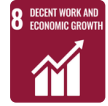




**K.R. MANGALAM UNIVERSITY**  
THE COMPLETE WORLD OF EDUCATION



100 YEARS  
विकसित भारत  
अभियान  
1947 TO 2047



# SCHOOL OF EMERGING MEDIA AND CREATOR ECONOMY

## IN COLLABORATION WITH



JAMIA HAMDARD UNIVERSITY, NEW DELHI



**BENNETT**  
UNIVERSITY  
TIMES OF INDIA GROUP

BENNETT UNIVERSITY, GREATER NOIDA

PRESENTS

# CONNECT 360

## INTERNATIONAL CONFERENCE

Sustainability and Innovation incorporating Indian Knowledge System

22<sup>ND</sup> , 23<sup>RD</sup> , & 24<sup>TH</sup> APRIL, 2026

+91 8875602592 / + 91 9599927809

Link to Join Whatsapp Group

[https://chat.whatsapp.com/EnsEABet9d4HJaqJRQkPBN?mode=gi\\_t](https://chat.whatsapp.com/EnsEABet9d4HJaqJRQkPBN?mode=gi_t)

Scan to register



<https://forms.office.com/r/9xEPEReK8>

2026



# ABOUT

## CONNECT 360

Building on the success of Connect 360 (2025), the 2026 edition—"Connect 360: Sustainability and Innovation Incorporating Indian Knowledge System"—is organized by the School of Emerging Media and Creator Economy, K.R. Mangalam University, in collaboration with Jamia Hamdard, New Delhi and Bennett University, Greater Noida.

**The three-day conference reflects an interdisciplinary approach:**

**Day 1 (KRMU): Media & Communication**

**Day 2 (Jamia Hamdard): Sustainability & Indian Knowledge Systems**

**Day 3 (Bennett University): Design, Craft & Creative Industries**

The conference brings together scholars, practitioners, and industry experts to explore the intersection of Indian Knowledge Systems with sustainability, innovation, media, and the evolving creator economy.

**Sub-Themes (Themes are indicative and not limited to):**

• **AI in Digital Media, Mass Communication & Creator Economy**

Exploring AI-driven reporting, automation, and ethical challenges in news production and dissemination.

• **Platform Communication & Audience Studies**

Understanding how digital platforms, algorithms, and audience analytics shape communication and public opinion.

• **Critical Thinking, Design Interfaces & Storytelling**

Focusing on user experience, visual storytelling, and innovative content design across digital media.

• **Digital Creator Ecosystem & Media Sociology**

Examining the socio-economic conditions, identity, and dynamics of digital creators and media professionals.

• **Media Management & Creator Entrepreneurship**

Analyzing business models, monetization strategies, and branding in the creator economy.

• **Media Policy, Ethics & Regulation**

Discussing regulatory frameworks, data privacy, and ethical concerns in digital and AI-driven media ecosystems.

• **Interdisciplinary Perspectives: Journalism, Design & Management**

Encouraging collaborative research across disciplines to address emerging challenges in media and communication.

**Publication Highlight**

- Connect 360 (2026) is committed to academic excellence and knowledge dissemination.
- Conference Proceedings – ISBN-bound volume featuring all accepted papers with our esteemed MOU Partner Self Guided Publication.
- Selected paper will be published in scopus indexed publication.
- Publication charges (if applicable) will be borne by authors as per journal policies. All accepted conference papers will receive a Certificate of Publication alongside participation certification.

# CALL FOR PAPER

- We invite original research papers for **CONNECT 360 – International Conference 2026** on “Sustainability and Innovation incorporating Indian Knowledge System.” Selected high-quality papers will be published in a Scopus-indexed journal. Academicians, researchers, and industry practitioners are encouraged to submit interdisciplinary work and engage in insightful academic discussions. Join us to share knowledge, foster innovation, and contribute to impactful research.
- Submit your Abstracts and Full paper at **Connect360.semce@krmangalam.edu.in** with the subject line “Abstract/Fullpaper\_Connect360\_Name\_Institution Name”

<b>Title</b>	<b>Upto 12-15 Words ,TNR14 pt, bold,center aligned</b>
<b>Author Details</b>	<b>Name, affiliation, designation, email,(12pt)</b>
<b>Abstract</b>	<b>200-500 words (Objectives, Method, Findings)</b>
<b>Keywords</b>	<b>4-6 Keywords below abstract</b>
<b>Body Text</b>	<b>TNR 12 pt, 1.5 spacing, justified</b>
<b>Word limit</b>	<b>5000 words</b>
<b>Referencing</b>	<b>APA 7th Edition</b>
<b>Plagiarism</b>	<b>Max 10%</b>

## IMPORTANT DATES

<b>Abstract Submission</b>	<b>10 April 2026</b>
<b>Acceptance Notification</b>	<b>15 April 2026</b>
<b>Full Paper</b>	<b>20 April 2026</b>
<b>Conference</b>	<b>22-24 April 2026</b>

## REGISTRATION FEE

**Academician/Professionals (Presenter) ..... Rs. 2000**  
**Foreign Delegates ..... USD50**  
**Research Scholars ..... Rs.1500**  
**Online Presenters/ Students ..... Rs.1000**

