School of Management Studies

REPORT

2-DAY INTERNATIONAL CONFERENCE

ON

"INNOVATING FOR SUSTAINABILITY - THE INTEGRATION OF ESG, AI, AND MODERN MANAGEMENT PRACTICES"

4TH & 5TH OCTOBER 2024

School of Management Studies, REVA University organized the 2 Day International conference on *"Innovating for Sustainability - The Integration of ESG, AI, and Modern Management Practices" on 4th & 5th October, 2024,* . This report gives the summary of the two-day conference held at Chanakya auditorium and CKP seminar hall and all the panel discussions, paper presentations & Valedictory.

The conference began with the inauguration ceremony on 4th October 2024, which was held at the Chanakya auditorium. The inauguration ceremony was graced and presided over by the Chairperson of the Conference, Dr. Shubha A, ProVC (AGTP) and Dean of Faculty of Commerce, Management Studies and RBS, REVA University, Dr. Debashis Chatterjee, Director and Distinguished Professor of IIM Kozikhode, graced the conference as Chief Guest, along with Dr. Balakrishna Parasuraman, Professor and Dean, UMK Universiti, Malaysia , as Guest of Honour and Mr. Aditya Tibrewal, Managing Director, Accenture (Lead, Cloud Computing) as Keynote speaker. All the Guests were felicitated by Dignitaries on the behalf of Chancellor, Dr. P Shyama Raju Sir. All other Directors, deans and participants were welcomed by Dr. Nitu Ghosh, Director, the School of Management Studies.

The Keynote address was delivered by Chief Guest Dr. Debashis Chatterjee, after the Inauguration. He highlighted the importance of conference and emphasized the need for research culture in all universities. He also gave a session on Innovation for sustainability and in **AI WORLD and how companies should** adopt to modern management practices which is the need of the entire organisations in this present world to focus for sustainable development. He also specified the integration of ESG and AI encourages a culture of innovation within organizations. By adopting agile management practices, companies can foster collaboration and creativity, leading to the development of new products and services that align with sustainable goals.

Dr. Balakrishna Parasuraman, Professor and Dean, UMK, Malaysia gave a talk on importance of Innovation and integration of ESG and AI in to real world and shared the knowledge about various organisation that have taken steps and measures to include sustainability as important focused area in multiple countries across the Globe. He also mentioned that Innovating for sustainability is crucial in tackling pressing global issues like climate change, resource depletion, and social inequality. By integrating Environmental, Social, and Governance (ESG) criteria with Artificial Intelligence (AI) and modern management practices.

School of Management Studies
Organises 3rd International Conference
Innovating for Sustainability : The Integration of ESG
AI & Modern Management Practices

REVA UNIVERSITY
Bengaluru, India

The Great Initiator
Dr. Shubha A.
Pro Vice Chancellor
Academics, Governance, Training & Development
Dean SMS & R
University

Bengaluru, KA, India
Srinivasapur, Bengaluru, 560064, KA, India
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REVA UNIVERSITY
Bengaluru, India

NAAC GRADE A+

School of Management Studies
Organises 3rd International Conference
Innovating for Sustainability : The Integration of ESG
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Chief Guest
Dr. Debashis Chatterjee
Director & Distinguished Professor
IIM Kozhikode.

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CONFERENCE PROCEEDINGS:

Conference proceeding having ISBN number was released by dignitaries. The proceedings matched the purpose of the conference, where in total 325 registrations were recorded and nearly 73 Research papers were collected, reviewed and published with ISBN number. The conference witnessed an overwhelming appreciation for the keynote sessions delivered by all the eminent resource persons. The auditorium was filled with a huge number of Research Scholars , student participants and faculty members also the rest of the participants witnessed the entire conference through the live streaming.

Post the Inauguaration Keynote sessions the Panel discussion wherein eminent panel speakers were in discussion:

1.) **Dr. Harikrishna Maram, Founder Chairman – Global Economic Forum & Vision Digital India**
2.) **Mr. Ravikumar President, Karnataka Management Association.**
3.) **Prof. Dr. Manish Kumar Shrivastava Professor, CHRIST UNIVERSITY, BANGALORE**
4.) **Ms. Rashmi Sundareson Founder, FABLY**
5.) **Mr. Vinay Prashanth Co-founder, Tamaala Art Merchandise, Bangalore.**
6.) **Dr.Nitu Ghosh, Director, School Of Management Studies, REVA University as Moderator.**

Various Industrialists and academicians deliberated and discussed on the importance of the integration of ESG, AI, and modern management practices not only promotes sustainability but also drives innovation, enhances reputation, and supports long-term business success. Also, all the panel members were in aligned with the Integrating ESG and AI encourages cross-sector collaboration, fostering partnerships that can amplify impact and drive systemic change during the discussions and were very fruitful.

