Two- Day National Conference on the Theme

Human Centric Future for a Circular Economy:

Harmonising Indigenous Knowledge, Management, Sustainability and Societal Well-Being

(27th & 28th January 2027)
Mode: Hybrid

Organized By

The Department of Business Administration,

Assam University, Silchar

and

The North Eastern Management Association (NEMA), India

Venue: Department of Business Administration,
Assam University, Silchar

About the Conference

As the world grapples with escalating climate crises, resource depletion, and widening socioeconomic disparities, the limitations of the traditional linear economic model-rooted in a "take-make-dispose" paradigm-have never been more apparent.

By harmonizing these ancestral paradigms with contemporary management strategies, this conference aims to chart a national roadmap for a resilient economy that prioritizes societal well-being and equitable development.

While the global transition toward a Circular Economy (CE) offers a vital blueprint for minimizing waste and regenerating natural ecosystems, this transition often remains deeply technocratic. Too frequently, it prioritizes industrial efficiency and corporate sustainability metrics over the fundamental needs, cultural identities, and well-being of the people it is supposed to serve.

To build a resilient and socio-economically equitable paradigm, the circular economy must transcend beyond mere material closed-loops and fundamentally anchor itself in human centric principles.

This National Conference is convened to explore a transformative approach to sustainability-one that bridges modern management practices with the profound, time-tested wisdom of Indigenous Knowledge Systems (IKS). For millennia, indigenous and local communities have practiced true circularity, governed by values of reciprocity, restraint, and deep ecological harmony.

The Human-Centric Circular Economy

A human-centric circular economy anchors sustainable development within the foundational pillars of human dignity, equitable livelihoods, and public health. Critically, this paradigm acknowledges that transitioning to circular business models-such as product-as-a-service frameworks, remanufacturing, and recycling-inevitably induces structural disruptions within existing labor markets. Therefore, a human-centric approach ensures a "Just Transition," where marginalized workers, informal waste pickers, and rural communities are integrated into the formal economy with fair wages, safe conditions, and upskilling opportunities. It measures success not just by the volume of carbon reduced, but by the tangible improvement in the quality of human life.

Harmonizing Indigenous Knowledge

Indigenous communities safeguard an estimated 80% of the world's remaining biodiversity. Their traditional ecological knowledge encompasses regenerative agriculture, sustainable water management, seasonal resource harvesting, and zero-waste living. However, this knowledge is frequently marginalized in formal corporate and policy discourses. This conference seeks to elevate Indigenous knowledge from a niche anthropological interest to a central pillar of national economic planning. True harmonization means moving beyond appropriation; it requires co-creation, where Indigenous voices lead the design of localized circular frameworks and are rightfully acknowledged and compensated for their intellectual property.

Rethinking Modern Management and Sustainability

Contemporary management theories are undergoing a paradigm shift from shareholder primacy to stakeholder capitalism. Yet, corporate sustainability initiatives frequently fall into the trap of "greenwashing" or incremental compliance. Harmonizing management with sustainability requires a radical restructuring of supply chains, performance metrics, and leadership philosophies. It demands managers who can design closed-loop systems, navigate complex ecological regulations, and foster symbiotic relationships with local communities rather than extractive ones.

Advancing Societal Well-being

Ultimately, the goal of a circular economy must be societal well-being—a holistic state of physical, mental, and social prosperity. Economic growth must be decoupled from environmental degradation and recoupled with human flourishing. This requires exploring alternative macroeconomic indicators that go beyond Gross Domestic Product (GDP) to measure genuine progress, ecological health, and community resilience.

Conference Objectives

This National Conference serves as an interdisciplinary platform bringing together policymakers, tribal and community leaders, corporate executives, environmental scientists, and academic scholars. Its primary objectives are to:

Establish a Collaborative Framework:

Create a space for dialogue between modern industry leaders and Indigenous knowledge keepers to co-design localized circular economy models.

Critique and Reconstruct Management Education:

Identify gaps in current business administration curricula and propose frameworks that integrate traditional ecological knowledge and human-centric sustainability.

