XXI International Conference

GEOPOLITICS: GLOBAL IMPLICATIONS FOR BUSINESS SUSTAINABILITY, TECHNOLOGY AND GOVERNANCE

BOOK OF ABSTRACTS

(30-31 January, 2026)

jims Kalkaji, New Delhi

Jagannath International Management School,
Kalkaji, Delhi

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Editors

Prof. (Dr.) Anuj Verma   Prof. (Dr.) Neelam Tandon

Prof. (Dr.) Anupama Sharma

Co-Editors

Dr. Divya Alok   Ms. Sakshi Bhati

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Jagannath International Management School,
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XXI INTERNATIONAL CONFERENCE 2026

Mr. Anil Wadhwa
Former Ambassador & Secretary Ministry of External Affairs

Chief Guest

Dr. Amit Gupta
Chairman, Jagannath International Management School

Chief Patron

Dr. Anuj Verma
Director, Jagannath International Management School, Kalkaji

Conference Chair

Mr. Ashish Jain
Deputy Director General of the Federation of Indian Export Organizations (FIEO)

Eminent Speaker

Dr. Lalit B Singhal
Former Development Commissioner, SEZs, Govt. of India

Eminent Speaker

Mr. Manjeev Singh Puri
Indian Foreign Service (Rtd), Formerly Ambassador to Nepal, EU, Belgium & Luxembourg &Ambassador/DPR of India to the UN

Eminent Speaker

Mr. Manoranjan Sharma
Chief Economist, Infomerics Ratings, Delhi

Eminent Speaker

Mr. Amitabh Ranjan
Registrar, Indian Institute of Public Administration, Govt. of India

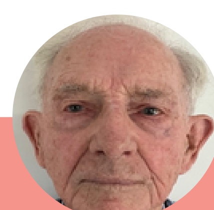
Eminent Speaker

Prof. Faisal Ahmed
Prof. FORE School of Management, Delhi & Geopolitical Expert

Eminent Speaker

Prof. Agnieszka Gehringer,
PhD, Cologne University of Applied Sciences University of Göttingen

Eminent Speaker



Dr Shann Turnbull
Principal, International Institute for Self-Governance, Australia

Eminent Speaker

Dr. Samantha Rathnayake
Senior Faculty, Postgraduate Institute of Management (PIM) of the University of Sri Jayewardenepura, Sri Lanka

Eminent Speaker

Rector Marja-Liisa
Tenhunen, Ph.D(Econ.) Professor, Dimitrie Cantemir Christian University, Romania,

Eminent Speaker

Dr. Neelam Tandon
Professor, Jagannath International Management School Kalkaji

Conference Convenor

Dr. Anupama Sharma
HOD-PGDM, Jagannath International Management School, Kalkaji

Conference Co-Convenor

Dr. Amit Gupta

Chairman, Jagannath International Management School

Jagannath International Management School, Kalkaji, Delhi

Message from Chairman & Chief Patron

In an era marked by geopolitical realignments, economic uncertainty, and rapid technological change, the pursuit of sustainable and resilient growth has assumed unprecedented significance. Global business and governance systems today operate within a complex geopolitical landscape where economic expansion, strategic interests, and societal well-being are deeply intertwined. Understanding these interconnections is no longer optional; it is essential for building institutions, markets, and policies that can withstand disruption and promote long-term stability.

Sustainable development in the contemporary world cannot be viewed purely through the lens of financial performance or technological advancement. It must also be evaluated by the robustness of governance frameworks, ethical decision-making, and the ability of economies to adapt to shifting geopolitical realities. As nations recalibrate trade relationships, supply chains, and strategic alliances, businesses and policymakers alike must embed resilience, transparency, and responsibility into their core strategies.

Addressing global challenges—ranging from trade disruptions and energy security to climate change and technological sovereignty—demands a collaborative, multi-stakeholder approach. Governments, industry leaders, academic institutions, and civil society must work together to foster innovation that is not only competitive but also inclusive and sustainable. Investment in human capital, digital infrastructure, and forward-looking governance mechanisms will play a critical role in ensuring that economic progress remains balanced and equitable in an increasingly multipolar world.

I extend my sincere appreciation to the editors for their commendable efforts in identifying and compiling this compendium of research papers. The contributions assembled herein offer valuable academic and practical insights into the evolving dynamics of geopolitics and their implications for business sustainability, technology, and governance. This compendium stands as a meaningful platform for informed dialogue and reflective inquiry, contributing to a deeper understanding of the forces shaping our global future.

Jagannath International Management School,
Kalkaji, Delhi

Dr. Anuj Verma

Director, Jagannath International Management School, Kalkaji

Message from Director & Conference Chair

In an increasingly interconnected yet fragmented global landscape, institutions of higher learning have a critical role to play in interpreting the complex intersections of geopolitics, economic development, governance, and technological change. As global economies navigate shifting power structures, trade realignments, and strategic uncertainties, the need for informed, inclusive, and sustainable growth frameworks has never been more pronounced.

Contemporary development challenges extend beyond traditional economic indicators. Sustainable progress today requires governance systems that are resilient, ethical, and responsive to geopolitical realities. Businesses and policymakers must recognise that economic growth, social stability, and technological advancement are deeply interdependent. Ensuring equitable access to opportunities—through education, skill development, and fair employment—strengthens not only social cohesion but also long-term economic and institutional resilience.

Sustainability must therefore be understood in its fullest sense: encompassing environmental responsibility, social inclusion, and sound governance. Addressing global challenges such as supply chain disruptions, energy security, climate risks, and digital transformation calls for integrated approaches that balance economic ambition with social responsibility and strategic foresight. Institutions that foster interdisciplinary dialogue and evidence-based policy thinking contribute meaningfully to this broader vision of sustainable development.

The research contributions presented in this compendium reflect rigorous academic inquiry into the evolving dynamics of geopolitics and their implications for business sustainability, technology, and governance. I commend the editors for their dedicated efforts in curating a diverse and insightful body of work that advances scholarly discourse and offers practical relevance. This compendium stands as a valuable resource for academics, practitioners, and policymakers seeking to navigate an increasingly complex global order with clarity and purpose.

Jagannath International Management School,
Kalkaji, Delhi

Prof. (Dr.) Neelam Tandon
(Conference Convener)

Message from Conference Convenor

The XXI International Conference titled "Geopolitics: Global Implications for Business Sustainability, Technology and Governance" was both timely and critically relevant in the context of an increasingly volatile, interconnected, and multipolar global environment. Rapid geopolitical shifts, strategic realignments, and emerging power dynamics are fundamentally redefining how nations, businesses, and institutions operate. These transformations compel stakeholders to rethink conventional approaches to growth, governance, technological advancement, and sustainability.

In an era characterized by strategic uncertainty, economic realignments, supply chain restructuring, and accelerated technological change, geopolitics is no longer confined to diplomacy or international relations alone. It has become a decisive force shaping corporate strategy, regulatory frameworks, investment flows, energy security priorities, digital sovereignty, and global governance mechanisms. Trade disruptions, climate change imperatives, ESG expectations, and evolving governance norms underscore the urgent need for integrated frameworks that balance economic competitiveness with ethical governance and long-term sustainability.

Against this backdrop, the conference aimed to critically examine the evolving role of geopolitics in shaping global business environments, governance structures, and technological trajectories. Its primary objective was to facilitate informed, forward-looking, and interdisciplinary dialogue on complex global challenges. Over two days, the conference provided a robust platform for scholarly exchange and practical engagement, focusing on how geopolitical developments influence business sustainability, policy frameworks, technological innovation, and global economic stability.

Specifically, the conference aimed to:

- Critically examine the impact of geopolitical developments on business sustainability, governance mechanisms, and global economic stability in the context of increasing economic interdependence and political realignments.

- Explore contemporary research, policy frameworks, and case studies related to international trade, energy security, supply chain restructuring, ESG practices, technological sovereignty, and global governance within an evolving multipolar order.
- Analyse the transformative role of technology and digital innovation in strengthening organisational resilience, enhancing strategic autonomy, and promoting ethical and responsible decision-making.
- Facilitate meaningful dialogue among academicians, policymakers, industry leaders, researchers, and practitioners to identify strategic, evidence-based, and actionable responses to geopolitical risks and emerging opportunities.
- Highlight the deep interconnectedness of geopolitics, sustainability, technology, and governance in shaping resilient and future-ready systems.

The conference served as a catalyst for collaboration and collective problem-solving by bringing together diverse perspectives from academia, government, industry, and research institutions. It aspired to advance both scholarly discourse and practical understanding of how geopolitical forces interact with sustainability imperatives and governance structures, thereby contributing to the development of robust strategies capable of navigating global complexity and uncertainty.

To ensure comprehensive coverage of the theme, the conference was structured around three thematic tracks:

- Track 1: Geopolitical Risk, Global Trade, and Economic Policy
- Track 2: Sustainability, ESG Practices, and Responsible Governance
- Track 3: Technology, Digital Transformation, and Strategic Autonomy

These tracks collectively addressed the critical dimensions of business sustainability, governance reform, and technological development within a broader geopolitical context, offering participants a holistic and integrated understanding of contemporary global challenges and strategic responses.

The conference was honoured to host a distinguished panel of national and international speakers, including diplomats, policymakers, economists, academicians, and industry experts. Through keynote addresses, panel discussions, technical sessions, and research paper presentations, the event offered a comprehensive exploration of pressing geopolitical issues and their implications for sustainable business practices and governance innovation.

