



THIAGARAJAR
SCHOOL OF MANAGEMENT
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MADURAI, TAMIL NADU
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FOS 2026 GRIE



International Conference on
Frontiers of Sustainability - Global Responsibility for Innovation & Entrepreneurship
22 - 24 January 2026



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Track 1(A) - Sustainable Marketing & Responsible Consumer Engagement

Track Chair - Dr. Vernika Agarwal, Dr. Weiyue Wang.

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10.00 AM–10.10 AM	FOS 1041	The Influence of Intrinsic Factors on Impulsive Buying Behaviour with Affective Reaction as Mediator
2	10.10 AM–10.20 AM	FOS 1042	How Artificial Intelligence In Advertising Alters Consumer Buying Behaviour
3	10.20 AM–10.30 AM	FOS 1051	From Destination Attributes to Experience Value and Destination Choice. Evidence from an Eco-Island with Sustainable Tourism as a Moderator
4	10.30 AM–10.40 AM	FOS 211	Sustainable Marketing and Responsible Consumer Engagement. Pathways to Authentic Sustainability.
5	10.40 AM–10.50 AM	FOS 231	Sustainable Packaging and Its Impact on Consumer Buying Behaviour
	10.50 AM - 11.00 AM		Break
6	11.00 AM-11.10 AM	FOS 234	Consumer Behavior and Perceptions of Employee Engagement in Thrift Stores. A Comprehensive Study
7	11.10 AM-11.20 AM	FOS 263	An Investigation into the Role of Social Media Marketing on Customer Brand Experience and Sustainable Behavioural Intentions towards Real Estate Brands in Ind
8	11.20 AM–11.30 AM	FOS 281	Understanding sustainable audience engagement in emerging media markets. Evidence from Vietnam's film industry.
9	11.30 AM–11.40 AM	FOS 294	Factors impeding the adoption of electric vehicles. A Systematic Review
10	11.40 AM-11.50 AM	FOS 303	A AI-Driven Customer-Centric Strategies to Enhance Satisfaction and Sustainability in Chennai's Facade Industry
11	11.50 AM-12.00 PM	FOS 308	How social media drives customer choices in fashion. Insights and Future Trends
12	12.00 PM-12.10 PM	FOS 440	Cooperative Marketing Societies As Drivers Of Sdg Achievement. Sustainable Marketing Practices Among Farmers In Coimbatore, Tamil Nadu
13	12.10 PM-12.20 PM	FOS573	Antecedents of Consumer Scepticism
14	12.20 PM-12.30 PM	FOS941	Advancing Sustainable Urban Mobility. A Multi-Criteria Evaluation of Electric Scooters in Indian Cities
15	12.30 PM-12.40 PM	FOS785	Gauging UPI platforms from Customer Perception perspective. A Multi-Criteria Decision-Making Technique

Track 1(B)- Sustainable Marketing & Responsible Consumer Engagement



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Track Chair Dr. Selvalakshmi M

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10.00 AM–10.10 AM	FOS 270	The impact of perceived greenwashing and green advertising receptivity on purchase intention. The mediating role of green brand image
2	10.10 AM–10.20 AM	FOS 975	Sustainable Marketing & Responsible Consumer Engagement - With Special Reference to Perambalur District
3	10.20 AM–10.30 AM	FOS 966	Leveraging AI for Analysing Data Points for Customer Understanding, Relationships and Engagement in Financial Services
4	10.30 AM–10.40 AM	FOS 1019	Drivers of Sustainable Luxury Brand Engagement. An SOR-Based Study of Indian Consumers
5	10.40 AM–10.50 AM	FOS 1027	The Role of Consumer Activism in Advancing Collaborative Sustainability Programs
	10.50 AM - 11.00 AM		Break
6	11.00 AM-11.10 AM	FOS 274	Religious Beliefs, Moral Reasoning, and Ethical Consumerism. A Study of Indian Millennials
7	11.10 AM-11.20 AM	FOS 309	– Brand Hate. Boycott or Forgive? The Moderating Role of Symbolic Incongruity
8	11.20 AM–11.30 AM	FOS 359	Role of Personality, Patience, and Environmental Awareness Attitude in Preferring Nature-Based Tourism among Indian Gen Z. Understanding consumer behaviour to sustainable tourism
9	11.30 AM–11.40 AM	FOS 374	Closing the Global Energy Access Gap. The Need for Innovation and Scaled Financial Commitments to Achieve SDG 7
10	11.40 AM-11.50 AM	FOS 388	Engaging the Eco- Concious Consumer. Sustainable Marketing Strategies and Green Product Adoption in Coimbatore City
11	11.50 AM-12.00 PM	FOS 444	The Impact of Greenwashing on Green Brand Equity. The Case of Agricultural Products in an Emerging Economy
12	12.00 PM-12.10 PM	FOS 475	Comparative Analysis of Green Marketing Strategy and IoT-Enabled Practices by Hospital Sector MSMEs. Case Studies from India
13	12.10 PM-12.20 PM	FOS 443	Green UX and Its Impact on Customer Satisfaction in e-commerce platform. Evidence from Vietnam's Mekong Delta
14	12.20 PM-12.30 PM	FOS850	The Effect of Surveillance Creep in Online Behavioral Marketing Examining the Impact of Repeated Tracking Signals On Consumer Comfort Levels In Green E-Commerce



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Track 1(A)- Sustainable Marketing & Responsible Consumer Engagement

Track Chair - Dr. M.Selvaraj

Day 3 (24.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10.00 AM–10.10 AM	FOS 486	Exploring the Psychological Impact of Celebrity Endorsement on Brand Credibility and Consumer Behavior. An SEM Approach
2	10.10 AM–10.20 AM	FOS 490	Understanding the Green Consumer Mindset. The Role of Ecological Worldview in Adoption of Sustainable Feminine Hygiene Products.
3	10.20 AM–10.30 AM	FOS 494	A Research Study on Prediction and Optimization of Advertiser Bidding in Online Advertising Using Machine Learning Techniques
4	10.30 AM–10.40 AM	FOS 497	Sustainable Insurance Practices and Customer Satisfaction. Consumers of LIC in Socio-Demographic Insights in Sivagangai District.
5	10.40 AM–10.50 AM	FOS 528	Message framing and construal level interactions in shaping pro-sustainable behavioral intentions. Evidence from heritage tourism
	10.50 AM - 11.00 AM		Break
6	11.00 AM-11.10 AM	FOS 598	The Hidden Impact Of Serving Size And Ingredient Manipulation On Consumer Behavior
7	11.10 AM-11.20 AM	FOS 673	Corporate Social Responsibility and Tourist Citizenship Behaviour for Sustainable Tourism in Vietnam. Dual Mediation of Value Co-Creation and Tour Guide Likeability
8	11.20 AM–11.30 AM	FOS 713	Sustainable waste management and citizens behavioural intention. A PLS- SEM approach
9	11.30 AM–11.40 AM	FOS 718	The Impact of Eco-Influencer Endorsements on Gen Z's Adoption of Sustainable Lifestyle Practices
10	11.40 AM-11.50 AM	FOS 731	From Passive Diners To Active Co-Creators. The Impact Of Green Restaurant Practices On Value Co-Creation Intention In Vietnam
11	11.50 PM-12.00 PM	FOS 776	Understanding How Perceived Value Enhances Consumer Loyalty Towards Green Products. The Role of Satisfaction
12	12.00 PM-12.10 PM	FOS 788	Impact of Emotional marketing on Purchase decision
13	12.10 PM-12.20 PM	FOS 800	From Thrifting Trends To Sustainable Consumption. The Effect Of Thrift Haul Content On Vietnamese Gen Z's Purchase Intention
14	12.20 PM-12.30 PM	FOS 807	Understanding Consumer Attitudes Toward Green Product Purchases. Contrasting Influences in Sustainable Markets



