

# UNIVERSITY DEPARTMENT OF COMMERCE & BUSINESS ADMINISTRATION

**L. N. MITHILA UNIVERSITY, DARBHANGA**

## **NATIONAL CONFERENCE ON BUSINESS RESEARCH IN CONTEMPORARY TIMES**

**7-11 April 2026, at Prabandhan Bhawan**

### **❖ The Theme**

A university is a hub of learning—creating, imparting, and disseminating knowledge. Among its core functions, research stands paramount. For a MERU like LNMU, research is not just important; it is indispensable.

This Conference, themed “**Business Research in Contemporary Times**”, embraces inquiry across Commerce and Management. It aims to serve as a productive platform for dialogue, discovery, and collaboration on issues of great contemporary relevance.

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### **❖ The University**

LNMU, accredited with NAAC B++ grade, is a teaching-cum-affiliating state public university recognised as a MERU under the PM-USHA scheme of the Government of India. With its Advanced Research Centre (ARC), a well-functioning R&D Cell, and steadily expanding digital infrastructure, the University is fostering a cutting-edge research ecosystem. Many scholars are conducting rigorous research across its faculties and departments.

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### **❖ The Department**

With its redefined Vision, Mission, and Objectives for the 21st century, the Department has remained sharply focused in both its approach and actions. In the recent past, it has built a strong record of hosting numerous International and National Conferences, welcoming participants from India and abroad. The International Conferences on “Business Education in Digital Economy of India (2020)”, “e-Commerce: Challenges and Opportunities (2021)”, and “Commerce Stream in New Millennium: Opportunities and Challenges (2025)” are among its recent, highly successful, and insight-generating events.

As a Department offering an MBA Program since 1991, we have a substantial number of researchers rigorously engaged in scholarly work, alongside the research contributions of several Faculty Members, thereby fostering a distinct research culture. Furthermore, this

platform is open to researchers from other Faculties, particularly those in the Social Sciences. The Conference, therefore, draws from a broad pool of potential participants to enrich the academic discourse.

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## ❖ The Sessions

The **five-day** National Conference will feature the following broad sub-themes and dedicated technical sessions (one major theme per day). Each theme is further enriched with focused sub-topics:

### **TS-1: Research and Innovation in Business Studies**

- Emerging paradigms and methodologies
- Interdisciplinary and transdisciplinary approaches
- Innovation ecosystems in commerce & management
- Case-based and action research in business

### **TS-2: NEP-2020, MERU, and the New Business Research Paradigm**

- NEP-2020 and research restructuring
- MERU as a catalyst for excellence
- Multidisciplinary and holistic research models
- Policy frameworks for future-ready business education

### **TS-3: Policies, Ethics, and Governance in Research**

- Ethical standards in doctoral and applied research
- Regulatory compliance and institutional governance
- Research integrity and anti-plagiarism practices
- Global benchmarks in research ethics

### **TS-4: Digital Innovation, AI Applications, and Data-Driven Decision Making**

- AI-driven business process transformation
- Digital platforms and smart ecosystems
- Predictive analytics and decision intelligence
- Responsible AI and ethical digital innovation

### **TS-5: Sustainability, Social Impact, and Contemporary Business Challenges**

- ESG integration in business research
- Social entrepreneurship and impact measurement
- Climate-resilient and sustainable business models
- Post-pandemic strategies and stakeholder capitalism

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Research papers addressing any aspect of contemporary business research are welcome and will be considered for publication in a recognised scholarly format.

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## ❖ The Delegates

The primary target participants include University Teachers across all cadres, Researchers, and Students from the Faculties of Commerce, Management, and Social Sciences. However, others with a keen interest in the theme are also warmly invited to participate.

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## ❖ The Paper Submission

Research papers, accompanied by an Originality Declaration, must be submitted in Word format (.doc or .docx) using Times New Roman, 12-point font, 1.5 line spacing, and APA citation style. Submissions should be emailed to [commerceconference@lnmu.ac.in](mailto:commerceconference@lnmu.ac.in) by 31 March 2026; after this date, no requests will be accepted.

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## ❖ The Delegate Fee

For Teachers: Rs 1,000/-

For current Researchers: Rs 750/-

For PG Students: Rs 500/-

For Others not falling into the above categories: Rs 1,000/-

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## ❖ The Dates

**Registration Deadline: 31 March 2026** (online & offline modes)

(available in both online and offline modes, for online registration Link-  
<https://forms.gle/BG2WZRw7VecV5kp27> )

**Paper Acceptance Notification: 02 April 2026.**

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