Participants were encouraged to actively engage, exchange insights, and leverage this platform for meaningful academic and professional collaboration. Deep appreciation was extended to all esteemed speakers, researchers, and participants for their valuable contributions to this critical discourse.

Jagannath International Management School,
Kalkaji, Delhi

Mr. Anil Wadhwa

Former Ambassador of India and Secretary (East), Ministry of External Affairs

Chief Guest

Mr. Wadhwa is a former Ambassador of India and Secretary (East) in the Ministry of External Affairs, with a distinguished 37-year career in the Indian Foreign Service (July 1979–May 2017). He served as Ambassador to Italy and San Marino, Thailand, Oman, and Poland and Lithuania, and held key diplomatic assignments in Hong Kong, Beijing (twice), and the Permanent Mission of India in Geneva. On deputation to the Organisation for the Prohibition of Chemical Weapons, he headed its Media, Public Affairs, and Government Relations branches. In New Delhi, he led the East Europe Division, overseeing relations with Russia and Eastern Europe, and as Secretary (East) supervised India's engagement with ASEAN, Southeast Asia, Australia, New Zealand, the Pacific, GCC, Middle East, and West Asia. He represented India at major international forums, including the Conference on Disarmament, UN First Committee, ASEAN, ASEM, ADMM, and FIPIC. A Distinguished Fellow at the Vivekananda International Foundation, he writes on foreign policy and security and is fluent in Chinese and conversant in French.

Mr. Anil Wadhwa stated that geopolitics now defines the environment in which businesses operate, with climate change acting as a key geopolitical stress multiplier. He emphasised that transformative technology has become a strategic asset, and sustainability is increasingly viewed to include geopolitical resilience. Political decisions can rapidly disrupt contracts, prompting firms to redesign supply chains for resilience and sustainability. Technology strategy is now inseparable from policy, as it underpins economic resilience and strategic alliances. Global governance is under scrutiny, uncertainty has become structural, and societal expectations regarding ethics, political positioning, and environmental stewardship are rising. He acknowledged how India has demonstrated macroeconomic and corporate resilience through diversification and a focus on domestic consumption, while supply chain disruptions have driven investments in transformative technologies. He emphasised that governance reforms have stabilised the economy, and India's strategic positioning as a bridge between developed and developing nations enhances its appeal for global investors. Also, overall, a shift in business mindset toward resilience, ethics, and strategic alignment has become essential.

Jagannath International Management School,
Kalkaji, Delhi

Mr. Ashish Jain

Deputy Director General and Regional Head (Northern Region)
Federation of Indian Export Organisations (FIEO)

Mr. Jain serves as Deputy Director General and Regional Head (Northern Region) of the Federation of Indian Export Organisations (FIEO), the apex export promotion body established in 1965 by the Ministry of Commerce, Government of India, in partnership with trade and industry. An ISO 9001:2015 certified institution, FIEO represents approximately 36,000 direct exporter members contributing nearly 70% of India's total exports and includes leadership from Export Promotion Councils, Commodity Boards, and recognised status holders. With over 28 years of extensive experience in international trade promotion, capacity building, and organisation of buyer–seller meets, Mr. Jain has travelled to more than 40 countries and played a pivotal role in coordinating India's participation in major global trade fairs and exhibitions. He has led multi-sectoral business delegations across Latin America and the Caribbean (LAC), Europe, CIS, and the Middle East, and served on a Ministry of Commerce task force to formulate export strategy for Africa. He actively engages with ministries, academic institutions, entrepreneurs, and regional stakeholders to strengthen export ecosystems and promote international trade diversification.

Mr. Ashish Jain, emphasized that in the contemporary world, influence travels faster than geography, making geopolitics a core strategic concern for innovators and businesses. He pointed out that the global trade is increasingly shaped by geopolitical realities rather than purely by demand and supply, with influence, technology, and power moving beyond traditional borders. He highlighted how the United States has adopted a more protective stance to safeguard its domestic companies, while Europe is emphasizing sustainability as a central focus. Also, recent US tariffs on sectors such as leather, gems, and jewellery have prompted investors to redirect attention toward Europe. He emphasized that the major current milestone in India's trade strategy is the India–EU Free Trade Agreement, which is expected to enhance market access and economic collaboration. He added that India has signed trade agreements with several other countries, including New Zealand, reflecting a broader approach toward diversification. Modern governance emphasises ethics and alignment with global norms, ensuring that trade and geopolitics work in tandem. He concluded by arguing that together, these efforts aim to build economic systems that are resilient, inclusive, and sustainable.

Jagannath International Management School, Kalkaji, Delhi

Dr. Lalit B Singhal

Distinguished Former Development Commissioner, Special Economic Zones (SEZs), Government of India

Dr. Singhal is a distinguished former Development Commissioner, Special Economic Zones (SEZs), Government of India, and former Additional Director General of Foreign Trade (DGFT). Over the course of his multifaceted career, he has held senior leadership roles, including Director General/Executive Director/ Secretary General of key Export Promotion Councils such as Electronics and Computer Software Export Promotion Council (EPCES), Services Export Promotion Council (SEPC), and Apparel Export Promotion Council (AEPC). As Zonal Development Commissioner for Noida SEZ (overseeing Northern India SEZs) and Falta SEZ, Kolkata (overseeing Eastern India SEZs), he played a pivotal role in operationalising and strengthening the SEZ framework, including contributions to the formulation and implementation of the SEZ Act, 2005. In academia, he has lectured extensively on Foreign Trade Policy and SEZs at premier institutions such as Indian Institute of Foreign Trade, Delhi School of Economics, and National Academy of Customs, Indirect Taxes and Narcotics, and serves on the advisory board of Rishihood University, contributing to policy discourse and trade education.

Dr Lalit B. Singhal, highlighted that geopolitics directly impacts business development in India, most visibly through rupee exchange rate volatility, which reflects shifts in global relations and economic uncertainty. He emphasised that international relations are closely intertwined with domestic business policies, influencing investment flows, education systems, and long-term economic planning. Also, post-independence, India initially followed an import substitution policy framework. He acknowledged this shift, which was quite significant in the 1990s with economic liberalisation and globalisation. Meanwhile, during the first Trade Policy Review Mechanism (TPRM), India participated alongside nearly 150 countries and began opening its economy. In the second TPRM, India further reduced customs duties, signalling deeper integration with the global trade system. So, to attract investment and generate employment, India introduced the Special Economic Zones (SEZ) policy. Exports from SEZs grew substantially, increasing from approximately USD 5 million in 2005 to about USD 172 million in the present period. The Production Linked Incentive (PLI) Scheme, with an outlay of ₹1.97 lakh crore, further strengthened India's manufacturing and export competitiveness. Infrastructure initiatives such as the Indian Corridor Scheme have supported industrial and logistical development.

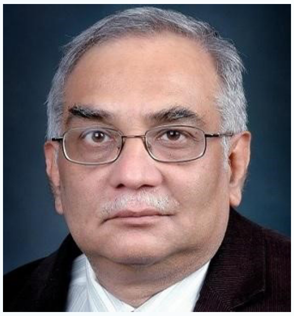
Dr. Singhal highlighted how our country has entered into more than 50 Free Trade Agreements, with over 15 FTAs covering more than 50 countries worldwide. The India–EU Free Trade Agreement is particularly significant, covering nearly one-third of international trade and about 25 per cent of the global economy. He also mentioned that in the last financial year, India recorded merchandise exports of approximately USD 445 billion and services exports of about USD 387 billion. Furthermore, looking ahead, India's strategic focus includes achieving technological sovereignty as part of the Viksit Bharat 2047 vision. This is supported by large scale investments, including over USD 85 billion committed in Visakhapatnam (Vizag) for artificial intelligence and advanced technology development.

Mr. Manjeev Singh Puri

Former Indian Diplomat of the Indian Foreign Service, Former Indian Ambassador to Nepal, Luxembourg, Belgium and European Union

Mr. Puri is a former diplomat of the Indian Foreign Service (1982 batch) with over 36 years of distinguished diplomatic service, having served as Ambassador of India to Nepal, Belgium, Luxembourg and the European Union, and as Ambassador and Deputy Permanent Representative of India to the United Nations in New York (2009–2013). He also held key assignments in New Delhi, including Joint Secretary (UN–Economic & Social) and Deputy Chief of Protocol in the Ministry of External Affairs. An MBA from Jamnalal Bajaj Institute of Management Studies and a B.A. (Honours) in Economics from St. Stephen's College, he played a pivotal role in strengthening India–Nepal economic integration through South Asia's first cross-border oil pipeline, power transmission exchanges, and India-funded hydroelectric initiatives, alongside post-earthquake reconstruction efforts. In Brussels (2014–2017), he advanced India–EU trade negotiations, expanded European Investment Bank engagement in Indian infrastructure, and deepened financial outreach to Luxembourg. Currently, he serves as Senior Advisor to the Vedanta Group, Distinguished Fellow and Advisory Board Member at The Energy and Resources Institute (TERI), and is associated with Gateway House: Indian Council on Global Relations, contributing to policy discourse on energy, climate finance, and sustainable development

Mr. Manjeev Singh Puri highlighted that while China was historically seen as a symbol of legitimacy, India has emerged as the world's fourth-largest economy and is projected to become the third-largest, driven primarily by its demographic advantage and integration into globalization. He emphasised that India should not be viewed merely as an emerging market, nor should the challenges posed by China be underestimated, given its technological advancements and successful economic transition. While India possesses a strong ecosystem, achieving global excellence remains a significant challenge. Policies are expected to evolve substantially over the next three years, requiring an open-minded and forward-looking approach to global developments. He emphasised that sustainability is a critical and complex issue, and technology should be seen as a tool rather than a complete solution. Individuals and organisations alike are encouraged to actively contribute to sustainable practices and remain mindful of their long-term impact.



