

NATIONAL CONFERENCE
On
SUSTAINABLE LEADERSHIP
IN THE AGE OF AI : BALANCING
INNOVATION, ETHICS,
AND ENVIRONMENTAL
IMPACT

April 10, 2026
(Hybrid Mode)

Organised By
DEPARTMENT OF MANAGEMENT STUDIES
&
RESEARCH CENTRE

In Association with

INSTITUTION'S INNOVATION COUNCIL (IIC)
&
STATE INSTITUTE OF EDUCATIONAL TECHNOLOGY (SIET), Govt. of Kerala

NESAMONY MEMORIAL CHRISTIAN COLLEGE MARTHANDAM
63rd Position in India Rankings - 2025 for Colleges by NIRF

KANYAKUMARI DISTRICT TAMIL NADU, INDIA

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Chief Guest


Dr. S. A. SENTHIL KUMAR
Registrar
National Institute of Technology (NIT)
Tiruchirappalli, India
Government of India

Eminent Speakers


Mr. Edwin A G
IIM Calcutta Alumnus
Deputy Vice President &
Zonal Sales Head at Federal Bank
Thiruvananthapuram, India


Dr. B. ABURAJ
Director
State Institute of Educational Technology (SIET)
Government of Kerala
Thiruvananthapuram, India

ABOUT THE COLLEGE

Nesamony Memorial Christian College (NMCC), established in 1964 and located in Marthandam, Kanyakumari District, Tamil Nadu, is a well-established arts and science institution administered by the Church of South India (CSI) Kanyakumari Diocese and affiliated with Manonmaniam Sundaranar University. The college recently secured a 63rd rank in the NIRF All India Rankings (2025), reflecting its quality of education. NMCC offers a wide range of undergraduate, postgraduate, research, and certificate programs across science, arts, commerce and management streams, grounded in value-based and skill-oriented education. It is recognized under Sections 2(f) and 12(B) of the UGC Act and places strong emphasis on both academic excellence and personal development. The college, sprawled in a lush green campus, has an excellent infrastructure, library, indoor-outdoor stadium, hostel and internet facilities, fostering a vibrant and inclusive learning environment. Dedicated faculty members support students in becoming competent and socially responsible global citizens. NMCC also focuses on uplifting students from rural and underprivileged backgrounds, offering scholarships and support services to enhance access to higher education.

ABOUT THE DEPARTMENT OF MANAGEMENT STUDIES

The Department of Management Studies was established to impart quality management education and commenced its MBA programme in the academic year 2000-2001. With an integrative and interdisciplinary approach to teaching, the department emphasizes academic excellence, ethical values, and practical exposure, supported by well-equipped facilities and experienced faculty who shape professionally competent and socially responsible graduates. The Research Centre in Management Studies was established in the academic year 2017-2018 following provisional recognition by Manonmaniam Sundaranar University, and it promotes advanced research and doctoral studies in Management by facilitating research guidance, scholarly publications, and interdisciplinary collaboration.

ABOUT THE INSTITUTION'S INNOVATION COUNCIL (IIC) - NMCC

The Institution's Innovation Council (IIC) is a dynamic initiative under the Ministry of Education's Innovation Cell to cultivate a culture of innovation, creativity, and entrepreneurship among students and faculty. It aims to build a vibrant local innovation ecosystem on campus, support student start-ups, scout and pre-incubate ideas, and enhance problem-solving and cognitive abilities. The IIC organizes innovation and entrepreneurship activities, workshops, seminars, hackathons and industry interactions, recognizes innovative projects, and creates mentoring and networking opportunities to help young innovators transform ideas into impactful solutions.

HIGHLIGHTS OF THE CONFERENCE

The One Day National Conference on "Sustainable Leadership in the Age of AI: Balancing Innovation, Ethics, and Environmental Impact" brings together academicians, research scholars, and students to explore the evolving landscape of leadership in an AI-driven world. The conference highlights responsible AI adoption, ethical leadership practices, sustainable innovation, and environmentally conscious decision-making. Through expert talks and research paper presentations, participants will gain valuable insights into integrating artificial intelligence with ethical governance and sustainability goals, fostering forward-looking leadership for a resilient and responsible future.

FOCUS STREAM

- Sustainable Leadership and Ethical Governance in the Age of AI
- AI-Driven Innovation for Environmental Sustainability
- Green Banking and Sustainable Financial Practices
- Green Entrepreneurship and Eco-Innovative Business Models
- Sustainable Marketing: Social Media Advertising for Green Brands
- Role of Social Media Influencers in Promoting Sustainable Consumption
- AI and Digital Platforms in Green Brand Building
- Sustainable Practices and Innovation in the Green Products
- Responsible Consumer Behavior and Ethical Digital Communication
- Technology-Enabled Strategies for Climate-Conscious Organizations

SUSTAINABLE DIGITAL PARTICIPATION

Paper presentations will be conducted exclusively in online mode to facilitate wider participation. All presenters are required to present their papers using a PowerPoint presentation (PPT). E-certificates will be issued to participants upon successful presentation of their papers.

Please use the following link to register, make a payment and submit the full-length paper



<https://nmcc.ac.in/Register.aspx>

DATES TO REMEMBER

Last date for full-length paper submission	30-03-2026
Intimation of acceptance	06-04-2026
Last date for registration	06-04-2026

REGISTRATION FEE

CATEGORY	FEES
PG Students	Rs. 200
Research Scholars	Rs. 500
Academicians	Rs. 600

- Co-Authors should register separately
- Abstract Proceedings - Additional cost of ₹200

Paper Submission Guidelines

The full-length paper for oral presentations should be typed in Times New Roman, font size 12, with 1.5 line spacing, and should not exceed five pages. Selected papers will be recommended for publication in the conference proceedings with an ISBN.

The full-length paper should be forwarded to the email address provided below:
Email: nmccicconf2026@gmail.com

AWARDS

cash prize of Rs. 3000 will be given to the best offline paper presentation.

Conference Location

The conference is scheduled to take place in the MBA Seminar Hall of Nesamony Memorial Christian College, Marthandam, located in Kanyakumari District, Tamil Nadu, India. The institution lies adjacent to the National Highway 47, which connects Nagercoil with Thiruvananthapuram. The nearest railway station is Kozhithurai, accessible through major train routes. Thiruvananthapuram Airport is situated approximately 45 kilometres from the venue.

For Inquiry
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