

Two Days International Conference

On

Creativity, Innovation & Advances in Research World:

CONNECTING MINDS FOR SUSTAINABLE CREATION

May 08-09, 2026



Organized by:
Faculty of Commerce & Business Studies
&
Research & Development Cell
MOTHERHOOD UNIVERSITY, Roorkee

in collaboration with



College of Commerce & Management
SURAJMAL UNIVERSITY
Kichha, Udham Singh Nagar, Uttarakhand
Web.: <http://www.smu.ac.in>



MOTHERHOOD
UNIVERSITY, Roorkee

ENLIGHTENING WORLD

Roorkee-Dehradun Road, Vill. Karoundi, Post Bhagwanpur,
Tehsil Roorkee - 247 661, Distt.-Haridwar, Uttarakhand, India

Web : www.motherhooduniversity.edu.in
Email : info@motherhooduniversity.edu.in

ABOUT MOTHERHOOD UNIVERSITY, ROORKEE

Motherhood University, Roorkee has been established under Uttarakhand Govt. Act 5, 2015 in the district of Haridwar. The University is promoted by "Motherhood Institute of Management & Technology Society". The Society was established on December 23, 2004 with the objective to provide education, research and training to aspiring youth of Uttarakhand and the country in order to increase their employability. The Vision of the University is "To build a world class academic system that promotes quality learning & research, nurtures personal and professional excellence and develops globally competent leaders in a stimulating & flexible academic environment". The Mission of the University is "To become a globally recognized university of academic excellence. Providing state of the art facilities & quality education, fostering high standard research and nurturing talent with a balance of personal & professional excellence."

ABOUT SURAJMAL UNIVERSITY, KICHHA

Surajmal University, Kichha, located in the district of Udham Singh Nagar, Uttarakhand, is a progressive private university established in 2021 with the vision of delivering quality higher education and promoting research, innovation, and professional excellence. The university offers a wide range of Diploma, Undergraduate and Postgraduate programmes in disciplines such as Engineering, Management, Commerce, Computer Applications, Pharmacy, Nursing, Paramedical, Agriculture, Sciences, and Humanities. The university is committed to holistic education by integrating academic excellence, practical learning, and strong ethical values. With modern infrastructure, well-equipped laboratories, digital libraries, smart classrooms, and experienced faculty, Surajmal University provides a vibrant learning environment for students. Through industry collaboration, skill development programmes, and a dedicated training and placement system, the university strives to develop competent professionals, innovative thinkers, and responsible citizens capable of contributing effectively to national and global development

ABOUT INTERNATIONAL CONFERENCE

Creativity in Research provides concrete guidance on developing creativity for anyone doing or mentoring research. Research as provision for the future must generate new knowledge. This knowledge, however, must be relevant for practice. This International Conference is an annual meeting for researchers, academic staff and professionals in the field to discuss the latest innovation, discoveries, applications and realization in the emerging areas related to the different themes and sub themes of the conference. It is the right time for the academia and professionals to think about the future and to make India Atmanirbhar with innovation and advances in research and to prepare for the upcoming challenges, which will be a turning point for the sustainable National Development in general and research community in particular, because India aims to occupy a strategic position in the world map. The prime objective of the conference is to explore the scholars towards the new trends of research and to foster realization of the potential that exists within the researchers. Specifically, this conference welcomes papers from the faculties of Commerce, Management and Business Studies, Arts, Humanities and Social Science, Education, Law, Computer Application and IT. We are encouraging researchers to submit work that fits within the specific remit of any of the conference themes/sub themes.

CALL FOR PAPERS

Faculty of Commerce & Business Studies, Motherhood University, Roorkee and College of Commerce & Management, Surajmal University, Kichha invites research papers from Academicians, Researchers, and Practitioners to submit and present their latest research at the conference. Academicians, Practitioners, and Research scholars are encouraged to send their original, unpublished work in the form of Extended Abstract/Full paper (250 words/ 4000 words) to conference. Up to three authors are allowed to be included for each submission (abstract/paper). The selected abstracts and full papers would be published in Conference Proceeding bearing ISBN Number.

THEME OF THE CONFERENCE

Creativity, Innovation & Advances in Research World: CONNECTING MINDS FOR SUSTAINABLE CREATION

SUB THEMES

- Innovation & Research in Commerce & Management
- Business Transformation through Innovation and sustainable Innovation
- Innovative Business Practice for competitive
- Economic development: Issues & Challenges
- Destination Marketing and Customer Engagement
- E-Commerce: Planning & Execution
- Green/Eco-Centric Marketing
- Changing Context of Consumer Behaviour
- Corporate Social Responsibility & Social Business
- Entrepreneurship for Innovation & sustainability and advantage business Re-Engineering
- Effective Online Business Education
- Stress management & Psychological aspects of workforce
- Goods & Service Tax-Opportunities & Challenges
- Demonetization & its Impact on Indian Economy