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15	12.30 PM-12.40 PM	FOS 808	Regulatory Enforcement and Corporate Transparency as Mechanisms for Preventing Greenwashing. A Multiple Case Study Analysis
16	12.40 PM-12.50 PM	FOS 817	Factors Influencing Customer Perceptions of Corporate ESG Orientation and Sustainable Economic Value of Firms in Ho Chi Minh City, Vietnam
17	12.50 PM-1.00 PM	FOS 840	Smart Pothole and Water-Filled Hazard Detection System

Track 1(B)- Sustainable Marketing & Responsible Consumer Engagement

Track Chair - Dr. Manjula N, Dr. Packiaraj Thangavel

Day 3 (24.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10.00 AM-10.10 AM	FOS 873	Exploring Tourist Demand And Designing Wellness Tourism Tours In Hue, Vietnam
2	10.10 AM-10.20 AM	FOS 878	Consumers' Sustainability Perception Of Electric Two-Wheelers. Examining Incentive Based Policy Signals And Environmental Awareness In Tamil Nadu – A Research Pitch
3	10.20 AM-10.30 AM	FOS 886	Factors determining consumer behaviour in fast fashion
4	10.30 AM-10.40 AM	FOS 914	Energy-saving User Interface Design and Usage Intention in Ride-Hailing Applications. The Mediating Role of Perceived Eco-Efficiency
5	10.40 AM-10.50 AM	FOS 937	Sustainable packaging in alcobev. what indian consumers care about
	10.50 AM - 11.00 AM		Break
6	11.00 AM-11.10 AM	FOS 955	A Study on How Sustainability Engagement Factors Shape Attitudes and Drive Eco-conscious Purchase Behavior among Millennials and Gen Z in Coimbatore
7	11.10 AM-11.20 AM	FOS 559	Consumer skepticism toward greenwashing - A strategy to drive purchase decision
8	11.20 AM-11.30 AM	FOS 566	ESG-AI Integrated Marketing Framework for Responsible Brand Positioning in Emerging Markets
9	11.30 AM-11.40 AM	FOS 586	How CSR donation type and communication strategy shape organizational attractiveness as an employer. Implications for sustainable HRM and social equity
10	11.40 AM-11.50 AM	FOS 893	Memory-Led Fashion. A Nostalgia-Based Sustainable Risk-Reduction Model for Fast Fashion Consumers
11	11.50 PM-12.00 PM	FOS 906	A Comparative Study of Generation Z and Millennials' Purchase Intention and Buying Behaviour towards Slow Fashion in Pune City
12	12.00 PM-12.10 PM	FOS 987	Sustaining Electric Mobility Transitions. Exploring Post-Adoption Evaluations of Battery-as-a-Service among Indian Electric Vehicle Users
13	12.10 PM-12.20 PM	FOS 990	Sustainable Food Consumption. Evidence from Emerging Indian Organic Livestock Markets



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14	12.20 PM-12.30 PM	FOS 994	Urban Consumers' Intention to Experiment with Sustainable Farm-to-Table Restaurants. Evidence from Ho Chi Minh City
15	12.30 PM-12.40 PM	FOS 1004	How KOL Characteristics Shape Gen Z's Cosmetic Purchase Intentions through the Lens of S-O-R Framework. The Moderating Role of Consumer Involvement
16	12.40 PM-12.50 PM	FOS 1012	Sustainable Digital Marketing. Exploring The Impact Of Deepfake Technology On Consumer Trust And Ethical Governance
17	12.50 PM-1.00 PM	FOS 775	Reimagining Entrepreneurship Education. Experiential Approaches for Digital, Equitable, and Sustainable Futures

Track 2 - Sustainable Supply Chain, Operations & Circular Economy Practices

Track Chair- Dr. Sandeep Jagtap, Dr. Goutam Sutar

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
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1	10.00 AM–10.10 AM	FOS1008	Women's Participation, Operational Efficiency, and Sustainability in the Logistics Sector. Evidence from India
2	10.10 AM–10.20 AM	FOS1017	Towards Zero Wastage Pharmaceutical Supply Chains. Integrating Closed Loop Logistics, Digital technologies and Circular economy Principle.
3	10.20 AM–10.30 AM	FOS1040	How Do SMEs Go Circular? The Joint Role of Dynamic Capabilities and Interorganizational Collaborations
4	10.30 AM–10.40 AM	FOS946	Environmental management and Cleaner Production in micro and small agro-industries. evidence from pupunha palm heart processing firms in Brazil
5	10.40 AM–10.50 AM	FOS339	Exploring the Impact of Smart Manufacturing Practices and Compliance Automation on Sustainable Supply Chain Performance in the Leather Sector
	10.50 AM - 11.00 AM		Break
6	11.00 AM-11.10 AM	FOS407	Integrating Green Finance And Lean Thinking For Resilient Rice Supply Chains. Insights From Vietnam's Mekong Delta
7	11.10 AM-11.20 AM	FOS421	Life Cycle Assessment of Quick Commerce vs E-Commerce in India. Environmental Impacts and Circular Economy Solutions
8	11.20 AM–11.30 AM	FOS459	Cultural Factors as Predictors for Lean Six Sigma Integration in Supply Chain Capacity Management
9	11.30 AM–11.40 AM	FOS663	Exploring the Impact of Artificial Intelligence on Supply Chain Decision- Making. A Qualitative Assessment.
10	11.40 AM-11.50 AM	FOS677	Industry 4.0 Technologies as Enablers of Circular Supply Chains. A Capability-Mechanism Framework for the Cement Industry
11	11.50 PM-12.00 PM	FOS697	From Green to Sustainable Supply Chains. A Systematic Literature Review and Conceptual Framework
12	12.00 PM-12.10 PM	FOS707	Lean Maturity and its Impact on Sustainable Operational Performance in Indian Manufacturing Firms
13	12.10 PM-12.20 PM	FOS589	Towards Green and Sustainable Agri-Logistics An Exploratory Study in Vietnam
14	12.20 PM-12.30 PM	FOS762	Digital Technologies for Sustainable Supply Chains. Inte-grating Circular Economy and Low-Carbon Practices in a Systematic Literature Review
15	12.30 PM-12.40 PM	FOS777	The dynamic evolution of Reverse Logistics barriers and motivators. Evidence from a quasi-longitudinal study



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16	12.40 PM-12.50 PM	FOS805	Analysing carbon credit and trading scheme for perishable items under circular economy constraints using AHP technique. INDIAN SENARIO
17	12.50 PM-1.00 PM	FOS821	Risk Assessment of Long Transportation By Tanker Truck From Thi Vai Terminal To The Nhon Trach 3 & 4 Power Plant

Track 2- Sustainable Supply Chain, Operations & Circular Economy Practices

Track Chair- Dr. Anupam Keshari

Day 3 (24.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10.00 AM–10.10 AM	FOS825	Evaluating Factors Affecting the Safety of Container Truck Drivers in Long-Haul Road Freight Transportation. A Structural Equation Modeling (SEM) Approach
2	10.10 AM–10.20 AM	FOS845	Applying the DEA Malmquist and Epsilon-Based Measure models to evaluate Seaport Terminal Operators. A case study conducted in Vietnam
3	10.20 AM–10.30 AM	FOS868	Evaluation for the Risk Factors of Agricultural Supply Chain Management in Vietnam's High-tech Agricultural Cooperatives based on the DEMATEL Method
4	10.30 AM–10.40 AM	FOS869	Smart Waste Management Solutions to the Future of a Sustainable Circular Economy
5	10.40 AM–10.50 AM	FOS904	Optimal circularity and vehicle utilization in a closed loop supply chain
	10.50 AM–11.00 AM		Break
6	11.00 AM–11.10 AM	FOS208	Decoding the Carbon-Neutral Future. A Scientometric Analysis of Sustainable and Low-Carbon Supply Chain Research
7	11.10 AM–11.20 AM	FOS968	Circular Economy Indicators in Indian Micro-Industries. Identification and Empirical Analysis
8	11.20 AM–11.30 AM	FOS370	Human–AI Collaboration in Supply Chain Analytics for Industry 5.0. Review Paper
9	11.30 AM–11.40 AM	FOS1006	Restaurant Servicescape and Customer Satisfaction in Luxury Hotels. Evidence for Sustainable Service Experiences in Vietnam
10	11.40 AM 11.50 AM	FOS225	Application of the TOPSIS Method for Sustainable Warehouse Location Decision Making



