Poornaprajna Institute of Management, India

in association with

Management University of Africa, Kenya

ORGANISES

Second Indo – Kenyan International Conference on Cross-Pollination in Brain - Cognitive Management

9th & 10th of October 2026

Venue: Prajna Hall

Poornaprajna Institute of Management, India

Managed By: Udupi Shree Adamaru Matha Education Council

Approved by AICTE & Affiliated to Manglore University

MBA & MCA

About the Poornaprajna Institute of Management, India

Poornaprajna Institute of Management was established in the year 2006 under the aegis of Udupi Shree Adamaru Matha Education Council® with the prime objective of providing the right professional education in the field of Management studies. With the approved in-take of 60 students for the MBA program institute has been successful to cater the need of the professional education aspirants in the past 18 years. Institution offers specialization of Finance, Marketing and HR to its students. Institute has proven track record of academic excellence in the form of its students' accomplishments and achievements. Proud to mention that every batch passed out of the institution has secured rank/gold medal by the Mangalore University without any exception.

With the legacy of success, the institute has decided to expand its service to the needy and deserving students. Accordingly the MBA in-take has been enhanced to 120 and also a new program Master of Computer Application has been introduced in the institution from the academic year 2023-25. The management has zero compromise policy in terms of providing conducive environment for the academic activities. Accordingly state of the art laboratories, good classrooms and adequate library facility has been set up in the institution.

The combined efforts of the Management and teaching fraternity of the institute is well appreciated and a reflection of this, "A+" accreditation was conferred by National Academic Accreditation Council (NAAC).

About the Management University of Africa, Kenya

The Management University of Africa (MUA), located in Nairobi, is a distinguished private university committed to nurturing ethical, visionary, and transformational leaders for Africa and the global stage. Established in 2011 under the sponsorship of the Kenya Institute of Management, MUA was founded with a clear mandate: to provide innovative, practical, and high-quality education in management, leadership, governance, and entrepreneurship.

MUA offers a range of undergraduate, postgraduate, and executive programs that are designed to meet the evolving demands of today's competitive and technology-driven business environment. The university emphasizes experiential learning, critical thinking, and research-driven solutions—equipping graduates to become catalysts of change in both the public and private sectors.

Guided by its core values—academic freedom, lifelong learning, integrity, creativity, and social responsibility—MUA is not only a center of academic excellence but also a platform for thought leadership and sustainable development.

Organizing Committee

Chief Patron
His Holiness Shri Shri Eeshapriya Threetha Swamiji,
Shri Adamaru Matha, Udupi,
President, USAMEC & Chairman, PIM Governing Council

Chairman
Prof. Dr. P. S. Aithal, Director, PIM, Udupi

Patrons
Dr. G. S. Chandrashekhar, Honorable Secretary, PIM, Udupi
CA T. Prashantha Holla, Honorable Treasurer, PIM, Udupi
Dr. Ramu L., Principal, PPC (Autonomous), Udupi
Dr. M. R. Hegde, Joint Secretary, PIM, Udupi

Conference Secretaries
Col. Prof. Dr. J. Satpathy
Prof. Dr. S. Sandhya

Conveners
Prof. Dr. Bharath V
Prof. Dr. Bharathi Karanth
Prof. Venugopala Rao A S

Key Note Speakers

Prof. Dr. John Cheluget,
Hon. VC, The MUA, Nairobi

Prof. Dr. P. S. Aithal,
Hon. Director, PIM, Udupi

Dr. Robin Manohar Shinde,
Hon. Director, Department of Business Administration, VCET, Puttur

Session Chair

Prof. Dr. Juster, N.,
Hon. Dean, The MUA, Nairobi

Col. Prof. Dr. J. Satpathy,
PIM, Udupi

Prof. Dr. S. Sandhya,
NITTE - SOM, Bengaluru

About the conference

The rapid growth of global industries demands skilled managers who can efficiently leverage resources and harness the power of emerging technologies. In today's digital age, advancements in Information Technology have opened new avenues for innovation, efficiency, and strategic decision-making.

This Indo-Kenyan Conference on Cross-Pollination in Brain-Cognitive Management is a collaborative initiative between Poornaprajna Institute of Management, India, and the Management University of Africa, Kenya. The event is designed to serve as a dynamic platform for thought leaders, visionary managers, academicians, and IT experts from both countries to engage in meaningful dialogue, share pioneering practices, and explore collaborative opportunities.

The conference also reflects the aim of Poornaprajna Institute of Management—to nurture future-ready leaders through value-based, innovative management education—and the mission of the Management University of Africa—to develop transformational leaders through practical, technology-driven, and sustainable knowledge dissemination.

