



**National Conference on  
Reimagining Communication Management  
in a Data-Driven, Platform Economy**

**19 - 20 March 2026  
(Hybrid Mode)**

**Organised By  
Birla School of Communication  
Birla Global University, India**

**In association with  
Adfactors PR Pvt. Ltd.**



**VENUE**

**Birla Global University  
IDCO Plot No. 2, Institutional Area, Gothapatna,  
Bhubaneswar, PIN: 751029, Odisha, India  
Tel: +91 674-7103001  
[www.bgu.ac.in](http://www.bgu.ac.in)**

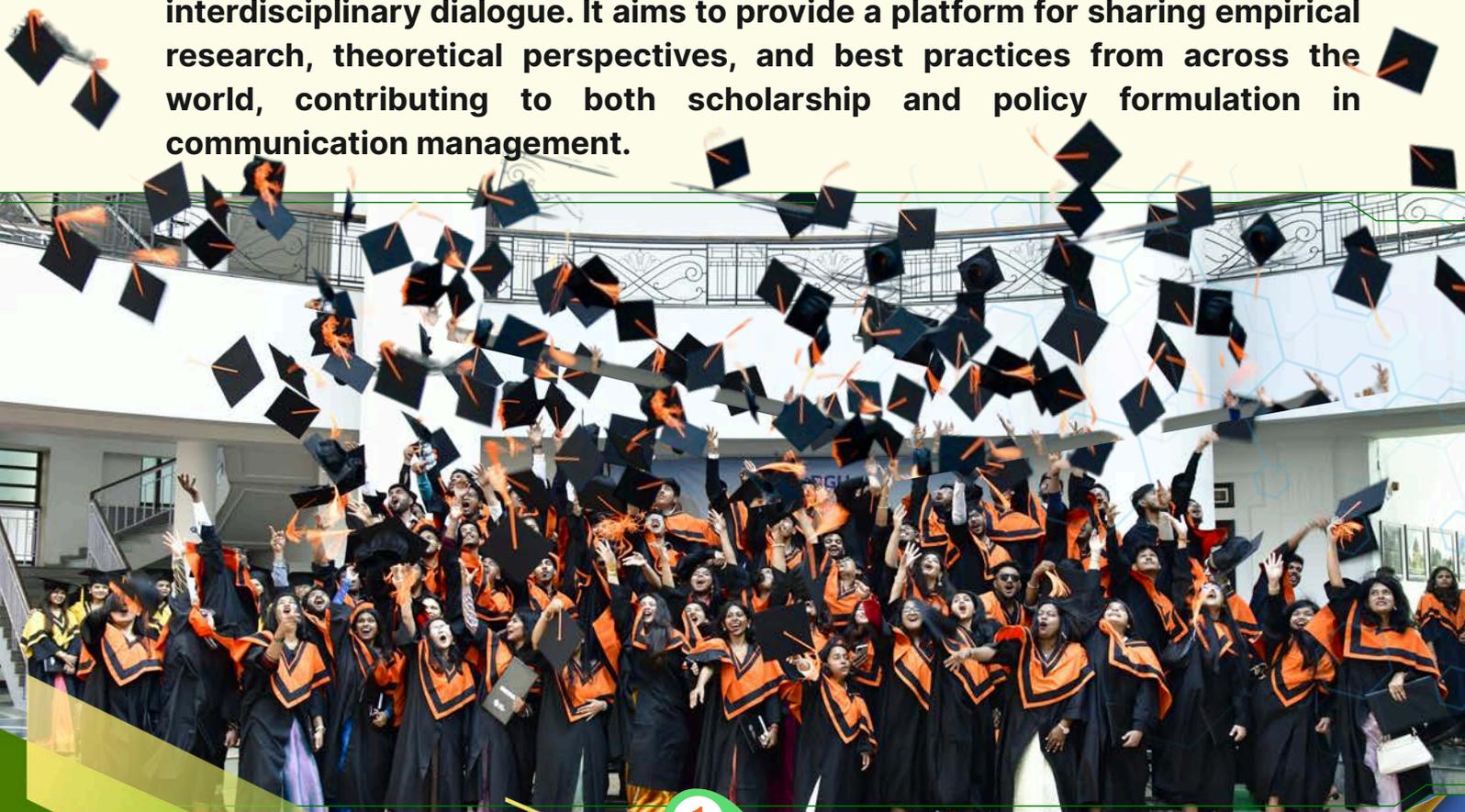
# National Conference on Reimagining Communication Management in a Data-Driven, Platform Economy (Hybrid Mode)

## Concept Note

The contemporary communication landscape is undergoing rapid transformation driven by digital platforms, artificial intelligence, data analytics, and evolving stakeholder expectations. Communication management today extends beyond media relations to encompass strategic decision-making, reputation management, public affairs, crisis communication, internal communication, and data-informed storytelling.

Recognising the need for deeper academic–industry engagement in this evolving domain, the Birla School of Communication, Birla Global University, is organising a conference on Communication Management in collaboration with *Adfactors PR*, India's top independent PR agency. The conference aims to create a robust platform for scholars, practitioners, researchers, and students to critically engage with emerging frameworks, tools, and challenges in communication management.

This national conference aims to bring together scholars, media professionals, policymakers, researchers, and students for an interdisciplinary dialogue. It aims to provide a platform for sharing empirical research, theoretical perspectives, and best practices from across the world, contributing to both scholarship and policy formulation in communication management.



