

GEN Society's



GBS

GLOBAL | BUSINESS | SCHOOL

Global Perspective, India Focus

in Collaboration with

AIMS

ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS

KARNATAKA & KERALA CHAPTER

GLOBAL BUSINESS SCHOOL HUBLI

Organizing

3rd NATIONAL CONFERENCE on MARKETING

**"MARKETING IN THE DIGITAL AGE:
INNOVATION, SUSTAINABILITY, ANALYTICS,
HR DRIVEN & CUSTOMER-CENTRIC GROWTH"**

**FREE FACULTY DEVELOPMENT PROGRAM
ON MARKETING ANALYTICS & GROWTH**



30th & 31st October 2026 (Friday & Saturday)

HYBRID
(Online & Offline)

About Global Business School

The Global Education Network Society established Global Business School, Hubli with a vision to create a world-class institution that nurtures talented young minds into socially responsible and successful managers. The initiative emerged from the collective vision of experts from diverse fields including business, information technology, banking, insurance, and management education. Drawing on the rich experience of its advisors and academic leaders, the institution aims to deliver quality management education aligned with global standards. Established in 2007, Global Business School is recognized as one of the leading MBA institutions in Karnataka. It offers a two-year full-time MBA programme, approved by the All India Council for Technical Education and affiliated to Karnataka University, Dharwad. The institute emphasizes industry-oriented learning through experienced faculty, practical projects, and real-world applications of management concepts. With modern infrastructure, Wi-Fi enabled classrooms, a student-centric learning environment, and strong industry connections, the institution prepares future managers to meet the evolving demands of global business and leadership.

About Conference

The marketing landscape is undergoing unprecedented transformation driven by digital technologies, artificial intelligence, sustainability imperatives, data analytics, and evolving consumer expectations.

Organizations are increasingly adopting innovative marketing strategies that leverage emerging technologies while maintaining ethical practices and delivering superior customer experiences. This conference aims to provide a multi-disciplinary platform for academicians, researchers, industry professionals, entrepreneurs, and policymakers to deliberate on emerging trends, challenges, and opportunities shaping the future of marketing. It encourages high-quality research and knowledge sharing across traditional and contemporary marketing domains.

About Faculty Development Program (FDP)

Free Faculty Development Programme (FDP) on Marketing Analytics Using AI.

As a value-added initiative, all registered conference participants are invited to attend a Free Faculty Development Programme (FDP) on "Marketing Analytics Using Artificial Intelligence (AI)."

This FDP is designed to equip academicians, researchers, and industry professionals with practical knowledge of leveraging AI-powered tools for marketing research, consumer analytics, predictive modeling, customer segmentation, sentiment analysis, digital marketing measurement, and data-driven decision-making. Participants will gain hands-on exposure to emerging AI applications that are transforming contemporary marketing research and practice.

The programme aims to enhance research capabilities by introducing innovative methodologies, advanced analytical techniques, and AI-enabled platforms that can significantly improve the quality, relevance, and impact of academic research.

Researchers are especially encouraged to submit papers in the areas of Marketing Analytics, Artificial Intelligence in Marketing, Consumer Analytics, Digital Marketing, Business Intelligence, Customer Experience Analytics, Predictive Marketing, and Data-Driven Marketing Strategies. The FDP will provide valuable insights that can support participants in developing high-quality research for publication in reputed journals.

Join the conference, present your research, and take advantage of this complimentary FDP to strengthen your analytical skills and explore the future of AI-driven marketing research.



Objectives of the Conference

- ▶ To provide a platform for academicians, researchers, industry professionals, and students to discuss emerging trends in marketing & all other domains of management
- ▶ To explore the impact of digital transformation, artificial intelligence, and analytics on marketing strategies.
- ▶ To promote research on sustainable, ethical, and customer-centric marketing practices.
- ▶ To encourage collaboration between academia, industry, startups, and policymakers.
- ▶ To identify innovative solutions to contemporary marketing challenges through interdisciplinary research.

Target Audience

This conference is intended for academicians, research scholars, faculty members, undergraduate and postgraduate students, industry professionals, entrepreneurs, startup founders, marketing practitioners, policymakers, consultants, and corporate executives. It offers an excellent platform for knowledge sharing, networking, research collaboration, and discussions on emerging trends and innovations shaping the future.

