



PUNJAB COLLEGE OF TECHNICAL EDUCATION



14th
International Conference
on
Multidisciplinary Research

*Human-Centric Approaches to
Innovation, Sustainability and
Growth*

10TH MARCH - 12TH MARCH 2026



Tracks



MANAGEMENT



BTTM



JOURNALISM



**MEDICAL LAB
SCIENCE**

PUNJAB COLLEGE OF TECHNICAL EDUCATION-ICMR 2026



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About Punjab College of Technical Education

Punjab College of Technical Education is the largest venture of 27-year-old PCTE Group- a Global Campus with students from over 62 countries, which makes it a melting pot of cultures. The Institute is nestled in the culturally vibrant state of Punjab, and has been expertly cultivating future leaders. We provide a comprehensive educational experience, honing both practical skills and theoretical knowledge across a variety of disciplines. Our Institute is a diverse and unique community, allowing everyone to pursue unique professions and build lifelong friendships simultaneously. Students from diverse corners of the globe flock to our Institute, relishing in a tranquil environment while gaining enriching exposure to numerous fields of study. We are running courses in the following streams:

- Bachelor of Business Administration
- Bachelor of Commerce Honours
- B. Tech Computer Science
- Bachelor of Travel and Tourism Management
- B.A. Journalism & Mass Communication
- B.Sc. Medical Laboratory Sciences (MLS)
- Master of Business Administration (Finance & Human Resource Management)
- Master of Business Administration (International Business)

Staying true to its motto, "Freedom to Evolve," PCTE offers many academic and extracurricular activities.

About the Conference

In an era defined by rapid transformation and complex global challenges, placing humans at the heart of progress has become more essential than ever. "Human-Centric Approaches to Innovation, Sustainability, and Growth" serves as the guiding theme of this conference. We believe that meaningful innovation and sustainable growth emerge not merely from technological advancement, but from solutions that are deeply rooted in human needs, values, and well-being.

The conference emphasizes interdisciplinary collaboration across science, technology, social sciences, healthcare, policy, and industry to promote inclusive, ethical, and people-driven development, bridging research with real-world applications to enhance quality of life and support long-term, equitable growth.

Through interdisciplinary collaboration and shared insights, the conference aspires to explore how human-centric thinking can drive responsible innovation, promote sustainable practices, and support equitable growth. Together, we aim to shape a future where progress is measured not only by economic or technological milestones, but by its positive and lasting impact on individuals, communities, and society at large.

Key Conference Objectives

- Human-Centric Approaches to Innovation, Sustainability and Inclusive Growth**

Exploring how people-driven strategies, leadership, and organizational practices can enhance skills, creativity, and productivity while fostering ethical decision-making, empathy, and respect for human dignity across industries and societies.

- Collaborative Human Solutions for Sustainable Futures**

Examining interdisciplinary collaboration among business leaders, journalists, tourism professionals, media practitioners, and legal experts to address complex global challenges such as sustainable development, responsible communication, social equity, resilient organizations, and environmental stewardship.

This conference aims to connect cutting-edge technological advancements with human-centric approaches, fostering innovations that are ethical, inclusive, sustainable, and future-ready.

- Empowering Digital Transformation Through Human Values**

Analyzing how emerging technologies—such as AI, data analytics, and digital platforms—can be guided by human values to strengthen trust, transparency, accountability, and social impact, ensuring that technological progress supports inclusive growth and long-term societal well-being.

Conference Highlights

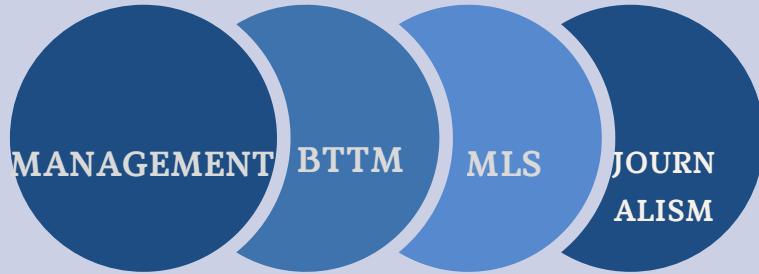
- Plenary Sessions:** Engage with prominent leaders who will provide valuable insights into the theme of resilience and interdisciplinary collaborations.
- Parallel Sessions:** Participate in focused discussions and presentations on various sub-themes related to respective disciplines.
- Interactive Sessions:** Get hands-on experience in using research to drive knowledge and interactive sessions.
- Networking Opportunities:** Connect with fellow attendees, create new collaborations, and build lasting professional relationships.
- Poster Presentation Session:** An event where researchers or practitioners display their work visually on large posters. These posters typically highlight the key points of a research study on AI in diverse fields.

Target Participants

The conference is open to researchers, scholars, practitioners, policymakers, interested in and anyone the confluence of fields, sustainability, and resilience. Whether you're an academician, business professional, or an advocate for positive change, this event offers valuable insights and opportunities for you. Join us at the international conference on multidisciplinary research as we come together to explore how interdisciplinary collaboration can bridge the gap between research and action,

ultimately contributing to a more resilient world. We look forward to your participation in this transformative experience.