Post the panel discussion on integrating ESG and AI, several key deliberations have emerged regarding cross-sector collaboration and its potential for amplifying impact and driving systemic change, which is impactful, the outcomes of the panel discussions are:

1. **Shared Goals and Values**: Participants emphasized the importance of aligning on common objectives across sectors. Establishing shared values related to sustainability can foster stronger partnerships and collaborative efforts.
2. **Multi-Stakeholder Engagement**: Discussions highlighted the need for diverse stakeholders—governments, corporations, NGOs, and academic institutions—to collaborate. Engaging multiple perspectives can lead to more comprehensive and innovative solutions.
3. **Data Sharing and Transparency**: The role of data in driving ESG initiatives and AI applications could be a focal point. Panellists discussed the need for transparent data sharing among partners to enhance accountability and effectiveness.
4. **Innovative Funding Models**: Exploring new funding mechanisms that encourage investment in sustainable projects can be critical. Participants and the panel members deliberated that on public-private partnerships or impact investing as viable strategies.
5. **Capacity Building**: The discussions on the importance of training and resources to build the capacity of all partners must be evolved. Ensuring that organizations have the skills to leverage AI and implement ESG practices can enhance collaboration.
6. **Monitoring and Evaluation**: Establishing metrics to assess the impact of collaborative initiatives could be a key point of highlighting the issues and discussed on how to effectively measure success and learn from both failures and achievements.
7. **Policy Frameworks**: The need for supportive regulatory environments that facilitate collaboration may arise. Panellists have deeply discussed on to how policy can incentivize partnerships and encourage innovation in sustainability.

8. **Technology Transfer**: The conversations have touched on the importance of transferring technology and knowledge across sectors, particularly from the tech industry to traditional sectors, to enhance ESG efforts.

9. **Public Awareness and Engagement**: Participants might stress the importance of engaging the public and raising awareness about sustainability initiatives. Building community support can amplify the impact of cross-sector collaborations.
10. **Long-term Vision**: Finally, deliberations concluded with a focus on the importance of a long-term vision for sustainability. Creating lasting partnerships that adapt to evolving challenges can drive systemic change over time.

These discussions can lay the groundwork for actionable strategies that leverage the strengths of various sectors, fostering a collaborative approach to achieving sustainability goals through the integration of ESG and AI.

In total 173 candidates registered for the Conference for paper presentation, out of which are 108 from REVA University and 65 candidates outside REVA from various other institutions to mention:

1. RL institute of management 18 students
2. Kle law college 4 students 2 professor.
3. Presidency University 4 students 2 professor.
4. GITAM school of business, 1 professor
5. Amity University
6. Assam Downtown University
7. Avinash College of Commerce
8. Bangalore Institute of Technology
9. VTU
10. Christ University
11. Dayanand Sagar University
12. Coimbatore Chapter
13. ISME
14. Manipal University
15. PES University
16. Sandeep University Bihar
17. Seacom Skills University, Shantinikethan
18. Sri Krishnadevaraya University
19. SRM IST - Trichy

There were nearly several speakers from Academics and various Institutions and from Industry. In total more than 53 abstracts received and 73 Full papers received till 10th October 2024.

The Conference programme was concluded on Day 1 at 4:00 pm. In total 193 candidates registered for the Conference for paper presentation, out of which more than 60 abstracts were received and nearly 73 Full papers were received till date. The students registered for only participation in the Conference were around 320. We had good number of papers received from UG and PG students of other Universities and REVA University as well. We also received good number of papers from Research Scholars and faculty from various institutions. The session was Deliberated and discussed was impactful to the theme of the international conference.