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11	11.50 AM 12.00 PM	FOS540	Factors Affecting Collaborative Outcomes In Global Supply Chain Of The Semiconductor Industry. A Case Study In Ho Chi Minh City, Vietnam
12	12.00 PM 12.10 PM	FOS737	Analysing Green Financing Barriers for Circular Economy Adoption in MSMEs. An Indian Perspective
13	12.10 PM-12.20 PM	FOS757	Green Supply Chain Management Practices, Guest Satisfaction, and Destination Image. Evidence from the Vietnam Tourism Industry
14	12.20 PM-12.30 PM	FOS364	Zero-Water Management for Textile Dyeing Using Supercritical CO2 Dyeing Technology
15	12.30 PM-12.40 PM	FOS756	New Cumulative Harmony Index Based Method of Zero-Waste System Selection. Tirupur Textile Cluster
16	12.40 PM-12.50 PM	FOS759	A Novel AI Based MCDM Framework for Zero-Waste Operations. Application to Namakkal Poultry Industry
17	12.50 PM-1.00 PM	FOS948	Green Supply Chain and Circular Economy in Automotive Industry

Track 3- Sustainable Finance, Impact Investing & Green Economics

Track Chair- Dr. Shruti R

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
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1	10.00 AM–10.10 AM	FOS1020	Smart Money Meets Smart Machines. AI-Driven ESG Fund Flows in India's Sectorial Investment Boom
2	10.10 AM–10.20 AM	FOS1025	Sustainable Finance and Long-Term Value Creation. Evidence from ESG-Thematic Indices
3	10.20 AM–10.30 AM	FOS1035	Impact of green credit on the bank efficiency in Vietnam. Mediating role of Climate Change
4	10.30 AM–10.40 AM	FOS1049	The Impact Of Cash Flow Volatility On Capital Structure Of Listed Companies During The Covid-19 Pandemic. Evidence From Vietnam
5	10.40 AM–10.50 AM	FOS1050	The Determinants Of Digital Banking Service Adoption Among Generation Z In Vietnam
	10.50 AM - 11.00 AM		Break
6	11.00 AM-11.10 AM	FOS233	The Dark and Bright Sides of NBFC on the Indian Economy and also the ESG Integration
7	11.10 AM-11.20 AM	FOS247	Impact of Financial Literacy on Personal Savings
8	11.20 AM–11.30 AM	FOS249	An Empirical Study On The Impacts Of Fdi On Green Total Factor Productivity (Gtfp) In Asian Emerging Countries. A Combination Of The Malmquist-Luenberger Index And Bayesian Panel Regression
9	11.30 AM–11.40 AM	FOS826	generative AI Adoption and Operational Efficiency in Indian Banking. Evidence from Public and Private Sector Institutions (2020–2025)
10	11.40 AM-11.50 AM	FOS896	Moderating effects of sustainable business practices on risk perception, risk-taking propensity and Investment decisions
11	11.50 AM-12.00 PM	FOS901	ESG Disclosure in IPO. Effects on Underpricing and Post-Listing Returns in India
12	12.00 PM-12.10 PM	FOS931	ESG Performance and Stock Market Network Structure. An Evidence from Indian BSE Market
13	12.10 PM-12.20 PM	FOS938	Financing the Energy Transition. The Impact of Green Bond Issuance on Renewable Energy's Share in Final Energy Use
14	12.20 PM-12.30 PM	FOS973	A Study On Reasons Prompting Investors To Dispose Their Stock Holdings
15	12.30 PM-12.40 PM	FOS976	Generational Differences in Household Spending, Savings Behaviour, and Impact Orientation. Evidence from India
16	12.40 PM-12.50 PM	FOS806	Influence of Emotional Intelligence on Investment Awareness and Choice for Financial Sustainability among Middle Class Students
17	12.50 PM-1.00 PM	FOS823	Does Investor Attention to Sustainable Investing Matter? Evidence from Vietnam's Capital Market
18	1.00 PM-1.10 PM	FOS940	Does ESG Signaling Reduce Credit Misallocation? Evidence from the U.S. Corporate Sector



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19	1.10 PM-1.20 PM	FOS353	The Next Frontier. Building a Trillion-Rupee Urban Green Finance Ecosystem for India's Smart and Sustainable Cities by 2030
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Track 3- Sustainable Finance, Impact Investing & Green Economics

Track Chair- Prof. Arunkumar A

Day 3 (24.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10.00 AM–10.10 AM	FOS866	From Engagement to Loyalty. “Examining Intentional and Incidental ESG Behaviours on Sharing Economy Platforms”
2	10.10 AM–10.20 AM	FOS698	The Influence Of Mobile Screen Time On Academic And Well- Being Of School Students In Tirunelveli District
3	10.20 AM–10.30 AM	FOS702	Investigating the Relationship Between Personality Traits and Investment Behavior
4	10.30 AM–10.40 AM	FOS708	Three-Dimensional Portfolio Optimization. Integrating ESG Metrics with Traditional Risk-Return Analysis Using Multi-Objective Evolutionary Algorithms
5	10.40 AM–10.50 AM	FOS747	Corporate Social Responsibility, Carbon Emission Control, and Corporate Financial Performance. Evidence from ASEAN-6 Countries
	10.50 AM - 11.00 AM		Break
6	11.00 AM-11.10 AM	FOS794	Role of Investor ESG Adoption and its implications for Value CreationRole of Investor ESG Adoption and its implications for Value Creation
7	11.10 AM-11.20 AM	FOS804	Risk Management And Bank Performance. Empirical Evidence From Vietnam
8	11.20 AM–11.30 AM	FOS283	How do monetary policy and FDI impel economic recovery? Evidence from International Markets
9	11.30 AM–11.40 AM	FOS285	The Impact of ESG on Corporate Performance. Evidence from the U.S.
10	11.40 AM-11.50 AM	FOS286	The Interplay of Monetary Policy and FDI in Shaping Green Finance
11	11.50 AM-12.00 PM	FOS289	Esg And Firm Competitiveness – Evidence In U.S. Listed Companies
12	12.00 PM-12.10 PM	FOS314	An Empirical Analysis Of Liquidity, Profitability, And Solvency Dynamics In An Indian Fmcg Firm. Evidence From Lion Dates Impex Pvt Ltd (2019–2024)
13	12.10 PM-12.20 PM	FOS362	Leveraging Intellectual Capital and ESG Disclosure for Sustainable Corporate Performance. A Strategic Bibliometric Analysis in the Context of SDGs
14	12.20 PM-12.30 PM	FOS387	Understanding the Adoption of AI-Driven Financial Planners. A Malaysian Perspective



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15	12.30 PM-12.40 PM	FOS415	Sustainability Finance Taxonomy. A Causal-Mechanism Framework for Environmental and Equity Outcomes in India
16	12.40 PM-12.50 PM	FOS494	Sustainable Financial Assessment of Bioenergy Firms in Telangana and Andhra Pradesh
17	12.50 PM-1.00 PM	FOS578	Deriving, solving and efficiency measuring an ILP model for a Company Project Investment Policy
18	1.00 PM-1.10 PM	FOS612	Measuring Sustainability. Nudging Transparency into the Assessment Framework

