



**FAROOK INSTITUTE OF  
MANAGEMENT STUDIES**  
(Promoted by Farook College - Estd in 1948)  
*Approved by AICTE & Affiliated to the University of Calicut*



## **FAROOK INSTITUTE OF MANAGEMENT STUDIES KOZHIKODE**

In Collaboration With

## **SAXION UNIVERSITY OF APPLIED SCIENCES THE NETHERLANDS**

Organising

**3<sup>rd</sup> INTERNATIONAL CONFERENCE  
ON**

# **INNOVATIVE MANAGEMENT STRATEGIES FOR CORPORATE SUSTAINABILITY**

(HYBRID MODE)

**14<sup>th</sup> and 15<sup>th</sup> JANUARY 2026**



# **FAROOK INSTITUTE OF MANAGEMENT STUDIES**

## **About the College**

Farook Institut of Management Studies (FIMS) is a prestigious educational institution located in Kozhikode, Kerala, India. Established in the year 2006, FIMS has emerged as a leading business school in the region, providing high-quality management education and producing competent professionals in the field. FIMS is affiliated with the University of Calicut and is approved by the All India Council for Technical Education (AICTE). The institute offers postgraduate programs in management, Master of Business Administration (MBA), and various specialized postgraduate certification programs. The institute also places a strong emphasis on research and encourages faculty members and students to engage in research activities. FIMS hosts conferences, publishes research papers, and collaborates with industry partners to promote research and contribute to the academic community.

## **About Saxion University of Applied Sciences, Netherlands**

Saxion University of Applied Sciences is one of the largest institutions of higher education in the Netherlands, with close to 27,000 students. Saxion has a rich history - its roots can be traced back to 1875. A merger of two educational institutions, the Hogeschool Enschede and Hogeschool IJsselnd, paved the way for Saxion University in its present form in 1998. Saxion offers a broad range of courses at various levels, including many international programmes. The quality of education at Saxion is monitored by the Dutch Ministry of Education, Culture and Science, as well as being accredited by several international bodies, assuring that the programmes offered are of high standard.

## **About the Conference**

The Farook Institute of Management Studies in Kozhikode is hosting a two-day International Conference on "Innovative Management Strategies for Corporate Sustainability" in collaboration with Saxion University of Applied Sciences, Netherlands. This Conference, which is scheduled to occur on January 14th and 15th, 2026, will convene educators, business leaders, researchers, and policymakers to discuss innovative approaches to linking business success with enduring environmental and social objectives. Sustainability has evolved from a mere compliance obligation to a strategic imperative in the modern business environment. This Conference investigates the potential of innovative management strategies to foster sustainable development, strengthen stakeholder relationships, and create shared value across sectors. Insights into Sustainable Business Management best practices and development frameworks will be acquired by participants through presentations, panel discussions, and case-based sessions.

## Objectives of the Conference

1. To investigate novel business structures and management approaches that foster environmental, social, and economic sustainability.
2. To cultivate discourse between academia and industry for the formulation of pragmatic initiatives aimed at responsible management.
3. To emphasize the significance of digital transformation, circular economy, and ESG principles in the production of sustainable value.
4. To establish a forum for emerging researchers and professionals to disseminate their discoveries and connect with specialists.

## TRACK 1

### Strategic Leadership, HR Management, and AI for Sustainable Business Transformation

#### *Sub-Themes*

- Strategic leadership approaches for integrating sustainability into core business objectives.
- Transformational and ethical leadership models fostering innovation and responsible growth.
- Sustainable HR practices (Green HRM) that align employee development with environmental and social goals.
- Talent management and workforce planning in the age of digital transformation.
- Employee engagement, well-being, and inclusion as drivers of long-term corporate sustainability.
- Leveraging Artificial Intelligence (AI) in HR functions for recruitment, performance, and retention.
- Developing learning organizations through continuous skill development and adaptive leadership.
- Data-driven HR strategies for monitoring and enhancing employee sustainability performance.
- Leadership communication and stakeholder engagement for promoting sustainability culture.
- Measuring impact and performance of leadership, HR, and AI initiatives on sustainability outcomes.

