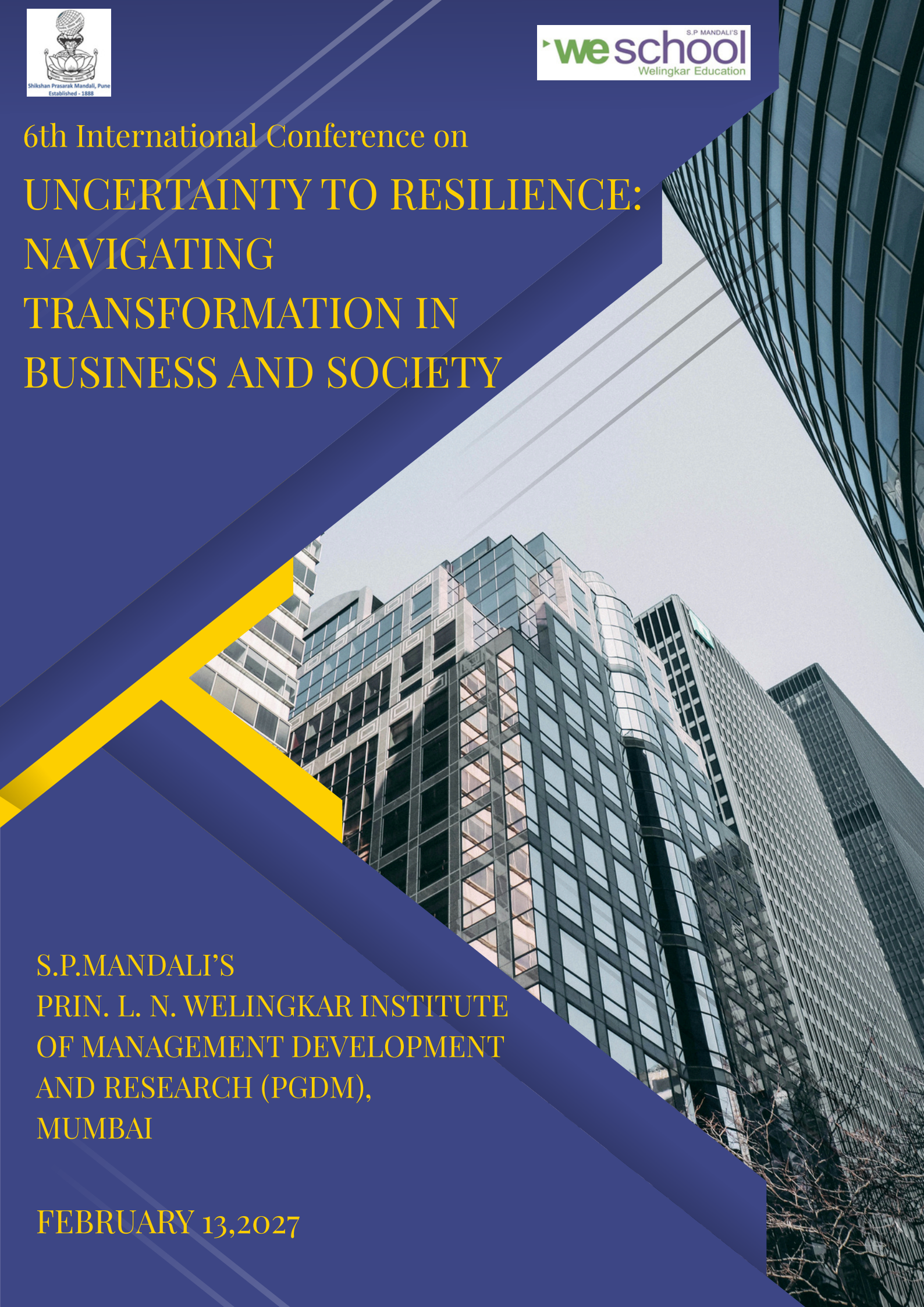
6th International Conference on

UNCERTAINTY TO RESILIENCE: NAVIGATING TRANSFORMATION IN BUSINESS AND SOCIETY



S.P.MANDALI'S
PRIN. L. N. WELINGKAR INSTITUTE OF MANAGEMENT DEVELOPMENT AND RESEARCH (PGDM),
MUMBAI

FEBRUARY 13,2027

CONFERENCE OVERVIEW

Our world is at a breaking point, facing massive changes from politics and fast-moving technology to climate change. These are no longer temporary problems; they are completely changing how our businesses, societies, and daily lives work. To navigate this uncertainty, we need resilience. This does not just mean surviving tough times. It means adapting, growing stronger, and moving forward with a clear purpose. Because of this, both companies and communities must completely rethink how they operate.