Track 4 - Sustainable Entrepreneurship & Innovative Business Models

Track Chair- Prof.Dr. Leonilson Kiyoshi Sato de Hervai, Dr.Rakesh G Nair

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10.00 AM-10.10 AM	FOS631	Sustainable Entrepreneurship. A Socio-Demographic Analysis and Assessment of Sustainability Practices of Micro-Enterprises in Jammu & Kashmir



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	10.10 AM–10.20 AM	FOS636	Sustainable Entrepreneurship Emerging from Student-Centered Innovation Processes
3	10.20 AM–10.30 AM	FOS644	Profit through Purpose. How Innovative Business Models Drive Sustainability through Sustainable Innovation
4	10.30 AM–10.40 AM	FOS714	Herbal Anti-Dandruff And Natural Hair Dye Shampoo From Bhringraj Leaves. A Model For Sustainable Entrepreneurship & Innovative Business Development
5	10.40 AM–10.50 AM	FOS764	Assessing the Impact of Government Policy and Technological Innovation on Sustainable Business Innovation in Pilgrimage Tourism. A Path Analysis Approach
	10.50 AM - 11.00 AM		Break
6	11.00 AM-11.10 AM	FOS923	Green Finance as a Driver of Sustainable Choices. Insights from Indian Micro-Enterprises
7	11.10 AM-11.20 AM	FOS934	Sustainable Digital Inclusion and Women Entrepreneurship. Reimagining Gender Equity Through Rural Digital Marketing in India
8	11.20 AM–11.30 AM	FOS951	Shaping the Future of Business Innovation. Pathways to a Sustainable Society
9	11.30 AM–11.40 AM	FOS221	Intellilift.Real-Time occupancy Detection and Boarding Guidance for Smart Elevators.
10	11.40 AM-11.50 AM	FOS313	Urban Margins and Everyday Enterprise. A Design Ethnographic Study of Street Vendors in Bangalore
11	11.50 AM-12.00 PM	FOS346	Digital Resilience and Generational Innovation. A Theoretical Model for AI-Supported Entrepreneurial Development in Emerging Economies
12	12.00 PM-12.10 PM	FOS394	Entrepreneurial Intention And Entrepreneurial Self-Efficacy. Intrinsic Motivation As A Mediator And Business Family Background As A Moderator
13	12.10 PM-12.20 PM	FOS405	Design of an Intelligent Framework to Evaluate Financial Literacy and Decision-Making Among Entrepreneurs Using MSEM and Bayesian Networks

Track 4 - Sustainable Entrepreneurship & Innovative Business Models

Track Chair- Prof. Dr. Geandra Alves Queiroz, Dr. Anadan T.R

Day 3 (24.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10.00 AM–10.10 AM	FOS1015	Board diversity and organizational innovation. the vietnamese evidence



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2	10.10 AM–10.20 AM	FOS1022	A Systematic Literature Review on the Role of Skill Development Programs in Empowering Rural Women Entrepreneurs
3	10.20 AM–10.30 AM	FOS515	Relational Strategic Emphasis of SMEs- A Systematic Literature Review
4	10.30 AM–10.40 AM	FOS216	AI based solar powered insect trap for farmers
5	10.40 AM–10.50 AM	FOS534	EcoMartX - drone food delivery
	10.50 AM - 11.00 AM		Break
6	11.00 AM-11.10 AM	FOS599	Risk Structure And Risk Transmission Mechanism In Crowdfunding Activities In Vietnam. A Qualitative Approach Based On Thematic Analysis
7	11.10 AM-11.20 AM	FOS622	Ethical Artificial Intelligence as a Catalyst for Sustainable Development. Frameworks, Challenges, and Global Policy Implications
8	11.20 AM–11.30 AM	FOS219	Affordable Disposable Urinal Mat For Bedridden Users
9	11.30 AM–11.40 AM	FOS569	Innovative Healthcare Delivery- A conceptual Model
10	11.50 AM-12.00 PM	FOS874	Digital Bricolage. Catalyzing Entrepreneurial Breakthroughs – The Way Forward
11	12.00 PM-12.10 PM	FOS420	Policy Implementation for Supporting Student Entrepreneurship. Challenges and Strategic Solutions from Can Tho City, Vietnam
12	12.10 PM-12.20 PM	FOS503	Social Entrepreneurship Interventions and Livelihood Outcomes. Examining Empowerment as a Mediating Factor
13	12.20 PM-12.30 PM	FOS1069	Exploring Last-Mile Synergies Between Passenger and Freight Transport Using Metro Rail. A Planning Framework

Track 5- Sustainability Education, Training & Capacity Building

Track Chair- Dr. Blaha Gregory Correia, Dr. Suram Balasubrahmanyam

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10.00 AM–10.10 AM	FOS676	Work-Life Balance Support, Job Satisfaction, and Employee Retention The Role of Perceived Organisational Support among School Teachers
2	10.10 AM–10.20 AM	FOS729	AI-Enabled Assessment and Skill-Mapping as Instruments of Sustainable Education. A Study on Reducing the Employability Gap among Engineering Students



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3	10.20 AM–10.30 AM	FOS768	Sustainable Language Capacity Building through Artificial Intelligence in Higher Education. A Human-Centered Learning Perspective
4	10.30 AM–10.40 AM	FOS771	Impact Of Workplace Spirituality On Job Satisfaction And Employee Well-Being
5	10.40 AM–10.50 AM	FOS816	User Experience–Driven Design of Augmented Reality Media for CNC Training in Sustainable Manufacturing
	10.50 AM - 11.00 AM		Break
6	11.00 AM-11.10 AM	FOS858	Empowering youth through AI enabled STEAM education. Sustainability education, training and capacity building for future ready societies.
7	11.10 AM-11.20 AM	FOS899	Decoding Educational Dualism. A Capability Approach to Shadow Education and SDG-4
8	11.20 AM–11.30 AM	FOS900	Work Readiness among graduates
9	11.30 AM–11.40 AM	FOS969	Sustainable Digital Pedagogies for Management Education. An Empirical Study on Technology Adoption in Management institutes of Sangli and Kolhapur Districts
10	11.40 AM-11.50 AM	FOS998	Digitalisation for Sustainability. A Bibliometric Analysis of Global Responsibility in the Education Sector Digitalisation for Sustainability
11	11.50 AM-12.00 PM	FOS504	Realizing the SDGs. The Role of Higher Education in Bridging Knowledge and Action
12	12.00 PM-12.10 PM	FOS517	Negotiating Sustainable Development Goals in Tamil Nadu. District-Level Insights from Rural Professions and Urban Enterprises
13	12.10 PM-12.20 PM	FOS542	The Impact of Sustainability Education on Students' Sustainable Entrepreneurial Intention. Evidence from a Sequential Cognitive–Affective–Behavioural Model
14	12.20 PM-12.30 PM	FOS543	Workplace Culture, Interpersonal Relations, and Employee Retention among Academicians with Reference to Arts and Science Colleges in Cuddalore and Villupuram Districts of Tamil Nadu
15	12.30 PM-12.40 PM	FOS554	Employability Skills and Emerging Industry Norms. Stakeholder Insights from Business Schools
16	12.40 PM-12.50 PM	FOS574	Building Sustainable English-Speaking Competence For Logistics-Majored Students At College Of Foreign Economic Relations
17	12.50 PM-1.00 PM	FOS576	Sustainable Development of women's Empowerment through the Seetu System of Collective Finance
18	1.00 PM-1.10 PM	FOS610	Digital Education for a Greener Tomorrow. The Kalvi40 Model for Sustainable Learning

Track 5- Sustainability Education, Training & Capacity Building



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Track Chair- Dr. Robert Crammond, Dr. Mutharasi P

