**SaiBalaji International Institute of Management Sciences**

www.sbiims.edu.in

and



**International Institute of Management & Human Resource Development(Women)**

www.iimhrd.edu.in

Organises

# International Research Conference

## ANVESH -2k24

on

**Redefining the Future of Business : Embracing Sustainability, Automation, and Artificial Intelligence**

**(HYBRID MODE)**

## 19TH & 20TH January, 2024

In academic partnership with
Faculty of Commerce & Management,
Savitribai Phule Pune University ,Pune

In collaboration with
Acacia University,
Arizona, USA.

We invite submission of original research papers and case studies
For further details contact

**research@sbiims.edu.in**

# About SBES

SaiBalaji Education Society (SBES), Pune is a group of educational institutes established by it's Founder President Prof. Manish R. Mundada, a young academician. SBES then, had a humble beginning starting with International Institute of Management Studies (IIMS) and today, over above IIMS, it has two different management institutes,viz. SaiBalaji International Institute of Management Sciences (SBIIMS) and International Institute of Management & Human Resource Development(Women), R B Mundada College of Arts,Science and Commerce, SaiBalaji Junior College and SaiBalaji Public School.

## About SBIIMS & IIMHRD(W)

SBIIMS and IIMHRD(W) are the management institutes imparting two years full time post graduate programme in management education i.e. MBA, recognised by All India Council of Technical Education, New Delhi and affiliated to Savitribai Phule Pune University. Both the institutes are NAAC accredited. Both have dedicated team of highly motivated and experienced teaching faculty, each outstanding in his/her field of specialization.



SBIIMS and IIMHRD(Women), both are striving to excel in the areas of Business Management and Research in consonance with their respective vision and mission. Their multifarious activities focus on imparting relevant, high quality value based education and development programmes by instilling integrity and ethics in the students to enable them to reach greater heights and to create thought leaders for the world of business.

## Objective of the Conference

The theme of the Conference is **"Redefining the Future of Business : Embracing Sustainability, Automation, and Artificial Intelligence** "It is being organized on **19TH and 20TH** of January 2024 in hybrid mode. The objective of the Conference is to deliberate on the profound transformations occurring in the world of business and to explore the confluence of three critical forces shaping our future: sustainability, automation, and artificial intelligence. The landscape of business is constantly evolving, driven by technological advancements, changing consumer preferences, and an urgent need to address environmental concerns. In this era of unprecedented global challenges, it is imperative for businesses to redefine their strategies and practices to ensure a sustainable and prosperous future.

Thus, this Conference aims to explore the intricate interplay between these three pivotal elements – sustainability, automation, and artificial intelligence. It will provide a platform to examine how they converge to reshape industries, disrupt traditional business models, and offer new opportunities for growth and competitiveness

## Call for Papers

We invite original research papers, case studies, and innovative ideas related to , but not limited to the following

sub-themes :

# Track-1

## Finance and Economics

- Analytics for Financial Decisions -making use of AI
- Fintech Innovations through AI
- Block Chain and Crypto currencies in Finance
- Cyber Security and Fraud Preventions in Finance
- Automation in accounting and financial reporting
- Sustainable Wealth Management practices
- AI in Corporate Finance & Investment Analysis
- Regulatory Challenges in the face of Automation

# Track-2

## Marketing Management

- AI driven Marketing Management
- Ethics and AI driven advertisements
- Augmented Reality & Virtual Reality in Marketing
- Green marketing practices
- Influencer Marketing in the age of Artificial Intelligence
- Mapping Customer's journey in AI world
- Customer experience in the AI age
- Content creation and optimization with the help of automation

# Track-3

## Human Resource Management

- Ethical challenges in HR Technology
- Diversity, equity & Inclusion in Digitalized work place
- AI support for employees wellbeing
- Regulatory challenges in the age of automation
- Green HR Practices
- Work place automation and the work place
- AI and Talent acquisition and Management
- Sustainable Performance Management

# Track-4

## Information & Communication Technology

- AI for sustainable development
- AI enhanced ERP Systems
- Cloud Computing and AI driven systems
- AI for smart cities and urban development
- Data Privacy and Compliances in AI systems
- Challenges of Cyber security in the AI age
- Automation and sustainability challenges
- AI driven business practices

# Track-5

## Supply Chain Management

- IOT in logistics
- Sustainable Transportation Planning
- Automation in Warehousing and materials handling
- Lean manufacturing practices
- Global Supply Chain
- Industry 4.0 compatible supply chain
- Sustainable Production
- Resilience & Risk Management
- Transport Network & Urban Mobility
- Logistic Analytics
- Supply chain Security

# Track-6

## General Management

- Management in Education
- Innovation in Management
- Decision Making
- Leadership and Management
- Organization Strategy
- Information Management
- Analytical Management
- Quantitative Management
- Green Practices in Management

# Research paper Format

- The title page of the research paper must have the author's name , designation, affiliation, address, e mail address and the mobile number .
- Abstract of the paper has to be in maximum 250 words and the full research paper has to be in maximum 5000 words
- Research papers should be in A4 size , typed in Times New roman ,font size 12 with1.5 line space.
- References should be prepared in APA format.
- AI generated content and plagiarism should be less than 20 %

# Submission Guidelines

- Research papers submitted should not have been previously published.
- Acceptance of the abstract will be intimated to the researcher by e-mail.
- Registration will be confirmed only after the payment of the registration fees.
- Only the research papers accepted and presented during the Conference will be considered for publication.
- All research papers submitted will undergo through peer-review process by the Expert Committee.
- All accepted research papers will be published in the Conference proceedings and only selected research papers will be published in UGC-CARE/SCOPUS/ABDC indexed journal (with an additional cost)

## Publication Opportunity

- Selected paper will be published in ABDC/SCOPUS/Web of Science/UGC-CARE listed journal(additional charge applied)
- The full paper presented in this conference will be published in SBIJMS, In - house journal having ISSN:2349-6568

## Awards

- Best paper Awards on each track
- Innovative Research Award

# Registration Fees Details

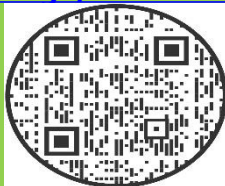| Research Scholars & Students | Free |
|---|---|
| Academicians | 1000 INR |
| Industry Professionals | 1200 INR |
| Foreign Delegates | 50 USD |

## Important Dates

Abstract submission          : 20th November 2023

Submission of full paper     : 15TH December 2023

Notification of Acceptance : 5TH January 2024

Late Date of Registration    : 10th January 2024

## Payment Details

Account Name : SBIIMS

Account Number : 4644002100002467

Bank Name : Punjab National Bank

IFSC -PUNB0464400

Branch : Kalyani Nagar, Pune

## Registration Details

**All participants are requested to register by filling up the Online registration Form on**

### Registration Link :

https://forms.qle/CCY23kD9z8qkm2SY8

A single author presenting multiple entries should register for each paper

- No TA/DA will be paid to any delegates for presenting the paper in the conference.

## Note

Certificates will be issued only to the registered participants

# Our Patrons

**Prof . Manish R . Mundada**
**Founder President**
**SaiBalaji Education Society**

**Prof . Nirupama M. Mundada**
**Founder Secretary**
**SaiBalaji Education Society**

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Director, SBIIMS

**Conference Co-Chairman**
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Director, IIMHRD(W)

**Conference Convenor**
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Associate Professor , IIMHRD (W)

**Conference Co-Convenor**
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