However, there is a delicate balance between uncertainty and resilience. The same innovations that promise to make our lives better also make our systems more fragile. Tools like artificial intelligence and automation are changing industries overnight, but they also create new risks for jobs and supply chains. True resilience means ensuring that the rapid technological growth works in tandem with protecting the planet and its inhabitants, rather than working against it.

Against this backdrop, the Welingkar Research Center is excited to bring together researchers, practitioners, policymakers, and emerging scholars to deliberate on the pathways from uncertainty to resilience. This conference calls for examining what it takes to build organisations and societies that not only withstand disruption but are genuinely capable of transformation.

CONFERENCE OBJECTIVES

The conference aims to provide an outstanding platform for researchers, academicians, The conference is designed to serve as a rigorous and inclusive intellectual forum for researchers, academicians, scholars, and practitioners with the following core objectives:

1. To advance resilience research: Share clear, practical ideas on how businesses and society can handle change.
2. To study global challenges: Examine the major forces causing uncertainty, like new technology and climate change.
3. To connect research with action: Bring academics and business leaders together to turn ideas into practical strategies.
4. To find sustainable solutions: Discover responsible ways to manage big transformations and create long-term value.

CONFERENCE OUTCOMES

This conference connects professionals and scholars from various industries and regions to share ideas on building a resilient future. Participants will actively engage in expert-led presentations, workshops, and panel sessions. By examining diverse settings (i.e., corporations, social enterprises, and urban or rural communities), the conference will highlight how resilience is successfully developed. Ultimately, the event aims to build shared knowledge that can help navigate global changes and promote an equitable, sustainable, and resilient future.

WHO SHOULD ATTEND?

This conference is appropriate for Academicians, Corporate Executives, Research Scholars, Students, Practitioners, Subject Experts, and Policy makers.

ABOUT WESCHOOL

Established in 1977 under Pune's Shikshana Prasaraka Mandali trust, Prin. L.N. Welingkar Institute of Management Development & Research (WeSchool) is a premier, autonomous business school with campuses in Mumbai and Bengaluru. Driven by a core philosophy of leadership, research, and innovation, WeSchool offers pioneering management programs in fields like business design, e-business, healthcare, and business analytics, focusing on action-based leadership and experimental learning.

CALL FOR PAPERS

The conference invites **abstracts** / **full research papers** across the following thematic tracks. Contributors are encouraged to engage creatively with the overarching theme of resilience and transformation within their chosen domain. Papers drawing on interdisciplinary perspectives, emerging market contexts, and novel methodologies are especially welcome. Any topic relevant to the conference theme and not explicitly listed below is also welcome for submission.

Innovation and Business Design

1. Resilient Indian enterprises in a fragmented global economy
2. Digital public infrastructure and inclusive growth
3. Leadership in the age of permanent uncertainty
4. Building resilient supply chains for the next decade
5. Sustainable and climate-resilient business models

Media & Entertainment

1. AI-driven content creation and creative industries
2. Streaming platforms, OTT ecosystems and digital monetization
3. Influencer culture, creator branding and social media economies
4. Digital consumer psychology and data-driven engagement
5. Emerging media skills, analytics and future workforce readiness

Rural Management

1. Digital agriculture, AI and technology-driven rural transformation
2. Climate-smart agriculture and sustainable rural development
3. Rural markets, supply chains and economic resilience
4. Community institutions, cooperatives and social enterprise models
5. Governance, public policy and inclusive rural transformation

Retail Management

- AI, data intelligence and smart retail ecosystems
- Consumer trust, behaviour and future retail experiences
- Sustainable retail, circular economy and responsible consumption
- Retail resilience, disruption and emerging market dynamics
- Technology, platforms and the future retail value chain

Healthcare Management

1. AI, digital health and smart healthcare ecosystems
2. Healthcare resilience, crisis preparedness and sustainable systems
3. Patient-centric care, healthcare consumerism and service innovation
4. Pharma innovation, precision medicine and healthcare technologies
5. Healthcare leadership, workforce well-being and future skills

