

# School of Management Studies

Organises  
3rd International Conference on

**Innovating for Sustainability : the Integration of  
ESG, AI, & Modern Management Practices**

Two-day International Conference on  
4<sup>th</sup> & 5<sup>th</sup> October, 2024 | (HYBRID MODE)

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**Dr. Harish K. S.**

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**Dr. Suganya S.**

Assistant Professor, School of Management Studies, REVA University

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## **Organising Committee**

**Prof. Maria Boaler and Team of Management Studies**

## **Editorial Committee**

**Dr. Jalaja Anil Kumar**

Assistant Professor, School of Management Studies

**Dr. Mehabooba Sultana**

Assistant Professor, School of Management Studies



## 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 2012 in Bengaluru, the IT capital of India. REVA University, recognised by the University Grants Commission (UGC) and approved by the All India Council for Technical Education (AICTE), has an A+ grade from NAAC.

REVA University prides itself in contributing to every student's holistic development. The University currently offers 38 full-time undergraduate programmes, 33 full-time postgraduate programmes, 20 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.

Teachers and instructors with illustrious academic experience are the architects of the meticulously designed curriculum and program modules offered at REVA University. They come with industrial exposure and experience that often translates through their teaching, thus bridging the gap between the industry and academia.

## 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- 3 years BBA degree with single and dual majors as specialisations and 4 years BBA-Honors and Honors with Research. 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 theme-"Innovating for Sustainability: The Integration of ESG, AI, and Modern Management Practices" of the international conference aims to provide a comprehensive understanding of how AI can drive ESG initiatives and transform management practices. By bringing together experts and leaders from various fields, the conference will offer valuable insights, foster collaboration, and inspire innovative approaches to sustainability.

AI is a powerful tool for enhancing ESG management practices. By leveraging AI, organizations can more effectively monitor and improve their environmental impact, social responsibility, and governance standards. However, it is essential to address the associated challenges to ensure ethical and effective use of AI in these areas. Incorporating ESG into management practices is not just a trend but a critical component of modern business strategy. Companies that effectively integrate ESG factors into their management practices can achieve enhanced sustainability, better risk management, and stronger stakeholder relationships, ultimately leading to long-term success.

Integrating Environmental, Social, and Governance (ESG) factors into management practices is becoming increasingly crucial for organizations seeking long-term sustainability and resilience. Artificial Intelligence (AI) is significantly transforming management practices, particularly in the realm of Environmental, Social, and Governance (ESG) criteria. Integrating AI into management practices can revolutionize how organizations operate, offering enhanced efficiency, better decision-making, and improved customer and employee experiences. However, successful integration requires addressing challenges related to data quality, bias, change management, and cost. Organizations that effectively leverage AI in their management practices are likely to gain a competitive edge and achieve long-term success. Integrating Artificial Intelligence (AI) into management practices offers substantial opportunities for enhancing efficiency, decision-making, and innovation. AI is revolutionizing management practices by enhancing decision-making, operational efficiency, and strategic planning. By automating routine tasks, providing real-time insights, and enabling personalized customer and employee experiences, AI helps organizations achieve higher productivity and competitiveness. However, addressing challenges related to data privacy, bias, and transparency is crucial for the ethical and effective use of AI in management. Organizations that successfully integrate AI into their management practices are likely to gain a significant competitive advantage and achieve sustainable growth.

## **Objectives of the Conference**

- To explore the integration of ESG principles into management practices through the use of AI.
- To understand the opportunities and challenges of using AI for ESG initiatives.
- To share best practices and case studies from industry leaders.
- To foster collaboration & networking among professionals from various sectors.
- To Examine the Knowledge Driven approach with regard to ESG
- To implement new ERA of AI in Management Practices.

## **Track: I - Marketing**

- Introduction to VR and AR in Marketing
- The Convergence paradigm in ESG
- VR gaming and entertainment in sustainable marketing Management.
- Challenges and solutions in implementing ESG.
- Sustainability in Product Development and innovation in branding
- The New Age of Consumer Protection Act in Governance Practices.
- Re-designing the Advertisement Strategies in today's Virtual World.

## **Track: II - HR**

- Transparency and fostering Trust with ESG Initiatives
- Ethical AI and DATA Privacy in HR Practices.
- Governance of CSR
- Leadership and Stake Holders engagement in AI Arena.
- Employee Engagement and well-being in AI and ESG.
- Sustainable Talent Management Practices with AI
- Virtual Work place Culture and Change Management.

## **Track : III - Finance**

- Sustainable Investment and ESG Integration
- Risk Management, ESG in the world of AI.
- Regulatory Landscape and ESG Reporting
- ESG Ratings and Performance Measurement
- Corporate Governance and ESG
- ESG and Social Impact
- Technological Innovations and ESG
- Challenges of implementation of ESG in Financial practices.
- Global Perspectives on ESG

## **Track : IV - International Business (IB)**

- Global Regulations of AI.
- ESG Implementation in Global Perspective.
- Sustainable Global Supply Chains Practices.
- Cross-Cultural Management and Sustainability.
- Market Entry Strategies and Sustainability.
- Ethical Practices in Global Environment.
- Impact of G-20 on International Business.
- Block Chain Strategies in Global Environment.

