

# GRID 2026

Global Research &  
Instructional Dialogue

**Where scholarship meets practice,  
and knowledge becomes the  
architecture of progress.**



|                                                    |                                                   |
|----------------------------------------------------|---------------------------------------------------|
| Acceptance Notification<br><b>1 September 2026</b> | Registration Deadline<br><b>10 September 2026</b> |
| Conference Dates<br><b>2–3 October 2026</b>        | Submission Deadline<br><b>15 August 2026</b>      |

## Publishing Partners:

WILEY



## About the Conference

# A Structured Knowledge Network for Academia & Industry

### Theme:

Innovation, Integrity, and Intelligence: AI and Research for a Transforming World

Conferences in academia are more than events — they are the connective tissue of intellectual communities. They are where ideas are challenged, refined, and elevated. The KSBL GRID Conference 2026 is built on this conviction.

GRID — Global Research & Instructional Dialogue — is KSBL's inaugural international academic conference, designed to bring together case writers, academic researchers, business professionals, and faculty in a collaborative, high-quality exchange of original research, case studies, and innovative pedagogical approaches.

As a thought leader in contextualized and experiential business education, KSBL is uniquely positioned to host a conference that bridges the gap between classroom learning and real-world application.

The GRID Conference reflects our mission: to create a learning environment that builds character, strengthens competence, and cultivates conduct so individuals can contribute to collective progress.

The name GRID is intentional. A grid is a structured network — organized, interconnected, and purposeful. It is the ideal metaphor for what we seek to build: a lattice of knowledge that spans disciplines, geographies, and institutions.

Each letter reflects a distinct dimension of the conference's purpose. Research anchors us in scholarly rigor. Instructional grounds us in pedagogy and case-based learning. Dialogue opens the space for exchange, debate, and discovery. And the word Global reminds us that the conversations we seek are not confined to any single context.

### Global

An international platform that invites scholars, educators, and practitioners from across geographies to connect, collaborate, and contribute to a shared body of knowledge.

### Research

Peer-reviewed scholarly content grounded in original inquiry, empirical work, and academic rigour across business and management disciplines.

### Instructional

Case studies and teaching materials that bridge theory and practice, driving innovative approaches to business education.

### Dialogue

International academic and industry exchange — connecting diverse minds, perspectives, and institutions in meaningful conversation.

# Ten Disciplines. One Conversation.

The GRID Conference welcomes original research papers and case studies across ten thematic tracks. Submissions may focus on any track, and interdisciplinary work that spans multiple areas is strongly encouraged.

Track  
01

### **Fintech & Sustainable Finance**

Digital finance, responsible investment, and financial innovation driving economic growth in emerging and established markets.

Track  
02

### **Marketing & Consumer Behaviour**

Consumer insights, brand strategy, and data-driven approaches shaping markets and customer engagement in a digital world.

Track  
03

### **Leadership & Organisational Behaviour**

How leaders, teams, and organisations think, decide, and adapt in the face of change, complexity, and uncertainty.

Track  
04

### **Social Sciences & Humanities**

Understanding human behaviour, society, and culture and their role in shaping organisations, communities, and collective progress.

Track  
05

### **Business Analytics & Decision Sciences**

Data, analytics, and quantitative methods that drive smarter and more responsible organisational decisions.

Track  
06

### **Technology, AI & Digital Transformation**

How artificial intelligence and emerging technologies are reshaping industries, business models, and society.

Track  
07

### **Entrepreneurship & Innovation**

New ventures, startups, and innovation ecosystems as drivers of economic growth and social value creation.

Track  
08

### **Economics, Policy & Global Markets**

Macroeconomic dynamics, trade policy, and governance frameworks navigating an increasingly complex global economy.

Track  
09

### **Sustainability & Corporate Responsibility**

Environmental, social, and governance practices, SDG-aligned strategies, and responsible business models that advance inclusive and sustainable growth.

Track  
10

**"Grounded in KSBL's TTHIS framework – Truthfulness, Trustworthiness, Humility, Integrity, and Striving for Excellence** – this track explores how character-based values shape ethical leadership, responsible decision-making, and sustainable organizational excellence."

## Key Dates

# Your GRID Roadmap.



# Join the Dialogue.

The GRID Conference 2026 welcomes participants both onsite in Karachi and online. Select your category below and register before the deadline to secure your place.



### Early Bird Discounts Available

Register as a presenter by 5<sup>th</sup> September 2026 and

**Act early — seats are limited.**

**save 20% on your registration fee.**



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the author guidelines

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<https://forms.gle/66GnAsGgrtAm5nRx9>

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