



# RNS FIRST GRADE COLLEGE

(A Unit of R N Shetty Trust)

An Autonomous Institution Affiliated to Bangalore University

NAAC Accredited with 'A' Grade

Dr. Vishnuvardhan Road, Channasandra, R R Nagar, Bengaluru-560098



Dr. R N Shetty  
Founder

## DEPARTMENT OF MBA

Presents

# UDBHAVA 2026

**A National Student Research Conference**

**On**

**Innovating a Sustainable Future.**

**Business, Technology and Society**

Date : 17/02/2026

Time : 9:00 AM to 4:00 PM

Venue : Dr. R N Shetty Mini Auditorium, RNSIT Campus

Conference Mail Id: [udbhava\\_mbaconference@rnsfgc.edu.in](mailto:udbhava_mbaconference@rnsfgc.edu.in)

<https://rnsfgc.edu.in/>



<https://rnsfgc.mba/>



[rnsfgc\\_mba](https://www.instagram.com/rnsfgc_mba)

## **ABOUT THE INSTITUTION**

RNS First Grade College is a premier education institution whose hallmark has always been quality and excellence, it was established in the year 2012. It provides a truly enabling environment to contribute to the holistic development of each student. The institution has been phenomenal and is recognized as one of the reputed colleges in Bengaluru. Our college is committed to the holistic development of students to make an effective contribution to the creation of a better society. The students are trained in creative arts, social service, critical thinking, and leadership to make an effective contribution to the creation of a new and value-based society and to form responsible citizens who are always wise and who will dare to 'go ahead and conquer knowledge' through competence, commitment, conscience, and compassion.

## **ABOUT THE DEPARTMENT**

The Department of MBA, established in the year 2023, aims to empower aspiring leaders with the skills, knowledge, and network to thrive in the dynamic business world. With a focus on academic excellence, practical application, and personal growth, the program is designed for global success. The institute features state of the art infrastructure, qualified staff, a conducive learning environment, and a lush green campus. The MBA programme is autonomous, affiliated to Bangalore University, approved by AICTE. The best MBA Education program for uplifting your career, where academics, entrepreneurship, sports and culture collide. Regarded as one of the top colleges for MBA in Karnataka, RNSFGC offers a two year full time industry ready MBA program in electives such as Finance, Marketing, Human Resources and Business Analytics with the motto of creating future leaders.

### **About the Conference**

A National Student Research Conference on “Innovating a Sustainable Future: Business, Technology and Society” offers a platform for students and young researchers to examine sustainability-driven innovation through an interdisciplinary lens. It focuses on the integration of business, technology, and societal perspectives to address contemporary economic, environmental, and social challenges.

The conference features research presentations and discussions on sustainable business models, green technologies, digital transformation, and ethical governance. It aims to foster research excellence, critical thinking, and collaboration while empowering students to become responsible leaders and change agents for a sustainable future.

### **Conference Objectives**

- To promote student-led research and innovation in the areas of sustainable business practices, emerging technologies, and societal development.
- To provide an interdisciplinary platform for knowledge sharing and scholarly dialogue among students, academicians, and researchers on sustainability-related challenges and solutions.
- To encourage critical thinking and evidence-based research addressing global and local sustainability issues across business, technology, and society.
- To foster awareness and understanding of the role of innovation, ethics, and governance in achieving sustainable development goals.
- To nurture future-ready professionals and researchers equipped with analytical, ethical, and innovative perspectives for building a sustainable and inclusive future.

## **CONFERENCE TRACKS AND KEY THEMES**

### **TRACK 1: MANAGEMENT (MBA,BBA)**

1. Sustainable Business Models for Long-Term Value Creation – Integrating sustainability into business strategy.
2. Leadership and Innovation for Sustainable Organizations – Role of leadership in driving sustainable innovation.
3. Green Human Resource Management Practices – HR policies supporting environmental responsibility.
4. Impact of Digital Transformation on Sustainable Business Practices – Digital tools enabling efficiency and sustainability.
5. Social Entrepreneurship and Inclusive Growth – Business solutions addressing social challenges.
6. Strategic Decision-Making for Environmental Sustainability – Managerial choices balancing profit and sustainability.
7. Sustainable Marketing and Responsible Brand Management – Promoting ethical and eco-friendly brands.
8. Change Management in Transitioning to Sustainable Enterprises – Managing organizational change toward sustainability.
9. Corporate Governance and Ethical Management Practices – Governance frameworks ensuring ethical conduct.
10. Measuring Sustainability Performance Using Business Analytics – Using analytics to assess sustainability outcomes.