Day 2:

On 5th October 2024, On 5th October 2024, Total – 7 Tracks were organized out of which 3 online and 4 offline tracks were organized. All candidates have presented papers in various Tracks. Out of which 70 offline and 21 online paper presenters. It's been a pleasure to see many students actively participate in coordination and also present papers. The Best papers in each stream have been identified and given to the participants. The total panel members for paper presentations was 14 experts from different domains. Nearly 85 candidates have presented papers in various tracks. Out of which nearly 45 were off-line and nearly 40 were on-line paper presenters. It's been a pleasure to see many students actively participated in coordination and also presenting papers. The 10 Best papers in each stream have been identified and given the certificate during the Valedictory session.
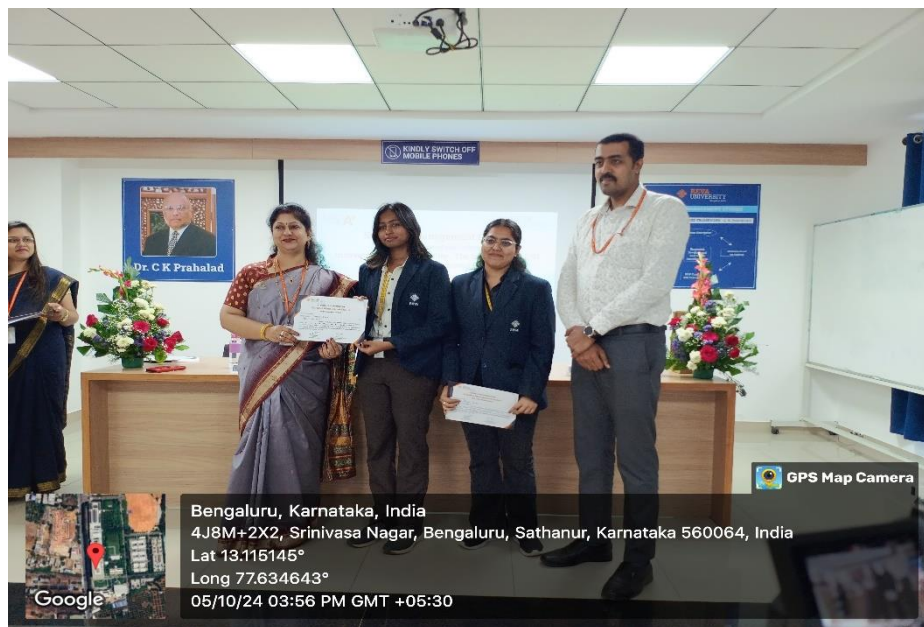
LIST OF PANEL MEMBERS FOR PAPER PRESENTATIONS:

S.No	Name of the Resource Person	Designation	Role
1	Dr. Balakrishnan Parasuraman	Professor	External Session chair
2	Dr. Nisha Thomas	Associate Professor	External Session chair
3	Dr. Shivam Bhartiya	Assistant Professor	External Session chair
4	Dr. Manisha Seth	Associate Professor	External Session chair
5	Dr. Anshu Rani	Associate Professor	External Session chair
6	Dr. Mohan Kumar	Associate Professor	External Session chair
7	Dr. Nagamani S	Associate Professor	External Session chair
8	Dr. Jalaja Anilkumar	Assistant Professor	Internal Session chair
9	Dr. Mehbooba Sultana	Assistant Professor	Internal Session chair
10	Dr. Venkatswamy	Assistant Professor	Internal Session chair
11	Dr. Harish K S	Assistant Professor	Internal Session chair
12	Dr. Srikanth Reddy	Assistant Professor	Internal Session chair
13	Dr. Manasa	Assistant Professor	Internal Session chair
14	Dr. Fazeelath Tabassum	Assistant Professor	Internal Session chair

Best Paper Award for the Professor:

1. Arvind Kumar Gupta, UmaShankar k, Vinita Scholar from Seshadri
Leading AI transformation: the impact of leadership on HR practices and employee engagement in banking sector

2. Prashanth Shetty - Digital Banking for a greener future, UPI as a tool to curtail ATM Carbon footprint and energy consumption.

