

# **REVA Business School Research Conference (RBSRC)-2024**

A Two-day International Conference on

## **Artificial Intelligence in Reshaping Business Landscape**

(HYBRID Mode) | Date: December 13 & 14, 2024

Organised By  
REVA Business School, REVA University



## 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 37 full-time undergraduate programmes, 28 full-time postgraduate programmes, 19 Ph.D. programmes, certification and diploma programmes. The University offers programmes in Engineering, Architecture, Science and Technology, Commerce, Management Studies, Law, Arts & Humanities, and Performing Arts. 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 REVA Business School

REVA Business School of REVA University, one of the premier Business Schools located in Bengaluru, was started in the year 2014, with an objective of offering an excellent management education and PhD programs.

REVA Business School is established with a long-term vision to educate and empower the next generation managers and leaders to build sustainable businesses which will not only enable them in achieving operational excellence but also explore new business models. The B-School aims at consciously putting an effort in re-structuring and re-designing the curriculum that would emphasize more on new pedagogies which will provide a holistic education by integrating the knowledge received from various courses and specializations.





## About the Conference

Artificial Intelligence (AI) is revolutionizing the way businesses operate, driving innovations in efficiency, risk management, decision-making, and customer experience enhancement. This transformative technology is being applied across various industries, including finance, healthcare, education, public policy, social welfare, and beyond. The conference aims to delve into the profound impact of AI on these sectors and explore how organizations can harness this technology to maintain a competitive edge in today's rapidly evolving market.

This conference will bring together experts from academia, industry, research, governance, and social welfare to discuss and share insights on the latest AI advancements and their applications. The focus will be on practical implementations, case studies, and the ethical considerations of deploying AI in business.

## Theme of the conference

Artificial Intelligence in Reshaping Business Landscape

**The Conference will cover a broad spectrum of topics but not restricted to below mentioned topics:**

1. AI-Powered Business Transformation
2. AI in Financial Technology (FinTech)
3. AI in Human Resources (HR)
4. AI in Marketing
5. AI in Business Analytics (BA)
6. AI in Banking
7. AI in Global Markets and Trade
8. Digital Transformation and Big Data
9. Innovation, Entrepreneurship, and Governance
10. AI in Healthcare and Education
11. AI for Social Good and Community Services
12. AI in Environmental and Agricultural Sciences
13. AI in Engineering, Technology, & Creative Industries
14. AI in Law, Ethics, and Human Sciences

Join us at the conference to gain insights from industry experts, network with like-minded professionals, and discover the latest trends shaping the future of business in the era of AI. Do not miss this opportunity to stay ahead of the curve and unlock the full potential of artificial intelligence for your organisation.

## Objectives of the Conference

- Explore AI's impact on reshaping business models and strategies across industries.
- Share best practices and case studies for successful AI implementations.
- Discuss emerging trends and technologies driving innovation in AI.
- Foster collaboration and networking among industry professionals and AI experts.
- Address challenges and opportunities in integrating AI into business operations.
- Promote ethical AI practices and responsible development and usage.

## Call for Papers

We invite unpublished original research papers from students, industry professionals, researchers, academicians, entrepreneurs, government officials, and research scholars. The submissions will undergo a blind review process, and accepted papers will be presented at the conference.

## Review Process

The abstracts and full papers submitted for possible presentation at the conference are subject to a blind review process. The reviewers' decisions will be final and binding. The acceptance or comments from the reviewers will be communicated to the corresponding author as soon as possible after the receipt of the abstract or 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: RBSRC@reva.edu.in
2. The entire paper should be typed in MS-Word using 'Times New Roman 12 font with 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. Authors' 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.
7. The length of the paper should not exceed 12 pages or 5000 words excluding title page and references.
8. References should be provided at the end of the paper in American Psychological Association (APA) Style, 7th Edition, sorted alphabetically.
9. Plagiarism should be below 10 Percent.

## Mode of Payment

Participants can make their payments online using the following payment link.

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

## Registration Link

<https://forms.gle/ypqVoABEJTCHkFGs9>

## Registration & Publication Process

- Registration is mandatory for all participants.
- Authors need to make the registration fee payment after the acceptance of the paper.
- In the case of multiple authors, at least one author must register. Only the registered author will receive a certificate.
- If an author submits two papers, both the papers must be registered.
- All papers presented at the conference will be considered for publication in the conference proceedings. Selected papers will be published in a **Scopus-indexed journal** and Book chapter conditional on the paper passing the editorial review process of the said journal.
- Additional publication charges must be paid upon receiving confirmation from the Journal of UGC Care, WOS, or Scopus-indexed journal.
- Online presentation will be scheduled in MS Teams for online mode and link will be shared with presenters.

## Important Dates

Abstract Submission Deadline	15th November, 2024
Full Paper Submission Deadline	25th November, 2024
Revised Version Submission Deadline	30th November, 2024
Final Registration Deadline	30th November, 2024
Conference Dates	13th & 14th December, 2024

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

Categories	Indian Delegates	Foreign Delegates
	Registration	Registration
Industry and Organizations	₹1,200	\$50
Academicians	₹1,000	\$40
Research Scholars	₹500	\$25
Students	₹300	\$15

**Note: Lunch will be provided, however, accommodation charges are not included in the registration fee. The last date for online registration is 30th November 2024**

## **Chief Patron**

**Dr. P. Shyama Raju**  
*Chancellor, REVA University*

## **Patrons**

**Shri. Umesh S. Raju**  
*Pro Chancellor, REVA University*

**Dr. N. Ramesh**  
*Vice Chancellor (I/C), REVA University*

**Dr. Shubha A.**  
*Dean - REVA Business School, REVA University*

## **Convenors**

**Dr. Harani B.**  
*Professor, REVA Business School*

**Dr. Ramakrishnan P.**  
*Associate Professor, REVA Business School*

## **Organising Committee**

**Dr. Narayanaswamy Thangavel**  
*Associate Professor  
REVA Business School*

**Dr. Anshu Rani**  
*Associate Professor  
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**Prof. Shwetha T. A.**  
*Assistant Professor  
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**Prof. Vinumon V. S.**  
*Assistant Professor  
REVA Business School*

## Resource Persons



**Chief Guest**  
**Dr. Srinivas Gunta**  
Faculty, IIM, Indore



**Guest of Honour**  
**Dr. Shad Ahmad Khan**  
Chair-College Research Committee  
College of Business, University of Buraimi, Oman

## Keynote Speakers



**Dr. G. Raju**  
Senior Professor  
Chairman, PG Board of Studies in Commerce,  
UNIVERSITY OF KERALA



**Dr. Rajnish Ratna**  
Professor, FMS  
Gopal Narayan Singh University, Jamuhar, Bihar

## Panel Discussion Resource Persons



**Dr. V. Rajesh Kumar**  
Professor and Director(MBA)  
RV University, Bengaluru, Karnataka



**Prof. Chenchow Wangchuk**  
Senior Lecturer  
Gedu College of Business Studies  
Royal University of Bhutan



**Dr. Jayakumar Chinnasamy**  
Lecturer in Education  
University of the West of Scotland, London



**Dr. K. Pongiannan**  
Associate Professor, Department of Commerce,  
Government Arts & Science College,  
Sathyamangalam: Tamilnadu

## For more details Contact

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## Student Coordinators

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**Prathima S. | Lakshmi Priya Dustakar | Pratham Pulkesh Patil**



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