## Key Sub-Themes (indicative, not limited to)

- Strategic Communication and Corporate Reputation
- Public Relations in the Age of AI and Automation
- Data Analytics and Evidence-Based Communication
- Crisis Communication and Risk Management
- Political Communication and Public Affairs
- Platform Governance, Algorithms, and Communication Ethics
- Internal Communication and Organizational Culture
- Sustainability Communication and ESG Narratives
- Media Management and Digital Transformation
- Gender, Diversity, and Inclusion in Communication Practices

**Who Can Submit:** Academics, researchers, doctoral scholars, industry professionals, policymakers, and practitioners are invited to submit original research papers for presentation at the conference.

## ABSTRACT SUBMISSION GUIDELINES

- **Abstract Format:** MS Word (.doc/.docx)
- **Font:** Times New Roman, Size 12
- **Line Spacing:** 1.5 | **Margin:** 1 inch
- **Maximum Word Limit:** 500 words
- **Similarity Index:** Must not be more than 10%
- **AI index:** Must not be more than 10%
- **Referencing Style:** APA (7th Edition)
- **Primary Headings:** UPPERCASE & BOLD
- **Sub-headings:** Title Case & Bold

The soft copy of the abstract must include all authors' details: **name, affiliation, email, and mobile number** and must be submitted in the given link or scan the QR

Code:

<https://forms.gle/SPWdDFz19tKNFy5UA>



Upon acceptance of the abstract, participants should complete the registration by paying the prescribed fee mentioned below. If there is more than one author, each must register separately, and separate registration fees will apply.



## IMPORTANT DATES

- LAST DATE FOR ABSTRACT SUBMISSION **10<sup>TH</sup> MARCH 2026**
- NOTIFICATION OF ACCEPTANCE **12<sup>TH</sup> MARCH 2026**
- LAST DATE OF REGISTRATION **15<sup>TH</sup> MARCH 2026**
- CONFERENCE DATES **19 -20 MARCH 2026**

## PUBLICATION OPPORTUNITIES

**Abstract Book:** A compendium of abstracts will be released at the conference for participant circulation (with ISBN).

## REGISTRATION FEE

| Participant Category                       | Registration Fee for Indian Nationals (INR) * |
|--|---|
| Participation (without paper presentation) | ₹500  |
| UG/PG Students                             | ₹750  |
| PhD Scholars                               | ₹1000   |
| Academicians                               | ₹1,500  |
| Industry Professionals                     | ₹2,500  |

\*(The same rates apply for online and offline participation.)

## BANK DETAILS

NAME OF THE ACCOUNT HOLDER: **Birla Global University**

NAME OF THE BANK: **HDFC Bank**

ACCOUNT NUMBER: **50100503000709**

BRANCH: **Jagamara, Bhubaneswar**

IFSC CODE: **HDFC0003722**

SWIFT CODE: **HDFCINBB**

**Co-authors** must be mentioned in the respective registration forms. Joint registrations or payments will not be accepted. **Register via the link** on the above page or the **QR code** in the brochure.

## About Birla School of Communication

Established in 2016, the Birla School of Communication at Birla Global University (BGU) is a premier institution for journalism and mass communication education in Odisha. Known for its academic excellence and innovative pedagogy, the school is dedicated to providing a comprehensive education that blends traditional and digital platforms, preparing students for the dynamic media industry.

Our technologically advanced campus features smart classrooms, digital learning platforms, and experiential learning opportunities in our TV studio and Radio Station, ensuring students receive a modern and engaging education. Supported by a team of expert faculty members, we strive to foster creative and leadership skills among our students.

The Birla School of Communication offers BAJMC- Honours (Bachelor of Arts in Journalism and Mass Communication), MBA in Communication Management, and PhD programmes. These programmes are designed to equip students with the necessary skills and knowledge to excel in the ever-changing world of mass communication. With a focus on adaptability, engagement, and excellence, we prepare our students to become leaders in the media industry.

## About Birla Global University

Birla Global University (BGU), established in 2015 under the Birla Global University Odisha Act, is governed by a Board of Governors chaired by Smt. Jayashree Mohta, with the Honourable Governor of Odisha as its Chancellor. Guided by its vision to create and disseminate knowledge globally through excellence, innovation, and inclusiveness, BGU delivers high-quality, future-ready education supported by strong faculty, modern infrastructure, and industry linkages.

The University emphasises ethical leadership, global competence, interdisciplinary learning, social responsibility, and an inclusive academic culture. With its focus on research, experiential learning, and innovation-driven education, BGU prepares students to contribute meaningfully to society while strengthening Odisha's presence in the national higher-education landscape. BGU comprises seven schools:-

- ❖ Applied Sciences
- ❖ Commerce
- ❖ Communication
- ❖ Economics
- ❖ Engineering & Technology
- ❖ Law
- ❖ Management



BGU offers undergraduate, postgraduate, and doctoral programmes with a strong emphasis on interdisciplinary learning, research, innovation, and global engagement.

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(HON'BLE VICE-CHANCELLOR)

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**PROF. B.K. DAS**

(HON'BLE REGISTRAR)

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**DR. SHIV SHANKAR DAS**

DEAN, BIRLA SCHOOL OF COMMUNICATION

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ASSISTANT PROFESSOR

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**MR. TARAN SINGH**, ADFACTOR PR., MEMBER

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**[www.bgu.ac.in](http://www.bgu.ac.in)**  
**[event.bsocom@bgu.ac.in](mailto:event.bsocom@bgu.ac.in)**

