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INTERNATIONAL CONFERENCE ON Revolutionizing Commerce and Management: Harnessing Technology and Innovation (RCM-HTI 2026)

ORGANISED BY :
DEPARTMENT OF COMMERCE, RAVENSHAW UNIVERSITY
**SPONSORED BY INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH
(ICSSR)**

**Ravenshaw University
Cuttack, Odisha, India**

MARCH

1ST & 2ND

2026



ABOUT THE CONFERENCE

The rapid advancement of technology is fundamentally transforming the landscape of commerce and management. From artificial intelligence and big data analytics to blockchain and automation, businesses are leveraging technological innovations to enhance efficiency, improve customer experience, and achieve sustainable growth. The digital revolution is not just about automation but also about reimagining business models, optimizing decision-making, and fostering innovation-driven competitiveness. This Conference aims to explore the profound impact of technology on commerce and management, highlighting key trends, challenges, and future prospects. It will provide a platform for thought leaders, industry experts, scholars, and policymakers to exchange ideas on how businesses can effectively harness emerging technologies to remain agile and competitive in a rapidly evolving digital economy.

ABOUT RAVENSHAW UNIVERSITY

Ravenshaw is the oldest institution of higher education in the state of Odisha and one of the oldest institutions of higher education in India. It was founded in 1868. As a University founded in the year 2006 with the Vision to spread the light of learning, and guided by the motto Jnanameva Shakti (Knowledge is power), Ravenshaw University aims to preserve its position as the “temple of learning”, with a deep knowing that the phrase exists in the vernacular for a reason. The university envisions itself as the one-stop destination for higher education for students from diverse social and economic backgrounds, and will help students to steer their passions towards making the world a better place.

ABOUT DEPARTMENT OF COMMERCE

The Government of Odisha introduced Intermediate Commerce classes at Ravenshaw College in 1957, marking the beginning of formal Commerce education on the campus. With the appointment of Sri P. C. Ray and Sri R. K. Jena as lecturers, the Commerce classes were initially conducted in the Arts Block. As Cuttack emerged as a major hub of trade and business, the demand for Commerce education rose rapidly. Responding to strong public interest, the Government of Odisha introduced B.Com classes in 1959, further strengthening Ravenshaw's academic stature. Today, the Department has evolved into a distinguished centre of learning, offering undergraduate, postgraduate, and research programmes in Commerce and Management. It attracts highly meritorious students from across Odisha as well as neighbouring states such as Bihar, Chhattisgarh, Jharkhand, and West Bengal, maintaining its reputation as a premier destination for quality Commerce education.



IMPORTANT DATES



Last Date of Submission of Abstract : **February 20th 2026**

Conference Date : **1st and 2nd March, 2026**

The Acceptance will be communicated within one week from the date of Abstract received

AREAS AND SUB AREAS

1. Digital Transformation in Commerce and Management

- The evolution of digital business models
- E-commerce and mobile commerce trends
- The impact of digitalization on traditional business structures
- Cloud computing and enterprise resource planning (ERP) systems

2. Artificial Intelligence and Automation in Business

- AI-driven decision-making and predictive analytics
- Role of chatbots and virtual assistants in customer engagement
- Machine learning applications in financial forecasting and risk assessment
- Automation in supply chain management and operations

3. Big Data and Business Intelligence

- The role of big data in market research and consumer behaviour analysis
- Data-driven strategies for enhancing customer experience
- Ethical considerations in data collection and usage
- Predictive analytics for business growth and risk mitigation

4. Blockchain and Financial Technology (FinTech) Innovations

- The impact of blockchain on financial transactions and supply chain transparency
- FinTech solutions in banking, insurance, and investment management
- The rise of cryptocurrencies and their implications for global commerce
- Smart contracts and decentralized finance (DeFi)

5. The Role of IoT and Industry 4.0 in Business Operations

- IoT applications in retail, logistics, and manufacturing
- The role of robotics and automation in supply chain efficiency
- Smart cities and their influence on commercial enterprises
- Cyber-physical systems in Industry 4.0