Technical Tracks



MANAGEMENT

- Green marketing strategies and sustainability-driven branding
- Digital branding and trust-building mechanisms
- Sustainable product innovation and market acceptance
- Responsible advertising and brand authenticity
- Influencer marketing effectiveness and credibility concerns
- ESG investing and corporate financial performance
- Green bonds and climate-related financial disclosures
- Market diversification strategies for enhanced global competitiveness

BACHELOR OF TRAVEL AND TOURISM

MANAGEMENT

- Empowering local communities through participatory tourism models
- Designing meaningful, safe, and emotionally fulfilling travel experiences

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- Designing meaningful, safe, and emotionally fulfilling travel experiences
- Accessible & Inclusive Tourism
- Human-Centric Smart Tourism Innovations
- Health, Wellness & Spiritual Tourism for Human Development
- Tourism Education & Skill Development for Future Growth
- Human Safety, Security & Crisis Management in Tourism
- Green Tourism Practices for Quality of Life



JOURNALISM

- People-first reporting and ethical storytelling
- Protecting human dignity, privacy, and rights in news coverage
- Journalism for social justice and inclusive narratives
- Sustainable media business models
- Trust-building in the era of misinformation
- Representation of marginalized and indigenous communities
- Future skills for journalists in a human-focused media world

- Balancing technology, truth, and humanity
- Skill Development for Sustainable Media Careers
- Development Communication through Human-Centric Media

MEDICAL LAB SCIENCE

- Precision Diagnostics: The Future of Clinical Biochemistry
- Pathogen Genomics: Next-Gen Innovation in Microbiology
- Digital Morphology: Advanced Growth in Haematology
- Blood Equity: Sustainable Solutions in Transfusion Medicine
- Green Lab Initiatives: Sustainability in Laboratory Practice
- Diagnostic Stewardship: Human-Centric Clinical Decision Making
- Intelligent Automation: Scaling Growth through AI Synergy
- Workforce Resilience: Empowering the Future Lab Scientist



Instructions & Guidelines

Call for Papers: PCTE-ICMR 2026

We invite researchers, practitioners, and students worldwide to submit original research papers for presentation at PCTE-ICMR 2026.

Submission Guidelines: Abstract

Abstract Length: 250 words

Keywords: 3-5

Font: Times New Roman

Font Size: 12

Title, Author(s) Name, Complete Affiliation(s), including pin code(s).

Submission Guidelines: Full paper

Regular papers should be 6-10 pages in length, in double-column format, and in A4 size, in PDF format.

Word count: 3000-5000 words, including tables and figures.

Abstract: Less than 250 words.

References: APA 7th Edition format.

Presentations: Limited to 10 minutes.

Submission Guidelines: Poster Presentation:

Guidelines for Preparation of Poster will be shared later.

For selected poster pitch presenter, 3 Minutes will be allotted during the technical session for presentation while Q&A will be held at your poster.

Review Process

Submitted papers will be reviewed by a panel of experts from diverse fields. After reviewer recommendations, accepted papers will receive

instructions for preparing the final manuscript. For a paper to be published in a conference, it will be obligatory for at least one of the authors to register and present the paper at the conference.

Paper Submission, Awards & Certificates

Selected papers will be published in a reputed journal, and others as a Book Chapter with an ISBN number, subject to screening by our conference technical and scientific committee, as well as the respective journal's review board. Authors will be responsible for paying publication charges after their papers are accepted, as per the journal's policies.

Additionally, PCTE-ICMR 2026 offers awards for the Best Paper Presentation in each technical session, which will be presented during the valedictory function. Participants will also receive certificates from the session chairs at the end of each technical session.

Link for Abstract Submission



Link of Paper Submission and Registration



REGISTRATION FEE

Category	Domestic	International
Industry and Corporate	2000	80 USD
Academicians	1500	50 USD
P G Students/ Research Scholars	1000	30 USD
UG Students	750	20 USD

Mode of Payment

PUNJAB COLLEGE OF TECHNICAL EDUCATION

Axis Bank A/c No: 198010100046969

IFSC CODE: UTIOB0000198

Axis Bank Ltd

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Dr. Sandeep Malik

(Professor, Institute of Hotel and Tourism Management, MDU Rohtak)

Dr. Hassan Refaat

(Director, Cultural Heritage Management Center Luxor University)

IMPORTANT DATES

Abstract Submission Deadline

January 20, 2026

Communication of Abstract Decision

January 22, 2026

Full Length Paper Submission

February 20, 2026

Acceptance of Paper Decision

February 24, 2026

Early Bird Registration

February 27, 2026

Last date of Registration

March 08, 2026

Global Week

We are excited to introduce the Global Week at PCTE, where researchers from around the world will come to our campus to share their knowledge and insights with our students.