Sub-Themes of the Conference

- ▶ Digital Marketing and Emerging Technologies
- ▶ Branding and Integrated Marketing Communications
- ▶ Retail, E-commerce, and Omni-channel Marketing
- ▶ Sustainable and Green Marketing
- ▶ Marketing Analytics and Business Intelligence
- ▶ Entrepreneurship, Innovation, and Start-up Marketing
- ▶ Rural and Inclusive Marketing
- ▶ Artificial Intelligence and Future of Marketing
- ▶ Contemporary Issues in Marketing
- ▶ HR Driven & Customer Centric Innovations



Call for Papers

The Marketing Area Chair, Global Business School (GBS), Hubballi, invites original research papers, conceptual papers, case studies, and empirical research aligned with the conference theme and its sub-themes from academicians, researchers, industry professionals, practitioners, entrepreneurs, and students.

All submissions will undergo a rigorous double-blind peer-review process by the Conference Review Committee to ensure originality, academic rigor, and relevance to contemporary marketing practices.

Authors are required to submit an abstract of 200–250 words, clearly outlining the research objectives, methodology, key findings, and practical implications. The complete research paper should be 4,000–5,000 words in length and prepared in accordance with the conference submission guidelines.

Selected high-quality papers will be considered for publication in the GBS Impact Journal, subject to the journal's editorial policies, peer-review standards, and acceptance criteria.



Important Dates

Event	Date
Last Date for Abstract Submission	25 th Sept 2026
Intimation of Abstract Acceptance	30 th Sept 2026
Full Paper Submission Deadline	6 th Oct 2026
Last Date for Registration	15 th Oct 2026
Conference Date	30 th & 31 st Oct 2026

Registration Fees

Category	Fee (INR)
Faculty / Academicians	₹700
Research Scholars	₹500
Students	₹200
Industry Participants	₹1000
GBS Alumni / Students	No Registraton Fee

Registration Fees includes:

Conference kit (only for offline presenters), breakfast, lunch, certificate, workshop.

Co-authors, who wish to have individual certificates, need to register separately. If any author(s) wish to present more than one paper, they need to register separately

Details for Online Registration Fee Transfer

Account Name : **Global BusinessSchool**
 Account No. : **129010100171076**
 IFSC : **UTIB0000129**
 Bank Name : **Axis Bank**
 Branch : **New Cotton Market Hubli-580 029**

or

**Phone Pe/G-Pay
to 9731100719**

Best Research Paper Award

Best Faculty / Researcher Category

1st Prize

₹5000/-

2nd Prize

₹3000/-

Student Category

1st Prize

₹3000/-

2nd Prize

₹2000/-

Awards

- Best Faculty / Researcher Awards
- Students Awards

• Kindly send •

The abstract / Full Research paper/
Case Study to basavaraj@globalbschool.in

Conference Advisory Board

Dr. M. S. Subhas

B. Tech (IITM) PGDM (IIMA)

Chairman - GC

Global Education Network Society,
Global Business School, Hubli

Dr. V. M. Koravi

President

North Karnataka Pvt Inst
Association & Director,
Chetan B-School, Hubli

Prof. Mukund Dixit

Professor (Retd.),
IIM, Ahmedabad

Dr. C. Manohar

Former Chairman ISTD &
Education Evangelist, Bangalore

Dr. Nandeesh V. Hiremath

Chairman AIMS - Karnataka &
Kerala Chapter,
Dean - Strategic Partnership,
IBA, Bangalore

Dr. Rony G. Kurien

Dean, International School
of Management &
Excellence (ISME), Bangalore

Chief Patrons

Shri. Ramesh Kothari

Chairman,
Global Education Network Society,
Global Business School, Hubli

Dr. M. S. Subhas

B. Tech (IITM) PGDM (IIMA)
Chairman - GC

Global Education Network Society,
Global Business School, Hubli

Convener ▶

Dr. Basavaraj Sulibhavi

Associate Professor - Marketing & Dean Research - 9731100719

Dr. Suman Kumar

Director
9844991463

Prof. Prakash Naik

Co-Convener & Asst. Professor
7349433984

Prof. Deepak M

Co-Convener & Asst. Professor
9739496820

GLOBAL BUSINESS SCHOOL

Beside Bellad Hyundai Showroom, Opp. Hubballi Residency, Bhairidevarakoppa, Hubli-580025 .
www.globalbschool.in