REVA UNIVERSITY
Bengaluru, India

SWAMI VIVEKANANDA BLOCK

School of Management Studies

Organises
National Conference on

Rethinking & Redesigning Business & Management Practices in the World of AI

3rd May, 2024 | (HYBRID MODE)

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About REVA University

REVA University is a State Private University established in Karnataka State under the Government of Karnataka Act No. 13 in the year 2013 in Bengaluru, the IT capital of India. The University is recognized by the University Grants Commission (UGC) and is approved by the AICTE (All India Council for Technical Education). REVA University prides itself in contributing to every student's holistic development. The University currently offers 41 full-time Under Graduate Programmes, 32 fulltime Post Graduate programmes, 18 PhD programmes, and certification and diploma programmes. The University offers programmes in Engineering, Architecture, Science and Technology, Commerce, Management Studies, Law, Arts & Humanities, and Performing Arts. Courses are offered in Certificate/Diploma and Post Graduate Diploma too. REVA University facilitates research leading to a Doctoral Degree in all disciplines. The programmes offered by REVA University are well-planned and designed based on methodical analysis and research with emphasis on knowledge assimilation, practical applications, hands-on training, global and industrial relevance, and their social significance.

About the School of Management Studies

The BBA programs of School of Management studies is ranked 6th in the Super excellence category nation-wide as per GHRDC BBA Ranking Survey, 2023. School of Management Studies has also been ranked in the 7th position among the Top BBA Universities in India B-School Survey by TIMES OF INDIA. The School of Management Studies offers various programmes like BBA- Industry Integrated, Honors, with Single Specialization and Dual Specialization. The BBA programmes are designed to provide adequate scope for students to opt for wide range of business spheres, and entrepreneurship, thus reducing the widening gap between Industries and Academia. The BBA degree offered by this school enriches the students' knowledge horizon and enables them to work in different national and multinational organizations and face the global challenges arising from there. The programs are well planned and designed after detailed study with emphasis on knowledge assimilation, applications, global job market and their social relevance. Highly qualified, experienced faculty members and scholars from reputed universities, institutions, experts from industries and business sectors have contributed in preparing schemes of instruction and curriculum for these programs. It prepares students right from the inception to get equipped with required skills, groom them with the right exposure and to lead in the global market milieu.

About the Conference

The conference on "Rethinking and Redesigning Business and Management Practices in the World of AI" is a platform aimed at exploring the transformative impact of artificial intelligence (AI) on business and management practices. In an era where AI technologies are rapidly evolving and reshaping industries across the globe, it's crucial for businesses and management professionals to adapt and innovate.

This conference likely covers a range of topics including:

1. **AI Strategy and Implementation:** Discussions on how businesses can develop effective AI strategies and seamlessly integrate AI technologies into their operations.
2. **Ethical and Responsible AI:** Addressing the ethical considerations and responsibilities that come with deploying AI systems in business contexts, including issues related to bias, transparency, and accountability.
3. **AI in Decision Making:** Exploring how AI can enhance decision-making processes within organizations, from strategic planning to operational efficiency.
4. **AI-driven Innovation:** Showcasing examples of how AI is driving innovation across various industries and fostering new business models and opportunities.
5. **AI and Human Workforce:** Examining the impact of AI on the workforce and strategies for upskilling employees to work alongside AI technologies.
6. **Regulatory and Legal Considerations:** Delving into the regulatory landscape surrounding AI deployment in business and management and how organizations can navigate legal complexities.
7. **AI in Customer Experience:** Exploring how AI is revolutionizing customer interactions, personalization, and satisfaction in the business world.
8. **Case Studies and Best Practices:** Presenting real-world case studies and best practices from organizations that have successfully implemented AI solutions in their business and management practices.

Overall, this conference provides a platform for industry leaders, academics, policymakers, and practitioners to exchange insights, ideas, and experiences regarding the opportunities and challenges posed by AI in the business and management domain. It aims to foster collaboration and drive innovation in leveraging AI for sustainable business growth and societal benefit.