Jagannath International Management School,
Kalkaji, Delhi

Mr. Manoranjan Sharma

Chief Economist, Infomerics Ratings,
Former Chief Economist, Canara Bank

Mr. Sharma, Chief Economist at Infomerics Ratings, is a distinguished banker by profession and academician by choice, with an exceptional record in economic research and policy discourse. He previously served Canara Bank as Chief Economist for 17 years, General Manager for 6 years, and Chief Learning Officer for 5 years. Globally recognised for his expertise in the Indian economy, banking, MSMEs, rural credit, and financial inclusion, he has been acknowledged as an expert by the United Nations Virtual University for contributions related to the Sustainable Development Goals and was the sole invited speaker from India at an international conference in Marrakech (2022). With over 300 publications across leading academic and financial journals and major newspapers, and authorship of influential books on banking and economic policy, his work is housed in premier global universities, including Oxford, Harvard, and the Library of Congress. He serves on numerous advisory councils and institutional boards, and has received the IDSA Research Award (2021), IIF CSR Award (2021), and Lifetime Management Excellence Award (2023–24).

Mr Manoranjan Sharma, emphasised that the contemporary international system is marked by fragmentation, competitive nationalism, and strategic mistrust, which often run counter to principles of shared responsibility and collective well being. This erosion of cooperative globalism has been particularly evident in climate and trade discourses, where consensus has given way to coercion and conditionality. He highlighted a significant contradiction that lies in the approach of several developed Western economies toward climate responsibility. He pointed out that these nations have historically contributed the largest share of global greenhouse gas emissions during their industrialisation phases, yet they now place disproportionate pressure on developing countries to adopt rapid decarbonisation pathways without equivalent consideration of developmental needs or historical responsibility. Accordingly, this imbalance has raised concerns about climate equity and the fairness of global governance frameworks. He highlighted that the reinterpretation of doctrines such as the Monroe Doctrine in contemporary contexts—most visibly during the tenure of former US President Donald Trump—reflected a transactional and unilateral approach to global leadership. Such actions have contributed to uncertainty in international institutions and have challenged multilateral norms, reinforcing perceptions of a rules-based order being applied selectively rather than universally.

Mr. Sharma argued that despite these structural disruptions and policy uncertainties in the global system, India has continued to outperform many comparable economies. Through sustained structural reforms, improved governance, and macroeconomic stability, India has demonstrated resilience and adaptability in the face of external shocks. Its consistent economic performance reflects both institutional strengthening and strategic policymaking in a complex global environment. Most importantly, according to him, India's demographic dividend remains a key long-term advantage, providing a young, dynamic workforce capable of driving innovation, productivity, and consumption-led growth. This demographic strength, when combined with expanding digital infrastructure and skills development, positions India favourably in the global economic hierarchy. Simultaneously, the rise of alternative global groupings such as BRICS+ and other emerging multilateral blocs signals a gradual shift toward a more multipolar world order.

Jagannath International Management School,
Kalkaji, Delhi

Mr. Amitabh Ranjan

Registrar, Indian Institute of Public Administration (IIPA), New Delhi

Mr. Ranjan serves as Registrar of the Indian Institute of Public Administration (IIPA), New Delhi, a premier training and research institution dedicated to capacity building of civil servants, where he holds a senior leadership role. A B.Tech. in Petroleum Engineering from Indian Institute of Technology (Indian School of Mines), Dhanbad and an MBA in Human Resources, he brings over twenty-five years of diversified professional experience spanning Civil Services, grassroots governance, public administration, financial management, general administration, and capacity building. An alumnus of the Near East South Asia Center for Strategic Studies, he has participated in academic engagements across the United States, Europe, Australia, New Zealand, and South and Southeast Asia. Earlier, he served as Deputy Director in the Standardisation Testing and Quality Certification Directorate and as a Provincial Civil Services officer in Uttar Pradesh, where he led the computerisation of the Transport Department and piloted the implementation of the "Vahan" and "Sarathi" platforms. His professional interests include renewable energy, energy transition, net-zero strategies, environmental sustainability, e-governance, and digital transformation.

Mr Amitabh Ranjan highlighted that the current global environment is best described as a VUCA world—marked by volatility, uncertainty, complexity, and ambiguity. In such a geopolitical landscape, power asymmetries and strategic risks have intensified, echoing Henry Kissinger's observation that both opposition to and dependence on dominant powers such as the United States carry significant risks. Further, in an interconnected system, localised disruptions can rapidly escalate into global crises, reinforcing the need for resilience-driven governance. He posited that at present, approximately 65 per cent of India's economy remains dependent on coal and India has adopted a pragmatic energy transition strategy that does not reject fossil fuels outright but focuses on reducing carbon emissions, acknowledging that carbon—not fossil fuels alone—is the primary challenge. Mr. Ranjan added that alongside the continued research in cleaner coal technologies, India has made substantial progress in renewable energy. Further, installed solar capacity has reached approximately 135 Gigawatts, supported by a sharp decline in solar energy prices that has enhanced affordability and scalability. He shed light on the fact that to address intermittency challenges associated with solar and wind power, India is also developing battery energy storage systems (BESS). Further, the National Green Hydrogen Mission positions India to lead in emerging clean-energy technologies, particularly for hard-to-abate industrial sectors.

According to Mr. Ranjan, even trade and diplomacy form another critical dimension of India's strategic response. He emphasised that India is actively diversifying its economic partnerships through new and proposed free trade agreements with Oman, New Zealand, and the European Union. These agreements aim to reduce geopolitical risk, strengthen supply chains, and enhance market access. He pointed out that high-level diplomatic engagements, including the strategic visit of the Prime Minister of Canada, signal a broader global realignment, with countries exploring partnerships beyond traditional security dependencies. Lastly, he pointed out that India's digital public infrastructure has emerged as a strategic asset in this evolving global order. The Unified Payments Interface (UPI) has expanded into an international collaboration platform, now linked with more than nine countries, including the UAE, Qatar, Nepal, and France.

Jagannath International Management School,
Kalkaji, Delhi

Prof. Faisal Ahmed

Professor of International Business,
FORE School of Management, Delhi

Prof. Ahmed is Professor of International Business at the FORE School of Management and a noted geopolitical expert on China's global affairs and Indo-Pacific strategy. With over 20 years of experience as an academic, researcher, and consultant, he teaches International Trade and Geopolitics and has participated in Track II and Track 1.5 diplomacy dialogues on India–China relations. He has consulted on projects supported by the Ministry of Commerce and Industry, Government of India; the United Nations Economic and Social Commission for Western Asia; and the ASEAN Secretariat. He holds Doctoral and Master's degree from India and an Executive Certification in Geopolitical Analysis from Geneva, and is a member of the Academy of International Business (USA) and the International Political Science Association (Canada). His books include India's Geopolitical Gravity: The 21st Century Gamechanger (Springer Nature, 2025), The Belt and Road Initiative (Routledge, 2021), and the widely used textbook Business Environment (PHI, 4th ed., 2025), alongside four edited volumes and three monographs. Named among India Today's top emerging Indian personalities (2022), he is widely published and frequently cited in global media.

Prof. Faisal Ahmed, emphasised that economic policy is no longer neutral but is actively used to advance strategic dominance in the international system. He highlighted how the trade and tariff war initiated by the United States against China during President Trump's first term illustrates the limits of unilateral economic coercion. He mentioned that the strategy, aimed at correcting trade imbalances and curbing China's rise, largely failed to achieve its intended outcomes. Further, he pointed out that instead, it disrupted global supply chains and increased costs for consumers and businesses. Rather than recalibrating the approach, the US extended blanket tariffs across multiple countries, reflecting flawed policy learning and contributing to greater uncertainty in global trade governance.

He emphasised that the Regional Comprehensive Economic Partnership (RCEP), initiated with strong backing from China and involving ASEAN nations along with regional partners, has primarily benefited China and countries pursuing a "China+1" supply-chain diversification strategy. India chose to stay out of RCEP, citing concerns over market access and domestic industry protection. He highlighted that, instead, India aligned itself with a broader strategic vision through engagement with comprehensive Asia-Pacific trade frameworks similar to the Trans-Pacific Partnership (TPP), which were designed to deepen regional integration while excluding China. He mentioned that while competition dominates the narrative, there exists the possibility of tactical collaboration between the two powers to counter the emergence of a third rising power, such as India, in specific global or regional contexts.

Also, the Professor highlighted how India's strategic relevance is further reinforced through its participation in the Quadrilateral Security Dialogue (QUAD), a grouping of four major democracies. While China perceives the QUAD as a containment mechanism directed against it, the United States has sought to strengthen the grouping by giving it a more pronounced regional role in the Indo-Pacific. He concluded by stating that within this framework, India plays a critical role, particularly in maritime security and regional stability.

