Centurion University
Shaping Lives...
Empowering Communities...

INSTITUTION'S INNOVATION COUNCIL
(Ministry of HRD Initiative)

INTERNATIONAL CONFERENCE

INNOVA 2.0

Transform. Sustain. Thrive.

Reimagining Business and Society for an Era of Accelerated Digital Transformation



BUSINESS INNOVATION | **SUSTAINABLE GROWTH** | **DIGITAL TRANSFORMATION** | **INCLUSIVE SOCIETY**

26th – 27th FEBRUARY 2027

CENTURION UNIVERSITY
OF TECHNOLOGY AND MANAGEMENT
Bhubaneswar, Odisha, India

THEMATIC AREAS

Finance | Marketing | HR | AI | Digital Transformation | Operations | Sustainability | Economics | Education | Healthcare | Tourism | Society

COLLABORATE | RESEARCH | INNOVATE | CREATE IMPACT

School of Management
Centurion University of Technology and Management, Odisha, India

The Conference

ABOUT THE UNIVERSITY

Centurion University of Technology and Management (CUTM), Odisha is accredited with NAAC A+ grade and is a notified skill university by the Odisha government and a Centre of Excellence recognized by the Union Ministry of Skill Development. The journey of CUTM began in 2005 with a group of academicians aspiring to provide high-quality education nationally and internationally. The university grew from the Jagannath Institute for Technology and Management (JITM), transformed into CUTM in August 2010 through an Act of the Odisha Legislative Assembly. It became the first multi-sector state private university in Odisha and is the only university in the state declared a Skill University by the Government of Odisha.



ABOUT THE THEME

Transform. Sustain. Thrive.

Reimagining Business and Socieity in an Era of Accelerated Digital Transformation

The theme highlights the role of Artificial Intelligence (AI), Generative AI, automation, data analytics and digital platforms in transforming businesses, economies and society.

TRANSFORM

Leverage digital technologies to accelerate innovation, improve decision-making, enhance productivity and reshape business models.

SUSTAIN

Build organizational resilience through adaptability, workforce development, responsible innovation, ethical AI and sustainable practices.

THRIVE

Achieve long-term growth, competitiveness, entrepreneurship and societal progress through technological advancement.

ABOUT THE CONFERENCE

The rapid advancement of AI, automation, data analytics and digital technologies is transforming businesses, economies and society, creating opportunities for innovation, productivity, competitiveness and sustainable growth. INNOVA 2.0 provides an interdisciplinary platform to explore the impact of emerging technologies on business, management and society. The conference will focus on digital innovation, organizational transformation, entrepreneurship, workforce development, responsible AI, sustainability and emerging business opportunities, bringing together academicians, researchers, industry professionals, policymakers, entrepreneurs and students to exchange knowledge, present research and strengthen industry–academia collaboration.



OBJECTIVES OF THE CONFERENCE

- Explore the convergence of digital transformation and sustainability in reshaping business, economies, institutions and society.
- Promote interdisciplinary research and innovation across all management domains.
- Examine the role of emerging technologies in improving productivity, resource efficiency, sustainable development, innovation and inclusive growth.
- Address key challenges and opportunities relating to sustainable business practices.
- Facilitate collaboration and knowledge exchange among academia, industry, policymakers, entrepreneurs and society to develop innovative and actionable solutions.

Domains & Tracks

Exploring ideas across finance, markets, people and enterprise

DOMAIN I | FINANCE, ACCOUNTING AND CORPORATE GOVERNANCE

Track 1: Financial Innovation and Digital Finance

- FinTech
- Digital Payments
- Banking Innovation
- Blockchain & Web3
- Cryptocurrency and CBDCs
- Financial Inclusion
- Behavioral Finance
- Sustainable Finance
- Financial Analytics

Track 2: Corporate Governance, Risk and Business Law

- Corporate Governance
- Enterprise Risk Management
- Cybersecurity
- Data Privacy
- Regulatory Compliance
- AI Governance
- Technology Law
- Intellectual Property Rights
- Digital Ethics
- Human Rights

DOMAIN II | MARKETING, COMMUNICATION AND DIGITAL BUSINESS

Track 3: Marketing and Consumer Insights

- Marketing Strategy
- Consumer Behaviour
- Branding
- Customer Experience
- CRM
- Retail & Omni-channel Marketing
- Services Marketing
- Advertising
- Interpersonal Communication
- Communication Skill and Employability
- Sustainability and Corporate Communication