T**echnology in Business**

1. Platform resilience: governing digital marketplaces under uncertainty
2. The evolving landscape of digital payments and financial inclusion
3. Resilience of e-business models in the face of regulatory and cybersecurity threats
4. Social commerce, influencer ecosystems, and the future of digital consumer engagement
5. Cross-border e-commerce: navigating geopolitical and logistical complexity

Research and Business Analytics

- Advanced analytics for organisational resilience: predictive, prescriptive, and real-time approaches
- Uncertainty quantification and scenario planning in business decision-making
- Responsible AI and algorithmic fairness in analytics-driven organisations
- Text analytics, sentiment analysis, and social listening in business research
- Data governance, privacy regulations, and the ethics of business intelligence

General Management

- Marketing
- Finance & Accounting
- Information Technology (IT) & Operations
- HR Management and others

Any other topic relevant to the theme of the Conference

GENERAL SUBMISSION GUIDELINES

1. An individual can at most send two submissions.
2. Paper submission categories:
    a. Papers submitted in the ***faculty category*** must have a faculty member as a first author. The team size can not exceed 4 authors.
    b. Papers submitted in the ***student category*** must have a student as a first author and must be the paper presenter. The team size can not exceed 3 authors.
3. Please ensure all submitted work has a Similarity Index below 10%. AI-generated content will be rejected from the conference.
4. It is the responsibility of an author to ensure the paper is original, should not have been published/ presented earlier, nor should it have been communicated for publication/ presentation elsewhere.
5. All papers will be reviewed through a double-blind peer-review process. The decision of the review committee will be final.
6. All paper submissions should be made at https://weschool.welingkaronline.org/InternationConference/IC/PaperTrack.aspx

or via the QR code below.

BEST PAPER AWARD

The **Best Paper Award** will be presented under the Student and Faculty categories. To qualify for the best paper award, a full paper must be presented at the conference.

ABSTRACT / RESEARCH PAPER GUIDELINES

1. **Abstract** must be 300-350 words
2. Abstract must have up to 5 (five) **keywords**
3. Abstract must contain a brief title, author's affiliation, and designation and contact details.
4. The full research paper must be written in good English, free of various typing and grammatical errors.
5. The title page must include a title, the authors' affiliations, and designation details.
6. The **main paper** must contain the following sections: (a) Abstract (around 300 words); (b) Keywords (minimum of five keywords); (c) Introduction (including key contributions of the study); (d) Literature review; (e) Research methodology (includes research design, data type, sample, purpose, methods, objectives, hypothesis, if any); (f) Data analysis and Interpretation; (g)Findings and Implications ; (h) Conclusion ; ⓘ References
7. The **word limit** of the full paper is 8,000 words.
8. The author shall make sure the paper does not infringe any copyright.
9. **Formatting instructions**: Use 12-point Times New Roman font, single-spaced. References should be listed on a separate page.
10. APA style of referencing for citations is to be followed to maintain uniformity.

PUBLICATION OPPORTUNITIES

The abstracts presented at the conference will be published in the form of a **digital Conference Proceedings**

Selected full papers (subject to formal journal review process) will have the following publication opportunities:

Scopus-Indexed eBook

ABDC Indexed Journals

WeSchool's bi-annual journal – aWEshkar (Special Issue)

KEY DATES AND DEADLINES

Abstract submission begins	**25.11.2026**
Abstract submission closes	**31.12.2026**
Full paper submission begins	**01.12.2026**
Registration link opens	**01.12.2026**
Registration link closes	**20.01.2027**

REGISTRATION FEES (INCLUDING GST)

Research Scholar / Students (with paper)	**₹ 1,180**
Academicians (with paper)	**₹ 3540**
Academicians (without paper)	**₹ 2360**
Industry Delegates	**₹ 4720**
International Delegates	**$ 118**

- Registration for the conference is compulsory for the first author of every accepted paper. In case the registered author is unable to attend or present the paper, a co-author may be nominated to present on their behalf. Any additional co-authors of the same paper intending to participate in the conference are also required to complete separate registrations.
- The registration fee for the conference, once paid, is not refundable.

CONFERENCE PATRON

Dr. Kaustubh Dhargalkar - In-Charge Director
Prin. L. N. Welingkar Institute of Management Development and Research (PGDM)

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PGDM – Media & Entertainment

Dr. Deepa Rohit
Post Graduate Diploma in Management

VENUE

S.P. Mandali's Prin. L. N. Welingkar Institute of Management Development & Research (PGDM)
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