



**Gyanmanjari**<sup>®</sup>  
Innovative University

# An International Conference (Hybrid Mode)

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## GIMCA 2026

Gyanmanjari International Conference  
on Management, Commerce & Arts

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**May 29-30, 2026**



## About the Conference

The International Conference on “Gyanmanjari International Conference on Management, Commerce & Arts (GIMCA 2026)” aims to provide a multidisciplinary platform for academicians, researchers, industry professionals, and policymakers to exchange ideas and best practices. It focuses on how innovation and technology can drive sustainable and inclusive development while promoting ethical governance and value-based leadership. By integrating perspectives from business, economics, and the humanities, the conference encourages interdisciplinary dialogue, research collaboration, and policy discussions to address global challenges and build a balanced, equitable, and sustainable future for all.

## About Gyanmanjari Innovative University

Gyanmanjari University, guided by its motto I grant you divine vision, is committed to providing transformative education that integrates knowledge with values. The University aims to nurture globally competent professionals who can turn challenges into opportunities through innovation and ethics. With diverse programs and modern infrastructure, it promotes holistic growth, critical thinking, and social responsibility. Its mission emphasises academic excellence and advanced research across disciplines—Engineering, Science, Humanities, Commerce, Management, Healthcare, and more—preparing students to become skilled, ethical, and responsible citizens dedicated to creating a sustainable and progressive global society.

## About Bhavnagar City

Bhavnagar, founded in 1723 by Maharaja Bhavsinhji Gohil, is a historic and vibrant city in the Saurashtra region of Gujarat. Serving as the administrative headquarters of Bhavnagar district, it lies about 190 km from Gandhinagar on the eastern Saurashtra coast. Known for its maritime trade heritage, it is located near Alang, the world’s largest ship-breaking yard. The city has a strong industrial base in salt processing, textiles, and jewellery, alongside a rich cultural and educational tradition. With a semi-arid climate and efficient transport connectivity, Bhavnagar blends history, commerce, and modern urban development seamlessly.

## Objectives of the Conference

- To provide a global platform for academic exchange by bringing together researchers, academicians, industry professionals, and policymakers to discuss emerging trends in Management, Commerce, Arts & Other Disciplines.
- To explore innovative practices and sustainable solutions that can transform global challenges into opportunities and promote inclusive growth.
- To encourage interdisciplinary dialogue and research collaboration across business, economics, and humanities for addressing complex global issues.
- To foster ethical leadership, social responsibility, and value-based education that contribute toward building a sustainable and equitable future.

## Main Theme & Sub - Themes

### ◆ **Business and Management in a Changing World**

- Innovative Business Models and Strategies
- Digital Transformation and Artificial Intelligence in Management
- Entrepreneurship, Innovation, and Start-up Ecosystems
- Corporate Leadership, Ethics, and Governance
- Emerging Trends in Global Marketing and Consumer Behaviour

### ◆ **Economic Growth and Development**

- Inclusive and Sustainable Economic Growth
- Financial Innovation and Responsible Investment
- Globalization, Trade, and Economic Integration
- Economic Resilience in the Post-Pandemic Era
- Fin-Tech, Digital Economy, and Development

### ◆ **Sustainability and Environment**

- Corporate Social Responsibility and Sustainable Business Practices
- Climate Action, Policy, and Corporate Responsibility
- Green and Responsible Tourism Practices
- Renewable Energy and Circular Economy Innovations
- Environmental, Social, and Governance (ESG) Reporting and Compliance

### ◆ **Technology, Innovation, and Future Trends**

- Artificial Intelligence and the Future Workforce
- Big Data Analytics for Strategic Decision-Making
- Blockchain Technology and Financial Transformation
- Cybersecurity, Privacy, and Ethical Governance

### ◆ **Legal Systems, Governance, and Contemporary Practices**

- Emerging Trends in Corporate and Business Law
- International Trade Laws and Cross-Border Regulations
- Environmental Law and Sustainable Governance
- Cyber Law, Data Privacy, and Digital Ethics
- Labour Law Practices In India

