

GUIDELINES FOR SUBMISSION OF PAPERS

A. ABSTRACT SUBMISSION

- Submit an original abstract of approximately 250 – 300 words.
- Include Paper Title, Author(s), Affiliation, Corresponding Author, E-mail, 4 – 6 Keywords and Abstract.
- Clearly state the research problem, purpose/objective, methodology or conceptual approach, key findings/expected contribution and implications.
- Submit in MS Word (.docx) format through the official submission link.
- Select one primary conference track and indicate a secondary track only where genuinely relevant.

B. FULL PAPER SUBMISSION

- The full paper must be original, unpublished and not simultaneously under review elsewhere.
- Recommended length: 4,000 – 6,000 words, excluding references, tables and appendices.
- Suggested structure: Title; Author Details; Abstract; Keywords; Introduction; Literature Review; Methodology; Results/Analysis; Discussion; Conclusion; Implications; References.
- Empirical papers should report methodology, sampling/data sources and analytical procedures transparently.
- Conceptual papers should present a clearly developed theoretical framework or argument and demonstrate engagement with current literature.

C. FORMATTING OF THE PAPER – INDIAN ACADEMIC / PROFESSIONAL STANDARD

- Page size: A4 (21.0 cm × 29.7 cm).
- Margins: 1 inch (2.54 cm) on all sides.
- Font: Times New Roman; body text 12 pt; 1.5 line spacing; justified alignment.
- Title: 16 pt, bold, centred. Author name: 12 pt, bold; affiliation/e-mail: 11 pt.
- Main headings: 14 pt bold; sub-headings: 12 pt bold.
- Tables and figures must be numbered consecutively, titled/captioned and sourced where applicable.
- Page numbers: bottom centre.
- References: APA 7th edition unless the confirmed publication outlet specifies another style.
- Use SI units, consistent terminology and define abbreviations at first use.
- Authors are responsible for originality, permissions, ethical compliance and accuracy of data and references.

D. REVIEW & ACCEPTANCE

- Submissions will be screened for scope, originality, relevance and basic compliance.
- Suitable papers may undergo double-blind peer review.
- Acceptance may be conditional upon revision. Final acceptance is subject to submission of the revised paper and completion of registration within the announced deadline.

E. PUBLICATION DETAILS

- Selected papers may be considered for a peer-reviewed / UGC Care journal subject to editorial acceptance.
- Conference acceptance does not automatically guarantee journal publication.

PAYMENT DETAILS – INTERNATIONAL

ACCOUNT NAME: SERVICES ASSOCIATION OF SEVENTH DAY ADVENTISTS PRIVATE LTD.

FCRA REG NO. : 075900328

BANK NAME: STATE BANK OF INDIA

ACCOUNT NUMBER: 40084616820

BRANCH: NEW DELHI

IFSC: SBIN0000691

SWIFT CODE (INTERNATIONAL): SBININBB104

REGISTRATION & PAYMENT

PROPOSED NOMINAL REGISTRATION FEES

CATEGORY	EARLY BIRD (Upto 30 Sept 2026)	REGULAR (1 Oct to 20 Nov 2026)	ON THE SPOT (29 Nov 2026)
Students	₹ 1,000	₹ 1,250	₹ 1,500
Research Scholars	₹ 2,000	₹ 2,500	₹ 3,000
Faculty / Scientist / Industry	₹ 2,500	₹ 3,000	₹ 3,500

CATEGORY	EARLY BIRD (Upto 30 Sept 2026)	REGULAR (1 Oct to 20 Nov 2026)	ON THE SPOT (29 Nov 2026)
Students	\$ 11	\$ 13	\$ 16
Research Scholars	\$ 22	\$ 26	\$ 32
Faculty / Scientist / Industry	\$ 26	\$ 32	\$ 37

