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Dean, Faculty of Commerce & Management

### Conference Co-Chairs:

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Head, School of Management

**Dr. Gita PC**  
Coordinator, School of Management

**Dr. Justin Nelson Michael**  
Director, Centre for Research

### Conference Conveners

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**Dr. M K Baby** - 9847422340

**Dr. Shobha B G** - 9449445126

### Conference Organising Committee

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**Dr. Devi Prasanna**

### School of Management

Kristu Jayanti College (Autonomous)

K. Narayanapura, Kothanur P.O., Bengaluru-560077, Karnataka, India.

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# Kristu Jayanti College

**AUTONOMOUS** Bengaluru

Reaccredited A++ Grade by NAAC | Affiliated to Bengaluru North University



## School of Management

and

## Trinity Western University Canada

in collaboration with



## EuroMid Academy of Business and Technology, Turkey

## KRISYM 2025

January 16 & 17, 2025

## International Conference 18<sup>th</sup> Edition

Kristu Jayanti College, Autonomous

## The Future of Business Resurgence: Embracing AI and Automation



## About the College

Kristu Jayanti College, Autonomous, Bengaluru embodies the educational vision of St. Kuriakose Elias Chavara (1805-1871), the founder of the religious congregation, Carmelites of Mary Immaculate (CMI). Kristu Jayanti College was reaccredited by NAAC with the highest grade of 'A++' in 2021 with a CGPA score of 3.78 and is an Autonomous College under the Bengaluru North University. The College incorporates a traditional academic setting with a cutting-edge technology. With refreshing environment, beautiful scenery and moderate climate, it provides an atmosphere which is conducive for effective training and learning programmes. The Institution strives to fulfil its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment.

## School of Management (MBA)

School of Management, Kristu Jayanti College, Autonomous, a pioneer institute to pursue knowledge beyond the traditional boundaries, offers MBA, MBA International Finance, MBA Business Intelligence and Analytics, MBA International Business and MBA Fintech. The two-year full-time programme spanning over Six Trimesters is autonomous, affiliated to Bengaluru North University and approved by the All-India Council for Technical Education (AICTE). The school has also received the international accreditation from Accreditation Council for Business Schools and Programs (ACBSP), USA in 2020. The school's pedagogy comprises of a mix of theoretical learning, field based experiential learning and activity-based learning. Jayantian MBA graduates have the strategic perspective, business knowledge and excellent management skills to deliver strong performance while making a positive impact on society and environment. The College is awarded 'The Best Autonomous College' for integrating technology in Education in 2022. Kristu Jayanti School of Management is ranked 64 among the B -Schools in the country, 20 among the B-Schools in the South Zone & 7 among the B-Schools in Bengaluru (Business Today- MDRA Best B-School Ranking Survey 2023). The innovative teaching pedagogy of the school, 'Abhigyan-Learning Management through Theatre', was featured among the five finalists at the Indian Management Conclave by MBAuniverse.com hosted at IIM, Bangalore in 2018.

## About the Conference

The International Conference on "The Future of Business Resurgence: Embracing AI and Automation" is set to be a pivotal gathering of global minds in management. This conference aims to explore the transformative impact of Artificial Intelligence (AI) and Automation on the future business landscape. Rapid technological advancements in the contemporary business environment are reshaping industries and creating new growth opportunities. The conference will provide a platform for thought leaders, scholars, and industry experts to deliberate on the integration of AI and Automation in various facets of business management. Participants will engage in insightful discussions on how these technologies can enhance efficiency, drive innovation, and revolutionize traditional business models. The event will feature keynote speakers who are trailblazers in the field, sharing their expertise on the strategic implementation of AI and Automation in business. Attendees can expect to gain valuable insights into the latest trends, best practices, and case studies showcasing successful applications of these technologies in diverse business scenarios. Additionally, the conference will provide a platform for sharing research findings, networking, fostering collaboration, and building partnerships among professionals, academics, and industry practitioners.

The international conference on "**The Future of Business Resurgence: Embracing AI and Automation**" is not just an exploration of cutting-edge technologies; it is a call to action for business leaders to embrace change, adapt to the evolving landscape, and position their organizations for sustained success. As businesses navigate the challenges of the 21st century, the integration of AI and Automation will undoubtedly play a crucial role in shaping a resilient and dynamic future.