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Kalkaji, Delhi

Prof. Agnieszka Gehringer

Professor of Economics,
Cologne University of Applied Sciences,
University of Göttingen

Prof. Gehringer is Professor of Economics at the Cologne University of Applied Sciences since November 2019 and continues to teach at the University of Göttingen, where she previously conducted research and completed her habilitation in July 2016. She earned her PhD in Economics of Complexity and Creativity from the University of Turin (2007–2010), after obtaining her Bachelor's degree from Sapienza University of Rome and her Master's degree from the University of Turin. Her research contributions are regularly presented at prominent international academic conferences and published in leading peer-reviewed journals, reflecting sustained scholarly engagement and impact. In addition to academia, she is an invited speaker at major professional forums in German, English, and Italian, including the Salone del Risparmio in Milan and Consulentia in Rome. Since 2023, she has served as a board member of the International Network for Economic Research, contributing to international research collaboration and academic exchange in economics.

Prof. Agnieszka Gehringer, spoke on the topic "The Geopolitics of Rarity: Mapping Strategic Trade Dependencies for Rare Earths." Her data-driven presentation focused on strategic trade dependencies and the geopolitical risks associated with rare earth supply chains. She explained that a region becomes strategically dependent when it is a net importer, relies on a single partner for more than 50 percent of its imports, and when that partner controls at least 30 percent of global trade. Prof. Gehringer mapped rare earth dependencies across the entire supply chain, from mining and exploration to manufacturing and end use. The presentation highlighted China's dominance as the leading producer and largest reserve holder of rare earths, with the 2010 China–Japan dispute identified as a turning point that exposed global supply vulnerabilities.

Jagannath International Management School,
Kalkaji, Delhi

Prof Dr. Shann Turnbull

Principal, International Institute for Self-Governance, Australia

Dr. Turnbull is a serial entrepreneur and governance scholar whose unconventional corporate experiences—becoming an uninvited company director in over a dozen listed firms—shaped his pioneering contributions to corporate governance education. In 1971 he initiated the creation of the first course in the world to provide an education qualification for company Directors. He became a founding author/presenter, of course launched in 1975. Later that year he authored Democratising the Wealth of Nations. This led invitations to visit Prague in 1990 & 1991, and Beijing 1991 to advise on stakeholder privatisation. His doctoral research introduced "Transaction Byte Analysis," to replace the undefinable social constructs of Transaction Cost Economics with physical units. This converted the science of cybernetics into the science of regulation and governance, within and/or between, any living things and/or their devices. Bytes define the data processing ability of computers, internet, and humans to process data. Elinor Ostrom described in her Nobel Prize lecture how self-governance can be achieved without markets or state if they adopted polycentric governance. Dr. Turnbull critically examined structural flaws in the dominant system of governance with their hierarchical management systems that mimic dictatorships. He saw them undermining democracy, sustainability, and long-term human survival. He argued that unitary boards concentrate power in the hands of a few, enabling centralized control over vast economic resources and weakening democratic institutions. He highlighted how such concentration fosters systemic corruption and ethical blindness, often concealed under the label of "good governance." Dr. Turnbull identified how biomimicry of polycentric governance allows DNA to introduce in social organisations the engineering concept of tensegrity. Tensegrity describes the paradoxical quantum like contrary human behavior like fight and/or flight, compete and/or cooperate, etc. Contrary behaviour is denied in the dictatorships of management hierarchies to make tensegrity invisible to most researchers. Tensegrity and system science support the self-governance Design Principles of Ostrom.

Jagannath International Management School,
Kalkaji, Delhi

Dr. Samantha Rathnayake

Senior Faculty, Postgraduate Institute of Management (PIM) of the University, Sri Jayewardenepura, Sri Lanka

Dr. Rathnayake is Senior Faculty at the Postgraduate Institute of Management, where he has served since 2016 and currently heads the Executive and Management Education Cluster, overseeing partnerships with over 90 leading Sri Lankan companies, coordinating the Postgraduate Diploma in Management programme, and supervising industry research projects in Colombo and overseas study batches. With more than 25 years of experience in management and learning solutions, he has worked across diverse institutions including the Food and Agriculture Organisation of the United Nations, ICICI Bank, the Sri Lanka Institute of Marketing, and the Sri Lanka Foundation. He holds a Special Degree in Human Resource Management from the University of Kelaniya, an MBA from PIM, and a PhD from the Infrastructure University of Kuala Lumpur, Malaysia, along with professional credentials as a Certified Professional Marketer (Asia), Practising Marketer (Sri Lanka), and Certified Human Resource Development Auditor (TVRLS, India). He also chairs and serves on national award panels and editorial boards, contributing actively to professional and academic excellence.

Dr. Rathnayake highlighted that modern leadership requires moving beyond binary thinking. Drawing on Hegelian philosophy, he placed emphasis on the idea that true strategic clarity comes from synthesizing opposing views rather than choosing between them. He focused on storytelling as a vital analytical tool for navigating global complexities, tracing how the "secret sauce" of success has shifted over the decades:

- The 80s (Speed & Consistency): Following Peters and Waterman, the strategy centered on operational discipline.
- The Mid-90s (Core Competency): Influenced by Prahalad and Hamel, the priority stressed mastering unique organizational strengths.
- The Innovation Era (Knowledge Creation): Based on Nonaka and Takeuchi's work, he highlighted how value is found in systematic institutional wisdom.

By reimagining the fable of the Tortoise and the Hare, Dr. Rathnayake illustrated that today's market isn't just a race; it's an environment of co-evolution. He concluded that winning now requires an adaptive synthesis—integrating speed, specialized skill, and continuous learning into a single leadership strategy.

Jagannath International Management School,
Kalkaji, Delhi

Rector Dr. Marja-Liisa Tenhunen

Professor,
Dimitrie Cantemir Christian University,
Romania

Dr. Tenhunen, Ph.D. (Economics), is a distinguished higher education leader with over three decades of experience in university governance, internationalisation, and strategic institutional development. Since 2021, she has served as Rector of Dimitrie Cantemir Christian University (term concluding on 31 December 2025), after which she will continue her association with the university as Advisor to the President on international affairs. From 1995 to 2012, she was the founding President and Managing Director of Centria University of Applied Sciences, where she played a transformative role in establishing and expanding the institution, strengthening its international profile, and fostering robust collaboration with industry and business stakeholders. Widely recognised for her leadership in higher education management, Dr. Tenhunen has contributed to advancing cross-border academic partnerships and institutional strategy across Europe. Her current research interests focus on artificial intelligence and entrepreneurship, reflecting her engagement with emerging technological transformations and their implications for innovation, enterprise development, and the evolving landscape of global higher education.

Dr. Tenhunen, addressed the topic "Trade Wars Impact on Global Value Chains." Her presentation analysed how trade wars and protectionist measures are reshaping global value chains, marking a shift from efficiency-driven globalization to resilience-oriented regionalization. She explained that tariffs and sanctions increase costs across multi-stage production networks and transmit economic shocks through intermediate inputs, creating widespread uncertainty. Firms are responding through strategies such as near-shoring, friend-shoring, supplier diversification, and the development of shorter and more resilient value chains. In the Indian context, she noted that while trade wars create challenges such as higher costs and disrupted supply chains, they also present opportunities for India to reposition itself within restructured global value chains.

Preface

In the contemporary era, defined by an increasingly interconnected yet geopolitically fragmented landscape, global economic architectures, governance frameworks, and technological trajectories are undergoing fundamental transformations driven by volatile power dynamics. Businesses, state actors, and institutional bodies now operate within a milieu characterized by strategic realignments, systemic trade disruptions, and burgeoning climate risks. Against this backdrop, the paradigm of sustainability has transcended its traditional environmental boundaries, evolving into a multidimensional construct that encompasses institutional resilience, ethical governance, and long-term macroeconomic stability.

Geopolitics has re-emerged as a primary determinant influencing global corporate strategies, policy formulation, and the trajectory of technological innovation. As global supply chains are strategically reconfigured and international trade relations recalibrated, existing governance models are being rigorously tested by pervasive complexity and uncertainty. Sustainable development in this context necessitates an integrated approach—one that harmonizes economic growth with robust institutional accountability, and balances disruptive innovation with rigorous ethical standards and social responsibility.

The **XXI International Conference, titled** ***"Geopolitics: Global Implications for Business Sustainability, Technology and Governance***," was conceived as a scholarly forum to critically interrogate these evolving intersections. By convening a distinguished assembly of researchers, policymakers, and industry practitioners, the conference facilitated a high-level discourse on the manner in which geopolitical currents influence sustainability imperatives and technological decision-making across diverse regional and global contexts.

The research curated within this compendium reflects a sophisticated array of perspectives and rigorous empirical inquiry. These contributions address the most pressing challenges of our time, including **geopolitical risk mitigation, energy security, digital transformation, ESG integration, and supply chain resilience**. Collectively, these papers underscore the urgent requirement for adaptive strategies and forward-looking policies capable of navigating an increasingly multipolar global order.

We are honoured to present this compendium as a formal record of the conference proceedings for the benefit of the global academic community and industry stakeholders. It is our sincere expectation that the insights contained herein will serve as a catalyst for informed decision-making, stimulate further interdisciplinary research, and advocate for more resilient, responsible practices in international business and governance.

With profound appreciation, we acknowledge the collective efforts of the conference participants, authors, and keynote speakers. We also recognize the dedicated organizing team at **Jagannath International Management School (JIMS), Kalkaji**, whose commitment to scholarly excellence has culminated in the creation of this significant academic reference.

