SPJIMR
WISE Tech

AMDISA
SUPPORTED PROGRAMME

TaSIC 2026

International Technology and
Societal Impact Conference

Fri–Sat, February 20–21, 2026

Technology. Purpose. Impact.

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In an era marked by rapid technological advancement, TaSIC 2026 invites scholars, practitioners, and policymakers to reimagine how innovation can serve society—not just disrupt it. Hosted by SPJIMR's WISE Tech, the conference will provide a unique platform to explore the intersection of technology, sustainability, equity, and responsible leadership.

From artificial intelligence (AI) and sustainable finance to consumer well-being and inclusive infrastructure, TaSIC 2026 is designed to spark bold conversations and foster original research at the crossroads of impact and innovation.

What makes TaSIC distinct is its commitment to **wise innovation**—an approach that combines technological excellence with purpose, ethics, and inclusivity. This year, TaSIC 2026 will host four integrative academic tracks, each aligned to pressing global challenges and emerging scholarly themes.

"It is our hope that world-class research will emerge from the intersection of innovation and societal impact. Conferences like TaSIC play a critical role in bridging academic insight with industry practice—driving socially conscious innovation that is not only technologically sound, but also ethically grounded and purpose-driven."

Prof. Varun Nagaraj
Dean, SPJIMR

Academic Track

The **Academic Track** (hybrid format) invites researchers, professors, doctoral students, and practitioners to contribute to a growing global dialogue on the intersection of technology, business, policy, and societal impact. We welcome submissions in the form of empirical research papers, systematic literature reviews, and case studies in the following four tracks:

Track 1: Sustainable Consumer Well-being

Track Chair:
Prof. Sukriti Sekhri Gupta

Explore the interplay of technology, marketing, and consumer behaviour with a focus on well-being. Topics include:

- AI as Friend
- Data Privacy in Marketing
- Consumer Health and Lifestyle Choices
- Nudge Marketing and Cues for Prosocial Behaviour
- Enhancing Sustainable and Circular Consumption
- Marketing for Underserved and Marginalised Consumers (BOP)
- Profiling a Responsible Consumer and Mapping Their Multi-Touchpoint Consumer Journey

Track 2: Enabling Technologies-led Inclusion and Equity

Track Chair:
Prof. Ashish Desai

Examine how platforms and public digital infrastructure (DPI) can enhance equitable access and trust. Topics include:

- DPI for Inclusive Access and Participation
- Platforms and Emerging Technologies for Inclusive Digital Growth
- AI and Inclusion: Building Equitable, Human-Centred Digital Futures
- IT Security, Law, and Ethics for Responsible Digital Transformation

Track 3: Circularity and Sustainability of Supply Chains in Emerging Economies

Track Chair:
Prof. Sajeev A. George

Focus on supply chain sustainability, formal-informal sector collaboration, and governance. Topics include:

- Circularity and Closed-Loop Supply Chains
- Social Aspects of Sustainability in Supply Chains
- Policy, Regulation, and Governance for Sustainable Supply Chains (SSCs)
- Sustainable Procurement and Sourcing
- Digital Technologies for Sustainability

Track 4: Impact and Externalities of the Triple Bottom Line (TBL) Framework

Track Chair:

Prof. Rajdeep Sharma

Investigate the outcomes of sustainability-driven finance, disclosures, and ESG policies. Topics include:

- Climate Risk and Corporate Disclosure
- ESG Metrics and Financial Performance
- Sustainable Finance and Financial Innovation
- Regulatory and Policy Perspectives on Sustainability
- Technology, AI, and ESG Analysis
- Energy Transitions and Societal Outcomes

Submission details

Submissions are welcome across management research and interdisciplinary domains including:

- Entrepreneurship
- Finance
- Information Management
- Logistics
- Marketing
- Operations
- Policy
- Strategy
- Supply Chains
- Sustainability and more.

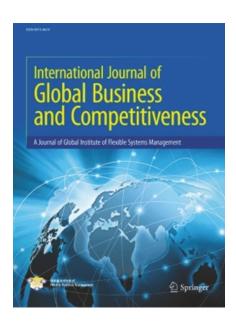Please refer to the themes and submission guidelines.

Submit your final paper of up to 2,500 words by **December 15, 2025.**

Submissions will be accepted only via the submission portal. Notifications of acceptance for conference presentation will be shared by January 20, 2026.

Why submit?

- ✔ Double-blind peer-reviewed platform
- ✔ Constructive interdisciplinary feedback
- ✔ Hybrid presentation format
- ✔ Real-world impact for your research
- ✔ Best Paper Awards across multiple categories
- ✔ Publication opportunities with partner journals, including the Journal of Indian Business Research

Partner journals

Registration details

Deadline:

February 10, 2026

All authors and
co-authors must register

No spot registrations
permitted

Meet the conveners

Prof. Snehal Shah

Professor, Organisation
& Leadership Studies

Prof. Shalini Talwar

Professor, Finance
and Accounting

For queries, email: tasic_acad@spjimr.org

Scan the QR code to learn more and submit your paper!

S.P. Jain Institute of Management & Research, Bharatiya Vidya Bhavan Campus,
Munshi Nagar, Dadabhai Road, Andheri West, Mumbai – 400058