

INDIAN INSTITUTE OF MANAGEMENT, LUCKNOW

6th Annual International Research Conference

AIRC 2027

International Research Conference & Pre-Conference Doctoral Workshop

CONFERENCE DATES

25–27 February 2027

Thursday to Saturday

VENUE

IIM Lucknow Campus

Prabandh Nagar, IIM Road,
Lucknow, India

Call for Papers:
Submit by 15 December 2026

About AIRC 2027

CONFERENCE PURPOSE

Energised by the success of past conferences, IIM Lucknow creates a global forum where scholars define the future course of management thought and practice.

Understanding effective firm operations and societal well-being is critical to overall economic growth. This three-day conference will provide a platform for exchanging thought-provoking ideas and addressing issues across various business functions and domains of management.

The forum will emphasise capacity building to help render research into effective management practices. To encourage greater collaboration between researchers and industry, the conference will develop a platform to identify research priorities and suggest practically relevant, emerging solutions. The manuscript submitted to the conference:

- Receive expert feedback from the rigorous review process
- Get included in ISBN-registered e-proceedings publication
- Have the Opportunity for the Best Paper Awards across all tracks

Host Institution

INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

Established in 1984, the Indian Institute of Management Lucknow is the fourth in the prestigious IIM family of management schools in India.

With a desire to develop value-driven leaders, managers, and global players, the institute undertakes a diverse range of academic activities to create, disseminate, and apply management knowledge and practice.

In 2005, IIM Lucknow expanded its leadership in management education by establishing the first-ever satellite campus dedicated exclusively to Executive Education in Noida, within the Delhi-NCR region. This landmark expansion reinforced the institute's commitment to shaping future-ready leaders.

IIM Lucknow is committed to inculcating human values and professional ethics in students to help them make a positive impact not just on the nation but also on a global platform.

1984	200+	#5	3
ESTABLISHED	ACRES CAMPUS	NIRF RANKING	GLOBAL ACCREDITATIONS

TRIPLE CROWN ACCREDITED

AACSB ACCREDITED · ASSOCIATION OF MBAS ACCREDITED · EQUIS ACCREDITED

Conference Highlights

AIRC 2027 brings together a global community of researchers, doctoral scholars and practitioners across management disciplines.

- **Networking Forum for PhD students and Early Career Researchers**
- **Workshops** (Hands-on workshops and research-methodology sessions)
- **Keynote Sessions** (From eminent academicians and practitioners)
- **Paper Presentations** (Across all 14 research tracks, with expert feedback from track chairs)
- **Best Paper Awards** (Across all fourteen conference tracks)
- **ISBN e-Proceedings** (All accepted abstracts are published in the official e-proceedings)
- **Special Issues & Partner Journals**
  Selected high-quality papers presented at AIRC will be considered for publication in the following reputed peer-reviewed partner journals:
  1) Journal of Indian Business Research
  2) Metamorphosis: A Journal of Management Research
  3) IIM Ranchi Journal of Management Studies (IRJMS)

Conference at a Glance

Venue	IIM Lucknow Campus, Prabandh Nagar, IIM Road, Lucknow – 226013, India
Dates	25–27 February 2027 (Thursday to Saturday)
Pre-Conference	Doctoral Workshop — 24 February 2027
Publication	ISBN-registered e-proceedings
Recognition	Best Paper Awards across all 14 tracks



Important Dates & Roadmap

Key deadlines for research paper submission, peer-review notification, delegate registration and conference sessions.

PHASE 01	15 December 2026 Submission Closes	Abstract & full papers due via EasyChair.
PHASE 02	20 January 2027 Notification to Authors	Peer-review outcome communicated.
PHASE 03	31 January 2027 Last Date of Registration	Delegate confirmation & payment.
PHASE 04	24 February 2027 Doctoral Workshop	Mentorship forum for FPM/PhD scholars.
PHASE 05	25–27 February 2027 Conference Dates	Three-day flagship conference at IIM Lucknow.



14 Verified Conference Tracks

Submissions are invited across 14 primary management disciplines and specialized sub-track research areas.

01
Agri Business Management
Agricultural economics, supply chain in agriculture, rural marketing, food processing, and sustainable farming models.

02
Business Communication
Organizational communication, audience theory, cross-cultural studies, media ethics, and corporate messaging.

03
Economics & Business Environment
Macroeconomic policies, global trade, industrial organization, public policy, and ecological economics.

04
Business Sustainability
ESG frameworks, circular economy, climate change policy, impact investing, and social entrepreneurship.

05
Decision Sciences
Operations research, econometrics, optimization models, predictive statistics, and game theory.

06
Finance and Accounting
Corporate finance, asset pricing, fintech, auditing, governance, green financial instruments, accounting and disclosures, banking, and financial markets.

07
General and Legal Management
Corporate governance, business ethics, legal frameworks, public administration, and regulatory policy.

08
Human Resource Management
Strategic HRM, organizational culture, change management, leadership, diversity and inclusion.

09
Happiness and Wellbeing
Biophysical evidence of happiness, workplace wellbeing, digital wellness, positive psychology, and the PERMA framework.

10
Information Technology and Systems
Artificial intelligence, big data analytics, cybersecurity, digital transformation, and IS governance.

11
Indian Knowledge System
Ancient Indian wisdom, indigenous management systems, traditional knowledge frameworks, ethics, and holistic perspectives on leadership.

12
Marketing Management
Consumer behavior, digital marketing, AI applications in marketing, retail analytics, and brand management.