## TRACK 2

### Sustainable Operations, Logistics, and Circular Economy Transitions

#### *Sub-themes*

- Sustainable operations management principles integrating environmental and social responsibility into business processes.
- Green manufacturing practices aimed at reducing waste, emissions, and resource consumption.
- Sustainable supply chain and procurement systems emphasizing ethical sourcing and local partnerships.
- Low-carbon and green logistics optimizing transportation efficiency and reducing fuel dependency.
- Circular economy transitions promoting reuse, recycling, and closed-loop production models.
- Reverse logistics frameworks for effective waste recovery and product life extension.
- Eco-design and Product Lifecycle Management (PLM) ensuring sustainability from design to disposal.
- Digital transformation in operations (AI, IoT, blockchain) for transparency and sustainability tracking.
- Sustainability measurement and performance evaluation tools for operational improvement.
- Policy, regulatory compliance, and stakeholder collaboration driving sustainable logistics and circular economy adoption.

## TRACK 3

### Sustainable Finance, Economics, and Social Responsibility in Business

#### *Sub-themes*

- Principles and frameworks of sustainable finance — integrating Environmental, Social, and Governance (ESG) factors into financial decision-making.
- Green financing instruments such as green bonds, sustainability-linked loans, and impact investing.
- Corporate Social Responsibility (CSR) and its alignment with business strategy and stakeholder value creation.
- Environmental, Social, and Governance (ESG) reporting and disclosure standards for transparency and accountability.
- Sustainable economic models promoting inclusive growth and long-term financial stability.
- Ethical investment and responsible banking practices supporting Sustainable Development Goals (SDGs).

- Risk management in sustainable finance – addressing climate risk, social risk, and governance risk.
- Social entrepreneurship and inclusive business models that balance profit with social impact.
- Government policies, incentives, and regulatory frameworks encouraging sustainable financial practices.
- Measuring social and environmental impact through sustainability metrics and integrated reporting.

## TRACK 4

### Marketing, Consumer Behaviour, Artificial Intelligence, and Ethical Practices for Sustainable Business Growth

#### *Sub-Themes*

- Sustainable marketing principles integrating environmental and social responsibility into brand strategies.
- Integration of AI in marketing decision-making for improved strategy formulation and customer value creation.
- Consumer behaviour dynamics in response to sustainability, ethics, and digital transformation.
- Ethical challenges in data-driven marketing, including privacy, transparency, and algorithmic bias.
- Green marketing and eco-branding as tools for promoting conscious consumerism.
- Digital and social media marketing for sustainability awareness and brand activism.
- AI-powered customer relationship management (CRM) for personalized and responsible engagement.
- Corporate ethics and integrity in marketing communication and advertising practices.
- Cultural and psychological factors influencing sustainable consumer decision-making.
- Building long-term customer trust and loyalty through ethical and responsible marketing practices.

#### Who can participate?

- Faculty members and Research Scholars
- Corporate Executives
- Entrepreneurs and Start-up Founders
- PG/ Final year Graduate Students

## Call for Papers

FIMS invites scholars, practitioners, faculty members, corporate professionals, industry professionals, postgraduates, graduates, and thought leaders to submit and participate in the 3rd International Conference on Innovative Management Strategies for Corporate Sustainability.