3. Doyel Mukherjee Prodhan - Exploring the Role of VR in promoting sustainable tourism practices amidst Covid - 19 Pandemic
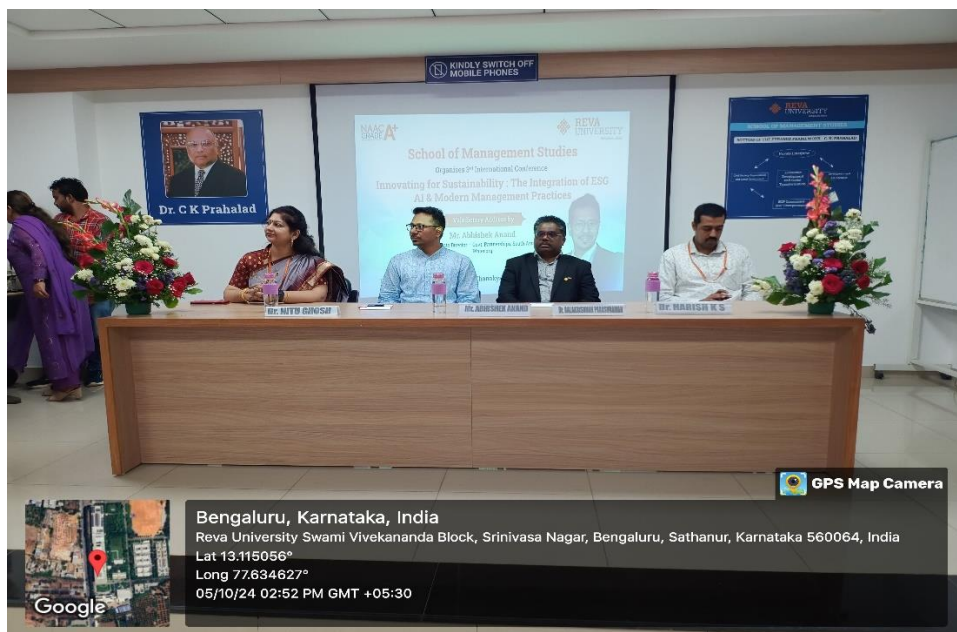
Best Paper Award for the students:

1. Logeshvaran T - ESG and local Impact, Ashwin raja, Padmaja T, Anath R

2. Manisha M K, Dr. Fazeelath - Integrating Digital Leadership couth ESG strategies: A Pathway to sustainable corporate growth

3. Maulika R - Al in Talent Acquisition - Raiding Recruitment and HR Practices.

4. Harish Kailash M, Nivas Krishnan, Naveen Raj S, Re -designing Advertisement Strategies in today's Virtual World.

5. Ganta Preethi , Khushi Kumari - Cloud based HRMSA its impact on organisations efficiency A study on selected HBI'S In Bangalore.

6. Sara Ruhela - assessing the Effects of Gamified Financial Literacy Intervention on financial decision making and Cognitive base.

7. Shreya S - Glass ceiling : It's impact on women working in Corporates in Bangalore.
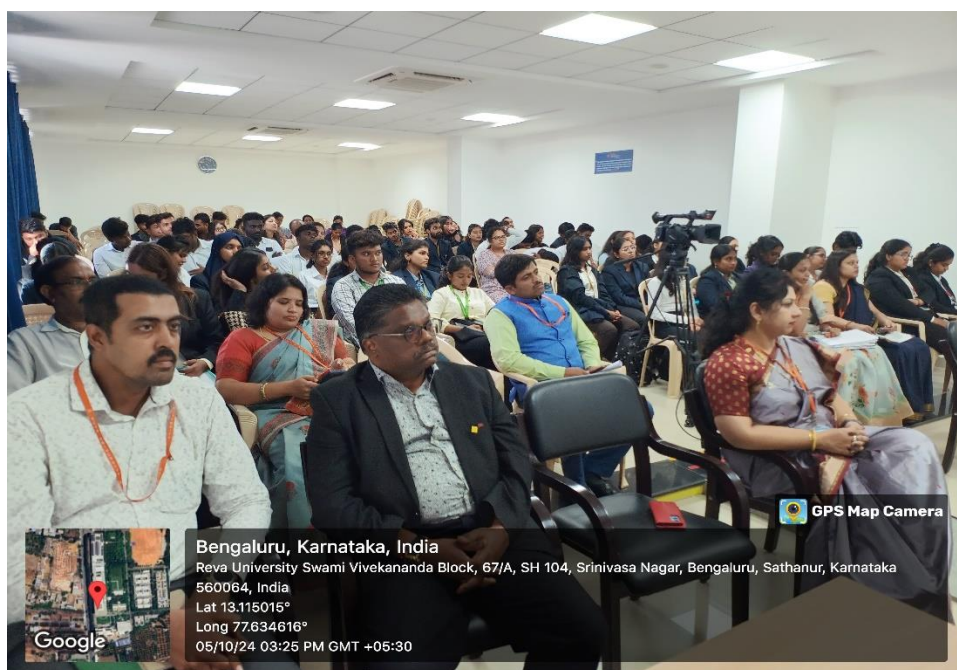
Valedictory Ceremony:

Valedictory ceremony was conducted in CKP Seminar Hall and the Keynote address was delivered by guest Valedictory Chair -– Dr. Abhishek Anand , Associate Director – Govt. Partnerships, South Asia. The Best paper awardees were given the certificates by the Director Dr. Nitu Ghosh and the summary of the conference was read by Prof. Bharti Ayer, Assistant Professor.

