International Conference on
Management & Entrepreneurial Challenges in Dynamic Business Environment - MEC 2026

ACHARYA · Acharya University · · UNIVERSITAS BUDI LUHUR · CAMBRIDGE UNIVERSITY PRESS

8th & 9th April, 2026 | 09:30 AM to 04:00 PM
Venue: Hall of Fame, Acharya Institute of Technology, Acharya Campus

About the Program

Welcome to MEC 2026 – the International Conference on **Management and Entrepreneurial Challenges in a Dynamic Business Environment.** This prestigious event is hosted by the **Department of MBA,** Acharya Institute of Technology (AIT), Bengaluru, India, scheduled for **April 8th and 9th, 2026.** The conference will be conducted in a **Hybrid Mode,** offering both offline and online participation. MEC 2026 aims to explore the complexities of Management, Technology, and Entrepreneurship in an ever-changing business landscape. Join us for two enriching days of engaging discussions, innovative ideas, and collaborative strategies to tackle the challenges of today's dynamic business environment.

Objectives of the Program

- To facilitate the sharing of cutting-edge knowledge, research findings, and best practices in the fields of management, technology and entrepreneurship.
- To provide a platform for attendees to network and build valuable connections with peers, industry experts, and potential collaborators.
- To explore sustainable management, emerging technologies and entrepreneurship practices that can benefit businesses and the environment.
- To discuss and influence policies that impact the management, technology and entrepreneurship ecosystem.

About Institute

- Acharya Institute of Technology is dedicated to excellence in teaching, learning, and research, with a strong focus on developing professionals who make a global impact. The faculty members are deeply engaged in both teaching and research, continually pushing the boundaries of human knowledge. Students are encouraged to pursue academic research and tackle significant challenges, fostering a culture of innovation and inquiry. Established in 2000, Acharya Institute of Technology is located in Bengaluru, popularly known as the "Silicon Valley of India." The institute offers 11 undergraduate programs, 2 postgraduate programs, and 11 research programs, attracting nearly 5,000 students from over 60 countries and various regions of India. Acharya takes pride in its diverse academic environment and its vast network of distinguished alumni worldwide.
- **Vision:**"Acharya Institute of Technology, committed to the cause of sustainable value-based education in all disciplines, envisions itself as a global fountainhead of innovative human enterprise, with inspirational initiatives for Academic Excellence".
- **Mission:** "Acharya Institute of Technology strives to provide excellent academic ambiance to the students for achieving global standards of technical education, foster intellectual and personal development, meaningful research and ethical service to sustainable societal needs".
- **Motto:** "Nurturing Aspirations Supporting Growth"

About the Department of Business Administration, Acharya Institute of Technology

Acharya Institute of Technology offers a 2-year Master of Business Administration (MBA) program affiliated with Visvesvaraya Technological University (VTU), Belagavi, and recognized by the All-India Council for Technical Education (AICTE), New Delhi. The program provides students with an opportunity to gain global exposure through its International Immersion Program, enhancing their understanding of international business practices. Additionally, Acharya's MBA program encourages entrepreneurial ambitions by offering access to its dedicated incubation program, supporting innovative business ideas and startups. With a comprehensive curriculum, industry interactions, and practical learning experiences, the program is designed to develop leadership, analytical, and strategic decision-making skills, preparing students to excel in the dynamic global business environment.

Vision of the MBA Department :"To develop globally competent, value-driven management professionals who inspire innovation, lead with integrity, and contribute to sustainable economic and social growth."

Mission of the MBA Department
The Department is committed to fulfilling its mission by:

- Providing globally relevant management education through an industry-focused curriculum that shapes competent professionals with strong analytical, leadership, and decision-making abilities.
- Cultivating values and innovation by promoting integrity, ethical responsibility, and a creative mindset to address evolving business and societal challenges.
- Promoting sustainable growth and global engagement by preparing leaders who drive inclusive economic development and foster meaningful industry collaborations.

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Committee Members

- PATRONS
- INTERNATIONAL ADVISORY COMMITTEE
- NATIONAL ADVISORY COMMITTEE
- CONFERENCE CHAIRS
- CONVENERS
- CO-CONVENERS
- COMMITTEE MEMBERS

Call For Papers

Acharya Institute of Technology cordially invites you to join us for the **International Conference on Management and Entrepreneurial Challenges in a Dynamic Business Environment (MEC 2026),** a prestigious 2-day event scheduled for **April 8th and 9th, 2026.** We are delighted to invite you to contribute to this **blind and peer-reviewed conference** by submitting your **original research paper.** This platform offers an excellent opportunity to share innovative ideas, research findings, and insights with academicians, researchers, industry professionals, and practitioners from around the world. We look forward to your valuable contribution and active participation in MEC 2026.