Day 3 (24.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10.00 AM–10.10 AM	FOS1003	Reimagining Education for Sustainable Development through Digitalisation and E-Learning
2	10.10 AM–10.20 AM	FOS1026	Training of Trainers and Capacity Building Initiatives. Giving Teachers and leaders the skills they need to be sustainable
3	10.20 AM–10.30 AM	FOS1030	The DIPMA Framework. A Cyclical Workflow for Statistical Reasoning in Business Research
4	10.30 AM–10.40 AM	FOS1052	The Impact of Technology-Integrated Educational Environments on Student Satisfaction with Educational Service Quality. A Case Study of Universities in Ho Chi Minh, Vietnam
5	10.40 AM–10.50 AM	FOS237	Creating Quantum Conscious Young Minds to Evolve as Future Entrepreneurs and Human Resources to Help Nations Achieve Sustainable Development Goals via Universities
	10.50 AM - 11.00 AM		Break
6	11.00 AM-11.10 AM	FOS304	Empowering Sustainable Education through Mobile Learning. Students' Attitudes and Engagement
7	11.10 AM-11.20 AM	FOS324	Bridging the Support Gap. An Evaluation of AI Chatbots for Mental Health in Engineering Education
8	11.20 AM–11.30 AM	FOS344	Sustainable ERP Implementation in Higher Education. A Survey-Based Analysis on Technical and Non-Technical Determinants of System Success
9	11.30 AM–11.40 AM	FOS345	A Meta- Analytic review of the impact of social media on the Academic performance among College Students
10	11.40 AM-11.50 AM	FOS349	Computing Skills for Engineering Graduates. A Case Study
11	11.50 AM-12.00 PM	FOS381	Enhancing Co-Creation Through Generative Ai. Redefining Creative Learning Experiences In Engineering Education
12	12.00 PM-12.10 PM	FOS416	Enhancing engineering students' learning motivation through Aiagent-integrated lifelong learning platforms in the Mekong Delta, Vietnam
13	12.10 PM-12.20 PM	FOS439	Enhancing Students' Self-Learning Effectiveness Through Ai Agents In Engineering Education. Evidence From The Mekong Delta, Vietnam
14	12.20 PM-12.30 PM	FOS947	From Education to Enterprise. An Exploratory Study on Deaf Entrepreneurship Training and Digital Scaling in Vietnam
15	12.30 PM-12.40 PM	FOS585	Green Talent 2047. The Stride Model For Digital, Innovative And Employable Human Capital In India



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16	12.40 PM-12.50 PM	FOS617	Wheels of Change. Unpacking the Socio-Economic Benefits of Free Bus Services for Women Pursuing Higher Education
17	12.50 PM-1.00 PM	FOS661	A Framework for an Effective Faculty Development Program in Indian Higher Education Institutions
18	1.00 PM-1.10 PM	FOS802	Sustainable Educational Ecosystems - The Impact of Counselling on Student Well-Being and Performance
19	1.10 PM-1.20 PM	FOS895	Integrating Sustainability Concepts into STS Instruction. A Pedagogical and Framework-Oriented Study

Track 6- Sustainable Human Resource Management, Workplace Well-being & Ethical Leadership

Track Chair- Dr. Nivethitha

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10.00 AM-10.10 AM	FOS883	Exploring the Role of Indian Knowledge System and Ethical Understanding in Shaping Educational Management Practices of Adolescents
2	10.10 AM-10.20 AM	FOS885	Sustainable HRM Practices and Employee Engagement in the Age of AI. A Structural Equation Modeling Approach in Indian Higher Education Institutions
3	10.20 AM-10.30 AM	FOS897	An Empirical Study on the Train Drivers in Guntur Division with Reference to Work-Life Balance, Quality of Work Life and Safety Participation
4	10.30 AM-10.40 AM	FOS910	People for the Planet. Bibliometric Insights into Sustainable Human Resource Management Research



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5	10.40 AM–10.50 AM	FOS911	Antecedents of employee brand performance in retail Organization of Coimbatore
	10.50 AM - 11.00 AM		Break
6	11.00 AM-11.10 AM	FOS943	Role of HR Systems on High Performance, Workforce Motivation, Job Satisfaction and Organisational Performance. A Mediation-Moderated Analysis
7	11.10 AM-11.20 AM	FOS961	A Research On The Socio-Economic Effects Of Motivational Practices Among Employees In The Tourism Sector Of Kottayam District
8	11.20 AM–11.30 AM	FOS967	Automation To Humanization. Reimagining Ethical Leadership For India's Sustainable Future Of Work.
9	11.30 AM–11.40 AM	FOS977	Rightsizing For Resilience. Leadership Continuity, Employee Performance, And Organizational Sustainability
10	11.40 AM-11.50 AM	FOS604	The role of AI-driven talent acquisition and its implications for employability and sustainable HRM
11	11.50 AM-12.00 PM	FOS672	Dynamics of Sustainable Work Design and Work Recovery in Platform-Based Gig Work
12	12.00 PM-12.10 PM	FOS700	Linking Self-Esteem, Ethical Idealism, and Academic Work Engagement in Higher Education. A Time-Lagged Model
13	12.10 PM-12.20 PM	FOS727	Silenced voices and ethical leadership. examining the influence of customer incivility on proactive service performance
14	12.20 PM-12.30 PM	FOS735	Biomedical Waste Management for Sustainable human resource management, Workplace Wellbeing – A Systematic Review
15	12.30 PM-12.40 PM	FOS753	Leveraging Digital HRM to Boost Organizational Resilience. Insights from Machine Learning
16	12.40 PM-12.50 PM	FOS761	Technostress and Hybrid Work. Strategies for Building Sustainable Workforce Practices
17	12.50 PM-1.00 PM	FOS791	AI Literacy and Human–AI Collaboration in Industry 5.0. Implications for Technostress Reduction and Employee Well-Being
	1.00 PM-1.30 PM		Break
18	1.30 PM-1.40 PM	FOS839	Ethical Leadership and Green Work Engagement. A Conditional Process Analysis of Psychological Contract Breach and Workplace Spirituality
19	1.40 PM-1.50 PM	FOS828	Hospital Industry Transformation. The Impact of Renovation and Acquisition on Service Delivery in Kerala.
20	1.50 PM-2.00 PM	FOS844	Agile Leadership in Action. Transforming Workplace Conflict into Collaborative Growth
21	2.00 PM-2.10 PM	FOS909	An Empirical study on The Mediating role of Employee Autonomy between Organizational support, Supervisor support and Employee Commitment among IT Professionals



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22	2.30 PM-2.40 PM	FOS650	Enhancing Construction Site Performance Through Motivation, Engagement Behaviors and Job Resources. The Case for Sustainable Construction Human Resource Management
23	2.40 PM-2.50 PM	FOS848	Compassion Replenishment. A Sustainable Peer-Support Model to Reduce Burnout and Enhance Compassion Satisfaction Among Indian Nurses – A Nomological Framework.
24	2.50 PM-3.00 PM	FOS726	Impact of Workload And Extended Working Hours on Physical Wellbeing, Psychological Wellbeing, Work Performance And Work Life Balance of Academicians

Track 6- Sustainable Human Resource Management, Workplace Well-being & Ethical Leadership

Track Chair- Dr. Srinivasan

Day 3 (24.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10.00 AM–10.10 AM	FOS544	A Study On Analyzing The Contribution Of Transformational Leadership To Organizational Strategies In Hyderabad's Private Educational
2	10.10 AM–10.20 AM	FOS549	Emotionally Intelligent Leadership for Sustainable Employee Well-Being in Indian Startups with paper
3	10.20 AM–10.30 AM	FOS600	Service Excellence through Sustainability Practices in Hospitality
4	10.30 AM–10.40 AM	FOS605	Assessing Remote Work Effects on Work-Life Integration Among Employees with Caregiving Roles
5	10.40 AM–10.50 AM	FOS621	Lightweight U-Net with Simplified NAF Blocks for Image Deblurring
	10.50 AM - 11.00 AM		Break
6	11.00 AM-11.10 AM	FOS623	– Workplace Toxicity, Burnout, and Ethical Leadership. Building Sustainable Human Resource Ecosystems in India's Textile Industry
7	11.10 AM-11.20 AM	FOS625	Spiritual Intelligence as a Buffer against Burnout. An Empirical Study among Indian IT Professional.
8	11.20 AM–11.30 AM	FOS659	Human Factors Influencing Worker Safety in High-Risk Industrial Painting. A Genetic Programming Based Modelling Approach