Conclusion Remarks:

School of Management Studies at REVA University strives hard to inculcate research & innovation by conducting various seminars, workshop for the holistic development of students and faculty. One such effort was organizing the International Conference to provide a platform to explore latest trends in Industry wherein deliberations and discussions will help students, faculty and industry people to experience new avenues. This event witnessed many students, academicians, Corporates, Entrepreneurs, Industry experts' actively participating in deliberations and discussions on the various topics related to conference theme.

The Conference committee worked on the theme Innovating for Sustainability - The Integration of ESG, AI, and Modern Management Practices and contacted experts globally both from Industry and Academics. Our theme of the conference mainly emphasized Emphasizing the need for adaptive management strategies, participants discussed how modern practices, including agile methodologies and stakeholder engagement, can facilitate the implementation of sustainability initiatives and integration of ESG, AI, and Modern Management Practices . Attendees recognized the transformative potential of combining Environmental, Social, and

Governance (ESG) criteria with Artificial Intelligence (AI) technologies. This integration can enhance decision-making, improve sustainability reporting, and drive more efficient resource management. The importance of cross-sector collaboration was underscored, with businesses, governments, and NGOs urged to work together to share best practices and innovations that drive sustainability forward. There was a consensus on the need for robust metrics to assess the impact of ESG initiatives, with AI playing a crucial role in data analysis and reporting, enabling organizations to track progress effectively.

Looking ahead, the conference called for continued investment in research and development to further explore the potential of AI in enhancing ESG practices, along with a commitment to education and training in these integrated approaches. Overall, the conference served as a catalyst for ongoing dialogue and collaboration, emphasizing that the integration of ESG, AI, and modern management practices is essential for achieving a sustainable future.

The objectives of the conference on "Innovating for Sustainability: The Integration of ESG, AI, and Modern Management Practices" as mentioned below:

1. **Knowledge Sharing**: To facilitate the exchange of ideas and best practices among experts, practitioners, and stakeholders in the fields of ESG, AI, and management.
2. **Integration Exploration**: To examine how ESG principles can be effectively integrated with AI technologies and modern management practices to drive sustainable innovation.
3. **Impact Measurement**: To discuss methodologies for measuring the impact of ESG initiatives and how AI can enhance data collection and analysis.
4. **Collaboration Promotion**: To encourage partnerships among businesses, governments, and NGOs aimed at advancing sustainability goals through shared resources and expertise.
5. **Strategic Development**: To provide insights into developing strategic frameworks that organizations can adopt to align their operations with sustainability objectives.
6. **Future Trends**: To explore emerging trends and technologies that could shape the future of sustainability and ESG practices.
7. **Capacity Building**: To identify training and educational needs for professionals in the field to better equip them for the integration of these practices.

By achieving these objectives, the conference aimed to inspire actionable strategies and foster a collective commitment to sustainable development.

We further interested to motivate and strengthen the research & innovation spirit of the students. The event brought together research scholars, faculty members, students, corporate executives and expert resource persons nationally and internationally to discuss on diversity-equity and inclusion. Overall the conference culminated to be a fruitful session for everyone. The feedback report and conference proceedings has been attached for further reference. In constitution to this, few more FDPs, Seminars and workshops has been planned in coming months. The participants also complimented the organizing team and their involvement in this International Conference by the School of Management studies team and REVA University, and from the feedback received we look forward to arranging few further sessions for our students and other participants in the form of Conference, FDPs and workshops. Some of the snapshots for the two days of the conference are attached below.

