KU SOM ANNUAL INTERNATIONAL CONFERENCE 2026

NAVIGATING BUSINESS AND TRADE IN A CHANGING GLOBAL LANDSCAPE

DEC 19-20, 2026

ABOUT KATHMANDU UNIVERSITY SCHOOL OF MANAGEMENT (KU SOM)

Established in August 1993, Kathmandu University School of Management (KU SOM) is the first institution in Nepal to initiate a Master of Business Administration (MBA) program. The school holds the prestigious position of the country's leading business school, consistently ranked the best in all B-School rankings in Nepal to date. It is the first choice for both aspiring management students and employers seeking top-tier management graduates.

KU SOM is at the forefront of management development in Nepal, setting quality standards and introducing innovative trends for other business schools to follow. Its graduates provide high-quality managerial, entrepreneurial, and intellectual resources, contributing to the growth and success of numerous business, development, and academic enterprises in the country.

CONFERENCE THEME

Navigating Business and Trade in a Changing Global Landscape

The way the world does business is changing. Trade routes and supply chains are being redrawn, artificial intelligence is transforming how firms operate and compete, and climate change has pushed sustainability to the center of both strategy and policy. For researchers, managers, and policymakers, these shifts raise questions that no single discipline can answer alone.

The KU SOM Annual International Conference 2026, under the theme "Navigating Business and Trade in a Changing Global Landscape," invites academics, scholars, industry practitioners, and policymakers to present research, exchange ideas, and explore innovative solutions to contemporary business and trade challenges.

The program spans eight tracks: firm competitiveness and global value chains, technology and the digital economy, sustainable hospitality, marketing and entrepreneurship, human capital, climate risk, and finance. Together, these discussions aim to chart a path forward toward businesses and economies that are more competitive, more responsible, and better prepared for uncertainty.

Sub Themes & Tracks:

Track 1: Firms, Markets, and Competitiveness

As trade routes, supply chains, and competitive rules are redrawn, firms are being forced to rethink how they build and defend advantage. This track examines strategic management, market structure, and firm-level performance under conditions of global uncertainty, with particular interest in how enterprises, large and small, formal and informal, adapt strategy, positioning, and operations in response to shifting demand patterns, regulatory realignment, and intensifying competition. Papers on firm competitiveness in developing and transition economies, including South Asia, are especially encouraged.

Track 2: Trade, Connectivity and Value Chains

This track invites research on trade policy, regional connectivity, infrastructure, and the repositioning of firms and economies within global and regional value chains amid geopolitical realignment, near-shoring and friend-shoring trends, and post-pandemic recovery. Particular attention is given to the implications for landlocked and least-developed countries navigating post-LDC graduation and new trade arrangements.

Track 3: Regenerative & Sustainable Hospitality for Destination Resilience

As global changes continue to reshape the hospitality industry, businesses and destinations adapt to evolving market demands while retaining their core values and strengthening their resilience. This track explores how sustainable and regenerative hospitality practices can create long-term business value, enhance destination competitiveness, and support the well-being of communities and the environment. It welcomes empirical and theoretical research papers on sustainable hospitality management, regenerative tourism, destination resilience, responsible business practices, and innovative approaches to building safe, resilient, and competitive tourism destinations.

Track 4: Emerging Trends in Marketing & Entrepreneurship

Firms are competing in a landscape being reshaped by AI, changing consumer behavior, and new digital business models. This track explores how marketing theory and entrepreneurial practice are adapting to these shifts, welcoming research on AI-driven and digital marketing, consumer psychology, branding, and entrepreneurial ecosystems, with particular interest in women-led and youth enterprises navigating innovation and uncertainty in resource-constrained environments.

Track 5: Human Capital and the Future of Work

A changing global landscape demands a workforce that can adapt alongside it. This track examines how organizations and economies are preparing human capital for disruption driven by AI and automation, migration, and shifting skill demands. It welcomes research on talent development, labor market policy, and the changing nature of work, including remote and gig employment, and lifelong learning, as firms and governments navigate workforce uncertainty.

Track 6: Sustainability, Climate Risk & Responsible Growth

Climate change has moved from the periphery to the center of both business strategy and public policy. This track invites research on climate risk management, ESG integration, and responsible growth strategies, focusing on how firms, policymakers, and institutions balance growth with adaptation and mitigation, particularly in climate-vulnerable regions navigating economic uncertainty alongside environmental risk.

Track 7: Technology, AI, and Digital Economy

Artificial intelligence is transforming the way firms operate and compete, making this track central to the conference theme. It investigates AI adoption and governance, digital transformation, fintech, and e-commerce, along with the implications of these technologies for productivity, competitiveness, and inclusion, as well as critical perspectives on the risks and disruptions AI introduces to established business models.

Track 8: Finance, Investment & Economic Resilience

As global trade and business conditions shift, financial systems and investment strategies must adapt to preserve stability. This track addresses capital markets, financial inclusion, and macroprudential policy, with particular interest in how financial systems in emerging economies build resilience against external shocks, currency volatility, and systemic risk in a changing global economic order.

SUBMISSION GUIDELINES

- The abstract must contain no information that identifies the author(s) on the title page or elsewhere in the document.
- The submitter should clean the paper's file properties to remove identifying information.
- Submissions that consist only of abstracts, extended abstracts, or research proposals will not be accepted.
- All submissions must be in English.
- Each submission must state on its front page at the top right the requested track (number and name).
- Each submission must include an abstract, within 800 - 1500, that summarizes the manuscript. This abstract will appear in the conference proceedings with your permission if accepted for the presentation.
- Only submissions made through our official online submission portal will be reviewed for potential inclusion in the conference. Only PDF and Word files will be accepted.
- No request for change of authors, order of authors, and their affiliations will be entertained post-submission deadline.
- Each paper can be submitted only to ONE track.

Key Dates

Extended Abstract Submission Deadline	15th Sept, 2026
Paper Acceptance Notification Deadline	9th Oct, 2026
Early Bird Registration Deadline	29th Oct, 2026
Registration Deadline	20th Nov, 2026

For Submission: *https://forms.gle/19h9Ymq8U9YYxGQj7*

Registration

Registration Rates		Only Registration		
		Nepal	SAARC	Others
Students	Early Bird (until 29th October, 2026)	NPR 3000	USD 25	USD 50
	Regular	NPR 5000	USD 30	USD 75
Faculty/Researchers /Industry professionals	Early Bird (until 29th October, 2026)	NPR 6000	USD 50	USD 100
	Regular	NPR 8000	USD 75	USD 150

CONFERENCE CHAIR

Conference Chair
Prof. Dr. Bijay KC
Email: bijaykc@kusom.edu.np

Conference Convenor:
Dr. Umesh Rajopadhaya
Email: umesh@kusom.edu.np

Conference Co-Convenor:
Dr. Smrittee Kala Panta
Email: smrittee.panta@kusom.edu.np

Collaborating Partners:
The WTO Chairs Programme - Nepal

For more information about the International Conference
Please visit: ***https://www.kusom.edu.np/static-page/conference2026***

For more inquiries: **conference@kusom.edu.np**