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9	11.30 AM–11.40 AM	FOS662	The Impact of Early Life Stress, Education and Health on Employee Performance and Job Satisfaction. A Comparative Study of Adolescent Workers and Bank Employees
10	11.40 AM-11.50 AM	FOS670	Building Future ready workforce through competencies, promoting diversity and inclusion and wellbeing for sustainability
11	11.50 AM-12.00 PM	FOS1037	Green Training's Impact on Vietnamese Hotel Employees' Behavior and Satisfaction
12	12.00 PM-12.10 PM	FOS227	A Study of Understanding the interdependent Human – Technology partnership to advance Societal Needs of Sustainability in MSME's
13	12.10 PM-12.20 PM	FOS288	The Interplay Between High Performance Work Systems And Innovative Work Behavior In The Automobile Industries In Chennai
14	12.20 PM-12.30 PM	FOS368	Inclusion or Illusion? Analysing Lived Experiences of Employees with Severe Disabilities in Indian Corporate Sector
15	12.30 PM-12.40 PM	FOS371	Bridging Data and Decisions. A Review of HR Analytics Research
16	12.40 PM-12.50 PM	FOS378	Integrating Artificial Intelligence Into Green Hrm To Drive Sustainable Employee Performance. Evidence From Smes In The Mekong Delta, Vietnam
17	12.50 PM-1.00 PM	FOS389	Ethical Leadership and Psychological Safety. Fostering Trust and Innovation in Organizations
	1.00 PM-1.30 PM		Break
18	1.30 PM-1.40 PM	FOS455	Problematic Internet Use and Digital Dating Behaviours. Facilitating Trust Erosion in Gen Z.
19	1.40 PM-1.50 PM	FOS462	Employee's Organizational Commitment in Private Sector Banks. Evidence from Southern India"
20	1.50 PM-2.00 PM	FOS483	The Role Of Ethical Leadership In Enhancing Employee Job Satisfaction
21	2.00 PM-2.10 PM	FOS509	Flexible Work Models. Balancing Employee Satisfaction and Productivity through Integration of Technology
22	2.10 PM-2.20 PM	FOS538	Gender inequality in household leadership and its implications for financial behaviour in Vietnam.
23	2.20 PM-2.30 PM	FOS846	Does Resilience Strengthen the Relationship between Self-Efficacy and Innovative Work Behaviour ? Evidence from Indian Organisations
24	2.30 PM-2.40 PM	FOS351	An Analysis on Diversity, Equity and Inclusion initiations and its impact on Employee Sustainable Performance in Kerala



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Track 7(A)- Technological Innovations & Digital Transformation for Sustainability

Track Chair- Dr. Morteza Alaeddini, Dr. Anima Pramanik,

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10.00 AM–10.10 AM	FOS1005	Attitude and Intention to Use ICT among Agricultural Extension Personnel. Evidence from North-East India
2	10.10 AM–10.20 AM	FOS1043	Applying Artificial Intelligence to Gravity Interpretation for Geophysical Digital Transformation toward Sustainability
3	10.20 AM–10.30 AM	FOS1044	Digital Gravity Inversion for Sustainable Imaging of Deep Crustal Structures
4	10.30 AM–10.40 AM	FOS1053	Industry 4.0 As A Driver Of Supply Chain Resilience. An Ahp-Based Assessment Of Enablers And Barriers In The Indian Context
5	10.40 AM–10.50 AM	FOS201	Simulation-Based Analysis of 25 kV AC Metro Traction Systems. Insights from the Delhi Metro.
	10.50 AM - 11.00 AM		Break
6	11.00 AM-11.10 AM	FOS226	Gamifying Sustainability. The Role Of Gamification In Encouraging Hotel Guests' Energy And Water Conservation
7	11.10 AM-11.20 AM	FOS261	A Comprehensive Review of 3D Printing Technologies, Applications, and Educational Impact in Civil Engineering
8	11.20 AM–11.30 AM	FOS293	Assessing the Satisfaction Levels of Faculty and Students with Moodle. A Study in Gulf University
9	11.30 AM–11.40 AM	FOS306	Reimagining Innovation through Data Analytics and Artificial Intelligence for a Sustainable Global Future. A Qualitative Inquiry



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10	11.40 AM-11.50 AM	FOS722	Creative Community Resistance as a Social Mediator of Consumer Trust in AI-Generated Imagery. Evidence from a High-Stakes IMC Campaign in Vietnam
11	11.50 AM-12.00 PM	FOS716	Digital Platforms In Circular Economy Transitions. Insights From A Systematic Literature Review
12	12.00 PM-12.10 PM	FOS1002	A Sustainable And Ethical Analytics-Driven Decision Intelligence Framework For Big Data Enabled Sustainability
13	12.10 PM-12.20 PM	FOS971	AI Guardian Chain. Intelligent Iot-Based Wearable For Real-Time Navigation And Autonomous Emergency Response

Track 7(B)- Technological Innovations & Digital Transformation for Sustainability

Track Chair- Dr. Paulo Nocecerá Alves Junior

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10.00 AM–10.10 AM	FOS312	Empowering Rural Women through Digital Financial Inclusion. Evidence from SHGs in India
2	10.10 AM–10.20 AM	FOS347	Beyond the Mirror. How AI Reflects, Shapes, and Sustains the New Fashion Experience
3	10.20 AM–10.30 AM	FOS397	Improved Source of Drinking Water. Analysis Using MIS 78th Round
4	10.30 AM–10.40 AM	FOS1011	Sustainable Digital Technology Integration For Preserving Khmer Cultural Heritage In Southern Vietnam. A Strategic Framework
5	10.40 AM–10.50 AM	FOS401	Advancing Skin Lesion Recognition with SAM, Transformers, and Federated Learning. Toward Equitable and Trustworthy Dermatology AI
	10.50 AM - 11.00 AM		Break
6	11.00 AM-11.10 AM	FOS244	Technology-Driven Sourcing Portals for Enhanced Procurement Efficiency
7	11.10 AM-11.20 AM	FOS403	Fintech and SMEs Performance. a bibliometric analysis and future research agenda
8	11.20 AM–11.30 AM	FOS437	Evaluating the impact of e-learning resources on students' learning motivation in engineering education
9	11.30 AM–11.40 AM	FOS438	Enhancing engineering students' knowledge construction through NOTEBOOKLM. evidence from higher education in the Mekong Delta, Vietnam
10	11.40 AM-11.50 AM	FOS454	Comparative Analysis of ResNet-18 and ResNet-50 Backbones for Resource-Efficient Object Detection



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11	11.50 AM-12.00 PM	FOS694	Smart Warehousing Through Real-Time Visibility, Human-AI Collaboration, and Robotics. A Case Study on Enhancing Warehouse Efficiency, Resilience, and Sustainability
12	12.00 PM-12.10 PM	FOS717	Exploring Sustainability in Food Supply Chains Through Life Cycle Assessment. Current Trends and Future Research Directions
13	12.10 PM-12.20 PM	FOS1001	A Sustainability-Driven Cybersecurity Algorithm For Ethical And Energy-Efficient Green Infrastructures
14	12.20 PM-12.30 PM	FOS592	Analysis of Low Machine Availability in a Metalworking Plant and Innovative Optimization Proposal
15	12.30 PM-12.40 PM	FOS601	Smart Fault Detection in Power Systems. A Machine Learning Framework for Intelligent Fault Detection in Power Distribution System
16	12.40 PM-12.50 PM	FOS749	Impact Resonance Technique. Wave Novel MCDM Framework in Green Technology Selection at the District Scale and Its Comparison Analysis with TOPSIS-AHP