Drive Policy Innovation:

Formulate actionable policy recommendations that support grassroots circular initiatives, protect Indigenous intellectual property, and incentivize corporations to adopt regenerative practices.

Showcase Best Practices:

Highlight successful national case studies where Indigenous practices and modern technology have successfully converged to promote regional sustainability and economic empowerment.

About Department of Business Administration, Assam University

(AICTE Approved)

(29 Glorious Years of Imparting Management Education with Values of Indian Ethos and Ethics)

The Department of Business Administration under the Jawaharlal Nehru School of Management Studies (DBA-JNSMS), Assam University started functioning in July 1997. The mission of the department is to contribute – through the pursuit of excellence in teaching and other creative and innovative endeavours about management education, research, consultancy, and training to the process of developing capable human and managerial resources and thereby to the corporate, industrial, entrepreneurial, economic, social, intellectual and cultural development of the nation. To accomplish its mission, DBA-JNSMS is offering various courses through which the Excellent Management Professionals of Tomorrow are nurtured. Activities of the Department also include the arrangement of discussions, debates, seminars, symposia, workshops, study tours, training programs, and industry interfaces, among others. The focus is clearly on developing the student's awareness and in-depth understanding of the issues that are contemporary and of relevance to the corporate sector. Academic programs in DBA-JNSMS are handled by a competent Faculty whose members have been drawn from different parts of the country through the process of national-level selection.

The Certifications Achieved by the Department are:

In the year 2013, the Department received NATIONAL EDUCATIONAL LEADERSHIP AWARDS for Outstanding B-School (EAST), from Lokmat in association with STAR GROUP.

In the year 2014, the Department received NATIONAL EDUCATION AWARDS for Outstanding B-School (EAST), from ABP News.

In the Year 2023, the Department was ranked 20th amongst the B-Schools of India, under Govt Institutions, by the Week -Hansa Research Survey 2023.

In the year 2024, the Department was ranked 39th amongst the B-Schools of India, under Govt Institutions, by Fortune Media IP Limited.

In the year 2025, the Department was ranked 37th amongst the B-Schools of India, under Govt Institutions, by fortune Media IP Limited.

In the year 2025, the Jawaharlal Nehru School of Management Studies was rated AA +, making it one of the best B-Schools in India, by CAREERS 360.

About North Eastern Management Association (NEMA)

The North Eastern Management Association (NEMA), which came into being on 21st May, 2016, is a non-political, non-partisan, voluntary regional management association with national and international perspectives. This is a cohesive group of management experts, economists, business community, business and management researchers, technologists etc, with multifarious objectives such as- to serve as a forum for the exchange of ideas, experiences; collection and dissemination of information on management, business, trade, and commerce; to promote the research and consultancy activities; and to bring coordination in the Business Management curriculum at national level. Any person/institution interested in the study of business management, trade and commerce, and economic issues of the firms and issues subscribing to the objectives of the Association can be member of the NEMA.

Members of NEMA are presently drawn from the eight North Eastern States but membership to NEMA is also open to all the interested individuals/institutions from all over the world. The core activities of NEMA include organization of seminars, conferences, workshops, and meetings; promotion of research; providing technical assistance and consultancy to the clientele world and publication of books, journals and periodicals, etc.

The North Eastern Management Association (NEMA) was incorporated as Section 8 Company on 19th April 2023 as per Sub- section (2) of Section 7 and Sub- section (1) of Section 8 of the Companies Act, 2013 (18 of 2013) and rule 18 of the Companies (Incorporation) Rules, 2014. The Corporate identity Number of the company is U898900MN2023NPL014841.

Aims and Objectives of North Eastern Management Association:

To undertake, promote, co-ordinate and collaborate in the study of managerial problems and issues in India with special emphasis on North East India.

To provide a common platform for interaction of ideals and exchange of experiences among the scholars.

To contribute in promoting an atmosphere conducive for research through dissemination of information and knowledge.

To contribute in promoting technical competence for teaching and research in the field of business management and its allied subject covering trade and commerce, economics, tourism and hospitality management, entrepreneurship, international business, strategic management, social and cross cultural studies etc.