6. Digital Marketing and Consumer Behaviour in the Tech Age

- The impact of social media and influencer marketing
- The rise of personalized and AI-driven marketing strategies
- Augmented reality (AR) and virtual reality (VR) in customer engagement
- Data privacy and consumer trust in the digital marketplace

7. Cybersecurity and Ethical Challenges in the Digital Economy

- The importance of cybersecurity in digital commerce
- Cyber threats and risk management strategies for businesses
- Ethical AI and responsible technology adoption
- Regulatory frameworks for digital business security and privacy

8. Sustainable and Inclusive Business Models through Technology

- The role of technology in achieving sustainability goals
- Green business practices and digital supply chain sustainability
- Inclusive growth through digital financial inclusion and microfinance
- The future of remote work and digital collaboration in business management

REGISTRATION AND SUBMISSION

SUBMISSION:

- The abstract or full-length papers are to be submitted to rucommerceseminar2026@gmail.com
- The authors need to write their papers strictly according to the following submission guidelines:
Only original and unpublished work need to be submitted as papers based on themes and subthemes of the conference. Papers must be of atleast 3000 words. A title of not more than 20 words should be provided. An abstract of not more than 300 words should be included. It must indicate study period, sample, research questions, methodology, findings and implications. Atleast 5 Keywords should be included. Similarities in the research papers accepted upto 10%. Text should be in Times New Roman with font size 12 typed in 1.5 line spacing on A4 paper layout with standard margins (2.54 cm) on all four sides.

REGISTRATION FEES:

| DETAILS | WITHOUT ACCOMMODATION | WITH ACCOMMODATION * (NON A/C) | WITH ACCOMMODATION * (A/C) |
|------------------------------------|-----------------------|--------------------------------|----------------------------|
| Corporate Delegates & Academicians | 1000 | 2600 (For 2 Days) | 3000 (For 2 Days) |
| Research Scholars | 700 | 2300 (For 2 Days) | 2700 (For 2 Days) |
| Students | 500 | 2100 (For 2 Days) | 2500 (For 2 Days) |

- It is mandatory to Register for all the Author and Co-Authors submitting their Research Paper.
- Maximum 2 Co-Authors are Allowed in a Single Research Paper

SUBMISSION E-MAIL ID: rucommerceseminar2026@gmail.com

PUBLICATION OPPORTUNITIES

Selected papers will be published in an Edited Book with ISBN and soft copy of the books will be delivered in E-Mail. No separate publication fees shall be charged for it.



For More Details Contact : 7008414231, 7992760493
or Visit : <https://ravenshawuniversity.ac.in/>

HYBRID MODE

The Papers are also accepted for presentation in hybrid mode for all sessions & and they will receive e-certificate. Other guidelines remains the same as stated above and detailed programme will be intimated in due course of time.

BANK ACCOUNT DETAILS

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| A/C Name: | Conference & Seminar Dept of Commerce Ravenshaw University |
| A/C Number | 44300090600 |
| IFSC | SBIN0012040 |
| Branch | Ravenshaw University Campus |

Make the payment of requisite fees, Take the Screenshot and Upload the same in the Registration Form.

Registration Form- <https://forms.gle/i5U8T1s743hS5zvA7>

CHIEF PATRON

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ORGANISING SECRETARY

PROF.(DR.) KISHORE KUMAR DAS
PROFESSOR & DEAN,
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SCHOOL OF COMMERCE &
MANAGEMENT,
RAVENSHAW UNIVERSITY

CO-ORGANISING SECRETARY

DR. YAYATI NAYAK
ASSISTANT PROFESSOR,
DEPARTMENT OF COMMERCE,
RAVENSHAW UNIVERSITY



SEVEN PILLARS OF WISDOM, RAVENSHAW UNIVERSITY

GLIMPSES OF PREVIOUS SEMINARS