Track 4: Digital Marketing and Business Analytics

- Digital Marketing
- Social Media Marketing
- Creator Economy
- Content Marketing
- Marketing Automation
- Marketing Analytics
- Customer Engagement
- Social Commerce

DOMAIN III | HUMAN RESOURCE MANAGEMENT, ENTREPRENEURSHIP AND LEADERSHIP

Track 5: Human Resource Management and Leadership

- Human Resource Management
- Leadership
- Talent Management
- Future of Work
- Employee Well-being
- Workforce Transformation
- Learning & Development
- Diversity, Equity & Inclusion
- HR Analytics

Track 6: Entrepreneurship and Innovation Management

- Entrepreneurship
- Start-ups
- MSMEs
- Family Business
- Innovation Management
- Venture Capital
- Technology Commercialization
- Social Entrepreneurship

Domains & Tracks

Technology, sustainability, education and society

DOMAIN IV | ARTIFICIAL INTELLIGENCE, DIGITAL TRANSFORMATION AND OPERATIONS

Track 7: AI, Analytics and Emerging Technologies

- Artificial Intelligence
- Generative AI
- Machine Learning
- Business Intelligence
- Big Data
- Predictive Analytics
- IoT
- Cloud Computing
- Robotics
- Human-Computer Interaction

Track 8: Digital Transformation and Operations Management

- Digital Transformation
- Industry 5.0
- Smart Manufacturing
- Automation
- Supply Chain Management
- Logistics
- Procurement
- Operations Management
- Business Continuity
- Operational Resilience

DOMAIN V | SUSTAINABILITY, ENVIRONMENT AND ECONOMIES

Track 9: Sustainability and ESG

- ESG
- Circular Economy
- Corporate Sustainability
- Climate Change
- Carbon Management
- Green Marketing
- Climate Finance
- Sustainable Development Goals (SDGs)

Track 10: Sustainable and Inclusive Economic Growth in the Digital Era

- Digital Economy and Economic Innovation
- Green Growth and Climate Economics
- Circular Economy and Sustainable Business Models
- Global Trade, Geopolitics and Economic Resilience
- Labour Market Transformation and the Gig Economy
- Rural Development and Social Innovation
- Digital Governance
- Agritech
- Public Policy for Inclusive Growth
- Data Analytics and Evidence-Based Economic Decision Making

DOMAIN VI | EDUCATION, HEALTHCARE, TOURISM AND SOCIETY

Track 11: Education, Healthcare and Knowledge Economy

- AI in Education
- Educational Technology
- Digital Learning
- Skill Development
- Knowledge Management
- Healthcare Management
- Digital Health
- Health Analytics
- Lifelong Learning

Track 12: Tourism, Hospitality and Interdisciplinary Studies

- Sustainable Tourism
- Destination Branding
- Cultural Tourism
- Event Management
- Digital Inclusion
- Women Entrepreneurship
- Cross-disciplinary Research
- Emerging Trends in Hospitality and Tourism

People & Committees



PATRON

- Dr. Mukti Kanta Mishra, President, Centurion University of Technology and Management
- Prof. D.N. Rao, Vice-President, Centurion University of Technology and Management
- Dr. Supriya Pattanayak, Vice-Chancellor, Centurion University of Technology and Management, Odisha
- Dr. Prasanta Kumar Mohanty, Vice-Chancellor, Centurion University of Technology and Management, Andhra Pradesh

CO-PATRON

- Dr. Ajay Kumar Nayak, Pro-Vice Chancellor, CUTM, Odisha, India
- Dr. Biswajit Mishra, Pro-Vice Chancellor, CUTM, Odisha, India
- Dr. Anita Patra, Registrar, CUTM, Odisha, India
- Prof. Jagannath Padhi, Director, CUTM, Odisha, India
- Dr. Smita Mishra Panda, Professor, SoM, CUTM, India
- Prof. KVD Prakash, Dean-IIE & HRD, CUTM, India
- Dr. Rabi Narayan Subudhi, Adjunct Professor, CUTM, Odisha, India



ORGANISING COMMITTEE

CHAIRPERSONS

- Dr. Girija Nandini, Associate Dean – Admin
- Dr. Pramod Kumar Patjoshi, Associate Dean – Academic
- Dr. Swetalina Mishra, Associate Dean – Training and Placement