To undertake any other activities in furtherance of the course of the association as per the changing paradigm of the business and managerial world.

Thematic Tracks and Call for Papers

To facilitate deep, focused discussions, the conference will be divided into five interdisciplinary tracks. We invite researchers, practitioners, and community leaders to submit papers and make presentations under the following sub-themes:

Track 1: Epistemology of Indigenous Circularity

- Traditional Ecological Knowledge (TEK) in modern resource management.
- Case studies of ancestral zero-waste and regenerative agriculture practices.
- Protecting Indigenous intellectual property in the era of bio-prospecting.
- The role of local dialects, folklore, and cultural narratives in preserving ecological wisdom.

Track 2: Re-imagining Corporate Management and Operations

- Designing Human-Centric Supply Chains and Reverse Logistics.
- Integrating Indigenous values (e.g., Reciprocity, Seventh-Generation Thinking) into corporate governance and ESG (Environmental, Social, and Governance) criteria.
- The transition from Extractive to Restorative Business Models.
- Fostering the "Just Transition" for the Informal Labor Sector in the Circular Economy.

Track 3: Policy, Governance, and Macro-Economics

- Moving beyond GDP: Measuring societal well-being and ecological health.
- National frameworks for integrating local community voices into environmental policy-making.
- Subsidies, taxation, and financial instruments to promote localized circular economies.
- Legal frameworks for recognizing the rights of nature.

Track 4: Technology, Innovation, and Traditional Synergy

- Appropriate Technology: Scaling traditional practices without erasing their cultural roots.
- The role of AI and Data Analytics in Mapping and Optimizing Localized, Traditional Resource Loops.
- Frugal innovation (Jugaad) and its place in sustainable product design.
- Bridging the Digital Divide to Empower Indigenous Communities in the Green Economy.

Track 5: Human Centric Marketing and Indigenous Entrepreneurship

- Mindful consumption and Sustainable Consumer Behaviour
- Anti greenwashing strategies and Ethical Marketing
- Human based value creation and brand Humanization.
- Community based entrepreneurship and sustainable livelihood.
- Local enterprise with cultural integrity and environmental balance.
- Social enterprise and Triple Bottom Line

Note: Topics not explicitly listed under the sub-themes/tracks but aligned with the overarching conference theme are also welcome for presentation.

TARGET AUDIENCE & STAKEHOLDERS

Solving multi-dimensional ecological and social challenges requires a dissolution of professional silos. The conference aims to attract:

- **Indigenous and Community Leaders:** To share firsthand experiences, ancestral methodologies, and ground realities.
- **Academics and Researchers:** From disciplines including environmental science, anthropology, business management, economics, and sociology.
- **Corporate Leaders and Entrepreneurs:** Sustainability officers, supply chain managers, and founders of green startups seeking practical integration of circular models.
- **Policymakers and Bureaucrats:** Government officials tasked with drafting environmental, industrial, and tribal welfare policies.
- **NGOs and Civil Society Organizations:** Advocates working at the intersection of human rights, labor, and environmental conservation.

EXPECTED OUTCOMES AND DELIVERABLES

The conference is designed to be an incubator for actionable change rather than a mere theoretical exercise. The expected outcomes include:

The "Harmonized Circularity" White Paper

A comprehensive policy document synthesizing the findings of the conference, to be presented to national environmental and economic ministries.

Creation of a National Knowledge Network

The establishment of an ongoing consortium of universities, corporate partners, and tribal councils dedicated to collaborative research in human-centric sustainability.

Curriculum Development Guidelines

A framework proposed to national higher education bodies for integrating indigenous sustainability practices into mainstream MBA and engineering programs.

Grassroots Innovation Awards

Recognition and funding seed grants for local communities and startups successfully demonstrating the synergy of traditional knowledge and modern circularity.

By placing human well-being and indigenous wisdom at the core of our economic strategies, this National Conference will lay the groundwork for a future that is not only environmentally sustainable but fundamentally just, equitable, and rich in cultural heritage.