We cordially invite you to be a part of this initiative and join us for 4/5 days during the event. Your expertise and international perspective will greatly benefit our students and contribute to their holistic learning experience.



The Global Week is scheduled to take place from 04th March, 2026 to 10th March, 2026 at PCTE Ludhiana. It will be a unique opportunity for cross-cultural exchange and learning. You will have the chance to interact with our enthusiastic students and fellow educators. We believe that your participation will enrich the educational landscape at PCTE and inspire our students to think globally. We look forward to your positive response. If you are available and interested, please let us know at your earliest convenience so that we can make the necessary arrangements. Feel free to reach out if you have any questions or require additional information.

Excursion to Amritsar

After the conference, we have also planned a trip to the Amritsar Golden Temple. The tour will be available for the participants and the accompanying person on payment basis. The Golden Temple is famous for its full golden dome; it is one of the most sacred pilgrimage spots for Sikhs. For more details, visit <https://www.goldentempleamritsar.org/>



Attari Border is an international border between India and Pakistan. The pomp and pageantry of the Beating Retreat and the Change of Guard within handshaking distance of the Indian and Pakistani forces makes for a most charming spectacle. For more details, visit

<https://amritsar.nic.in/tourist-place/wagah-border/>

Excursion to Chandigarh

We are also planning for a one-day trip to Chandigarh only for International guests associated with Global Week on 10th March, 2026. Chandigarh, the dream city of India's first Prime Minister, Sh. Jawahar Lal Nehru was planned by the famous French architect Le Corbusier. Picturesquely located at the foothills of the Shivaliks, it is known as one of the best experiments in urban planning and modern architecture in the twentieth century in India.



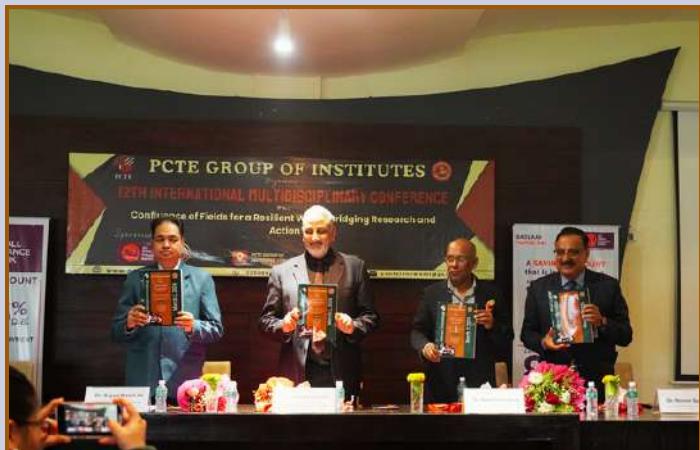
Chandigarh derives its name from the temple of "Chandi Mandir" located in the vicinity of the site selected for the city. The deity 'Chandi', the goddess of power and a fort of 'garh' lying beyond the temple gave the city its name "Chandigarh-The City Beautiful". Some of the key attractions in Chandigarh are Rock Garden, Sukhna Lake, Zakir Hussain Rose Garden, Terraced Garden, Iskcon Temple Chandigarh, Topiary Park, Leisure Valley, Government Museum and Art Gallery.

Awards & Ranking

- Ranked 9th Best BBA School in Private B Schools of India, and 16th Best BBA school amongst all B Schools of India as per Times B School Survey 2025.
- Ranked 20th Best Private B-School in North India as per Outlook-ICARE India's Best B- School 2025.
- Ranked 4th amongst Private Colleges in India & 10th under the best MBA college in terms of Return on Investment by Business Today-MDRA Best B School Survey 2025.
- Ranked 3rd under the best MBA college in Punjab by Business Today- MDRA Best B School Survey 2025.
- Ranked 29th Best North B-School as per Business Today MDRA India Best B-School Survey 2025
- Ranked 66th in India for MBA (Among Private B-Schools) by Business Today- MDRA Best B School 2024.
- Ranked 4th Best Private B-School in Punjab as per Outlook-ICARE India's Best B-School 2025.
- Ranked 57th best BBA college by India Today MDRA 2024.
- Ranked 4th best BBA college, 8th best BCA college, and 11th Best Commerce college in Punjab by India Today MDRA 2024.
- Ranked 4th Best BBA college, 8th Best BCA college, and 11th Best Commerce college in Punjab by India Today MDRA 2024.

- Ranked 7th best BCA and 6th best Business Management college in Punjab by India Today Magazine in the year 2022.
- Ranked 57th best BCA college and 64th best Business Management college in the country by India Today Magazine in the year 2022.

Glimpses of Conference 2025



Social Media

 facebook.com/pctegroup/

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For any conference related inquiry, please contact:

Dr. Naresh Sachdev (+91 9814005871)

Dr. Gagandeep Kaur Sidhu (+91 8872677740)

Email: conferenceicmr@pcte.edu.in