SPJIMR WISE Tech

TaSIC 2026

International Technology and Societal Impact Conference

Fri–Sat, February 20–21, 2026

SPJIMR's flagship business
and
management research conference

Technology. Purpose. Impact.

In an era marked by rapid technological advancement, TaSIC 2026 invites scholars, practitioners, and policymakers to reimagine how innovation can serve society—not just disrupt it. Hosted by SPJIMR's WISE Tech, the conference will provide a unique platform to explore the intersection of technology, sustainability, equity, and responsible leadership.

Building on the success of its inaugural edition, TaSIC 2026 (February 20–21, 2026, Mumbai) brings together academics, doctoral scholars, research fellows, and industry leaders to examine how organisations can leverage technology wisely to create impact across the three Ps—people, planet, and profits.

What makes TaSIC distinct is its commitment to wise innovation—an approach that combines technological excellence with purpose, ethics, and inclusivity. This year, TaSIC 2026 will host four integrative academic tracks, each aligned to pressing global challenges and emerging scholarly themes.

"It is our hope that world-class research will emerge from the intersection of innovation and societal impact. Conferences like TaSIC are essential in integrating these dimensions to promote socially conscious innovations."

Prof. Varun Nagaraj
Dean, SPJIMR

Tracks and indicative themes

TaSIC 2026 invites scholarly submissions that critically examine the interplay between technology, business decision-making, and sustainability to advance societal well-being. Contributions are invited in the form of empirical studies, systematic literature reviews, and case analyses across management and interdisciplinary domains. The discussions aim to generate theoretical insights and practical frameworks that guide responsible technological adoption and inform future research in the field of management and societal impact.

Track 1: Marketing

Track Chair:

Prof. Sukriti Sekhri Gupta

The Marketing track examines the dynamic relationship between consumption, technology, and consumer well-being. It explores how technology shapes, enhances, or transforms consumption patterns, and how these changes influence psychological, social, and environmental dimensions of well-being. The track also investigates the intersection of technology and consumption—highlighting how digital innovation can both advance and challenge consumer welfare in an increasingly connected world.

Know more

Track 2: Information Management

Track Chair:

Prof. Ashish Desai

The Information Management track explores how Digital Public Infrastructure (DPI), digital platforms, and emerging technologies—including Artificial Intelligence—can be designed and governed to promote inclusion, equity, and trust. It also examines the intersection of technology, public service delivery, and socio-technical accountability in shaping inclusive digital futures. The track invites interdisciplinary and policy-oriented contributions that advance a deeper understanding of how technology can be harnessed responsibly for societal benefit.

Know more

Track 3: Operations and Supply Chain Management

Track Chair:

Prof. Sajeev A. George

The Operations and Supply Chain Management track examines the design and management of sustainable supply chains and operations in emerging economies. It emphasises the role of multiple stakeholders and highlights the technology-driven and regulatory nuances shaping these ecosystems. The track invites research contributions—among others—on themes that enhance both scholarly understanding and managerial practice in building resilient, responsible, and future-ready supply chains.

Know more

Track 4: Finance

Track Chair:
Prof. Rajdeep Sharma

The Finance track focuses on the Triple Bottom Line (TBL) Sustainability Framework, which expands the traditional view of financial performance to include social (people), environmental (planet), and economic (profit) dimensions. It explores innovative ways of measuring impact and externalities within this framework, assessing how organisational activities influence stakeholders, ecosystems, and economies—both directly and indirectly.
Know more

Together, these tracks address the priorities of four key stakeholder groups—consumers and communities, companies, NGOs, and governments—examining how technology can be harnessed to drive inclusive and sustainable impact.

Submission process

Submit a 2,500-word short paper* of up to 2,500 words by December 15, 2025 following the submission guidelines and templates provided here. The conference committee will notify participants of acceptance by January 20, 2026.

TaSIC offers a double-blind, peer-reviewed platform with interdisciplinary feedback, hybrid presentation options, and a focus on real-world impact. Outstanding papers will receive Best Paper Awards across categories, with each winner receiving a cash prize of ₹75,000.

For any queries regarding the submission process or the conference, please contact:
tasic_acad@spjimr.org.

**Short papers should present complete research, including results and implications of actual analysis.*

Why participate?

TaSIC 2026 is designed to generate actionable insights on how technology can be leveraged responsibly to create inclusive and sustainable societal impact. The conference offers participants a platform to reimagine the future of management, organisations, and society through the lens of technology and innovation.

Selected papers presented at the conference will be considered for publication in reputed partner journals, including:

- The Journal of Indian Business Research
- Vikalpa: The Journal for Decision Makers
- The International Journal of Global Business and Competitiveness
- Public Administration and Policy
- Review of Management Literature
- The South Asian Journal of Management

Registration details

Deadline: **February 10, 2026**

All authors and co-authors must register

No spot registrations permitted

Meet the conveners

Prof. Snehal Shah

Professor, Organisation & Leadership Studies

Prof. Shalini Talwar

Professor, Finance and Accounting

Scan the QR code to learn more and submit your paper!

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