SUBMISSION GUIDELINES

Authors can submit their **Abstract/Full length paper** as an email attachment in **.doc or .docx format** and mention the **Subject: Track / Conference Paper Submission 2027** to:

dbanemaconf@gmail.com

with CC to:

singhhaomom@gmail.com | **joyeeta_shg@yahoo.com** | **secretarynema2016@gmail.com**

- **Length:** Length of full-length paper should be about **3000–7000 words**.
- **Format:** The entire paper (title, abstract, keywords, main text, figures, tables, references, etc.) must be in **ONE document** created in MS WORD (compatible mode). Please use **Times New Roman** font size.
- **Font Sizing & Layout:** Font size should be 16 point for title, and 12 point for rest of the text. Please provide margin of 1" on all sides. The text should be justified.
- **Citation Style:** References should be provided using **American Psychological Association (APA)** guidelines.
- **File Verification:** Check that the paper prints correctly (i.e. all imported figures and tables are there) and ensure that the file is virus-free.
- **Modifications:** Changes in the paper title, authorship and paper contents shall not be possible after the submission deadline.
- **Originality:** Submitted papers must not have been previously presented, published, accepted for publication anywhere.
- **Presentation Requirement:** Submission of a paper implies that should the paper be accepted, at least one of the authors will register and present the paper in the conference.
- **Registration Deadline:** Last date of registration is **2nd January 2027**.
- **Author Details:** Authors should provide their full name, current affiliation, and contact details on the cover page of their research paper.
- **Correspondence:** Kindly indicate the name of the corresponding author in case of two or more authors. All conference related emails will be addressed to the corresponding author.

IMPORTANT DATES

EVENT / MILESTONE	DEADLINE
Last date for Submission of Abstract	**12th December 2026**
Notification of Acceptance	**15th December 2026**
Submission of Full Paper	**30th December 2026**
Registration *(on or before)*	**2nd January 2027**

CONFERENCE PUBLICATION

The peer-reviewed conference papers will be published in the **Book Proceedings (Full Paper)** bearing an **International Standard Book Number (ISBN)** by a reputed National Publisher, or to Departmental journal of DBA, Assam University. Based on Editor's review, a few selected papers may be published in the **UGC CARE listed journals**.

REGISTRATION FOR THE CONFERENCE

CATEGORY	REGISTRATION FEE
Faculty / Paper Presenting Authors / Delegates (Non-NEMA Members)	**INR 2000/-**
Faculty / Paper Presenting Authors / Delegates (NEMA Members)	**INR 1500/-**
Students & Research Scholars (Non-NEMA Members)	**INR 1500/-**
Students & Research Scholars (NEMA Members)	**INR 1200/-**
Non-Presenting Participant	**INR 1000/-**

Fee Inclusions: The registration fee includes refreshment and lunch (conference days), conference kit, certificate for participants, and a visit to Tea garden / Shon Beel Lake only.

- **Registration is compulsory** for all participants. At least one participant must present the paper.
- Accompanying persons shall be charged separately for the conference.
- If a paper has more than one author, then all authors need to register separately by paying the fee and filling up the registration form individually.
- The registration should be done by filling up the online registration form (Google Form link provided below) and paying the registration fee.

Online Registration Form Link (Google Form):
https://forms.gle/vAjiYm4fv2Kl62419

Registration Form

REGISTRATION FEE PAYMENT

Payment for registration for the Conference should be made to the account of **NEMA** given below:

ACCOUNT NAME
North Eastern Management Association

BANK NAME
State Bank of India (SBI)

BRANCH
Manipur University (MU)

ACCOUNT NUMBER
20512944868

IFSC CODE
SBIN0005320

Once the payment has been made, the **Payment Reference No./ID** must be emailed to the following addresses:

secretarynema2016@gmail.com • singhhaomom@gmail.com • joyeeta_shg@yahoo.com

ACCOMMODATIONS

There are various budget and premium hotels, guest houses, and homestays in and around Silchar city which you can book through various travel portals. However, the conference has partnered with a few hotels on a payment basis as listed below:

Hotel Kunjalata
Michael Madhusudan Sarani Road, Tarapur, Silchar, 788001, Assam, India
📞 **+91 3842 220 206**