CONVENERS

- Dr. Sunil Kumar Das Bendi, Asst. Professor, SoM
- Dr. Ashamayee Mishra, Asst. Professor, SoM



ORGANISING MEMBERS

- Dr. Prajna Pani, Professor, SoM
- Prof. Anil Kumar J, Professor of Practice, SoM
- Dr. Shiv Sankar Das, Asst. Professor, SoM
- Dr. Pradeep Kumar Sahoo, Asst. Professor, SoM
- Dr. Ronismita Mishra, Asst. Professor, SoM
- Dr. Jyotirmayee Sahoo, Asst. Professor, SoM
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- Dr. Mohanababu Ch, Asst. Professor, SoM
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- Dr. Maheshwari Vijay Kumar, Asst. Professor, SoM
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- Dr. Sushil Kumar Pradhan, Asst. Professor, SoM
- Dr. Priyanka Jena, Asst. Professor, SoM
- Ms. Debadeepti Jagaty, Asst. Professor, SoM
- Mr. Subham Sahoo, Asst. Professor, SoM
- Mr. Ankit Nayak, Project Associate, SoM
- Ms. Rashmi Rekha Pradhan, Asst. Professor, SoM
- Mr. Amit Kumar, Asst. Professor, SoM

NATIONAL & INTERNATIONAL ADVISORY COMMITTEE

- Dr. Animesh Mandal, Professor, IIT Bhubaneswar, Odisha, India
- Prof. Vikas Kumar, Professor, Central University of Haryana, India
- Dr. Shahnawaz Ali, Associate Professor, Samarkand International University of Technology, Uzbekistan
- Dr. Biranchi Narayan Swar, Professor-Marketing, MDI Murshidabad, India
- Dr. Jaya Prakash Rath, Associate Professor, OP Jindal University, India
- Dr. Ranjan Kumar Mohanty, Assistant Professor, XIM University, Bhubaneswar, India
- Dr. Amarendra Das, Adjunct Professor, NISER, Odisha, India
- Dr. Ooi Kok Loang, Adjunct Professor, City University, Malaysia
- Dr. Durga Prasad Samantaray, Associate Professor, King Saud University, Saudi Arabia
- Dr. Anupam Narula, Professor-Marketing, LBSIM, New Delhi, India
- Mr. Rajesh Menon, CEO, Impact Digital Services Pvt Ltd., India

Registration & Publication



IMPORTANT DATES

Abstract Submission Deadline	Dec 15, 2026
Notification for Acceptance of Abstract / Full Paper	Jan 30, 2027
Last Date of Registration	Jan 31, 2027
Full Paper Submission Deadline	Jan 15, 2027
Registration for Conference Starts	Dec 16, 2026
Late Registration Starts	Feb 01, 2027
Conference Dates	**Feb 26–27, 2027**

PUBLICATION OPPORTUNITY



Authors of accepted and presented papers may opt for publication in selected **Scopus-indexed** journals, edited book chapters or conference proceedings, subject to the scope, quality requirements, rigorous peer-review process and editorial standards of the respective publisher. Additional publication or processing charges apply as determined by the publisher.

REGISTRATION FEES

Particulars	Early Bird (as on 30 Jan 2027)	Late Registration (from 1 Feb 2027)
Academicians	₹ 2,000	₹ 2,500
Research Scholars	₹ 1,500	₹ 2,000
Online Participants	₹ 1,500	₹ 2,000
Students	₹ 1,000	₹ 1,500
Industry Professionals	₹ 3,000	₹ 3,500
Accompanying Participants	₹ 1,500	₹ 2,000
International Participants	$75	$100
Accompanying Participants (International)	$75	₹ 100

Fee includes: access to all conference sessions, conference kit, lunch, tea/coffee and a participation certificate.

MODE OF PAYMENT & CONTACT

RTGS / NEFT / UPI

Send Transaction ID / Reference ID to innova2027@cutm.ac.in.
Payment Link: https://rzp.io/rzp/INNOVA2Conference
Bank: CENTURION UNIVERSITY | A/c: 914020024435835
IFSC: UTIB0000718 | AXIS BANK, Jatni Branch, Jatni-752050

SCAN TO PAY

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