



STRATEGIC MANAGEMENT FORUM (SMF) CONFERENCE 2026

Theme:

**Creating Shared Value:
Strategy for Competitiveness and Societal Progress**

📍 IIM RANCHI



DECEMBER 10-12, 2026

ABOUT

The global strategic landscape is being reshaped by interconnected challenges: climate change, sustainability transitions, digital disruption, social inequality, shifting geopolitics, and the rapid evolution of technology. Organizations are no longer evaluated solely on their economic performance but on their ability to contribute meaningfully to societal progress while maintaining competitive advantage.

In this context, the influential work of Porter and Kramer (2011) on Creating Shared Value (CSV) provides a transformative strategic lens. CSV calls for firms to integrate societal objectives directly into their core strategy, not as philanthropy or peripheral CSR, but as drivers of innovation, productivity, competitiveness, and social impact. India's aspiration for a \$10 trillion economy, its expanding digital public infrastructure, its evolving industrial clusters, and its sustainability commitments make CSV particularly relevant.

The Strategic Management Forum Conference 2026 at IIM Ranchi aims to catalyse national dialogue, research, and practice at this critical intersection of strategy, business, and society.

ABOUT SMF

Established in 1997, the Strategic Management Forum (SMF) is India's professional association dedicated to advancing strategic management education, research, and practice. With a distinguished legacy spanning over two decades, SMF serves as a dynamic platform bringing together management academics, researchers, consultants, industry professionals, and students to foster excellence in strategic thinking and organizational leadership.

CONFERENCE THEME

**Creating Shared Value:
Strategy for Competitiveness and Societal Progress**



The theme emphasizes:

- The role of strategy in addressing societal needs
- Reconceiving products and markets
- Redefining productivity in value chains
- Strengthening regional and industrial clusters

CONFERENCE OBJECTIVES



To strengthen shared value lens



To bring together academics, industry leaders, policy makers, and entrepreneurs for cross-sector dialogue



To showcase cutting-edge research across all management domains



To encourage thought leadership in management, sustainability, and innovation



To facilitate collaborative research, practice-oriented insights, and policy recommendations



To host a world-class management conference with rigorous academic standards and global participation

CONFERENCE TRACKS

1.

Strategy, Innovation and Creating Shared Value

Strategic renewal, competitive advantage, business ecosystems, industrial clusters, strategic foresight, micro-foundations, purpose-driven strategy, innovation management, technological transformation, platform strategies, scenario planning.

2.

Organizational Behavior and Human Resource for Shared Value

Leadership development, organizational culture, employee motivation and well-being, future of work, diversity, equity and inclusion (DEI), talent ecosystems, human capital strategy, organizational change, team dynamics, employee engagement.

3.

Economics and Public Policy for Shared Value

Market design, industrial organization, public policy frameworks, Digital Public Infrastructure (DPIs), institutional evolution, regulation and governance, regional economic development, labour economics, competition policy, fiscal and monetary policy.

4. Finance, Accounting and Sustainable Value Creation

ESG finance, sustainable investing, climate finance, integrated reporting, performance measurement, financial innovation, fintech strategies, impact accounting, corporate governance, risk management, capital structure decisions.

5. Marketing and Consumer Behaviour for Shared Value

Inclusive marketing, frugal innovation, consumer insights, brand purpose, rural and bottom-of-pyramid markets, customer experience, behaviour change, social marketing, digital marketing, consumer psychology.

6. Operations and Supply Chain for Shared Value

Supply chain resilience, green operations, logistics optimization, productivity enhancement, Industry 4.0, value-chain transformation, quality management, process excellence, circular economy, lean and agile operations.

7. Information Systems, AI and Digital Infrastructure

AI strategy and implementation, data governance, analytics-driven decision-making, Digital Public Infrastructure, digital inclusion, platform strategy, cybersecurity, blockchain, IoT applications, digital transformation.

8. Entrepreneurship, Start-ups and Innovation Ecosystems

Venture strategy, accelerators and incubators, impact entrepreneurship, family business succession, corporate entrepreneurship (intrapreneurship), early-stage innovation, scaling strategies, entrepreneurial finance, social entrepreneurship.

9. Ethics, Sustainability and Responsible Management

Ethical decision-making, corporate social responsibility, sustainability strategy, Sustainable Development Goals (SDGs), climate action, governance frameworks, stakeholder management, business and human rights, anti-corruption, transparency and accountability.

CALL FOR PAPERS

We invite original conceptual and empirical research papers addressing the conference theme and related topics within the nine tracks. Papers may employ qualitative, quantitative, or mixed-method approaches.

Submission Guidelines:

- Extended abstracts should be original and not under review elsewhere
- Maximum length: 750 words (excluding references, tables, and figures)
- Format: Times New Roman, 12-point font, double-spaced, APA 7th edition citation style
- Submissions must be made through the conference portal

Authors of accepted papers must register and present at the conference

CONFERENCE STRUCTURE (3 DAYS)



DAY 1
December 10, 2026

- Registration and inaugural ceremony
- Parallel paper presentation tracks
- Welcome reception and networking dinner



DAY 2
December 11, 2026

- Parallel paper presentation tracks
- Guest Sessions
- Cultural evening and gala dinner



DAY 3
December 12, 2026

- Continued parallel track presentations
- Valedictory
- Awards and conference conclusion

ACCOMMODATION AND TRAVEL

Limited accommodation is available on campus on first come first serve basis. Please note that the campus accommodation will carry additional charges.

Nearest Airport:

Birsa Munda Airport, Ranchi (approximately 10 km from campus)

Nearest Railway Station:

Ranchi Junction (approximately 15 km from campus)

REGISTRATION FEES

Category	Fees
Students / Research Scholars (India)	₹5,500 + GST
Faculty (India)	₹11,000 + GST
Industry Professionals (India)	₹12,500 + GST
Students / Scholars (International)	₹15,000
Faculty (International)	₹20,000
Industry Professionals (International)	₹25,000

Includes:

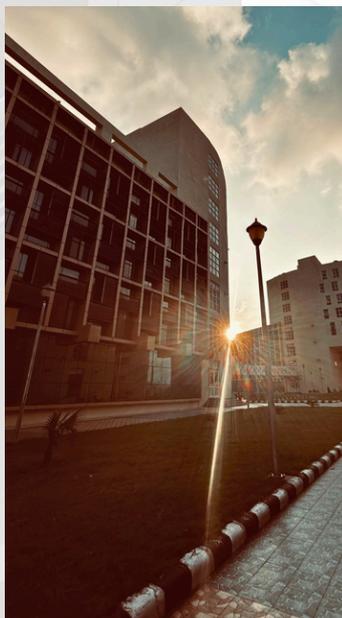
- Access to all conference sessions, panels, and workshops
- Conference kit and materials
- Breakfast, lunch, and refreshments on all three days

ORGANIZING STRUCTURE



Conference Chairperson:

Prof. Kushagra Sharan
Strategy and Entrepreneurship, IIM Ranchi



CONTACT INFORMATION

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