Objectives of the conference

Rethinking and redesigning business and management practices in the world of AI requires a comprehensive approach that addresses various aspects of organizational strategy, culture, operations, and ethics. Here are some objectives to consider:

- To develop a clear strategy for integrating AI technologies into business operations.
- To establish robust data governance frameworks to ensure the responsible collection, storage, and usage of data for AI applications.
- To implement ethical guidelines and principles for the development and deployment of AI systems.
- To invest in reskilling and up skilling programs to equip employees with the necessary skills to work alongside AI technologies.
- To foster a culture of collaboration between humans and AI systems.
- To adapt management practices to accommodate the rapid pace of change in AI technologies.
- To use AI to drive customer-centric innovation by leveraging data analytics to gain insights into customer preferences, behavior, and needs.

By setting these objectives and implementing corresponding initiatives, organizations can effectively rethink and redesign their business and management practices to thrive in the world of AI.

Sub-Themes of the Conference

- AI and Human Rights
- AI Safety and Security
- Ethics for Augment Intelligence
- Sustainable AI and Entrepreneurship
- Cross Culture AI Ethics
- AI & Healthcare
- Ethics and Responsible AI
- Sustainable & AI in Manufacturing
- Social & Environmental impacts of AL in urbanization
- AI & Financial Services
- Sustainable AI & Entrepreneurship in Agriculture
- Entrepreneurship in the Age of AI
- Innovation and Technology Transfer
- Policy and Governance
- AI and Circular Economy
- Smart Cities and Urban Sustainability
- Human-Centered AI
- Long-term challenges for Sustainable AI

All other topics aligned with the conference themes are accepted.

Call for Papers

We invite unpublished / currently under any other review, original research papers from Students, Industry Professionals, Researchers, Academicians, Entrepreneurs, Government Officials and Research Scholars to participate and present in the Conference.

Review Process

The abstracts/ full papers submitted for the possible presentation in the conference are subject to a blind review process. The decision of the reviewers will be final and binding. Acceptance/comments of the reviewers of the abstract/full paper will be communicated to the corresponding author within a week of the receipt of the abstract/paper.

Guidelines for Paper Submission

Authors are required to prepare papers as per the following guidelines:

1. Authors are requested to submit the **Abstract/Full paper to Email ID: rrbmai@gmail.com.**
2. Typed in MS-Word using Times New Roman 12 font 1.5 line spacing and margins of one inch on all sides. The manuscript should include four major sections: Title page, Abstract, Main body and reference.
3. Authors' affiliation and communication address should be given in the first page only.
4. Papers must not have been published or accepted for publication elsewhere or be currently under any other review
5. Abstract should be in single paragraph and should be between 200-300 words with 4-6 key words and it should follow the first page.
6. The length of the paper should not exceed 12 pages or 5000 words excluding title page and references.
7. References should be given at the end of the paper in the American Psychological Association (APA) Style sorted alphabetically.
8. Plagiarism should be below 10 Percent.

Important Dates

1. Abstract Submission   : 18th April, 2024
2. Full paper Submission   : 25th April, 2024
3. Final registration date   : 20th April, 2024

Registration Fee (Excluding Publication)

Categories	Indian delegates
Industry and organisations	1500
Academicians	1000
Research Scholars	500
Students	300 Internal , 400 External

Mode of Registration-
Online Payment Only

Participants can pay online through the following payment link.
https://www.reva.edu.in/payment

- Prior registration is mandatory for paper-presenters as well as participants for the conference.
- Participants are requested to fill the Registration Form and upload the Fees Receipt by clicking the below link-

Registration Link- https://forms.gle/3p5Jw8ZDDBVa1Nwq5

9. Abstract and full paper can be sent to this email ID rrbmai@gmail.com.

Publication Opportunities
The conference offers publication opportunities-
Selected papers will be considered for publication in a Conference Proceeding with ISBN and DOI after double-blind review process has been done.

Registration

- Registration is mandatory for all participants.
- In case of multiple authors, at least one author must register. Only the registered author will receive the certificate. Certificates will be issued to all the authors of the paper only against the registration by all the authors.
- If an author submits two papers, both the papers must be registered.

Payment Mode

Online Payment Participants can pay online through Electronic fund transfer (FFT)/NEFT/RTGS using the following account number

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Chief Guest
Shri. Ramesh Chandra Lahoti
President – (FKCCI) Federation of
Karnataka Chambers of Commerce & Industry

Key Note Speaker
Shri. Vishwanadh Raju
Heading Talent Acquisition and
Strategy @ ANSR Global- A Global Consulting
Company enabling GCC's.

Key Note Speaker
Mr. Arun Rajput
Vice President-Brand Growth - AiBuddy Apps

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