### ◆ **Politics, Technology, and Global Society**

- AI Ethics and Governance
- AI and Social Justice
- Global Citizenship and Cultural Understanding
- Art, Culture, and Social Change
- Interdisciplinary Approaches to Global Challenges

### ◆ **Innovations in Accounting Practices**

- Digital Transformation in Accounting and AI-Driven Financial Reporting
- Blockchain Applications and Accounting for Digital Assets
- Emerging Trends in IFRS Adoption and Global Convergence
- Human Resource Accounting: Measuring and Valuing Human Capital
- Integrated and Sustainability Reporting for Organisational Excellence

### ◆ English Studies and Contemporary Global Issues

- Climate Change and Environmental Humanities
- Migration, Identity, and Globalization
- Global Health and Pandemic Narratives
- AI in Language Teaching for Specific Purposes
- AI and the Role of the Author in the Digital Age

### ◆ Mental Health and Well-being in a Globalized World

- Technology, social media, and global mental well-being
- Work stress, burnout, and mental health in global industries
- Urbanization, lifestyle changes, and psychological health
- Positive education: enhancing student well-being
- Workplace well-being and positive organizational psychology

**Any topic other than above, related to the conference are also welcome**

### Registration Fees :

Category	Offline*	Online**
Students (Indian)	500 INR	300 INR
Students (Foreign)	5 USD	3 USD
Research Scholars (Indian)	1000 INR	600 INR
Research Scholars (Foreign)	10 USD	6 USD
Academics (Indian)	2000 INR	1000 INR
Academics (Foreign)	20 USD	10 USD
Corporate (Indian)	2000 INR	1000 INR
Corporate (Foreign)	20 USD	10 USD

Note:- Registration Fees Are Non Refundable.

- ◆ Best Paper will be awarded(Certificate) in each track/theme.
- ◆ Selected Paper will be Considered for Publication in Referred Journal/Conference Proceeding/Edited book
- ◆ \*Offline Registration Fees Includes Conference Kit, Certificate, Breakfast, Lunch & High Tea
- ◆ \*\*Online Registration Fees Includes Participation, Presentation & E-Certificate.
- ◆ For any technical assistance/issues, Email us : [gimca@gmiu.edu.in](mailto:gimca@gmiu.edu.in)



### How to Register:

Registration Link: <https://gimca.gmiu.edu.in/registration.php>

(Scan here for registration)



## Keynote Speakers



**Prof. Philip Kotler**

**“Father of Modern Marketing”**

Emeritus Professor of Marketing  
S. C. Johnson Distinguished Professor of  
International Marketing  
Kellogg School of Management  
Northwestern University, USA



**Dr. Rohit Trivedi**

Post-Doctoral Fellow (University of Hamburg)  
Associate Professor of Strategic Marketing,  
University of Bradford, UK



**Prof. (Dr) Jayantha N. Dewasiri**

Brand Ambassador, Emerald Publishing  
Professor of Finance  
Sabaragamuwa University of Sri Lanka  
President, Sri Lanka Institute of Marketing

## Patron



**Dr. H. M. Nimbark**

Provost & CEO  
Gyanmanjari Innovative University, Bhavnagar



## Dates to Remember

Full Paper Submission Deadline	April 30, 2026
Notification of Acceptance	May 15, 2026
Last Date Of Registration	May 15, 2026
Conference Date	May 29-30, 2026

## Conference Chairpersons

Dr. Chirag Vyas      Dr. Vihang Desai      Dr. Kirit Chavda

## Conference Conveners

Dr. Mandeep Majmudar      Mr. Nilay Rathod  
Dr. Bhavik Kamdar      Mr. Kunal Mohnani