Together, this exchange of ideas and expertise will contribute not only to the professional growth of participants but also to the strengthening of Indo-Kenyan academic and industrial ties.

Call for papers

Theme 1: Neural Correlates of Managerial Decision-Making
· Brain activation during complex business decisions
· Use of EEG, fMRI, or eye tracking tools.

Theme 2: Neuroeconomics and Human Choice Behaviour
· Explore cognitive biases and emotional responses
· Agents affecting business decisions

Theme 3: Eye Tracking
· Gaze-tracking to understand decisions
· Visual marketing.

Theme 4: Skin Conductance
· Analyze physiological arousal
· Real-time n scenarios to identify stress thresholds and decision fatigue.

Theme 5: AI & Neuroscience Integration for Predictive Decision Models
· Develop machine learning algorithms
· Modeling and predicting human decision-making

Theme 6: Ethics and Neuroscience of Leadership
· Neural traits associated with ethical leadership
· Emotional intelligence
· Transformational behavior

Theme 7: Neuro-Branding
· How brand loyalty formed at neuro-cognitive level

Theme 8: Cognitive Load and Decision Fatigue
· How decision quality degrades with information overload
· Effect of extended working hours
· Psycho physiological tools I Decision Fatigue.

Theme 9: Cross-Cultural Neuro-Behaviouralism Management
· How neuro-behaviouralism affect brain-based responses
· How neuro-behaviouralism affect organizational policies
· How neuro-behaviouralism affect leadership styles
· How neuro-behaviouralism affect communication.

Theme 10: Neurofeedback
· Use EEG-based neurofeedback
· Behavioural Biometrics in Neuro-Management Systems
·Design eye movement, brainwave patterns, and voice data for managerial decision.

Theme 11: Neuro-Pedagogy in Management Education
·Create simulation where brain activity is visualized, compared, and analyzed Courses
·Develop neuro-based teaching-learning models
·Develop brain-based learning to enhance memory
·Develop models to retention and engagement
·Brain Mapping

Topics for Panel Discussion
·Neural Correlates of Managerial Decision-Making
·Introduction to Cognitive Neuroscience & Brain Anatomy
·Decision-Making Models in Management

Guidelines for Authors

- The full length paper must be prepared in IEEE paper format, restricting to a maximum of 12 pages (A4 size).
- The abstract must be in about 200-250 words with key words, in Times New Roman, Font size: 12, Single spacing.
- Both the full length paper and the abstract should be submitted in electronic format (.doc/.docx) through email to conference2026@pim.ac.in
- All the papers will be evaluated by a technical review committee through a fair and rigorous peer review procedure to guarantee a conference of the highest quality. All accepted papers will be included in the conference proceedings and scheduled for presentation only on the condition that the author(s) personally will be making the presentation at the Conference. Delegates are requested to frequently check the website of the host institution: www.pim.ac.in to get updated information about conference.

Tap Here
Article For Reference

Important Dates:

Abstract submission	:	20th of September 2026
Full paper submission	:	25th of September 2026
Last Date of Registration	:	01st of October 2026
Dates of the Conference	:	09th and 10th of Oct 2026

Registration Details:

Participants are requested to fill in the registration form and send it along with the registration fee to the contact address given. The registration form may also be downloaded from www.pim.ac.in . At least one author of each accepted paper must register to get the paper included in the Conference Proceedings. Only one paper will be considered for presentation against each registration.

Fee Details:

For Faculty & Research Scholars	Rs.700/-
For Students and Attendees	Rs.400/-

Delegates can remit the registration fee by Bank Transfer to the given bank details:

Bank Account Details:

Bank A/c Name: Poornaprajna Institute of Management, Udupi
Bank & Branch: Karnataka Bank, Carstreet Branch, Udupi
SB A/C No: 8022500101474301
IFSC Code: KARB0000802
VPA:80225001014743@kbl

Note: After remittance, acknowledgement to

conference2026@pim.ac.in

Contact Address
The Chairman,
Poornaprajna Institute of Management
Poornaprajna Campus
Volakadu, Udupi – 576101
Phone: 0820 2531401 / 98801 97175
98801 56947 / 98443 61289

Email: conference2026@pim.ac.in

REGISTER NOW:

https://forms.gle/iag1nSfPRPWFduyk7

SECOND INDO-KENYAN CONFERENCE ON CROSS-POLLINATION IN BRAIN-COGNITIVE MANAGEMENT

ON 09TH & 10TH OF OCTOBER 2026

Poornaprajna Institute of Management

Managed By: Udupi Shree Adamaru Matha Education Council

Poornaprajna Campus, Volakadu, Udupi - 576101

Phone: 0820 2531401, 9880156947,9844361289

Email: conference2026@pim.ac.in

www.pim.ac.in