Innovation & Research in Education

- New Trends & Modern Approaches
- Emerging Technologies & Education
- Pedagogical Methods & Innovations
- Inclusive Learning & Special Education
- Learning & Memory
- Teaching Learning Relationship
- Virtual Reality in Education
- Transforming the Curriculum: Empowering Learning for Life

Innovation & Research in Law

- Challenges to Justice Administration via-a-vis Human Rights
- Impending Constitutional Debates & Discussions
- Impact of Covid-19 on the Criminal Trial Procedure

- E-Pharmacies, Clinical Trails- contravention of Health Rights
- Environmental Law & Policy Framework
- Contemporary Legal Predicaments & Developments

Innovation & Research in Arts, Humanities & Social Sciences

- Study of Vedic Era to Modernity
- Study of Political Strategy Comparative- 1947 to Present
- Green Energy Green Economy
- IMF Role on World Peace
- Rising Yoga, Rising India- A Shadow of Nature
- Learning & Changes from Vedas Upanishads, Ramayana & Purans
- A Study of changes in Bhakti Kal- An Era of Devotees

Innovation & Research in Computer Applications & IT

- Artificial Intelligence, Machine, Deep Learning
- Big Data, Data Science
- Signal Processing
- Innovation & Research in Engineering & Architecture
- Disease management in organic
- Recent Trends in Smart and Sustainable
- Agriculture For Food Security
- Plant Physiology and Biotechnology
- Diversity and effectiveness of enter and natural farming Pathogenic nematodes & microbes
- Interaction of plant pathogens and their vector relationship



WHO CAN ATTEND?

- Graduate students, Post Graduates and Scholars carrying out research in the field of Commerce, Management & Business Studies, Science, Law, Arts-Humanities & Social-Science, Pharmacy, Computer Application & IT and various other field of research
- Academicians from B-Schools, Technical Institutes and Arts, Law & Computer Science Colleges.
- Any other person whose interest matches with the theme of the conference.

SUBMISSION

The text of the Abstract/ Paper to be in Times News Roman (TNR), font 12 pt., 1.5 spaced. That abstract should include the objective and scope of research, a brief literature review, methodology, findings, and implications and should be followed by four to eight keywords. The title of the paper should be precise, concise and in bold. References should be given in APA format at the end of the paper. The paper submitted to this conference must contain original work, should be plagiarism free and must not be published anywhere before. The soft copy of the extended abstract/full paper in Microsoft Word should reach the conference conveners on the email conferencefocbs2026@mhu.edu.in before the due date. The corresponding author of the selected abstracts/Paper shall be intimated in due course by e-mail only. At least one author for each submission must register for the conference and make a presentation of his/her work.

e-CERTIFICATION

Certificates will be issued to all registered participants, who attend the full conference or submit /present paper in the conference.

REGISTRATION

Fees for attending the conference is **200 INR** only for Students, Faculty Members & Professionals.

Fees for Academicians who will **present the paper** in the conference is **500 INR**.

Fee for Research Scholars (National) who will present the paper in the conference is **500 INR**.

Fee for Research Scholars (International) who will present the paper in the conference is **20\$** or equivalent.

Last date for Registration is **20th April, 2026**.

Participants have to register themselves by clicking the following link:

<https://forms.gle/Gdvuhkso1WaGYQ8m9>

After Filling-Up the Google Form you are advised to join the

WhatsApp Group of the conference by clicking the link

https://chat.whatsapp.com/GNkVsJzaQm39HBSspEgaNW?mode=gi_t



For Registration
Scan this Bar Code



To Join the WhatsApp
Scan this Bar Code

Account Details for Payment

Participants can deposit their registration fee by NEFT via Online Banking to the University Account **and online mode** also by UPI available in Registration Form (like BHIM, Google Pay, PAYTM, etc. by Scanning the Code also). *University Bank Account details are as follows:*

ACCOUNT HOLDER : MOTHERHOOD UNIVERSITY

A/C No. : 4882002100002603

IFSC CODE : PUNB0488200

SWIFT CODE : PUNBINBBRBT

BANK & Branch : Punjab National Bank, Bhagwanpur (Roorkee)

For Payment
Scan this Bar Code



IMPORTANT DATES

Last date for Abstract Submission	: 20th April, 2026
Notification of Acceptance of Abstract	: 25th April, 2026
Last date of Full Paper Submission	: 30th April, 2026
Last date for Deposit of Registration Fee	: 3rd May, 2026
Conference Date	: 08-09, May, 2026

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Student Coordinator: Ms. Manjula, Research Scholar, FoCBS, MHU, Roorkee

Contact Persons

Dr. Snehashish Bhardwaj
Mob: 8789058574

Dr. Ritesh Kumar
Mob: 94912999793

Mr. Sachin Chaudhary
Mob: 8384860438

You can also e-mail us at: conferencefocbs2026@mhu.edu.in