## Organizing Committee

Dr. Vinodrai Ujeniya      Dr. Batuk Bhil  
Dr. Nikunj Dave      Dr. Nishra Raval  
Mr. Anish Vora      Mr. Fakhruddin Kamdar  
Mr. Amit Maru      Ms. Kinjal Makwana  
Mr. Sandeepsinh Vala      Mr. Jaydeepsinh Parmar  
Mr. Ravi Sachapara      Ms. Het Pandya  
Mr. Dipak Jani      Ms. Vidhi Rathod  
Mr. Dhaval Chandarana      Mr. Akshar Rathod  
Mr. Kashyap Dave      Mr. Bhavin Upadhyay  
Mr. Suraj Vyas      Mr. Dharav Andhariya  
Ms. Niti Gupta      Ms. Riddhi Malvaniya  
Mr. Prashant Viradiya      Mr. Mayur Hanani  
Mr. Gautam Zadafiya      Mr. Jaypal Vaghela  
Mr. Mahmadrashish Kazi      Mr. Deep Bhal  
Ms. Shruti Shah      Ms. Reny Vyas  
Mr. Sunil Chavda      Ms. Muskan Anandani  
Ms. Jeel Visani      Ms. Manisha Rathod  
Mr. Pankaj Chaudhari      Ms. Kausar Sanghani  
Dr. Mansi Shanishwara      Ms. Devika Chauhan  
Mr. Gaurang Chauhan      Mr. Kedar Dave  
Ms. Drashti Thakkar      Mr. Hastpalsinh Chudasma  
Ms. Tulsi Kondhiya      Mr. Jay Chandaliya  
Mr. Raghuvirsinh Gohil      Mr. Darshan Rajyaguru  
Mr. Virendra Chauhan      Ms. Ekta Unagar  
Mr. Jignesh Chauhan      Ms. Ratna Vyas



## Paper Submission Guidelines of the Conference

Paper Size	A4
Format	<ul style="list-style-type: none"><li>• .doc/.docx format only</li></ul>
Word limit	<ul style="list-style-type: none"><li>• 5000 words including Abstract, References, Tables and Figures</li><li>• Abstract should be in paragraph</li></ul>
Paper Sequence and Style	<ul style="list-style-type: none"><li>• Title of Paper</li><li>• Author Details (Maximum 2 Authors)</li><li>• Abstract, Keywords (4-5 words)</li><li>• Full Paper</li><li>• References</li></ul>
Author Details	<ul style="list-style-type: none"><li>• Clearly mention the first author and co-author name, Designation, Organization, City, State and E-mail</li><li>• Font Size:12</li><li>• Type: Times New Roman</li><li>• Bold and Centre aligned</li></ul>
Margin	<ul style="list-style-type: none"><li>• Top and Bottom: 1.5 cm</li><li>• Left and Right: 1 cm</li></ul>
Line Spacing	<ul style="list-style-type: none"><li>• 1.5</li></ul>
Header	<ul style="list-style-type: none"><li>• GIMCA 2026, GMIU, Bhavnagar</li><li>• Font Size 10, Times New Roman, Left aligned, Italics</li></ul>
Paper Title	<ul style="list-style-type: none"><li>• Font Size: 16</li><li>• Type: Times New Roman</li><li>• Italic, Bold and Centre aligned</li></ul>
Main Body	<ul style="list-style-type: none"><li>• Justified</li><li>• Normal Font</li><li>• Type: Times New Roman</li><li>• 1 blank line to separate paragraphs</li><li>• Headings: Font size 14, bold and left aligned</li><li>• Sub-headings: font size 12, bold and left aligned</li><li>• Main body: font size 12 and justified</li></ul>
Table and figures	<ul style="list-style-type: none"><li>• To be numbered and titled</li><li>• Title: Font size 12, Type: Times New Roman, Bold, and Centre aligned</li><li>• All figure should be black and white. Colour figure/images should be avoided</li></ul>
References	<ul style="list-style-type: none"><li>• APA Style of Referencing</li><li>• No numbering</li></ul>
E-mail address for sending research paper	<ul style="list-style-type: none"><li>• <a href="mailto:gimca@gmiu.edu.in">gimca@gmiu.edu.in</a></li></ul>



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