## Objectives of the Conference

- To examine the strategic role of AI and Automation in transforming business models and fostering innovation practices across industries.
- To analyze the impact of AI-driven solutions like RPA and Machine Learning in enhancing efficiency, optimizing processes, and improving decision-making in management.
- To explore the diverse AI applications in business areas such as marketing, HR, finance, production, and supply chain to identify trends, challenges, and growth opportunities.
- To investigate ethical considerations, governance, and data security challenges in AI integration, focusing on responsible adoption and privacy protection.
- To Assess best practices in AI and Automation, emphasizing successful AI models, human-AI collaboration, and the long-term sustainability of AI-driven initiatives in business organizations.

## Conference Themes and Sub-Themes (not limited to)

### Theme 1: AI-Driven Business Innovation and Transformation

- AI and Automation as Catalysts for New Business Models
- Case Studies on AI-Driven Business Innovation and Success Stories
- Leveraging AI for Supply Chain Optimization and Logistics Efficiency
- AI and Automation in Enhancing Customer Experience and Personalization
- Innovative AI Applications in Marketing, HR, Finance, Production, Analytics and Governance

### Theme 2: AI Integration for Operational Excellence

- AI in Production and Manufacturing: Smart Factories and Beyond
- Robotic Process Automation (RPA) and AI for Streamlining Business Operations
- Machine Learning and Predictive Analytics in Enhancing Business Decision-Making
- AI in Automated Reasoning, Cognitive Science, Neural Networks and Fuzzy Systems
- The role of AI in Simulation and Modelling, Pattern Recognition, Data mining and Cloud Computing

### Theme 3: Governance, Ethics, and Responsible AI Adoption

- Ethical AI Practices and Governance Frameworks for Business
- Corporate Social Responsibility (CSR) in AI-Driven Organizations
- Balancing Innovation with Data Privacy and Security in AI Systems
- Navigating Legal and Regulatory Implications of AI and Automation
- Ensuring Fairness, Transparency, and Accountability in AI Deployments

### Theme 4: The Future of Work: Human-AI Collaboration

- AI in Remote Work and Digital Transformation of Workspaces
- Reskilling and Upskilling the Workforce for an AI-Driven Future
- Human-AI Interaction in the Workplace: Opportunities and Challenges
- AI and EI in Talent Management and Recruitment: Revolutionizing HR Practices
- Navigating the AI in human Collaboration and Ethical Impacts of Automation in Business

### Theme 5: AI for Sustainability and Positive Societal Impact

- AI in Social Impact Projects: Addressing Global Challenges
- The Role of AI in Driving Sustainable Business Practices and Innovations
- AI-Driven Solutions for Enhancing Public Health, Education, and Infrastructure
- Strategic Planning for AI Integration in Sustainability and Corporate Governance
- AI for Environmental Sustainability: Smart Energy, Waste, and Resource Management

## Call for Papers and Guidelines for Submission-Presentation

Original, unpublished research work not exceeding 5000 words or 10 pages may be submitted. The manuscript must be prepared in A4 size, word format only, in Times New Roman font with a heading in font size 14, and text in font size 12 with 1.5 spacing. APA guidelines of citation, documentation, and referencing must be followed.

The Paper should include the title, author's name, institution address, mobile number, and e-mail address. Online registration may be done through the college website. Email the attachment of the paper to [krisym@kristujayanti.com](mailto:krisym@kristujayanti.com)

The last date for submission of the paper: 15<sup>th</sup> December 2024. Communication of acceptance of the paper: 23<sup>rd</sup> December 2024 onwards.

Confirmation of participation and presentation may be done by sending the complete registration form, along with the registration fee.

All payments should be made through online - registration portal only.

Each author must register separately and participate and do the presentation physically in KRISYM for the paper to be considered as a part of the conference and publication.

Paid accommodation would be arranged on prior request from the 2<sup>nd</sup> January 2025 evening to the 9<sup>th</sup> January 2025 morning.

## Publication Opportunity

KRISYM 2025 has garnered technical support from Springer Nature's Proceedings.

Papers accepted for KRISYM 2025, after the double-blind peer review process, will be published in the Scopus-indexed conference proceedings with additional publication charges. Based on the quality of the research papers and authors' preference, selected papers may be recommended for publication in relevant ISSN peer-reviewed journals or as part of ISBN proceedings, subject to conditions and potential additional charges if any (details will be communicated after the review). Authors are advised to independently verify indexing details with the respective journals or publishers before final submission.

Registration Charges		
Participants	Participation Only (Rs.)	With Paper Presentation
Students & Research Scholars (INR)	700	1200
Academicians & Industry Delegates (INR)	1500	1800
International Delegates (USD)	Free	50

## Registration Link

<https://portal.kristujayanti.edu.in/event-krisym-2025-international-conference-18th-edition-the-future-of-business-resurgence-embracing-ai-and-automation>