- TRACK 1: MANAGEMENT
- TRACK 2: ENTREPRENEURSHIP & INNOVATION
- TRACK 3: EMERGING TECHNOLOGIES & ALLIED AREAS

Submission Guidelines

Submission Guidelines	The papers should be in the following formats: Publisher format (Cambridge Publisher)
Plagiarism Policy	The article should be checked through Turnitin with less than 10% similarity Index, AI Content- 0%
Review Process & Acceptance Notification	**Review Process** **Step 1:** The corresponding author will receive an acknowledgment email containing the Paper-Id within one week of paper submission. **Step 2:** To ensure the quality of the manuscript, the Supporting Team will check for the following: • Plagiarism (as per Policy) • Quality and Novelty • Scope of the Manuscript with the theme of the Conference **Step 3:** The manuscript satisfying the above-said points will be sent for review, and the manuscript not satisfying the above-said points will be notified as either "Revise and Resubmit "or "Rejected" **Step 4:** Three reviewers will be assigned to each manuscript and will undergo a double-blind review process. **Step 5:** Based on the review comments, the organizing committee will send the decision to the authors: Accept/Accept with Revision/ Reject **Step 6:** If out of three reviewers, the manuscript is accepted by two reviewers, the manuscript will be sent to the Conference chair for further processing. **Step 7:** After the final confirmation for acceptance of the manuscript from the MEC Editorial Board, the author(s) will be notified through acceptance mail. **Acceptance Notification** **1. After Acceptance** Please note that after the Acceptance Notification, you cannot withdraw your paper from MEC-2026. **Paying Registration Fee:** Pay the registration fee according to your type of authorship (Academician includes Professor and Faculty, Student includes: Research Scholars, PG, and UG Students) and make payment using the online payment available at the home page of the website. Do not forget to send a scanned copy of the online payment by email and register for the conference. Mailing the following items in .zip / .rar format to >The Camera-ready Article files, in the prescribed MS Word. Copy of registration fee receipt of Online Payment. The mail must bear the subject line: **"Registration and submission of article MEC-2026"**
Submission Link	https://cmt3.research.microsoft.com/MEC2026/Track/1/Submission/Create
Registration Link	https://forms.gle/2i1yRK9Yuycf26eA7
Payment Link	https://www.acharyaerptech.in/ExternalPayment/288

Important Dates:

Submission Deadline abstract	23rd February 2026
Acceptance Notification and Registration Start	20th March 2026
Final Call for Camera-Ready Paper	25th March 2026
Last date of Registration	30th March 2026
Date of Conference	8th and 9th April 2026

Win Rs.10,000 cash prize for the best business-related article/Manuscript Once the full paper is accepted, the Author(s) will be requested to submit the copyright transfer form.

Any paper that does not follow the guidelines may not be considered for publication in the Wiley Publications

Registration Fees – MEC 2026

Category	Registration Fee
Academicians / Research Scholars (PhD Scholars)	₹6,000 (Maximum of 3 authors)
Corporate Professionals	₹7,000 (Maximum of 3 authors)
PG & UG Students	₹2,000
Foreign Delegates	USD 100

Important Notes
- If any academician is included as an author, the Academician / Research Scholar category registration fee will be applicable.
- The registration fee includes conference participation, paper presentation, conference kit, and certificate.
- 10 % Discount for Early Bird registration is valid up to 23rd February 2026.
- After the Early Bird deadline, regular registration fees will be applicable. Last Date for Registration & Payment- 30th March 2026

Publication Details
Selected papers will be published in an edited book series with an ISBN, published by Cambridge Publishing House.

All accepted and presented papers will be considered for publication, provided the manuscript is:

- Submitted as per the prescribed guidelines, and
- Meets the quality, originality, and peer-review requirements of the conference.

Please Note
- Submission does not guarantee publication.
- Only papers that successfully pass the peer-review process and comply with formatting, plagiarism, and ethical standards will be recommended for publication.
- Publication is subject to the policies, timelines, and editorial decisions of the respective journal/proceedings.

CMT ACKNOWLEDGMENT:

The Microsoft CMT service was used for managing the peer-reviewing process for this conference. This service was provided for free by Microsoft, and they bore all expenses, including costs for Azure cloud services as well as for software development and support.

ONLINE PAYMENT LINK

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