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TaSIC 2026: Navigating the 'Aspiration Paradox'

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Hosted by: S.P. Jain Institute of Management & Research (SPJIMR), Mumbai, India

Since 1981, SPJIMR has worked to shape management practice for the greater good of society, and in recent years, our focus has increasingly turned to the intersection of technology, markets and societal impact. The international Technology and Societal Impact Conference (TaSIC) builds on this commitment by bringing together scholars, practitioners and institutional leaders with this agenda.

TaSIC 2026, held on February 20–21, was structured around a single question: **How might India meet growing consumer aspirations responsibly and sustainably?** Designed as an Academic–Practice Sprint, the conference brought together research, industry perspectives and collaborative problem-solving to move from dialogue towards actionable insights.

The ideas and perspectives emerging from TaSIC 2026 are captured in two complementary documents. Together, they take the reader from the breadth of the conversations and research at the conference to a practical framework for action.

TaSIC 2026 Insights

The 5-D Framework for Wiser Innovation

At the heart of TaSIC 2026 was the challenge of reconciling rising consumer aspirations with the need for responsible, sustainable and commercially viable growth. The **TaSIC 2026 Insights** paper takes this challenge forward by distilling the academic insights, industry cases and discussions from the conference and its Industry Design Sprint into a practical framework for leaders.

The paper introduces the **5-D Framework for Wiser Innovation**, which extends the idea of wiser consumption from the consumer to the organisation. It asks what businesses can design into their products, services, systems and organisations to make responsible growth possible at scale. The framework brings together five interconnected design moves spanning the consumer experience and the wider systems that support it:

- Design for Inclusion
- Design for Easy Purchase
- Design for Responsible Use
- Design for Economic Viability
- Design for Organisational Endurance

Rather than presenting responsible growth as a trade-off against business performance, the paper examines how responsibility can be designed into the way organisations create and scale value. It draws on perspectives from the four international academic speakers, cases and examples from participating organisations, and the collective thinking generated through the TaSIC Design Sprint. The result is a framework grounded in both research and practice, with relevance to leaders making decisions around products, services, market expansion, supply chains, digital platforms and investment.

Each of these five design moves is explored in depth in the paper, drawing on research, industry examples and insights from the TaSIC 2026 Design Sprint. Together, they offer a way to examine how responsibility can be designed into the way organisations create and scale value, rather than treated as a trade-off against business performance.

The paper also takes the framework beyond conceptual thinking. It concludes with a practical CEO checklist that helps leaders identify weaknesses in a growth model, consider the design levers available to address them, and assess whether an initiative is ready to scale responsibly. It then outlines how organisations can first pilot the framework on consequential growth initiatives before embedding it into broader strategic decision-making and management processes.

In this way, **TaSIC 2026 Insights** captures the conference's central ambition: to move from understanding the challenges of responsible growth to identifying practical ways of designing growth that can create lasting value for business and society.

[Read the paper](#) | [Download PDF](#)

TaSIC 2026 Proceedings

Co-Creating Responsible Aspiration

The **TaSIC 2026 Proceedings** provide a comprehensive record of the conversations, research and collaborative problem-solving that shaped the conference. They bring together the academic plenaries, research across disciplines, industry perspectives, practitioner Design Sprint and Wise Innovation Award ventures, offering a broader view of how the aspiration paradox was explored from different perspectives.

At the centre of the proceedings is a question that ran across the conference: **how can rising and legitimate aspirations for access, affordability, convenience, dignity and participation be met without placing unsustainable pressure on the ecological, institutional and economic systems that support them?**

The proceedings trace how this question evolved through the conference. The academic discussions examine how aspiration is shaped by markets, technology and institutions, while research across marketing, operations, information management, finance and leadership provides evidence of the structural conditions that influence responsible participation. The industry and practitioner contributions then extend these ideas into practice, exploring challenges across areas including product design, supply chains, digital systems, employability, healthcare, mental wellbeing, circularity and resource management.

Across these diverse contributions, a common analytical thread emerges around three interdependent dimensions: **normative scaffolding, activated co-creation and coordinated affordances**. Together, they highlight the importance of preserving purpose, enabling meaningful participation and designing the systems and infrastructures that make responsible action possible.

The proceedings also bring out the importance of the **economic substrate** in the Indian context, showing how financing structures, credit architectures and institutional viability shape whether responsible approaches can endure and scale.

The practitioner material adds a further layer, showing how these ideas translate into real-world design choices. Across the industry discussions, Design Sprint and Wise Innovation Award cases, three recurring patterns emerge: **redesigning defaults within existing infrastructures, treating coordination failure as a design brief, and aligning affordability and sustainability through product or business-model redesign.**

Taken together, the proceedings offer more than a record of the conference. They provide a view of how academic inquiry, industry experience and collaborative experimentation can come together to examine responsible aspiration as a **system design challenge**. They are intended as a resource for researchers, practitioners, policymakers and institutional leaders seeking to understand the interdependencies between technology, markets, participation, sustainability and growth.

[Read the paper](#) | [Download PDF](#)

Together, the two documents offer complementary ways to engage with TaSIC 2026: the Proceedings capture the breadth of the conversation, while TaSIC 2026 Insights distils that conversation into a practical framework for action.