Acknowledgments

We extend our sincere gratitude to all who contributed to the successful organization of the **XXI International Conference, titled "Geopolitics: Global Implications for Business Sustainability, Technology and Governance,"** and to the successful completion of this scholarly compendium at Jagannath International Management School (JIMS), Kalkaji, New Delhi.

First and foremost, we express our deepest appreciation to **Dr. Amit Gupta**, Chairman, JIMS Kalkaji, for his visionary leadership, unwavering support, and constant encouragement. His profound commitment to academic excellence, institutional growth, and the dissemination of meaningful knowledge provided the vital foundation for this international conference. His guidance has been instrumental in shaping both the academic depth and the organizational quality of this entire scholarly endeavour.

We are equally grateful to **Prof. (Dr.) Anuj Verma**, Director, JIMS Kalkaji, for his dynamic leadership and continuous support throughout the conference process. His emphasis on research-driven dialogue, interdisciplinary engagement, and institutional collaboration significantly enhanced the academic value of the sessions and ensured their seamless execution.

Our sincere thanks are extended to **Prof. (Dr.) Neelam Tandon**, Conference Convenor, for her dedicated efforts, academic leadership, and meticulous coordination. Her commitment to maintaining scholarly rigor and thematic coherence played a pivotal role in curating the technical sessions and in the painstaking task of compiling this comprehensive compendium. We also acknowledge with gratitude **Prof. (Dr.) Anupama Sharma**, Conference Co-Convener, Head, PGDM Department, for her valuable guidance, insightful inputs, and continuous support in strengthening the academic quality of the proceedings.

We extend our sincere gratitude to our dedicated faculty members for their academic expertise and commitment to organizing this international conference. This publication was further made possible by the steadfast support of our administrative and IT teams; their collective efforts significantly elevated the scholarly standard and impact of the event.

Beyond these institutional contributions, we offer heartfelt thanks to our eminent speakers, researchers, authors, and the student research committee. Their intellectual insights and enthusiastic participation greatly enriched the global discourse. We hope this compendium serves as a valuable resource for academicians and practitioners alike, contributing to the vital dialogue on geopolitics, sustainability, technology, and governance.

Contents

Tariffs, Trade Policy, and the Aatmanirbhar Vision: Positioning India in the Reconfigured Global Value Chains

Gauri Kapoor

Assistant Professor, Institute of Management Development and Research (IMDR), Pune

ABSTRACT

India's pharmaceutical sector has emerged as a global leader in generic drug exports, yet this success has been accompanied by a high dependence on imported active pharmaceutical ingredients (APIs). The COVID-19 pandemic exposed the vulnerabilities associated with upstream concentration without undermining India's export competitiveness. This paper examines how India's trade policy under the Aatmanirbhar Bharat framework seeks to address these risks through selective tariff adjustments and complementary industrial policy instruments. Using a qualitative policy analysis based on multilateral datasets, government documents, and industry assessments, the study argues that recent trade measures function less as protectionist tools and more as mechanisms for strategic repositioning within reconfigured global value chains. In the pharmaceutical sector, tariffs and the Production Linked Incentive scheme aim to support gradual capability building in upstream segments while preserving global integration and market access. The paper concludes that India's approach reflects a resilience-oriented recalibration of trade policy rather than a retreat from globalisation.

Dynamic Interlinkages between Emerging and Developed Markets Under Global Risk and Geopolitical Uncertainty

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ABSTRACT

This study looks at how geopolitical risk, global financial volatility, oil price changes, and stock market returns connect dynamically in developed and emerging economies. It uses a vector autoregression approach and applies Granger causality tests, impulse response functions, and forecast error variance decomposition to track both short-term reactions and long-term transmission patterns. The findings show that global financial volatility, proxied by the US VIX, drives shocks across all markets and has strong, lasting effects on equity returns. Geopolitical risk demonstrates some persistence, but its direct spillovers are limited. Developed markets respond mainly to global volatility. Emerging markets have displayed more heterogeneity and react more strongly to volatility and oil price shocks. When oil prices are added to the analysis, spillover effects become stronger in emerging markets. Overall, volatility and commodity markets have a direct impact on returns, while geopolitical risk works mostly through indirect channels.

Geopolitical Risks Impact on Financial Distressed Firms: An Empirical Analysis

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ABSTRACT

Financial distress score reflects the robustness and resilience of firms. This study investigates the effect of geopolitical risk on the financial distress of firms in India. Panel data models are applied to study the impact of GPR. The geopolitical risk is measured by using the GPR Index, GPR threats index and GPR action index using Altman Z - score for the emerging markets in various firms listed on Nifty 500. The study is extended by examining the impact of GPR specifically on firm life (age), firm size leverage and profitability. Our empirical investigation demonstrates that all measures of geopolitical risk increase the chances of financial distress in firms. By considering GPR as an alternate measure of geopolitical uncertainty and this study contributes to the emerging literature on financial distress of firms with the internal factors under the uncertain environment. The study also indicates that control variables, viz., firm life (age), firm size (asset), leverage (debt) and profit, have irregular impact on financial distress. Policymakers, regulators and management can pre-empt the impact of uncertain external factors by formulating suitable plans and measures as also for post recovery measures to safeguard firms against bankruptcy. It is suggested that the firms can plan their financing decisions and cash management proactively to reduce financial risk. Following a robust business model will help firms to be less susceptible to geo-political uncertainties and its consequent impact on their financials. This research study advances our understanding of the business features of firms which are particularly vulnerable to geopolitical concerns.

High Voltage, High Volatility: An Indian Energy Sector Story

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ABSTRACT

The present study attempts to understand the relationship between the India Volatility Index (Nifty VIX) and the Nifty Energy Index, which represents the performance of major energy sector companies listed on the National Stock Exchange (NSE) of India. The main objective of the study is to examine whether fluctuations in market volatility have any influence on the performance of the energy sector and whether investors can use this relationship while making short-term trading or investment decisions. To conduct the analysis, historical data for both indices was collected from the official website of the National Stock Exchange (NSE) for the period March 2010 to November 2025. This extended time frame helps capture different phases of the stock market, including periods of stability as well as volatility. Studying such a long period allows for a more reliable understanding of how changes in market sentiment and uncertainty may impact sectoral indices like Nifty Energy. For analysing the data, the study makes use of well-established econometric techniques commonly applied in financial research. The Augmented Dickey–Fuller (ADF) test and the Phillips–Perron (PP) test were first used to examine the stationarity of the data series. After this, the Autoregressive Distributed Lag (ARDL) model was applied to check whether a long-term relationship exists between the two indices. In addition, the Granger Causality test was used to determine the direction of influence between Nifty VIX and the Nifty Energy Index.

Volatility Transmission from Global Crude Oil Markets to Indian Automobile Sector Equity Returns: A Time-Varying Spillover Analysis Using Garch Family Models

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ABSTRACT

Global crude oil price fluctuations are a pivotal force in shaping the financial performance of energy-dependent industries, particularly in economies with a high import reliance on oil such as India. The automobile sector — inherently sensitive to fuel costs — faces varying degrees of operational risk and investor sentiment shifts as crude oil prices surge or decline. This study investigates the dynamic relationship between global crude oil price movements and the equity returns and volatility of the Indian automobile sector, including the Nifty Auto Index and top-listed

automobile companies on Indian exchanges. Using daily data spanning the last decade, this research applies regression analysis to quantify the impact of crude oil return changes on automobile sector stock returns. Additionally, GARCH family models are employed to assess volatility spillovers and time-varying conditional correlations. The findings reveal how global oil shocks influence return patterns and risk transmission in Indian automobile stocks across different market regimes, offering valuable insights for investors, policymakers and strategists focused on risk management and portfolio diversification. Comparative references to global literature further contextualize the distinct behavior within the Indian market. The results highlight significant spillovers from crude oil market volatility into automobile equity returns, indicating asymmetric risk exposures and conditional market dependencies that evolve over time.

Growth of Indian Economy Through Internationalisation of the Rupee

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ABSTRACT

This study examines the central bank's efforts towards internationalisation of the rupee. India has allowed full convertibility on the current account. The U.S. dollar has long dominated international finance, but a shift toward de-dollarization is underway as nations seek financial sovereignty. Various steps have been taken like Special Rupee Vostro Accounts, and UPI Global Acceptance. In this paper we evaluate the current status of the Indian Rupee as an international currency and explore the possibility of future expansion of usage of the Indian Rupee internationally. It offers various benefits like attaining sufficient scale, reduced currency risks, enhancing trade and improving macroeconomic stability. We will look at the currently evolving trade settlement currency landscape and use this to understand the system of settlement of foreign trade transactions in Indian rupees. We will give special attention to increased Indo-Russian trade in Rupees and the competition posed by Renminbi. Additional future research avenues will focus on global acceptance, currency management, fiscal and monetary policy impacts.

Analysing the Relationship between Consumer Confidence Index and Share Market of OECD Countries

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ABSTRACT

Consumers and investors are two segments with some overlapping portions. The relationship between the two have been explored in the past studies. Consumer Confidence Index (CCI) acts as a good economic indicator for representation of consumers while share prices reflect the behaviour of investors in the markets. Earlier researches have taken into account both of these yet the forecasting ability of the relationship remains uncharted, especially in the case of OECD countries. Hence, the present study dived into the relationship between CCI and share prices of OECD countries through ridge regression. Subsequently, Long Short-Term Memory was employed for forecasting purposes. Finally, Granger causality was used for robustness checks. The results suggest that this financial relationship can aid businesses, policymakers, and investors in decision-making, like in the context of reducing bankruptcy rates.