"Innovating for Sustainability - The Integration of ESG, AI, and Modern Management Practices"

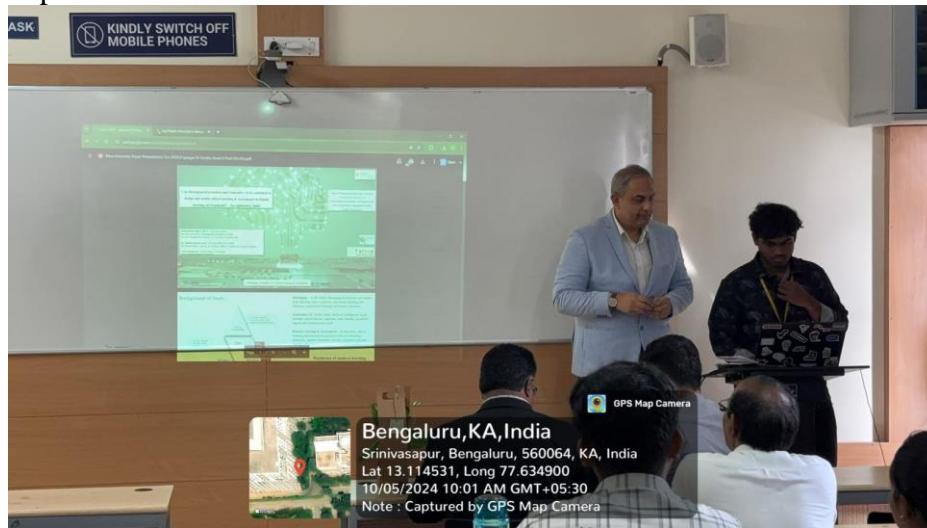Main gate Visibility on the day of the conference.
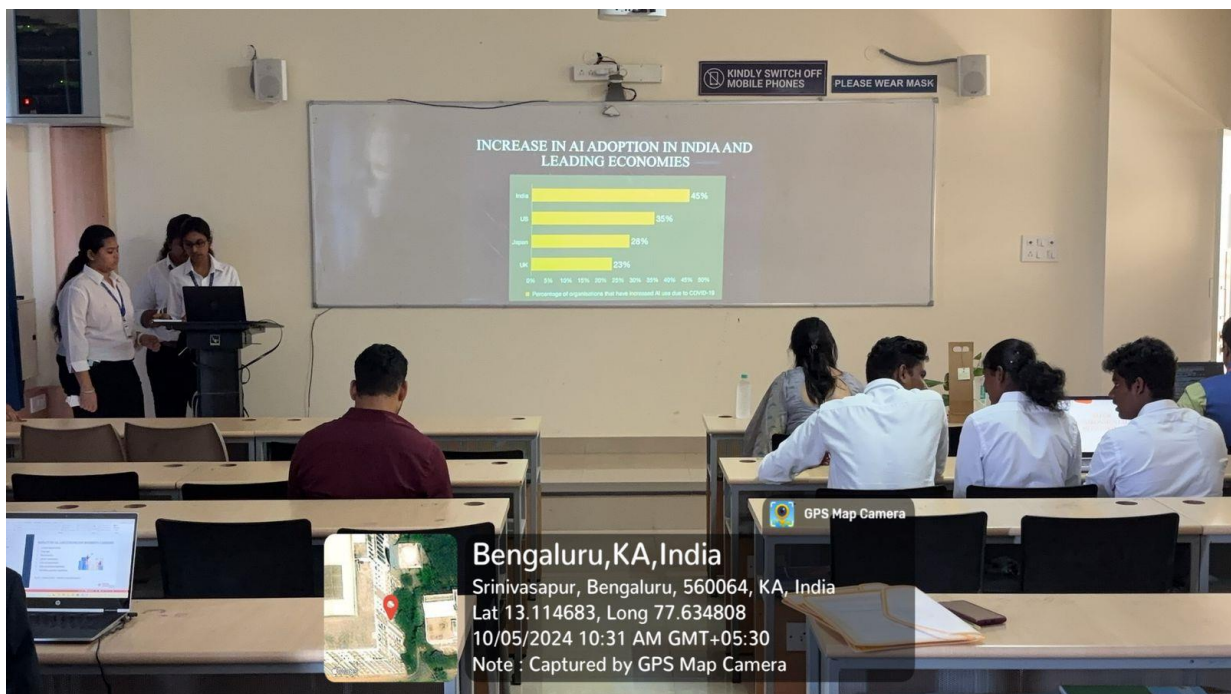

Lunch at Athidi for guests:

Coffee with guests:

Paper Presentations:

External & Internal Chairs for paper presentations:

Registration Desk on day 2 for paper presentation.

Valedictory Ceremony:

Conclusion of the Valedictory Ceremony:

REGISTRATIONS DAY 1:

Total Sponsors no: of Sponsors: 7

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2)Prameya

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