Track 7(A)- Technological Innovations & Digital Transformation for Sustainability

Track Chair- Dr. Riyaz, Dr. Prasanth

Day 3 (24.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10.00 AM-10.10 AM	FOS675	The Impact of Chatbots Service Quality on Sustainable Consumer Behaviour. The Mediating Role of User Attitude Towards AI chatbot in Quick Commerce
2	10.10 AM-10.20 AM	FOS463	Technology, Finance, and Sectoral Emissions. Global Evidence for the Period 2000-2020
3	10.20 AM-10.30 AM	FOS499	Computational Analysis of Stresses around Circular Perforations in FGM Plates using XIGA. Focus on Boundary Proximity Effects
4	10.30 AM-10.40 AM	FOS512	Empowering Women. Leveraging Deep Learning Algorithms for Gender Equality and Human Rights
5	10.40 AM-10.50 AM	FOS519	ESG as a tool for self-governance and sustainable corporate governance. Case study of selected Indian listed companies
	10.50 AM-11.00 AM		Break
6	11.00 AM-11.10 AM	FOS523	How Drivers of Responsible Innovation Shape Responsible Digital Transformation. Evidence from Vietnamese Enterprises
7	11.10 AM-11.20 AM	FOS524	Role of Organizational Culture on AI Adoption and Digital Transformation
8	11.20 AM-11.30 AM	FOS565	Hear the Words. An AI Predictor for Lyric Intelligibility
9	11.30 PM-11.40 AM	FOS571	Humanizing Agentic AI. Emotional Intelligence, Trust Architecture from Chatbot to Multi-Agent Banking Ecosystems



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10	11.40 PM-11.50 AM	FOS587	Green digital leadership, Knowledge sharing, and Ambidextrous innovation. Empirical evidence from SMEs in an Emerging economy (Vietnam)
11	11.50 PM-12.00 PM	FOS602	Lorawan Smart Grid. Self-Powered Iot For Rapid Fault Detection
12	12.00 PM-12.10 PM	FOS624	Machine Learning-Driven Short-to-Medium-Term Solar PV Forecasting for Enhanced Grid Integration and Sustainable Energy Economies
13	12.10 PM-12.20 PM	FOS630	Youth Digital Competence, Cybersecurity Awareness, and Ethical Behavior in Advancing Rural Green-Technology Sustainability
14	12.20 PM-12.30 PM	FOS641	The Perception of Working Women in MSME on Fintech Adoption. A study of Pauri Garhwal District of Uttarakhand
15	12.30 PM-12.40 PM	FOS651	Causal-Generative AI Framework for Predicting Early Plant Stress and Disease Progression Using Minimal Data
16	12.40 PM-12.50 PM	FOS972	Hybrid Cnn-Transformer Model For Smart Waste Analytics. A Step Towards Enhancing Digital Resource Management
17	12.50 PM-1.00 PM	FOS535	PCOS Detection and Classification Using Hormonal Indicators and AI-Based Diagnostic Model

Track 7(B)- Technological Innovations & Digital Transformation for Sustainability

Track Chair- Dr.RameshKumar

S.no	Time slot (IST)	Paper Id	Paper title
1	10.00 AM-10.10 AM	FOS655	Evaluating Sustainability Practices In Indian Organized Retail. A Secondary Data Analysis Of Their Influence On Impulse Buying Behaviour
2	10.10 AM-10.20 AM	FOS723	Digital Transformation in Green Mobility. Understanding Customer Perception of E-Vehicles
3	10.20 AM-10.30 AM	FOS732	Sustainability in Agri-Food Supply Chains. Orchestrating Digital Twin and Lean Six Sigma
4	10.30 AM-10.40 AM	FOS760	From Virtual Tours to the Sustainable Metaverse. A Bibliometric Review of Extended Reality Research Trends in Tourism (1998-2025)
5	10.40 AM-10.50 AM	FOS767	Crop Yield Prediction for Sustainable Agriculture Using Machine Learning Techniques. A Comparative Analysis of Algorithms
	10.50 AM-11.00 AM		Break
6	11.00 AM-11.10 AM	FOS793	Exploring the Role of Behavioural Intention in Digital Adoption and Cross-Functional Innovation within Indian Organizations
7	11.10 AM-11.20 AM	FOS797	Role Of Iot In Carbon Emission Reduction In Automotive Supply Chains. A Narrative Review



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8	11.20 AM-11.30 AM	FOS842	Digital Transformation in an Indian Logistics Firm. A Case Study on Operational Challenges and Process Optimization
9	11.30 PM-11.40 AM	FOS847	AI-Driven Quality Enhancement in Indian Defence Manufacturing. A Conceptual Framework for Smart Factory Transformation
10	11.40 PM-11.50 AM	FOS860	RuraCast - An AI-Based Micro-Climate Downscaling framework for hyper-local weather forecasting in Rural Regions
11	11.50 PM-12.00 PM	FOS879	A Dual-Theory Approach to Purpose Driven Brand Campaigns. Attribution and Signaling perspectives on Sustainable Purchase Intention
12	12.00 PM-12.10 PM	FOS913	Virtual Reality as a Digital Innovation in Online Tourism. Examining Perceived Value and Booking Intention on Online Travel Agencies Platforms
13	12.10 PM-12.20 PM	FOS916	Digital Ecosystems In Civil Construction. The Influence Of The Main Intellectual Leaders Of Construction 4.0
14	12.20 PM-12.30 PM	FOS920	Development of a prototype dashboard for a purchasing process performance measurement system
15	12.30 PM-12.40 PM	FOS924	Redefining Business Practices through Artificial Intelligence. An Empirical Study of Kolhapur City
16	12.40 PM-12.50 PM	FOS921	A Hotspot Detection Pipeline for Illegal Waste Dumping. A Computer Vision Framework
17	12.50 PM-1.00 PM	FOS248	Technology-Driven Sourcing Portals for Enhanced Procurement Efficiency

Track 8- Sustainable Policy, Regulation, Governance & Global Responsibility

Track Chair- Dr. Suresh

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10.00 AM–10.10 AM	FOS880	Does The Ownership Structure of a Company Moderate the Relationship Between ESG Disclosure and Firm Performance? Evidence From India
2	10.10 AM–10.20 AM	FOS1033	Minimum Support Price in India. A Comparative Review of Evolution, Regional Impacts, and Policy Reforms across Northern and Southern States
3	10.20 AM–10.30 AM	FOS232	Compliance-as-Code. Real-Time, Machine-Executable Policies for Continuous Assurance
4	10.30 AM–10.40 AM	FOS266	Modeling the barriers for Ethical and Responsible AI Use in Cryptocurrency Investment
5	10.40 AM–10.50 AM	FOS275	Trends and Contributions of School Zone Safety studies to Road Safety Research. A Bibliometric Review



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	10.50 AM–11.00 AM		Break
6	11.00 AM–11.10 AM	FOS278	Integrating Policy, Governance, and Corporate Social Responsibility for Sustainable Innovation. A Conceptual Framework for Global Entrepreneurial Ecosystems
7	11.10 AM-11.20 AM	FOS301	The Role of Self-Help Groups in Enhancing Women's Economic Empowerment in Rural Tamil Nadu
8	11.20 AM-11.30 AM	FOS415	Sustainability Finance Taxonomy. A Causal-Mechanism Framework for Environmental and Equity Outcomes in India
9	11.30 PM-11.40 AM	FOS456	Mapping Sustainable Development and Free Trade Agreements. A Bibliometric Review and Research Agenda
10	11.40 PM-11.50 AM	FOS500	From Policy Push to Youth Adoption. Examining the Role of Government EV Initiatives in Advancing SDG Outcomes
11	11.50 PM-12.00 PM	FOS508	GST Fairness, E-Tax Attitude and Compliance. A Governance-Based Analysis with Religiosity as Moderator
12	12.00 PM-12.10 PM	FOS525	Twenty-Five Years Of Research On Green Purchase Intention. A Bibliometricanalysis And Research Agenda
13	12.10 PM-12.20 PM	FOS413	European Green Deal and the logistics reality. a cross-sectoral theoretical critique from the perspective of inland transport operators