Financial Weaponisation and Economic Sovereignty: The Role of BRICS in Reshaping Global Power Dynamics

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ABSTRACT

The sovereignty of the dollar and the growing popularity of financial instruments as instruments of geopolitical coercion has changed the face of international relationships in the modern world. The proliferation of sanctions regimes, banishment to financial messaging frameworks, and possession of world financial steps have posed significant challenges to economic sovereignty and consistency of current financial status quo. This paper discusses how BRICS institutionalization is a strategic measure to counter the weaponization of financial interdependence by western powers. Relying on the theory of weaponized interdependence, the paper examines how command over crucial financial network nodes can be used to coerce and how the targeted states react by means of institutional innovation on a collective basis. Since vulnerability to financial coercion is a factor that the BRICS strategies to reduce it are discussed, the paper investigates BRICS initiatives, including the New Development Bank, alternative payment mechanisms, and de-dollarization initiatives as the methods of mitigating financial coercion vulnerability. The discussion shows that BRICS institutionalization is not largely motivated by the economic collaboration but rather by the strategic goal of decreasing the vulnerability to the financial structures dominated by the West. Although these efforts have not denied the western financial systems their control, they have helped to limit the power of financial coercion by offering other avenues of exchange. By so doing, they change the cost benefit calculus of sanctions and indicate a transition between hegemonic stability and a much more pluralized and contested global financial order.

CBDC–SWIFT Interoperability: The Next Frontier in Global Digital Finance

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ABSTRACT

Geopolitical tensions, technological innovation, and inefficiencies in correspondent banking have intensified the search for more resilient cross-border payment mechanisms. This paper develops a theoretical framework to examine interoperability between the SWIFT messaging network and Central Bank Digital Currencies (CBDCs) in cross-border settlements. While SWIFT provides a robust global messaging infrastructure, existing correspondent banking systems remain costly, slow, and opaque. The proposed hybrid model integrates SWIFT's standardized communication protocols with CBDC-based settlement layers to enhance speed, transparency, security, and financial inclusion. Using a conceptual methodology, the study outlines the core constructs, relationships, and governance principles necessary for effective interoperability, including transparency, accountability, regulatory harmonization, and inter-jurisdictional cooperation. It evaluates technical, economic, and policy implications of various cross-border CBDC models and explores whether CBDCs would complement or disrupt existing SWIFT operations. The framework also considers geopolitical drivers, such as concerns over financial weaponization and shifting trade dynamics, and assesses implications for currency hierarchies, including the US dollar's dominance. By integrating technological, regulatory, and geopolitical dimensions, this research provides a foundational lens for policymakers and central banks to evaluate strategies aimed at building a more efficient, resilient, and inclusive global payment system.

Unequal Development and Lived Experience: Resource Inequality, Governance, and Vulnerability Under a Shared Development Regime

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ABSTRACT

This study examines the effect of resource distribution and governing systems on the subjective experience of development and sheds light on the reasons why less-resourced groups remain systematically more vulnerable under the same development regime. The paper, based on development theory, governance literature, and field observations from Ratnagiri and the Yusuf Meherally Centre in coastal Maharashtra, propounds that development is not a uniform or neutral process but a socially differentiated experience. It further illustrates migrant workers' and local landowning common workers' contrasting perceptions of state-led infrastructure and tourism initiatives. While these are broadly construed as signs of progress by landowning local populations, migrant workers perceive them as causes of precarity, exclusion, and insecurity. This research employs post-development theory, resource appropriability frameworks, and governance scholarship to show how rights to ownership, institutional recognition, and access to state structures shape the realization of development outcomes. In addition, it exposes how inadequately governed and unequally resourced areas become vulnerable, as such conditions favor those with assets while informal and migrant populations become institutionally invisible. The study concludes by arguing for the necessity of inclusive, participatory governance as a means to transform development from a source of risk into one of shared resilience.

Diagnosing CSR Authenticity in Geopolitically Sensitive Contexts: A Thematic Analysis

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ABSTRACT

Corporate Social Responsibility (CSR) has evolved significantly over time. Earlier, it was largely viewed as a philanthropic activity where organizations contributed to social causes through charitable donations. However, in the contemporary business environment, CSR has become a strategic responsibility that influences corporate reputation, stakeholder trust, and long-term sustainability. For multinational corporations operating across borders, CSR initiatives are often closely examined by stakeholders, especially when businesses function in geopolitically sensitive regions. This study explores the evolution of CSR from its philanthropic origins to its present role as a strategic business imperative. It particularly focuses on how CSR initiatives are perceived in contexts where political tensions, social sensitivities, and international relations can influence public opinion and corporate legitimacy. In such environments, it becomes important to distinguish between genuinely responsible corporate actions and those that are merely symbolic or performative. To address this issue, the study proposes a CSR Authenticity Model, which serves as a diagnostic framework to evaluate the credibility and sincerity of CSR initiatives undertaken by multinational corporations. The model is developed through a thematic analysis of existing empirical and conceptual research related to stakeholder and consumer perceptions of CSR practices.

Drivers and Barriers to UPI Usage Among Traders: Empirical Insights from Azadpur Mandi

Mehak Lal

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ABSTRACT

The purpose of this paper is to explore key factors influencing adoption of Unified Payment Interface across traders in Azadpur Mandi. Research is exploratory and causal in nature and intends to develop theoretical model by integrating UTAUT (Unified theory of acceptance and use of technology) and TR (technology readiness) model. We shall further advance the study of (Montazemi and Qahri Saremi 2015) and (Wang et al. 2003) for increase in the role of adoption of UPI despite the huge-investment being made on IT (information technology) in the banking sector; through reports it has been seen that some users despite having physical access, are still reluctant to make use of-the technology. Despite extensive investments in information technology and digital infrastructure, many traders remain reluctant to adopt UPI-based payment solutions, indicating the presence of socio-psychological and operational barriers. The study provides both theoretical insights into technology adoption models and practical implications for policymakers, financial institutions, and digital service providers to enhance UPI adoption in traditional trading environments. The results contribute to strengthening India's vision of a cashless, digitally inclusive economy.

Digital Sustainability and Consumer Perception: Examining the DESG Framework and Brand Equity in the Indian Market

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ABSTRACT

The moving expansion of digital technologies in India has accelerated the transition from traditional environmental, social, and governance (ESG) principles toward a more digitally enabled sustainability paradigm known as Digital ESG (DESG). While DESG is increasingly embedded in corporate strategy, empirical research exploring its influence on Indian consumers remains limited. This study investigates the impact of DESG practices on customer attitudes (CA) and brand equity (BE) within India's digital economy, while introducing Digital Transparency and Algorithmic Accountability (DTAA) as an additional strategic dimension of DESG. Using responses from Indian consumers obtained through an online survey, the study applies structural equation modelling (SEM) to assess the relationships among DESG, CA, and BE. The findings indicate that DESG+ (DESG with DTAA) exerts a significant positive influence on customer attitudes, and CA mediates the relationship between DESG+ and brand equity. Among the DESG+ dimensions, digital social initiatives and digital transparency demonstrate the strongest contributions to the construct in the Indian context. Moderation analysis further reveals that the DESG+ effect on customer attitude is more pronounced among younger consumers, higher-income users, and individuals with stronger digital trust. The study enriches DESG literature by incorporating a digitally relevant governance layer and providing evidence from one of the world's fastest-growing digital markets. Theoretical and managerial implications for enhancing digital sustainability and customer-centric branding are discussed.

Artificial Intelligence and Sustainable Innovation: Economic, Social and Environmental Dimensions

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ABSTRACT

In recent years, Artificial Intelligence (AI) has increasingly influenced the way innovation is conceived, developed, and implemented across industries. At the same time, sustainable development has emerged as a global priority, emphasizing the need for innovation that simultaneously supports economic progress, social well-being, and environmental protection. This conceptual paper examines the role of Artificial Intelligence in enabling sustainable innovation through the lens of the triple bottom line framework encompassing economic, social, and environmental dimensions. Drawing on existing interdisciplinary literature, the study develops a conceptual framework that explains how AI-driven capabilities facilitate sustainability-oriented innovation outcomes. Economically, AI supports productivity enhancement, operational efficiency, and competitiveness through automation and data-driven decision-making. Socially, AI contributes to inclusive development by expanding access to essential services such as healthcare, education, and financial systems. From an environmental perspective, AI aids sustainability efforts by optimizing resource utilization, reducing waste, and enabling climate monitoring and green technologies. The paper further outlines key policy and managerial implications, highlighting the importance of responsible AI adoption and supportive institutional mechanisms. By integrating Artificial Intelligence with sustainable innovation, this study adds to ongoing academic discussions on technology-led sustainable development and offers a conceptual foundation for future empirical research, particularly in emerging economies.