## **Track : V - Business Analytics (BA)**

Predictive Analytics for Data-Driven Sustainability.

Utilization of IOT devices and BIG Data Analysis.

Environmental policies using Large Data Sets.

Efficient Energy Management in SMART CITIES.

Sustainable Business Intelligence.

AI for Environmental Monitoring.

Challenges and Opportunities in implementing AI.

Authors can select any of these sub-themes or any topic related to the theme of 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: esgaisms@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.
3. The manuscript should include four major sections: Title page, Abstract, Main body and reference.
4. Author's affiliation and communication address should be given in the first page only.
5. Papers must not have been published or accepted for publication elsewhere or be currently under any other review.
6. 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.
7. The length of the paper should not exceed 12 pages or 5000 words excluding title page and references.
8. References should be given at the end of the paper in the American Psychological Association (APA) Style sorted alphabetically.
9. Plagiarism should be below 10 Percent.

### Important Dates

1. Along with the Abstract Submission - Kindly Register by 17th September 2024
2. Early Bird Registration : 17th September 2024
3. Full paper Submission : 23rd September 2024
4. Final Registration Date : 23rd September 202

### Registration Fee - including Paper Presentation (Excluding Publication)

Categories	Indian delegates	Early Bird Registration (till 5th Sep 2024)	Foreign delegates	Early Bird Registration (till 5th Sep 2024)
Industry & organisations	₹2500	₹2000	\$75	\$65
Academicians	₹1800	₹1500	\$65	\$50
Research Scholars	₹1200	₹1000	\$30	\$20
Students	₹500	₹400	\$20	\$10

### Mode of Registration-

#### Online Payment Only

Participants can pay online through the following payment link.

<https://payment.reva.edu.in/>

- 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://docs.google.com/forms/d/1si4p42XuvHQsMyJ728\\_sNZj5J60KqnNF6oz4yMd9d64/edit?ts=66994083](https://docs.google.com/forms/d/1si4p42XuvHQsMyJ728_sNZj5J60KqnNF6oz4yMd9d64/edit?ts=66994083)

Abstracts and Complete Paper to be sent to the following E-mail ID  
**esgaisms@gmail.com**

## Publication Opportunities

### The conference offers publication opportunities

Selected papers will be considered for publication in a UGC indexed & Scopus indexed listed Journal 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

Participants can pay On-line through Electronic Fund Transfer. (EFT)/NEFT/RTGS using the following account number

**Beneficiary Name** : REVA University  
**Name of the Bank** : Karnataka Bank Ltd  
**Branch Name** : REVA University Branch  
**Account No** : 6662000100000901  
**IFSC Code** : KARB0000666  
**SWIFT Code** : KARBINBBBNG

**OR**

Participants can also pay online through the following payment link  
**payment.reva.edu.in**

## Contact Details

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### Prof. Maria Boaler

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School of Management Studies, REVA University  
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## Resource Persons



### CHIEF GUEST

**Dr. Debashis Chatterjee**

Director

Indian Institute of Management – KOZHIKODE (IIM-K)



### GUEST OF HONOUR

**Dr. Balakrishnan Parasuraman**

Professor of Human Resource & Industrial Relations

Faculty of Entrepreneurship &

Business, Universiti Malaysia Kelantan (UMK)



### KEY NOTE SPEAKER

**Mr. Aditya Tibrewal**

Managing Director

Accenture , India

# International Conference- Panel Speakers Resource Persons



**Dr. Harikrishna Maram**

Founder Chairman – Global Economic Forum &  
Vision Digital India



**Mr. Ravikumar**

President  
Karnataka Management Association



**Prof. Dr. Manish Kumar Shrivastava**

Professor  
CHRIST UNIVERSITY, BANGALORE



**Ms. Rashmi Sundareson**

Founder  
FABLY

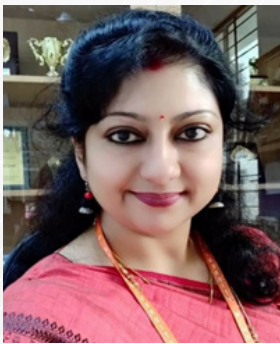


## **Mr. Vinay Prashanth**

Co-founder

Tamaala Art Merchandise, Bangalore

## **MODERATOR**



## **Dr. Nitu Ghosh**

Professor and Director

School of Management Studies, REVA University

## **Valedictory Address - on 5<sup>th</sup> October, 2024 (Hybrid Mode)**



## **Mr. Abhishek Anand**

Associate Director – Govt. Partnerships, South Asia  
Water.org





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