

# School of Management Studies, University of Hyderabad to Host International Conference on Customer Experience (ICX2026)

School of Management Studies partners with CXPA Asia to bring premier CX conference to Hyderabad

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School of Management Studies, University of Hyderabad (UoH) announces the International Conference on Customer Experience (ICX2026), a landmark event bringing together global thought leaders, industry practitioners, and academic researchers to explore the evolving landscape of customer experience management. The conference will be held on **Saturday, March 14, 2026**, at **University of Hyderabad, Gachibowli, Hyderabad, Telangana, India**

ICX2026 is a collaborative initiative between the School of Management Studies, University of Hyderabad — an Institute of Eminence celebrating its Golden Jubilee — and the Customer Experience Professionals Association (CXPA) Asia Regional Council. This academia-industry partnership aims to bridge the gap between CX research and practice, fostering meaningful dialogue on customer-centric strategies in an increasingly digital world.

## A Platform for Knowledge Exchange

The one-day conference will feature keynote addresses, technical sessions, panel discussions, and networking opportunities with CX leaders from leading organizations. Topics will span CX innovation, digital transformation, journey mapping, Voice of Customer (VoC) programmes, CX metrics and analytics, and the role of artificial intelligence in shaping customer experiences.

**Prof. G.V.R.K. Acharyulu, Dean, School of Management Studies** expressed his enthusiasm for the initiative: "The School of Management Studies has always been committed to creating platforms that connect academic rigour with industry relevance. ICX2026 exemplifies this mission. Customer Experience is no longer a peripheral function — it is central to organizational strategy and competitive advantage. We are proud to partner with CXPA Asia to host this prestigious conference and contribute to the advancement of CX knowledge in the region."

## Industry-Academia Collaboration

The conference is co-chaired by leaders from both industry and academia, reflecting its dual focus on practical application and scholarly inquiry.

**Pranav Kumar, Conference Chair (Industry) and Chief Experience Designer at Praakamya**, highlighted the significance of the collaboration: "ICX2026 represents a pivotal moment for the Customer Experience profession in Asia. We're bringing together practitioners, researchers, and thought leaders to address the challenges that keep CX leaders up at night — from leveraging AI responsibly to proving ROI in boardroom conversations. The partnership with the University of Hyderabad ensures that our discussions are grounded in research while remaining actionable for practitioners."

**Prof. D. Venkata Srinivas Kumar, Conference Chair (Academia) and Professor at SMS**, added: "This conference provides a unique opportunity for students, researchers, and faculty to engage directly with industry experts who are shaping customer experience strategies at leading global organizations. We encourage our research community to participate actively, present their work, and contribute to the growing body of CX scholarship. The synthesis of ideas between academia and industry is essential for advancing this discipline."

## Who Should Attend

ICX2026 welcomes a diverse audience, including:

- **CX Professionals and Practitioners** seeking to enhance their skills and network with peers
- **Business Leaders and Entrepreneurs** looking to build customer-centric organizations

- **Marketing, Sales, and Service Professionals** focused on improving customer journeys
- **Data Analysts and Researchers** working on customer insights and experience metrics
- **Faculty and Research Scholars** in management, marketing, and related disciplines
- **Students** planning careers in customer experience, marketing, or business strategy

## Registration and Early Bird Offer

Registration for ICX2026 is now open. As a special incentive, the **first 100 registrants** will receive a complimentary copy of the **CXPA Book of Knowledge (PDF)** — a comprehensive resource covering the core competencies of the CX profession.

### Registration Fees:

- Industry Delegates: ₹2,999 + GST
- Students: ₹1,000 + GST

Registration includes conference attendance, lunch, and tea.

## Conference Details

- **Date:** Saturday, March 14, 2026
- **Venue:** University of Hyderabad, Gachibowli, Hyderabad, Telangana, India- 500046
- **Website:** <https://cxconference.org/>
- **Registration:** <https://konfhub.com/cxconference>
- **Contact:** [chair@cxconference.org](mailto:chair@cxconference.org)

## About the Organizers

**The School of Management Studies (SMS)**, University of Hyderabad, is a premier management institution known for its academic excellence and industry-focused programmes. SMS offers MBA (General), MBA(Healthcare and Hospital Management), MBA (Business Analytics), Executive MBA (Weekend), and doctoral programmes, with a strong emphasis on research and innovation.

**CXPA Asia** is the Asia Regional Council of the Customer Experience Professionals Association, a global non-profit organization dedicated to the advancement of the customer experience profession. CXPA supports CX practitioners through education, networking, and the development of industry standards.

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*For media enquiries, please contact: [chair@cxconference.org](mailto:chair@cxconference.org)*

*Follow the conference on social media: [#ICX2026](https://twitter.com/ICX2026)*

# International Conference on Customer Experience

#ICX2026

**Date**

March 14, 2026

**Venue**

The University of Hyderabad, India



<https://cxconference.org/>