



S.P. Sampathy's Siva Sivani Group of Institutions

# SIVA SIVANI INSTITUTE OF MANAGEMENT

(Crafting Careers Since 1992)

Presents

## SAMAROH 2026

Sri S.P. Sampathy's Memorial

In Association with



Learning Partner

**ISTD**  
Indian Society for  
Training & Development  
Hyderabad

Knowledge Partner



# A Two Day International Conference (Hybrid Mode) on "Digital Dharma" Responsible AI for a Sustainable Future

11<sup>th</sup> & 12<sup>th</sup> February, 2026

Organized by: Research & Publication Cell, SSIM

## CONFERENCE TRACKS

- |              |                          |                                  |                                    |
|--------------|--------------------------|----------------------------------|------------------------------------|
| 1. Finance   | 3. Human Resources       | 5. Entrepreneurship & Innovation | 7. Operations & Supply Chain       |
| 2. Marketing | 4. Communication & Media | 6. Business Analytics            | 8. General Management & Leadership |

Email ID for Paper Submission : [samaroh2026@ssim.ac.in](mailto:samaroh2026@ssim.ac.in)

## IMPORTANT DATES

|                                  |                      |
|----------------------------------|----------------------|
| Submission of Extended Abstracts | January 25, 2026     |
| Communication of Acceptance      | January 26, 2026     |
| Submission of Full Papers        | January 31, 2026     |
| Submission of Presentations      | February 05, 2026    |
| Conference                       | February 11-12, 2026 |

## PRIZES

| AWARDS FOR BEST PAPERS |   |          |
|------------------------|---|----------|
| 1st Prize              | : | ₹ 10,000 |
| 2nd Prize              | : | ₹ 7,000  |
| 3rd Prize              | : | ₹ 5,000  |

## REGISTRATION FEE

|                            |        |
|----------------------------|--------|
| Students/Research Scholars | ₹ 800  |
| Academicians               | ₹ 1000 |
| Corporate Participants     | ₹ 2000 |
| Foreign Delegates          | \$ 50  |

Note: \* A 30% group discount is offered if 3 or more participants register from the same institution.

\*\* Accommodation for Outstation Participants

## FOR ONLINE PAYMENT

Name of Beneficiary : Siva Sivani Institute of Mgmt.  
Account Number : 916020013106609  
Bank Name : AXIS Bank  
Name of the Branch : Kompally Branch  
IFSC Number : UTIB0000702

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Online Registration Form

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**SCIENTIFIC CULTURE**  
MSW Management Journal  
ISSN: 1053-7899

**SHANLAX**  
SINCE 1990  
High Citation Peer Reviewed Journal

**FINANCE INDIA**  
The premier journal of Indian Institute of Finance

**ECONOMIC SCIENCES**

**Academy of Marketing Studies Journal**

**SuGyaan**  
Management Journal of Siva Sivani Institute of Management

## SCOPUS & ABDC PUBLICATION

- \* Finance India, Scientific Culture, MSW Mgmt. Journal, Economic Sciences, & Academy of Mktg. Studies Journal are Scopus Indexed and ABDC Journals.
- \* Shanlax - High Citation Peer Reviewed Journal - Nominal APC.
- \* Sugyaan - Mgmt. Journal of SSIM
- \* Publication Charge as per the Journal Norms.

## Submission Guidelines

Abstract: 250 - 300 words with author profile | Full Paper: 4000 - 6000 words | Formatting: Times New Roman, 12 pt.; Double Spacing; 1 inch Margins; Tables/Figures in black & white; APA referencing; Similarity Index: ≤ 10% | All submissions undergo a double-blind review process. Accepted abstracts will be published in the conference proceedings (ISBN). Full papers may be considered for Scopus / ABDC Journals, Peer Review publications, and SSIM'S journal Sugyaan.

## ORGANIZING COMMITTEE

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