Enhancing Skill Development through Education and Capacity Building for Sustainable Practices and Long-Term Success

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ABSTRACT

This research aims to close this gap by recognizing and evaluating the critical elements that influence the growth of abilities linked to sustainability and comprehending their connections. As demand to address global concerns grows, sustainability has taken center stage; equipping graduates with the necessary skills is essential. There are still unanswered questions about how well modern educational initiatives foster these abilities. Variables in this study include student motivation and attitude, pedagogical approaches, internships and real-world experience, faculty expertise and industrial relevance, technology integration, internship design and content, and assessment and feedback mechanisms. It is tested if every variable has a significant influence on skill development. Using structural equation modeling, the sustainable skill development optimization model among graduates is estimated below. A curriculum that prepares students for sustainability-related real-world difficulties should strike a balance between academic knowledge and practical implementation. Students will be even more helped by interactive teaching methods and experiential learning to apply theoretical concepts enthusiastically. By bringing technology into these programs, students will eventually become more aware of how to manage contemporary sustainability concerns and become fluent in using contemporary tools and platforms. This will provide students with priceless experiences and help close the knowledge gap between classroom instruction and practical applications that provide a thorough grasp of industrial procedures. Faculty knowledge enhances learning, student motivation spurs participation and skill acquisition, and built-in evaluation and feedback systems direct learners toward ongoing development. These results will offer insightful information about the best methods for developing sustainability abilities in a higher education context. Additionally, educational institutions will be able to use these insights to design curricula that equip graduates with the knowledge and abilities to apply sustainability principles in their professional lives. Stated differently, they will help create a more sustainable future by equipping professionals with the knowledge and skills needed to tackle difficult environmental, social, and economic problems.

Smart Labels as Sustainability Catalysts: Navigating Gen Z Consumer Dynamics in the Digital-Human Marketing Era

Rayaan Ahmad

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ABSTRACT

In the rapidly evolving landscape of marking, Smart labels integrating technologies such as near-field communication (NFC), quick response (QR), radio-frequency identification (RFID) are emerging as pivotal enablers of sustainability. These provide real-time information on products like environmental footprints, recyclability, and freshness, which enhances transparency, contributes to waste reduction and the advancement of circular economy practices (Fernández-Caramés & Fraga-Lamas, 2018; Wang et al.,2023). This gets reinforced by regulations such as the European Union's Packaging and Packaging Waste Regulation (PPWR), which mandates fully recyclable packaging by 2030. The global demand of smart label is projected to grow between 2025-2034. Now consumers prefer packaging with visible sustainability cues (Kotler et al. 2021) though the concerns related to greenwashing continue to erode trust (De Kervenoael et al., 2024). Generation Z (Gen Z) , represents sustainability-oriented consumers, exhibits willingness to pay price premiums and has a greater propensity to switch brands based on perceived eco-transparency, reflecting the digitally enabled yet human-centric engagement logic emphasized in Marketing 4.0 (Kotler et al., 2016; Djafarova & Foots, 2022; De Kervenoael et al., 2024).

Balancing Heritage and Innovation in Family SMES: Corporate Governance Mechanisms and Decision Dynamics in a Mixed-Methods Inquiry

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ABSTRACT

Family-owned small and medium-sized enterprises (SMEs) often find themselves balancing two powerful forces: the desire to preserve long-standing family values and traditions, and the need to innovate in order to remain competitive. This study examines how these firms build and apply governance structures to manage this delicate interplay between heritage and forward-looking strategies. Although such businesses contribute significantly to national economies, there is still limited empirical insight into how their governance systems actually support both continuity and meaningful renewal. To address this gap, the study adopts a convergent mixed-methods design, combining a large-scale survey of 247 family SMEs with in-depth qualitative evidence from 12 case studies. The quantitative analysis investigates how factors such as board structure, management control practices, and family decision-making bodies influence innovation outcomes. Using structural equation modeling, the findings indicate that both family involvement and the presence of independent directors' shape innovation in complex, nonlinear ways. The qualitative component—based on interviews with owners, board members, and key non-family managers—offers a closer look at how these governance mechanisms function in everyday strategic decisions. Overall, the results show that family SMEs tend to maintain balance through three core practices: introducing professional expertise to boards without losing family influence over core values; adopting formal management systems that translate long-term family aspirations into measurable innovation targets; and fostering leadership styles that support both tradition and experimentation. A notable insight that emerges from the qualitative cases is the notion of "heritage-framed innovation," where new ideas are pursued in ways that still resonate with the family's identity and legacy. Although the sample focuses on firms in developed economies, the study's implications extend broadly. It enriches family business research by integrating ideas from imprinting theory, dynamic capabilities, and paradox thinking. Practically, the findings highlight how well-calibrated governance can help family SMEs navigate competing demands, not by choosing one over the other but by integrating both into their strategic fabric.

Green Marketing in Omnichannel Retailing: Global Sustainability, Technology, and Governance Perspectives in a Geopolitical Context

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ABSTRACT

Given the limitless nature of human wants and the growing scarcity of natural resources, businesses across the globe are increasingly compelled to adopt responsible, efficient, and waste-minimizing resource utilization practices. In recent years, corporate organizations-particularly in the retail sector-have recognized the strategic importance of sustainability not only for environmental protection but also for long-term competitiveness in an increasingly interconnected and geopolitically dynamic global economy. This has led to the growing relevance of green marketing within omnichannel retailing frameworks, where physical and digital channels are seamlessly integrated to deliver sustainable value to consumers. Green marketing in omnichannel retailing emphasizes the environmentally responsible design, sourcing, production, distribution, and promotion of products across online and offline touchpoints, supported by digital technologies, data-driven supply chains, and sustainable logistics systems. This paper examines how retailers are leveraging omnichannel strategies to engage environmentally conscious consumers whose purchase decisions are influenced by ecological, ethical, and social considerations. The study critically evaluates the opportunities and challenges associated with green omnichannel marketing, including the risks of greenwashing, cost pressures, technological integration barriers, and the need for robust governance mechanisms to ensure accountability and transparency. Special emphasis is placed on recent developments in the Indian retail landscape, positioning them within the broader global sustainability and geopolitical context. The findings suggest that a holistic integration of green marketing within omnichannel retailing—aligned with sustainability goals, technological innovation, and sound governance frameworks—enhances business resilience, strengthens global competitiveness, and contributes meaningfully to sustainable economic growth and environmental stewardship in a geopolitically complex world.

Geopolitics and Global Supply Chains: Strategic Responses for Sustainable Business and Technological Resilience

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ABSTRACT

Geopolitical instability has emerged as a critical determinant of global supply chain performance and long-term business sustainability. Escalating conflicts and strategic rivalries across South Asia, the Middle East, and Eastern Europe have disrupted trade through sanctions, border closures, airspace restrictions, and maritime insecurity. These disruptions have increased freight and insurance costs, triggered shipment rerouting, and amplified volatility in energy and commodity markets, exposing the vulnerability of supply chains dependent on strategic chokepoints such as the Suez Canal, the Strait of Hormuz, and the Black Sea corridor. This study investigates how simultaneous geopolitical crises reshape global supply networks and evaluates the strategic responses of firms and policymakers to strengthen resilience and technological preparedness. Using a comparative qualitative design, the research draws on geopolitical risk indices, trade and maritime reports, policy documents, and multinational case evidence. Findings indicate a structural shift from efficiency-driven globalisation toward resilience-oriented models, including regionalisation, friend-shoring, and multi-sourcing, supported by digital visibility tools and AI-enabled risk forecasting. The study proposes an integrated framework linking geopolitical risk intensity with supply chain outcomes and adaptive strategies, offering practical insights for building sustainable and robust supply systems in an era of persistent uncertainty.

The Evolving Landscape of Global Geopolitics: A Comprehensive Analysis on Global Governance and New World Order

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ABSTRACT

Geopolitics has become a central factor influencing both the domestic and foreign policies of nations. This trend aligns with political realism, where states prioritize survival in an anarchic global system by maximizing their power and minimizing losses (Mearsheimer, 2001, The Tragedy of Great Power Politics, W.W. Norton). In an era of rapid environmental, economic, and technological change, along with international uncertainty, geopolitical narratives are capturing the attention of leaders, academics, and strategists (Dahal, 2024). The field of geopolitics has moved beyond its older, aggressive form to a more nuanced view of strategic state choices in a multi-polar world (Dahal, 2024). However, this shift has coincided with a decline in multilateralism and a rise in nationalism, populism, and fundamentalism, which has weakened global governance institutions (Dahal, 2024). A major dynamic is the global power shift from the Atlantic to Asia, marked by the ascent of China as a geo-strategic rival to the USA, with global influence. India's neutral stance between Russia and the USA, while participating in the Indo-Pacific strategy against China, highlights the difficult positions small states face. Many nations are increasingly asserting their sovereignty and pushing back against what they perceive as unilateral actions by the dominant power (Patrick, 2023, "Rules of Order: Assessing the State of Global Governance", Carnegie Endowment).

How ESG Rating Methodologies Influence Investor Trust: Evidence from OECD Rating Providers

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ABSTRACT

Environmental, Social, and Governance (ESG) ratings have become an important benchmark for evaluating firm performance and investment risk. ESG investments are increasing rapidly worldwide. However, many investors do not fully trust ESG ratings because different agencies use varying methods and do not clearly explain how scores are calculated. This study explores how ESG measurement methods and transparency influence investor trust, using the OECD's 2025 Behind ESG Ratings dataset. The study analyses 2,040 ESG indicators from eight major rating agencies that cover more than 80% of global market capitalisation. Descriptive statistics are used to examine differences in measurement design. Transparency is evaluated across five areas: definitions, weighting methods, scoring process, data sources, and level of disclosure. The results are interpreted using signalling theory and behavioural finance concepts. The findings show large differences in ESG measurement. Most indicators are input-based (focused on policies rather than outcomes) and qualitative. The overall consistency between ratings is low (0.58). Transparency is also limited; only a few agencies clearly explain their weighting, scoring methods, and data sources. The study concludes that differences in measurement and a lack of transparency reduce investor trust and increase perceived risk. Improving standardisation, increasing outcome-based measures, and enhancing transparency can strengthen the credibility of ESG ratings.