13
Operation & Supply-Chain Management
Supply chain resilience, e-commerce operations, Industry 4.0, warehouse logistics, and quality management.

14
Strategic Management
Corporate strategy, competitive advantage, mergers & acquisitions, global expansion, business model innovation, and entrepreneurship

Pre-Conference Doctoral Workshop

24 FEBRUARY 2027 • IIM LUCKNOW CAMPUS

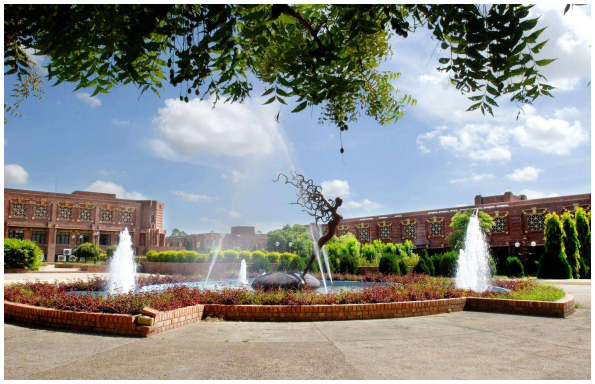
The Pre-Conference Doctoral Workshop will be a dedicated mentorship and guidance forum for PhD scholars, tailored for FPM/PhD candidates to refine research proposals, receive detailed methodological feedback from senior academic scholars, and engage in meaningful discussions on research design and publishing in leading peer-reviewed journals.

- Direct engagement with the convenors and senior management faculty of IIM Lucknow
- Methodological rigour & publication strategy guidance
- Peer networking with doctoral candidates across institutes

Campus Infrastructure

Experience the tranquil academic ambience, lush green avenues and state-of-the-art symposia halls of IIM Lucknow.





Executive Management Complex

State-of-the-art executive suites, faculty towers and high-tech seminar halls designed for executive research.

200-Acre Emerald Expanse

Tree-lined avenues, quiet water bodies and open lawns creating an inspirational setting for research delegates.

Modern Symposia Halls

Air-conditioned auditoriums, lecture theatres and high-speed Wi-Fi research centres for concurrent paper presentations.

Convenient Access

Located at Prabandh Nagar, IIM Road, Lucknow — easily reachable by air, rail and road from across India.

Conference Committee

Convenors and organizing committee faculty guiding the 6th Annual International Research Conference (AIRC) at IIM Lucknow.

CONFERENCE CONVENORS

Faculty members leading academic oversight and overall conference organization.



CONFERENCE CONVENOR

Prof. Sanjeev Kapoor
Dean (Research)
Agribusiness Management
Indian Institute of Management Lucknow



CONFERENCE CONVENOR

Prof. Pushpendra Priyadarshi
Professor (Human Resource Management)
Human Resource Management
Indian Institute of Management Lucknow

ORGANIZING COMMITTEE MEMBERS

Faculty members of Indian Institute of Management Lucknow managing tracks and conference operations.



Prof. Girish Balasubramanian
Associate Professor
Human Resource Management
IIM Lucknow



Prof. Kartik Yadav
Assistant Professor
Economics & Business Environment
IIM Lucknow



Prof. Kshitij Awasthi
Associate Professor
Strategic Management
IIM Lucknow



Prof. Kushankur Dey
Associate Professor
Agribusiness Management
IIM Lucknow



Prof. Pradeep Kumar
Professor
Information Technology & Systems
IIM Lucknow



Prof. Sowmya Subramaniam
Associate Professor
Finance & Accounting
IIM Lucknow



Prof. Sushant Kumar
Assistant Professor
Marketing Management
IIM Lucknow



Prof. Yash Daultani
Associate Professor
Operations & Supply Chain Management
IIM Lucknow

Registration Details

Registration Fees

Category	Registration Timeline	Indian Nationals (incl. of GST)	Foreign Nationals (incl. of GST)
Student	Till 31 January 2027	INR 6,000	INR 7,500
	From 1 February 2027 onwards	US $100	US $200
Academicians	Till 31 January 2027	INR 10,000	INR 12,500
	From 1 February 2027 onwards	US $250	US $400
Industry Practitioners	Till 31 January 2027	INR 15,000	INR 17,500
	From 1 February 2027 onwards	US $500	US $750

Details for Payments

All registration fees and accommodation payments must be transferred to the official IIM Lucknow AIRC bank account listed below.

Account Name	Indian Institute of Management Lucknow – AIRC
Account Number	10105597140
Bank Name	IDFC First Bank
IFSC Code	IDFB0021251
Bank Branch	Ashok Marg, Lucknow

Registration Payment Verification

After transferring the registration fee, submit the payment receipt via the official form
Details available at: https://airc.iiml.ac.in/registration

Accommodation Facility

Limited on-campus accommodation on a payment-based arrangement is available for participants on a first-come, first-served basis. Payment is to be made once the accommodation is confirmed within the stipulated time.

Accommodation Charges	**INR 7,500**
Inclusions	Includes stay and food for the conference duration
Allocation Basis	First-Come, First-Served (Shared Basis)

Conference Archive

5TH AIRC GLIMPSES & HIGHLIGHTS

Photos from keynotes, research tracks and networking proceedings at IIM Lucknow.



Glimpses of 5th AIRC at IIM Lucknow

Contact Us

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Website: https://airc.iiml.ac.in/



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Looks forward to welcoming you soon

• *25–27 February 2027* •

https://airc.iiml.ac.in/

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