

Intercultural Competence For **CONSCIOUS COLLABORATION**

ACADEMICS & CULTURE TRACK:

Integrating intercultural studies in academia

**SIETAR India Conference 2026 | Pre-Conference Event 13 November 2026 |
2:00–5:00 PM**

Background

How do we learn from people whose cultural experiences differ from our own? This Track gives scholars space to explore such questions, discuss their work, learn across disciplines, and consider how cultural context shapes what we study and how we interpret it.

Focus & outcome

The sessions bring together lived experience and emerging research to:

- Explore how cross-cultural exchange shapes learning, research, and collaboration.
- Examine cultural inclusion and ethical choices in technology, tourism, health, literature, and CSR.
- Help scholars strengthen their ideas and research approaches through constructive
- **Connect researchers across disciplines and encourage further exchange beyond the conference.**

Perspectives

1. Learning Across Academic Cultures

A Workshop on Learning Across Cultures: A Reflection on Research Practices in Germany

Vaibhav Aggarwal | United Nations University–Resource Nexus & Technical University Dresden, Germany

2. Doctoral Colloquium: Emerging Scholarship

Session Chair: Dr Divesh Kumar, Head, Department of Management Studies, MNIT Jaipur

Session Co-Chair: Dr Shweta Sharma, Assistant Professor, MNIT Jaipur

Six presentations bring different disciplinary perspectives to questions of culture, inclusion, and collaboration, with space for feedback and discussion.

- **Reimagining Tourism Marketing in the AI-Driven Era: The Role of Cross-Cultural Intelligence in Global Tourist Engagement.** Devvandya Mishra | Jaipuria Institute of Management, Jaipur
- **Management of the Urban-Rural Health Data Divide in India**
Shivani | Rajiv Gandhi School of Intellectual Property Law, IIT Kharagpur
- **Mapping Indian Knowledge Systems (IKS) for Ethical AI: A Conceptual Framework**
Akansha Purohit | Department of Management Studies, MNIT Jaipur
- **Reading Salman Rushdie's Midnight's Children as the Third Space of Conscious Collaboration**
Muskaan Budania | Department of Humanities and Social Sciences, MNIT Jaipur
- **CSR Impact Assessment in Different Contexts: A Review of Methodologies**
Pragya Purohit | Department of Management Studies, MNIT Jaipur
- **Impact of AI-Driven Brand Personalities on Intercultural Competence for Consumer–Brand Engagement.**
Asmita Jat | ICAFI University, Jaipur