Corporate Risk Reporting and Firm Performance: A Bibliometric Review

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ABSTRACT

Over the past few decades, corporate risk reporting (CRR) has gained significant attention from stakeholders, practitioners, regulators, and researchers in the field of corporate governance. This growing focus has largely been driven by several instances of financial fraud, corporate scandals, and reporting irregularities that have raised concerns about transparency, accountability, and effective risk management within organizations. As businesses operate in increasingly complex and uncertain environments, stakeholders now expect companies to provide clear and comprehensive disclosures about the risks they face and the strategies adopted to manage them. In response to these concerns, academicians, regulatory bodies, and professional organizations across the world have undertaken numerous studies examining different aspects of corporate risk reporting. These studies have explored the nature, quality, and extent of risk disclosures, as well as their relationship with firm performance, corporate governance mechanisms, and market perceptions. Over time, this has resulted in a growing body of academic literature in the area of CRR. However, despite the increasing number of studies, there is still limited systematic mapping of the existing research in this field. Most previous review studies are either qualitative in nature or limited in scope, focusing on specific aspects or time periods of corporate risk reporting. To address this gap, the present study aims to conduct a comprehensive bibliometric review of the literature on corporate risk reporting and its relationship with financial performance, in order to identify key trends, influential contributors, and potential directions for future research.

Unveiling the Color Puzzle: How Neural Pathways of Colors Shape Financial Decisions on Trading Platforms

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ABSTRACT

The purpose of this paper is to explore the effect of colors on the investors' financial decisions. It attempts to provide an explanation as to why some specific colors in the visible spectrum are used on trading screen. Previous studies shows that these colors affect the trader's emotions, perceptions, and decisions made by them. This process combines principles of neuroscience, physics, psychology and finance. We try to explore the impact of various colors like: violet, blue, green, yellow, orange, red, brown, black, grey and white on the risk assessment and behaviour of investors. This conceptual paper provides the answer to questions like: how the colors on trading sites are playing with human brain? Why do all trading platforms use the same mix of colors? Why do certain colors pop out on gambling sites? Why do casinos use certain specific infrastructure and color mix? Why do some colors push us toward risky bets or make us pull back? Why do all online gaming sites use bright reds and greens to encourage more spending or longer playtime? The answer to these questions highlights how one can play with colors to stir emotions like excitement or fear, which can lead to impulsive financial choices. It concludes by offering simple tips to design trading screen that reduces emotional bias and support unbiased decision making.

The New Green Chessboard: Geopolitics of Critical Minerals and the Weaponization of Green Finance

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ABSTRACT

The global transition to a low-carbon economy is reshaping geopolitics by shifting strategic power from hydrocarbon-rich nations to countries that dominate green supply chains. This study examines how climate mitigation strategies—particularly the race for critical minerals and the introduction of carbon pricing mechanisms—are generating new forms of geopolitical dependency. It addresses three key questions: (1) how concentration in critical mineral processing creates measurable risks for dependent economies; (2) whether the European Union's Carbon Border Adjustment Mechanism (CBAM) operates as a form of "green protectionism"; and (3) whether network analysis can effectively map supply chain vulnerabilities. Using a mixed-methods framework, the paper applies the Herfindahl-Hirschman Index (HHI) to assess concentration in lithium and rare earth processing and compares these patterns with traditional oil markets. It also develops a financial model to estimate CBAM's tariff burden on Indian steel exports. Findings reveal that while mining is geographically dispersed, processing is highly concentrated (HHI > 2500), creating strategic chokepoints. The study concludes that achieving "green autonomy" must be recognized as a core national security imperative.

Digital Governance, Geo-Political Risk, and Trust Formation in Online Food Delivery Platforms: Implications for Business Sustainability

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ABSTRACT

Online food delivery (OFD) platforms operate in a digital environment shaped by increasing data regulation and cybersecurity concerns. Consumer decisions in such settings extend beyond convenience. They are influenced by how platforms manage privacy, security, and transparency. This study examines the role of User Interface Quality and Information Quality in shaping purchase intention, while also analysing the effects of Perceived Security Risk and Perceived Privacy. Trust is positioned as a key mechanism through which risk perceptions translate into behavioural outcomes. The framework integrates insights from the Information Systems Success Model, the Technology Acceptance Model, and Perceived Risk Theory to explain how governance signals embedded within platform design influence user confidence. Data were collected from 419 active OFD users and analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The results indicate two complementary pathways. Functional app attributes directly strengthen purchase intention. At the same time, trust mitigates the negative impact of privacy and security concerns. Perceived Privacy demonstrates both direct and mediated effects, whereas Perceived Security Risk influences intention primarily through trust. The findings indicate that users respond positively when platforms are open about their data practices and proactive about security, reinforcing long-term engagement.

The Resilience Blueprint: Geopolitical Risk Modelling India Next-Generation Supply Chains

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ABSTRACT

In a global environment where supply chains are becoming more vulnerable to geopolitical shocks, Indian firms are finding themselves more vulnerable to trade wars, regional conflicts, currency fluctuations, tariff realignments and strategic chokepoints like the Red Sea and the Strait of Hormuz. Recent instabilities in the world of shipping such as a 40 percent spike in shipping cost, 20 to 25 percent increases in the container lead times and 70 percent rise in the semiconductor chips have highlighted the necessity of providing a systematic geopolitical risk evaluation system. In this paper, a detailed Geopolitical Supply Chain Risk Modelling (G-SCRM) Framework has been suggested to serve the purpose of Indian companies in manufacturing, pharmaceuticals, technology, and export-driven businesses. Based on secondary sources on the world logistics reports, WTO data on the trade, and international geopolitical risk indicators, the research determines four key risk clusters, which are the volatility of trade policies, resource and energy security, uncertainty in cross-border regulations and cross-border disruptions in transportation and routes. The suggested framework will combine scenario planning, scoring of risk probability, and tools that measure the impact that a firm will undergo to allow firms to cease to respond to the crisis but predict risk mitigation efforts. The model focuses on diversifying with China+1 strategies, nearshoring, mapping suppliers on a multi-tier level, and digital risk monitoring options with the help of AI- based early warning systems. The results indicate that Indian firms that have an organized geopolitical risk framework recover up to 32 % faster, cut costs of disruption 15 to 18 % less, and have much better supply chain visibility. The paper provides practical and flexible risk assessment structure that will empower Indian corporates with viable enhancements to foster resilience, competitiveness and operational continuity in an ever-changing geopolitical environment.

XXIst International Conference

In an era marked by unprecedented geopolitical shifts, global businesses are navigating a landscape of volatility, uncertainty, complexity, and ambiguity. Political realignments, trade tensions, climate diplomacy, and technological disruption are reshaping how nations and corporations interact. The interplay between geo-politics, business sustainability, emerging technologies, and governance is no longer peripheral - it is central to corporate survival and global competitiveness.

This International Conference aims to provide a dynamic platform for scholars, industry leaders, policymakers, and students to explore how geopolitical dynamics influence business strategy, innovation, and governance frameworks. It will delve into the opportunities and challenges created by global power transitions, technological advancements, shifting trade policies, and the urgent call for sustainable development.

By fostering interdisciplinary dialogue and cross-border collaboration, the conference will seek actionable insights to build resilient, ethical, and future-ready business ecosystems. As India's role in the global economy continues to strengthen, this platform will also examine the nation's strategic positioning in the context of emerging alliances, regional cooperation, and technology-led growth.

Conference Objectives:

This conference aims to:

Examine Global Geopolitical Shifts and its Impact on Business Sustainability

To analyze the changing dynamics of international relations, trade policies, and power structures, and their direct and indirect impact on long-term corporate resilience.

Understand the Technological Dimension of Geopolitics

To discuss the influence of technology-driven competition, digital sovereignty, and emerging innovations such as AI, blockchain, and cybersecurity on international business operations.

Strengthen Governance and Corporate Diplomacy

To identify strategies for effective governance, ethical leadership, and corporate-state engagement in volatile and uncertain political environments.

Encourage Interdisciplinary Collaboration

To provide a platform for researchers, industry experts, policymakers, and academicians to share insights, case studies, and best practices for navigating geopolitical challenges.

Promote Strategic Foresight and Policy Innovation

To develop forward-looking approaches and scenario planning techniques that prepare businesses for future geopolitical disruptions.

Position India in the Global Geopolitical Context

To highlight India's evolving role in global trade, technology, sustainability, and governance within the emerging world order.

About JIMS

Jagannath International Management School, Kalkaji, New Delhi, the flagship institute of the JIMS Group, was founded in 1997 with a clear vision and purpose of grooming world class business leaders to meet the challenges of a rapidly changing business environment. The institute is ably governed by its young and dynamic Chairman, Dr. Amit Gupta who through his visionary leadership has catapulted it to the top league of B-Schools. JIMS' greatest strengths lie in its superior attributes which include expert faculty with relevant industry experience; prestigious International Advisory Board comprising eminent academicians from top foreign and Indian universities; prolific institute-industry interface, foreign university collaborations and an enviable track record of quality placements. The institute is approved by All India Council for Technical Education (AICTE), Ministry of Education, Govt. of India, and has been awarded the international SAQS accreditation and the national NBA accreditation which is recognised by AIU as equivalent to an MBA degree.

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