Hotel Apurva
Bank of India, 103, opp Kusum Mansion, Hailakandi Road, Tarapur, Silchar, Cachar, Assam, 788001
📞 **+91 8811981017**

Hotel Madhuban
Hailakandi Rd, Ghungoor, Masimpur, Silchar, Assam, 788010
📞 **+91 0124-6201318**

IMPORTANT BOOKING INFORMATION

Booking has to be done individually. Rooms are limited and it's advised to book at the earliest. While booking, please mention that you are coming for the **National Conference by DBA-Assam University and the NEMA on 27-28 January 2027**. Other than these, if you need any further assistance, we will guide or assist you once the registration process is completed from your end.

ORGANISING COMMITTEE

DESIGNATION	DIGNITARIES & MEMBERS
Chief Patrons	• **Prof. Rajive Mohan Pant**, Hon'ble Vice Chancellor, Assam University, Silchar • **Prof. W. Chandbabu Singh**, Hon'ble Vice Chancellor, Dhanamanjuri University & Manipur Technical University, Manipur • **Prof. L.S Sharma**, Chairman, NEMA & Senior Professor, Department of Management, Mizoram University, Mizoram
Patrons	• **Prof. Arup Barman**, Dean, JNSMS, Department of Business Administration (DBA), Assam University • **Prof. J.U. Ahmed**, Campus In Charge, Tura Campus & Professor, Department of Management, NEHU, Meghalaya • **Prof. Sabyasachi Dasgupta**, Globsyn Business School • **Prof. Ajay Pathak**, Director, IBS, Kolkata • **Prof. Mahmood Ansari**, Dean, MG School of Economics and Commerce • **Prof. Sudipto Roy**, Dean, Tripura Sen School of Technology
Director	• **Prof. Debomalya Ghosh**, HOD, DBA, JNSMS, Assam University
Convenors	• **Prof. H. Ramananda Singh**, Department of Business Administration (DBA), Assam University, Silchar • **Prof. Joyeeta Deb**, Department of Business Administration (DBA), Assam University, Silchar • **Dr. Sunildro L. S. Akoijam**, Secretary, NEMA & Associate Professor, Department of Management, NEHU, Tura Campus
Advisory Committee	• **Prof. Anup Dey**, Controller of Examination, Assam University, Silchar • **Prof. L. Jibon Kumar Sharma**, Professor, Manipur Institute of Management Studies (MIMS), Manipur University • **Prof. Amrit Lal Ghosh**, Professor, DBA, JNSMS, Assam University, Silchar • **Dr. Ajita Tiwari**, HOD, Agricultural Engineering, Assam University, Silchar • **Dr. Tapodhir Acharjee**, HOD, Computer Science & Engineering (CSE), Assam University, Silchar • **Prof. Prodipto Das**, HOD, Computer Science (CS), Assam University, Silchar • **Prof. Alfarid Husain**, Department of Mass Communication, Assam University, Silchar • **Prof. Raju Mondal**, HOD, Department of Economics, Assam University, Silchar • **Prof. E. Nixon Singh**, HOD, Department of Management, Mizoram University • **Prof. Sanjeev Kumar Saxena**, HOD, Department of Hospitality & Tourism Management, Assam University, Silchar • **Dr. Soumendra Bhattacharjee**, HOD, Department of Commerce, Assam University, Silchar • **Prof. Mostafizur Rahman**, HOD, Department of Arabic, Assam University, Silchar • **Prof. Tarun Sukai**, HOD, Department of Social Work, Assam University, Silchar
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DETAILS FOR CORRESPONDENCE

Prof. H. Ramananda Singh
Convenor
Department of Business Administration, Assam University, Silchar
Email: singhhaomom@gmail.com
+91 94351 72951

Prof. Joyeeta Deb
Convenor
Department of Business Administration, Assam University, Silchar
Email: joyeeta_shg@yahoo.com
+91 7002294429

Dr. Sunildro L. S. Akoijam
Convenor &Secretary,NEMA
Associate Professor, Department of Management, NEHU, Tura Campus
Email: secretarynema2016@gmail.com
+91 8414025532