PAYMENT DETAILS – INDIAN

ACCOUNT NAME: METAS ADVENTIST COLLEGE OF MANAGEMENT

ACCOUNT NUMBER: 053811100006472

BRANCH: SURAT

BANK NAME: UNION BANK OF INDIA

IFSC: UBIN0805386

SWIFT CODE (INTERNATIONAL): UBININBBMCS

REGISTRATION / PARTICIPATION & PUBLICATION GUIDELINES

- The conference will be conducted entirely in Hybrid mode at METAS Adventist College, Surat. Participants are expected to attend the conference venue in person.
- At least one registered author must present each accepted research paper at the conference for inclusion in the final presentation schedule and conference proceedings, subject to the final conference policy.
- Participants will receive conference certificates corresponding to their participation category, such as Student, Research Scholar, Faculty/Scientist/Industry Participant or Paper Presenter, as applicable.
- The registration fee may include conference participation, conference kit/materials, certificate and conference proceedings/e-proceedings, wherever applicable.
- Travel, accommodation, meals and personal expenses are not included.
- Participants are encouraged to complete registration within the prescribed deadline to facilitate venue arrangements, conference materials, presentation scheduling and certification.
- Selected papers will be published and the prescribed publication fee shall be borne by the author(s) and paid before publication; the applicable fee will be communicated to the corresponding author in advance by the organizing committee.

FINAL CONFERENCE CONTACTS

CONFERENCE EMAIL: metas.icmhia2026@gmail.com

CONFERENCE CONTACT: +91 99243 56785/ +91 70460 91907

WEBSITE: <https://suratcollege.metasofdsda.in/>

Let's Shape The Future Together



METAS ADVENTIST COLLEGE

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Website: <https://suratcollege.metasofdsda.in>

Email : metas.icmhia2026@gmail.com



METAS ADVENTIST COLLEGE

AICTE Approved NAAC Accredited
P.O. Box No. 24, Athwalines, Surat – 395001



AN INTERNATIONAL INNOVATIVE UNIVERSITY
(Accredited with A+ Grade by NAAC)
State Government University

INTERNATIONAL CONFERENCE ON MANAGEMENT, HEALTHCARE, INNOVATION & ARTIFICIAL INTELLIGENCE | ICMHIAI-2026

Organized by

METAS Adventist College, Surat

In Collaboration with

Gujarat Technological University (GTU), Ahmedabad

and

Consortium of Accredited Healthcare Organizations (CAHO)



Theme:

*“Empowering a Sustainable Future through Innovation, Intelligent Systems
and Ethical Leadership in Management and Health Care”*

Important Information

DATE : 29 November, 2026

VENUE : METAS Adventist College, Surat

CONFERENCE EMAIL : metas.icmhia2026@gmail.com

MODE : Hybrid

IMPORTANT DATES FOR CONFERENCE PROCEEDINGS

ACTIVITY	DATE	DAY
• Research Paper / Abstract Submission	09 October 2026	Friday
• Full Research Paper Submission	30 October 2026	Friday
• Notification of Acceptance	12 November 2026	Thursday
• Conference Date	29 November 2026	Sunday

REGISTRATION QR Code:



CORE COMMITTEE

- Dr. Anil Kumar Chillimuntha
- Dr. Mohan Rao Nethala
- Dr. Simon Yesu

ORGANISING COMMITTEE

- Dr. Tushti Bakrania
- Dr. Surabhi Sugathan
- Mr. Franklin Narayan
- Mr. Nirmal Sathyaraj
- Mr. Sudhir Krupal
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- Ms. Rajula Shah
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- Ms. Bilinda Dkhar
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- Ms. Sunita Hansda

From the PRESIDENT’S DESK



A MESSAGE OF PURPOSE, INNOVATION AND RESPONSIBLE IMPACT

It is my privilege to welcome researchers, academicians, professionals, entrepreneurs, policy thinkers, research scholars and students to the **International Conference on Management & Health Care, Innovation, and Artificial Intelligence (ICMHIAI–2026)**.

This academic initiative is organized by **METAS Adventist College, Surat, in collaboration with Gujarat Technological University (GTU), Ahmedabad**. This collaboration reflects a shared commitment to advancing knowledge, interdisciplinary research, innovation and responsible leadership.

Management and health care are undergoing transformation. **Artificial intelligence, machine learning, data analytics, automation, digital platforms and emerging technologies** are reshaping organizational decision-making, service delivery and talent development. These advances also raise questions concerning ethics, privacy, accountability and human-centered leadership.

ICMHIAI–2026 seeks to examine intelligence as a technological capability, but as a responsibility. Its theme, **“Empowering a Sustainable Future through Innovation, Intelligent Systems and Ethical Leadership in Management and Health Care,”** invites participants to explore innovation, sustainability and ethical decision-making.

