



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



ASSOCIATION OF  
INDIAN MANAGEMENT SCHOOLS



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

Knowledge Partner



Nottingham  
Business School  
Nottingham Trent University

# 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**

### 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

Scan for Payment

Bank Name : AXIS Bank



Name of the Branch : Kompally Branch

IFSC Number : UTIB0000702

### Online Registration Form

<https://forms.gle/cU9WqQ9NaaErXGyP7>

Scan for Registration



MSW Management Journal  
ISSN: 1053-7899



PRABANDHAN :  
INDIAN JOURNAL OF MANAGEMENT



ECONOMIC SCIENCES



SHANLAX  
SINCE 1992

High Citation Peer Reviewed Journal



PUBLISHED SINCE 1987  
www.financia.org  
ISSN 0973-6367

The premier journal of Indian Institute of Finance

Academy of  
Marketing Studies Journal



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

**Dr. K. Subbarama Sarma**  
Assistant Professor  
Mobile: 98491 58262

**Dr. Gowri Kusuma**  
Assistant Professor  
Mobile: 9505076127

**Dr. A. Dinesh**  
Assistant Professor  
Mobile: 9566741581

**Dr. Shubhra Johri**  
Assistant Professor  
Mobile: 77987 00694

**Dr. Bipul Kumar**  
Assistant Professor  
Mobile: 7598056922

**Dr. K. Kiran Kumar**  
Assistant Professor  
Mobile: 9030476144