Track 8- Sustainable Policy, Regulation, Governance & Global Responsibility

Track Chair- Dr. Hema

Day 3 (24.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
1	10.00 AM–10.10 AM	FOS721	Industrial Cluster-wide Corporate Social Responsibility and Configurational Framework. A Systematic Review
2	10.10 AM–10.20 AM	FOS779	Advancing Sustainable Wellness Tourism for Global Well-Being. A Systematic Evidence Review
3	10.20 AM–10.30 AM	FOS786	Mapping Sustainability Governance Research in Policy, Regulation, and ESG. A Bibliometric Analysis
4	10.30 AM–10.40 AM	FOS1032	Capturing true sustainability in Universities
5	10.40 AM–10.50 AM	FOS907	CSR Disclosure and Company Firm Performance. Unravelling the link using Natural Language Processing (NLP)
	10.50 AM–11.00 AM		Break



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6	11.00 AM-11.10 AM	FOS982	ESG Disclosure and Market Capitalisation. Evidence on the Conditional Influence of Promoter Ownership
7	11.10 AM-11.20 AM	FOS699	Mapping Sustainable Development and Free Trade Agreements. A Bibliometric Review and Research Agenda
8	11.20 AM-11.30 AM	FOS575	Financial Slack as a Dynamic Capability Reassessing the ESG-CFP Relationship in Emerging Market Firms
9	11.30 PM-11.40 AM	FOS593	Unpacking the CSR-Performance Relationship. The Central Role of Psychological Empowerment among Bank Employees.
10	11.40 PM-11.50 AM	FOS618	Assessment of the National Health Mission with a Comparative Study of Health Care Access and Utilization in Uttar Pradesh and Kerala
11	11.50 PM-12.00 PM	FOS627	- Behavioural Determinants of Road Safety Sustainability. An Integrative Analysis of Driver Non-Compliance and Accident Severity in HighRisk Zones (Tamil Nadu Case Study)
12	12.00 PM-12.10 PM	FOS648	A Generative AI and Knowledge Graph Framework for Automated Derivation and Continuous Enforcement of Cloud Security and Compliance Policies.
13	12.10 PM-12.20 PM	FOS681	Carbon Emission & Net-Zero Reporting. Targets & Transformations through BRSR in India

Track 9- Sustainability Impact Measurement, Scalability & Growth Strategies

Track Chair- Dr. Akanksha Jaiswal

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
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1	10.00 AM–10.10 AM	FOS296	Lean and Green Practices for Sustainable Construction. Evidence from a Case Study in Brazil
2	10.10 AM–10.20 AM	FOS298	Federated Learning for Privacy-Preserving Impact Measurement. A Secure, Standardized Framework for Cross-Institutional Impact Analytics in Social Finance
3	10.20 AM–10.30 AM	FOS307	Measuring the key dimensions of Employee performance with reference to the Information Technology Sector in India
4	10.30 AM–10.40 AM	FOS357	DeepSeek vs. ChatGPT. A Comparative Review of Resource Efficiency and Sustainable Innovation in AI/ML
5	10.40 AM–10.50 AM	FOS496	Prioritizing Sustainability Barriers in Perishable Food Supply Chains (PFSC) Using Grey Integrated Decision Analytics (GIDA). Evidence from a Developing Economy
	10.50 AM–11.00 AM		Break
6	11.00 AM–11.10 AM	FOS546	A Research on Sustainable Development in India. A Marxian Perspective
7	11.10 AM–11.20 AM	FOS547	Trends and Insights from Research on ESG in SMEs. A Bibliometric Approach
8	11.20 AM–11.30 AM	FOS616	Economic Viability of Fish for Biofuel Production – A Review
9	11.30 PM–11.40 AM	FOS691	Leveraging Vacation Rental Platforms for Strategic Growth and Sustainability. A Study of Small Homestays in Uttarakhand
10	11.40 PM–11.50 AM	FOS693	Revitalizing Traditional Indian Knowledge System for Innovation And Entrepreneurship in the Global Economy.
11	11.50 PM–12.00 PM	FOS755	The Impact Of The European Union's Carbon Border Adjustment Mechanism (Cbam) On The Export Competitiveness Of Vietnam's Steel
12	12.00 PM–12.10 PM	FOS849	Challenges and Recommendations for ESG adoption by Small and Medium-Sized Enterprises
13	12.10 PM–12.20 PM	FOS619	Economic Viability of Algae-Derived Biofuels. A Review
14	12.20 PM–12.30 PM	FOS1048	Transforming Tribal Livelihoods through CSR-Led Dairy Value Chain Development. A Case Study from TVS Srinivasan Services Trust's Initiative in Pudukkottai, Tamil Nadu

Track 10 - Climate Action, Low-Carbon Strategies & Sustainable Future Economies

Track Chair - Dr. Jiggyasu Garu

Day 2 (23.01.2026)

S.no	Time slot (IST)	Paper Id	Paper title
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1	10.00 AM–10.10 AM	FOS1013	Fostering International Collaboration For Sustainable Climate Change Adaptation And Green Business Practices To Strengthen Resilient Coastal Economies In Vietnam
2	10.10 AM–10.20 AM	FOS1021	A Numerical Study on Solar Powered Battery Energy Management for Sustainable Electric Auto Rickshaws
3	10.20 AM–10.30 AM	FOS510	Determinants of Community Support for Climate-Resilient Tourism. Evidence from Flood-Prone Protected Areas in Assam
4	10.30 AM–10.40 AM	FOS552	Understanding Scope-3 Impacts in Green Fandom. What Drives Sustainable Behaviour Intention in Sports and Esports Fans
5	10.40 AM–10.50 AM	FOS584	Integrating Environmental Practices for Enhanced Organizational Sustainability. The Role of Biodiversity, Carbon Footprint, and Resource Efficiency
	10.50 AM–11.00 AM		Break
6	11.00 AM–11.10 AM	FOS614	Challenges and Opportunities for Implementing the Circular Economy in Vietnam
7	11.10 AM-11.20 AM	FOS634	Decoding the Dynamics of Load-Shedding in MSMEs. A Systemic Analysis Leading to Energy Resilient Interventions
8	11.20 AM-11.30 AM	FOS666	Biofabricated Mycelium Composites for Circular Material Systems . A Systematic Literature Review
9	11.30 PM-11.40 AM	FOS917	Integrating Microalgae-Based Fertilizers into the Circular (Bio)Economy. A Bibliometric Review
10	11.40 PM-11.50 AM	FOS918	Circular (Bio)Economy in Agri-food Systems. A Bibliometric Review and Thematic Evolution
11	11.50 PM-12.00 PM	FOS978	A Sustainable Transitions toward Renewable Energy Systems through Low-Carbon Strategies for Climate strategies
12	12.00 PM-12.10 PM	FOS550	The Impact of Carbon Credits on The Performance of Listed Mining Enterprises. A Case Study In Vietnam
13	12.10 PM-12.20 PM	FOS1045	Drivers and Outcomes of Climate-Smart Agriculture. A Causal Analysis Using Fuzzy
14	12.20 PM-12.30 PM	FOS877	Green Building adoption gaps in India
15	12.30 PM-12.40 PM	FOS487	Electric Vehicles and Carbon Footprint Reduction. A Multi-Parameter Comparative Study