METAS Adventist College emphasizes **professional competence, integrity, service and responsible citizenship**. The conference reflects these values by encouraging research addressing organizational, health-care and societal challenges. Empirical studies, conceptual papers, case studies, systematic reviews, action research, industry perspectives, policy analyses and interdisciplinary investigations are welcomed.

The **METAS–GTU collaboration** creates a shared platform for academic exchange, networking and partnerships. We hope the conference will generate ideas that translate into research, innovation and practice.

I sincerely appreciate the **committees, reviewers, faculty members, scholars and industry partners** contributing to this initiative.

I look forward to welcoming participants nationally and internationally to **Surat**. May ICMHIAI–2026 inspire collaboration, innovation and research with societal impact.

Prof. (Dr.) Anil Kumar Chillimuntha
President & CEO

ABOUT METAS ADVENTIST COLLEGE, SURAT

The **METAS Group of Institutions**, belonging to the **Seventh-day Adventist organization**, is part of a worldwide educational and healthcare network with **8,500 schools, 127 colleges, 112 universities and 125 hospitals across 202 countries**. In India, the organization has **538 schools, 11 colleges and 2 universities**.

The **METAS Adventist College, Surat**, was established in **1998**. Over the years, METAS has expanded its educational and healthcare presence across **Surat and Vyara (Gujarat), Ranchi (Jharkhand), and Nuzvid (Andhra Pradesh)**, along with the **North East Adventist University at Jowai, Meghalaya**.

METAS Adventist College is among the prominent institutions in Surat offering programs in **Management (BBA and MBA), Computer Applications (BCA), and Nursing (GNM and B.Sc. Nursing)**.

The College is **affiliated with Gujarat Technological University (GTU), Ahmedabad**, a major state university recognized for its extensive network of professional institutions and its emphasis on **higher education, research, innovation, technology and industry–academia collaboration**. This affiliation strengthens METAS's academic framework and connects its students and faculty with a wider professional and technological ecosystem.

ABOUT GUJARAT TECHNOLOGICAL UNIVERSITY (GTU)

Gujarat Technological University (GTU), Ahmedabad, is a State University established by the Government of Gujarat under the Gujarat Technological University Act, 2007. GTU is a major higher-education institution serving professional education and research across Gujarat.

The University offers programmes across Engineering, Architecture, Management, Pharmacy, Computer Science, Computer Applications and Applied Sciences, including undergraduate, postgraduate and doctoral education. GTU has a strong focus on research, innovation, entrepreneurship, multidisciplinary education and industry–academia collaboration.

GTU is NAAC accredited with an A+ Grade and promotes knowledge creation, technological advancement and sustainable development. Its academic and research initiatives seek to develop skilled professionals, researchers and innovators capable of addressing contemporary societal and industrial challenges.

With its emphasis on technology, management, innovation, research and sustainable development, GTU provides a strong academic foundation for its collaboration with METAS Adventist College, Surat, in organising ICMHIAI–2026.

ABOUT THE CONFERENCE

- Provide a global platform for innovative research and practices in management, health care, innovation and artificial intelligence.
- Promote interdisciplinary collaboration among academicians, researchers, industry professionals, health-care practitioners and policy makers.
- Explore emerging trends and challenges in management and health care through innovation and AI.
- Encourage evidence-based solutions for real-world problems in business, health care and society.
- Foster networking and partnership opportunities across borders and disciplines.
- Contribute to sustainable development and ethical use of AI in management and health care.
- Publish and disseminate quality research for academic, professional and societal impact.

CONFERENCE TRACKS

1. Management Practices and Organizational Development

- Agile Leadership in Dynamic Organizations
- Change Management Frameworks for the Digital Era
- Organizational Culture and Employee Performance
- Talent Management Strategies for Future Workforces
- Performance Management Systems: A Critical Review
- Entrepreneurship and Intrapreneurship in Established Organizations
- Sustainable HR Practices and Organizational Resilience

2. Health Care Management and Policy

- Digital Transformation Strategies in Health-Care Organizations
- Hospital Management and Operational Excellence
- Health Policy and Governance in Emerging Economies
- Public Health Management and Community Health Systems
- Cost and Quality Management in Health-Care Services
- Health Economics and Resource Allocation
- Health-Care Marketing and Patient Experience

