

# Themes for the Seminar:

## 1. Empowering Rural Economies

- Rural Marketing Dynamics
- Rural Entrepreneurship & Startups
- Financial Inclusion & Microfinance

## 2. Human and Social Capital for Transformation

- Human Resource Development in Rural Sectors
- Women and Inclusive Development
- Community-Based Development & Leadership

## 3. Innovations and Technology in Rural Development

- ICT for Rural Transformation
- Agri-Tech and Sustainable Farming
- Education, Health & Rural Infrastructure

## 4. Multidisciplinary Strategies & Policy Interventions

- Environmental Sustainability and Climate Action
- Policy, Governance & Institutional Frameworks
- Integrated Rural Development: A Multidisciplinary Approach

In addition to the topics outlined above, submissions on any other relevant themes relating to rural economy and development are also invited.

## Important Dates:

Abstract Submission Last date : 31<sup>st</sup> January 2026

Abstract Acceptance: 2<sup>nd</sup> February 2026

Full Paper Submission: 5<sup>th</sup> February 2026

## Publication Opportunity:

Selected papers presented at the seminar will be considered for publication in an edited book with ISBN. All papers will undergo a peer-review process to ensure quality and originality. Authors of accepted papers will be notified regarding submission guidelines for the edited book. The edited book will feature contributions from academicians, researchers, and practitioners across all seminar themes.

## About the Seminar:

The Seminar aims to provide a vibrant platform for academicians, researchers, policymakers, development practitioners, and industry experts to deliberate on the changing dynamics of rural India. In the backdrop of rapid globalization, technological advancement, and evolving socio-economic structures, the need to rejuvenate and empower rural areas has become more critical than ever.

This seminar seeks to explore innovative strategies and sustainable models that can drive a holistic rural transformation balancing economic growth with environmental preservation, social equity, and cultural integrity. The discussions will emphasize inclusive development, self-reliance, and value-based management approaches that can bridge the rural-urban divide and ensure long-term sustainability.

By bringing together diverse perspectives and expertise, this national seminar aspires to foster collaborative learning and inspire transformative leadership for sustainable rural growth and prosperity.

## Objectives of the Seminar:

1. To promote awareness and dialogue on sustainable and transformative rural development.
2. To explore innovative management strategies for rural growth and sustainability.
3. To provide a collaborative platform for policymakers, researchers, and practitioners.
4. To highlight successful models and best practices for rural transformation.
5. To recommend effective policy measures for inclusive and community-driven rural development.



# Seminar on Rural Renaissance: Strategies for Sustainability and Transformative Management

20-21<sup>st</sup> February 2026

Sponsored by,



Organised By,  
Department of Business Administration,  
Sambalpur University



ସମ୍ବଲପୁର ବିଶ୍ୱବିଦ୍ୟାଳୟ  
Sambalpur University  
Accredited With Grade-A by NAAC (Second Cycle)

## About Us:

Established in 1989, the Department of Business Administration is one among the twenty two Post Graduate Departments of Sambalpur University, that has been imparting management education and conducting research on contemporary issues in management. Presently the Department runs a Two Year full time MBA programme, a Three Year Executive MBA Programme, a Three Year MBA in Distance Mode of education, Full time M.Com Programme and a Ph.D. programme. Specialization subjects are being offered by the Department in various functional areas like Finance, Marketing, Human Resource Management, Systems, and Productions and Operations management. The Department also conducts research programmes leading to Ph.D. and D.Litt. The Department is enriched with highly qualified and dedicated core faculties who have received their educations from different premier institutes of the country. At present, more than 40 scholars are pursuing their Ph.D. programme under the direct supervision of the faculty members of the Department.



## Registration:

Registration can be made through the Payment gateway available in the conference Registration forms. The registration form should be sent along with the payment details.

Registration Link:

<https://forms.gle/8nWgQVbubr1AKkLCA>

Category	Fee	Mode
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Academicians / Research/ ScholarsPG / Graduate Students	₹500	Online / Offline
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Travel allowances for selected presenters will be reimbursed as actual upon submission of valid tickets, up to a maximum

## Submission Guidelines:

All papers submitted for the conference should contain original research that has not been previously presented or scheduled for presentation or accepted and if under review, must not appear in print before the conference. Authors are requested to prepare their papers according to the following format:

- The title of the paper should be centered, bold, and in 16-point font.
- The abstract should be of 250–300 words summarizing the objectives, methodology, key findings, and implications of the research.
- Provide 4–6 keywords immediately after the abstract.
- References must follow the APA (7th edition) citation style.
- The abstract should be submitted in MS Word (.doc or .docx) format.

## Organising Committee:

Chief Patron	<b>Prof. Bidhu Bhusan Mishra,</b> Vice Chancellor, Sambalpur University
Advisors	<b>Sri. Ashok Kumar Behera,</b> Registrar, and COF, Sambalpur University
	<b>Prof.(Dr.) Tushar Kanti Das,</b> Chairman, PG Council, Sambalpur University
Convenor	<b>Prof. D.K. Mahalik,</b> Head, Department of Business Administration
Co-Convenor	<b>Dr. Suman Kerketta,</b> Asst. Professor, Department of Business Administration
Organising Secretary	<b>Dr. Rohita Kumar Mishra,</b> Asst. Professor, Department of Business Administration
Executive Members	<b>Dr. Saroj Kumar Sahoo</b> <b>Dr. Anuradha Samal</b> <b>Dr. Mahesh Kumar Bagarti</b> <b>Dr. Ashish Kumar Tiwari</b> <b>Dr. Sarika Sahu</b> <b>Ms. Akankika Tripathy</b>

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