- *Full Academic Papers: not exceeding 5000 words*
- *Practice Cases :3500-5000 words*

## Important Guidelines For Submission Of Research Papers

- Abstracts, not exceeding 250 words, should reach FIMS (conference@fims.ac.in) by 04-12- 2025.
- Authors must clearly indicate the functional area mentioned above in which their papers could be considered.
- It should include the title, author's name, mailing address, telephone number and email address.
- The paper should be based on original work not yet published, not exceeding 5000 words or 13 pages.
- The full paper should be submitted by 18-12-2025.
- All papers should be in English and neatly typed in MS Word with Times New Roman font style, 12 font size and 1.5 line space.
- Papers should not have more than four authors. Each author must register separately for the conference. The lead author should send the papers on behalf of his/her associate.
- The registration for the conference can be made by providing the name of the author and co-author if any, address, e-mail ID, telephone number, title of the paper, payment particulars, etc.
- Authors of the accepted papers for presentation will be notified by email on or before 05-01-2026.
- The use of e-mail (conference@fims.ac.in) is encouraged for all further correspondence including acceptance letter, invitation, etc.

## Important Dates

<b>04-12-2025</b>	<b>Deadline for abstract submission</b>
<b>18-12-2025</b>	<b>Deadline for full paper submission</b>
<b>05-01-2026</b>	<b>Notification of acceptance of full paper</b>
<b>14<sup>th</sup> &amp; 15<sup>th</sup> JAN 2026 CONFERENCE DAYS</b>	

## Publication of Research Papers

The conference proceedings (the eligible papers presented in the conference) will be published as an edited volume with ISBN through an internationally trusted publisher.

## Registration Fee Structure

<b>Faculty Members</b>	<b>Rs. 700</b>
<b>Corporate Professionals</b>	<b>Rs. 700</b>
<b>Research Scholars</b>	<b>Rs. 300</b>
<b>Final Year Graduates &amp; PG Students</b>	<b>Rs. 200</b>

### Inclusions in the registration fee

- Participation Certificate
- Conference Kit
- Access to all technical sessions
- Lunch and refreshments

### Account details

Account Name: **MSA FIMS**  
Account number: **50100594214732**  
IFSC: **HDFC0004077**  
Branch: **Meenchanda**

Or Scan QR Code  
to Make Payment



## Link for registration

Registration Link: <https://forms.gle/QWcBGZpKNwuM4vde6>

Or Scan QR Code to Visit Registration Form



## Technical Session Speakers

### 1. Jacob Cornelis Bazen

Researcher at the Academy of Business, Building & Technology at Saxion University of Applied Sciences, Enschede, The Netherlands.

### 2. Maerhaba Yishake

Researcher at Saxion University of Applied Sciences, The Netherlands.

### 3. Shab Hundal

Senior Faculty of Financial Management, Jamk University of Applied Sciences, Finland.

### 4. Dr. K.G Sahadevan

Professor, Economics and Business Environment, IIM Lucknow.

### 5. Dr. Sheena. S

Associate Professor, School of Humanities, Social Sciences and Management, NIT Surathkal.

### 6. Dr. Aparna Sajeev

Assistant Professor, Department of Commerce and Management Studies, University of Calicut.

### 7. Dr. Asha K.S Nair

Assistant Professor (Sl. Gd.), School of Business, Amrita Vishwa Vidyapeetham, Coimbatore.

## Organizing Committee

### • Mr. P.K Ahammed

Chairman, Farook Institute of Management Studies, Farook College, Kozhikode, Kerala, India.

### • Mr. C.P Kunhi Mohammed

Secretary, Farook Institute of Management Studies, Farook College, Kozhikode, Kerala, India.

### • Mr. K.V Haseeb Ahamed

Treasurer, Farook Institute of Management Studies, Farook College, Kozhikode, Kerala, India.

### • Mrs. Ngoc Ngo

Senior Manager Strategic Partnerships, Saxion University of Applied Sciences, The Netherlands.

### • Mrs. Inge Grimm

President of the Executive Board, Saxion University of Applied Sciences, The Netherlands.

### • Dr. Ahamed Riaz. K

Director & Professor, Farook Institute of Management Studies, Farook College, Kozhikode, Kerala, India.

### • Dr. Sujata Shankaran

Deputy Director & Associate Professor, Farook Institute of Management Studies, Farook College, Kozhikode, Kerala, India

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