3. Innovation, Entrepreneurship and Start-up Ecosystem

- Start-up Ecosystems and Regional Economic Growth
- Entrepreneurial Opportunity Identification in Emerging Markets
- Business Model Innovation in Start-ups
- Entrepreneurial Intention among Students: Determinants and Drivers
- Technology Commercialization and the Path to Market
- Venture Capital Financing and Start-up Survival
- Social Entrepreneurship for Sustainable Development

4. Artificial Intelligence and Machine Learning Applications

- AI-Enabled Decision Support Systems in Organizations
- Machine Learning for Predictive Business Analytics
- Generative AI and Large Language Models in Professional Practice
- AI Applications in Health-Care Diagnosis and Decision Support
- Computer Vision Applications in Health and Industry
- AI Ethics and Algorithmic Accountability
- Human–AI Collaboration and the Future of Knowledge Work

5. Digital Transformation and Technology Management

- Digital Business Models and Platform-Based Competition
- IT Strategy and Governance in Digitally Transforming Firms
- Information Systems Adoption and Organizational Performance
- Cloud Computing and Enterprise Transformation
- Cybersecurity Readiness in Digitally Enabled Organizations
- Emerging Technologies and Business Process Innovation
- Digital Maturity Models for Sustainable Transformation

6. Marketing, Consumer Behavior and Branding

- AI-Powered Marketing Analytics for Strategic Decision-Making
- Generative AI and Personalization in Digital Marketing
- Consumer Trust in AI-Enabled Brand Communication
- Influencer Marketing and Consumer Engagement
- Customer Experience Management in Omni channel Markets
- Brand Equity in the Age of Digital Communities

- Ethical Data Use and Consumer Privacy in Marketing

7. Finance, Accounting and Economic Studies

- AI in Financial Forecasting and Risk Management
- Digital Accounting Systems and Financial Reporting Quality
- Corporate Finance Strategies for Sustainable Growth
- FinTech Adoption and Financial Inclusion
- Investment Behavior in Digitally Connected Markets
- ESG Reporting and Corporate Financial Performance
- Macroeconomic Uncertainty and Business Resilience

8. Human Resource Management and Leadership

- People Analytics and Evidence-Based HR Decision-Making
- AI-Enabled Recruitment and Talent Acquisition
- Employee Engagement in Hybrid and Remote Workplaces
- Learning and Development for AI-Ready Workforces
- Compensation and Benefits in the Future of Work
- Diversity, Equity and Inclusion in Organizations
- Ethical Leadership and Employee Well-Being

9. Operations, Supply Chain and Logistics Management

- Sustainable Supply Chain Management in Global Markets
- Inventory Optimization Using Artificial Intelligence
- Green Logistics and Environmental Sustainability
- Lean Six Sigma in Digital Manufacturing
- Risk Management in Global Supply Chains
- Reverse Logistics and Circular Economy Models
- Block chain Applications in Supply Chain Traceability

10. Health Informatics and Data Analytics

- Big Data Analytics in Health-Care Decision-Making
- Electronic Health Records and Patient Safety
- Artificial Intelligence for Disease Prediction
- Predictive Analytics for Hospital Resource Planning
- Wearable Devices and Real-Time Health Monitoring
- Data Privacy and Cybersecurity in Health Information Systems
- Clinical Data Analytics for Improved Patient Outcomes

11. Sustainable Development, CSR and Green Practices

- Corporate Sustainability Strategies and Stakeholder Value
- ESG Performance and Sustainable Business Transformation
- Green Supply Chains and Circular Economy
- Renewable Energy Adoption and Organizational Competitiveness
- Climate Change and Business Resilience
- Sustainable Finance and Responsible Investment
- Social Innovation for Sustainable Communities

12. Education, Skill Development and Future of Work

- AI-Enabled Higher Education Transformation
- Industry–Academia Collaboration for Future Skills
- Digital Pedagogy and AI Literacy in Higher Education
- Future Skills for the Industry 4.0/5.0 Workforce
- E-Learning and Student Engagement in Hybrid Education
- Lifelong Learning and Workforce Reskilling
- AI and Automation: Impacts on Jobs and Skills