### **TRACK 2: COMPUTER SCIENCE (MCA,BCA)**

1. Artificial Intelligence for Sustainable Development – AI applications supporting sustainability goals.
2. Smart Cities and Sustainable Urban Technologies – Technology-driven solutions for sustainable cities.
3. Green Computing and Energy-Efficient Technologies – Reducing energy consumption in computing systems.
4. Blockchain Technology for Transparency and Sustainability – Secure and transparent systems for sustainable processes.
5. Cybersecurity Challenges in Sustainable Digital Systems – Protecting data in sustainability-driven technologies.
6. Internet of Things (IoT) for Environmental Monitoring – IoT-based tracking of environmental conditions.
7. Data Analytics for Climate Change and Sustainability Solutions – Data-driven approaches to climate and sustainability issues.
8. Cloud Computing and Sustainable IT Infrastructure – Cloud solutions for efficient and Green IT systems.
9. Software Solutions for Waste and Resource Management – Digital tools for efficient waste and resource use.
10. Ethical and Responsible Use of Emerging Technologies – Ethical considerations in advanced technologies.

### **TRACK 3: COMMERCE (M.COM,B.COM)**

1. Sustainable Accounting and ESG Reporting Practices – Role of ESG disclosures in improving transparency and accountability.
2. Green Finance and Sustainable Investment Models – Financing mechanisms that support environmentally responsible projects.
3. Circular Economy and Sustainable Supply Chain Management – Reducing waste through reuse, recycling, and responsible sourcing.
4. Consumer Awareness and Sustainable Consumption Behaviour – Consumer attitudes and preferences toward eco-friendly products.
5. Role of Corporate Social Responsibility (CSR) in Sustainable Development – Contribution of CSR initiatives to social and environmental goals.
6. Sustainability Auditing and Environmental Cost Control – Measuring environmental costs and sustainability performance.
7. Ethical Trade Practices and Fair-Trade Commerce – Promoting fairness and ethics in business transactions.
8. Digital Payments and Financial Inclusion for Sustainable Growth – Digital finance as a tool for inclusive economic development.
9. Impact of Sustainability Regulations on Business Performance – Influence of environmental regulations on business operations.
10. Climate Risk Disclosure and Corporate Financial Strategy – Managing climate-related financial risks in organizations.

**NOTE:-The above mentioned themes are indicative in nature and not exhaustive. Submissions aligned with the broader scope and objectives of the conference are also welcome.**

## Call for Papers

A National Student Research Conference on “Innovating a Sustainable Future: Business, Technology and Society” aims to provide a dynamic platform for presenting cutting-edge research, fostering interdisciplinary collaboration, and integrating diverse perspectives from academia, industry, and policy-making bodies. The conference seeks to explore how innovative business practices, emerging technologies, and societal engagement can collectively contribute to sustainable development in a rapidly evolving global landscape.

## RULES & REGULATIONS

### Abstract Submission

#### **Abstract Format:**

- **Length:** The abstract should not exceed 300 words.
- **Content:** It should briefly state the purpose of the research, methodology, principal findings, and major conclusions.
- **Keywords:** Include 3–5 keywords at the end of the abstract.
- **Format:** Use Times New Roman, 12-point font, single spacing, and standard margins.

### Full Paper Submission

#### **Paper Format:**

- **Length:** The full paper should be between 4,000 to 6,000 words.
- **Structure:**
  - The paper should include the following sections:
  - Title, Abstract, Keywords, Introduction, Literature Review, Methodology, Results, Discussion, Conclusion and References.
- **Format:** Follow the APA 7 style for citations and references.
- **Formatting:** Use Times New Roman, 12-point font, 1.5 spacing, and 1-inch margins on all sides.
- **Figures and Tables:** Ensure all figures and tables are clear and properly labelled. Include them within the text at the appropriate places.
- **Citation Style:** Follow the APA 7 citation style.
- **References:** Include full titles of journals and provide DOI where available.

### Submission Process

- **File Format:** Submit your paper both in Microsoft Word (.doc or .docx) and in PDF format.
- **Review Process:** All submissions will undergo a double-blind peer-review process. Authors will receive feedback and may be required to make revisions.