Scan to register



<https://forms.office.com/r/9xEPEREaK8>

# ABOUT

## **K.R. MANGALAM UNIVERSITY**

**K.R. Mangalam Group believes “Education is a journey, not a destination.” Since its establishment in 2004, the group is committed to providing quality education that serves the diverse needs of its student community. The journey of the K.R. Mangalam Group began with the establishment of a prestigious school in Greater Kailash II. In recent years, it has developed into a renowned educational group of institutions, offering an innovative learning environment. A key highlight in this journey was the launch of the K.R. Mangalam Institute of Management, which marked the entry of the K.R. Mangalam Group into higher education. In 2013, the group further expanded its legacy by establishing K.R. Mangalam University. Today, the university is gaining recognition as one of the best private universities in India.**

## **JAMIA HAMDARD UNIVERSITY**

**The history of Jamia Hamdard begins with the establishment of a small Unani clinic in the year 1906 by Hakeem Hafiz Abdul Majeed, one of the well-known practitioners of Unani System of Medicine of his time. Hakeem Hafiz Abdul Majeed had a vision of making the practice of Unani Medicine into a scientific discipline so that Unani medicines could be dispensed in a more efficacious manner to patients. He gave the name “Hamdard” to his venture which means “sympathy for all and sharing of pain”. His illustrious son, Hakeem Abdul Hameed, carried forward the philosophy and objectives of Hamdard in independent India. Even at the time of partition of India in 1947, Hakeem Abdul Hameed was dreaming of setting up a complex of educational institutions which would concentrate on highlighting the contribution of Islam and Islamic culture to Indian civilization and development of Unani medicines for curing diseases.**

## **BENNETT UNIVERSITY**

**Bennett University, established by The Times Group, is among the best private universities in India, offering globally benchmarked, research-driven, and industry-aligned education. The university offers specialized programs spanning across Engineering, Artificial Intelligence (AI), Management, Media, Law, Liberal Arts, Design, and Applied Sciences, along with opportunities for Global Programs, blending academic rigor with experiential learning. With a focus on holistic development, Bennett University offers students world-class faculty, modern infrastructure, international academic partnerships, and unmatched industry engagement through The Times Group. The vibrant campus features a state-of-the-art sports complex, skill-enhancing student clubs, Centers of Excellence, and a culture of innovation, empowering graduates to become confident, skilled, and career-ready professionals.**

# ABOUT

## SCHOOL OF EMERGING MEDIA AND CREATOR ECONOMY

Established in 2015 as the School of Journalism and Mass Communication (SJMC), the School of Emerging Media & Creator Economy (SEMCE) marks K.R. Mangalam University's strategic shift towards future-ready media education. Repositioned in 2025, the school moves beyond traditional newsroom-centric models to focus on emerging media, creator-led platforms, and technology-driven storytelling and communication ecosystems.

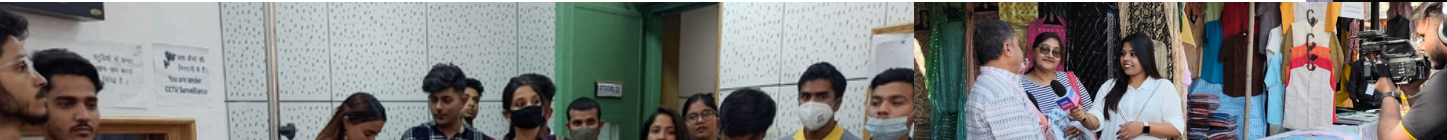
SEMCE brings together emerging media, digital journalism, content creation, platform-based media production, communication strategy, and media entrepreneurship within a structured university framework. The school positions itself at the intersection of journalism, creator-led media, and the digital platform economy, preparing students for careers across newsrooms, creator ecosystems, digital studios, communication agencies, and media-driven startups.

SEMCE recognizes the rapid rise of the global creator economy, where individuals and small teams produce, distribute, and monetize media through digital platforms. The school therefore integrates creator economy literacy, platform strategy, monetization models, audience analytics, and personal brand development within its curriculum. Students are encouraged to build professional portfolios and creator identities alongside academic learning.

Learning at SEMCE is experiential and practice-led. Students engage in studio-based work, live projects, field assignments, workshops, internships, and portfolio development from the early stages of their academic journey. The emphasis is on 'learning by creating'. Students develop content, manage digital platforms, design communication strategies and campaigns, conduct research, and produce real media outputs through real-world briefs. This work is supported by strong academic grounding and guided mentorship.

SEMCE places strong emphasis on ethics, credibility, and social responsibility in media practice. Journalistic values, critical thinking, inclusivity, environmental awareness, and the responsible use of emerging technologies, including artificial intelligence (AI), are embedded across teaching, projects, and research. SEMCE aims to develop media professionals who can operate confidently in fast-moving digital environments while remaining grounded in integrity, public interest, and societal impact.

Aligned with the National Education Policy 2020, SEMCE follows an interdisciplinary and outcome-based approach that supports multiple graduate pathways. Students are prepared for professional practice and entrepreneurship, employment across media, communication, and creator-driven sectors, as well as higher education and research. Through this approach, the school seeks to develop confident creators, communicators, and leaders who can adapt to change and contribute meaningfully to society and nation building.



# CONFERENCE LEADERSHIP & COMMITTEES

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Chancellor,  
K.R. Mangalam University

## PATRON



**Mr. Abhishek Gupta**  
Pro-Chancellor,  
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Director,  
K.R. Mangalam University

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**Dr. Aditi Khare**  
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**Prof. (Dr.) Farhat Basir Khan,**  
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Hydration Partner