### Expected Participants

Under Graduate Students of B.Com, B.B.A, B.C.A

Post Graduate Students of M.Com, M.B.A, M.C.A

### Registration Details

Registration Fee is Rs. 350 per author.

For RNSFGC Students it is Rs. 150 per author.

**Note: Internal Students can participate and present the paper and are eligible for publication if the paper is accepted by the peer- review committee but will not be considered for best paper or cash prize.**

## Important Dates

- Abstract Submission Date: 23<sup>rd</sup> January, 2026
- Communication of Acceptance: 24<sup>th</sup> January, 2026
- Full Paper Submission : 10<sup>th</sup> February, 2026
- Last date for Registration : 10<sup>th</sup> February, 2026
- Date of the Conference: 17<sup>th</sup> February, 2026

## Awards and Certification

- Participation and Presentation Certificates will be provided.
- Best Paper Award for every Track with exciting cash prize will be awarded.

## Publication Opportunities

- Full Papers of authors that are accepted and having duly completed the registration process will be published in Conference proceedings with ISBN.
- Conference proceedings (e-copy) will be provided to all the paper presenters.

## Registration Fee includes

Conference Kit  
Conference Lunch  
Paper presentation & entry to all the sessions

Delegates can remit the registration fee to the given bank details:

## Bank Account Details:

A/c Holder Name	RNS First Grade College MBA Department
A/c No.	110153041200
Bank Name	Canara Bank
A/c Type	SB Account

Scan to pay



## Abstract Submission Link

<https://forms.gle/YM2aFcMhnf5nx3278>

## For RNS Students:

<https://forms.gle/GmKHSCXRSbvFgEnv5>

## Chief Patrons

**Shri Muralikrishna Mysore**  
CTO  
RNS Group of Institutions

**Shri Karan R Shetty**  
CEO  
RN Shetty Trust

**Shri Satish R Shetty**  
Chairman  
RN Shetty Trust

## Patrons

**Dr. U Bhojanna**  
Dean - PG Studies

**Prof. Shilpa Sarnad**  
Vice-Principal  
RNSFGC

**Dr. Shekar H S**  
Principal and HOD - MBA  
RNSFGC

## Convener

**Prof. Sarah Merlyn**  
Assistant Professor  
Dept. of MBA, RNSFGC

## Technical and Advisory Committee

**Dr. Kadambini Katke**  
Professor  
Dept. of MBA, DSCASC

**Dr. Latha Mani B**  
Associate Professor  
Dept. of Management Studies, JSSATE

**Dr. Sriyank Levi**  
Associate Professor  
Dept. of MBA, GAT

**Dr. Shreelatha H R**  
Associate Professor  
Dept. of MBA, S-Vyasa University.

**Dr. Gurunath R**  
Assistant Professor  
Dept. of MCA, DSCASC

**Dr. R Kanagavalli**  
Professor  
Dept. of CSE, GAT

## Organising Committee

**Prof. Sushma J,**  
Assistant Professor, Dept. of MBA

**Dr. Madhusudhan T K,**  
Associate Professor, Dept. of MBA

**Prof. Raghavendra P V,**  
Assistant Professor, Dept. of MBA

**Prof. Nikhil M N,**  
Assistant Professor, Dept. of MBA

## Student Core Committee

**Mr. Kushal M A**  
6360965699

**Mr. Rajath N**  
9108784516

**Ms. Sinchana R**  
7019564414

**Mr. Arshad Ahamed M**  
9980900252

**Mr. Hemanth Gowda N**  
9113219437

**Mr. Raju B**  
9353266395

## Conference Committee

**Ms. Harshini C**

**Mr. Darshan D Poojary**

**Mr. Threesha B K**

**Ms. Jagruthi C**

**Mr. Kalagowda A Nabapuri**

**Mr. Manjunath D**

**Ms. Tanvi N Naik**

**Ms. Vaishali V Javali**

**Ms. Khushi G R**

**Mr. Santosh P Patil**

**Mr. Shreyas H S**

**Mr. Sharath Shetty**

## **Contact Information:**

Conference email ID: [udbhava\\_mbaconference@rnsfgc.edu.in](mailto:udbhava_mbaconference@rnsfgc.edu.in)

Conference URL: <https://rnsfgc.mba/>

All conference related correspondence may be directed to the address given below.

Prof. Sarah Merlyn, Convener, Ph. No.-+91-9535713417.

 Tel: +91-080-28611110 / 1

 [rnsfgc\\_mba](https://www.instagram.com/rnsfgc_mba)