



ICSSR Sponsored

NATIONAL CONFERENCE

on

**VIKSIT BHARAT 2047: REIMAGINING
MANAGEMENT AND BUSINESS PRACTICES IN
AGE OF ARTIFICIAL INTELLIGENCE**

organised by

*Department of Commerce,
Maitreyi College,
University of Delhi*

20 - 21 March, 2025

NSB Seminar hall

(Hybrid mode)

Our Partners



Maximax
Publishing House

CONFERENCE OVERVIEW

As India strives to become a developed nation by 2047, the conference on "Viksit Bharat 2047: Reimagining Management and Business Practices in the Age of Artificial Intelligence" aims to study the transformative impact of artificial intelligence (AI) on management practices and company operations. The conference's main theme will be how artificial intelligence (AI) can change or improve business practices that were driving the business in the past.

AI-driven insights can help managers create flexible plans that adapt to ever changing market conditions, maximise operational efficiency, and make data-driven decisions. Additionally, the conference will explore how AI is used in business processes. Artificial Intelligence (AI) has the ability to completely transform corporate processes in a variety of areas, including manufacturing, healthcare, finance, and retail.

There will be discussions and deliberations on practical experiences to understand how companies are already using AI to improve customer experiences, expedite workflows, and cut expenses. Ethical dilemmas involved with use of AI in business practices such as data privacy and economic injustice will also be a major focus of conference. Academics, business executives, and policymakers will discuss how to develop moral guidelines and laws that guarantee ethical AI use, promoting creativity while defending the interests of society.

This conference provides a forum for stakeholders and thought leaders to jointly imagine how AI may propel India's progress towards Viksit Bharat by 2047, fostering sustainable development, inclusive growth, and technical advancement.

MAITREYI COLLEGE, UNIVERSITY OF DELHI

Maitreyi College, a constituent college of University of Delhi and an eminent institution of higher education was established in 1967. Named after the renowned Vedic scholar Maitreyi, wife of sage Yajnavalkya, the college has undertaken a glorious journey of evolution in its five decades and onwards, with numerous achievements in academics, research, cultural and community engagement under its name.

The college is proud to earn an A++ Grade in its second cycle of NAAC accreditation and it also carries the distinction of Star College for its Science Departments, conferred by the Department of Biotechnology, Government of India. It is amongst the top 6 colleges of University of Delhi to have received this title. For the current year, the college has an all-India NIRF rank of 29.

DEPARTMENT OF COMMERCE, MAITREYI COLLEGE, UNIVERSITY OF DELHI

The roots of the Department of Commerce date back to the year 1977 when it laid the foundation for its much sought-after programme in commerce, Bachelors in Commerce (B.Com.). The department added another feather to its cap in the year 2006 with the introduction of B.Com. (Hons.). The department incessantly works towards the objective of preparing students to deal with the challenges of industry and business. The faculty members, with specialization in multiple areas of the discipline (such as finance, human resource management, marketing, international business, taxation, law, etc.) continuously strive to provide a rich learning environment to the students.



KEY THEMES AND SUB THEMES

1. AI and the Future of Business Operations

- AI-driven business transformation and operational efficiency.
- Leveraging AI for innovation in product development and services.
- Case studies of successful AI integration in Indian businesses.

2. Transforming Human Resource Practices through AI

- Upskilling and reskilling the workforce for AI-driven jobs.
- AI in employee performance tracking and development.
- Redefining employee engagement and retention in the digital workplace.

3. AI-Enabled Leadership and Management in International Business

- Leadership challenges and opportunities in AI-powered organisations.
- AI in international trade and digital economies.
- Collaboration and partnerships for AI-driven innovation.

4. Ethics, Governance and Sustainability concerns in AI-Powered Workplaces

- Ethical challenges of AI: data privacy, algorithmic bias, and fairness.
- Regulatory frameworks for responsible AI adoption in business.
- Examining the societal consequences of AI
- Ensuring transparency and accountability in AI-driven decisions.
- AI's role in achieving India's sustainable development goals by 2047.

5. AI for Contemporary Marketing and Finance

- Strategic decision-making with AI: Blending human intuition with data insights.
- Building an agile, AI-integrated corporate culture.
- The role of AI in financial inclusion and bridging the digital divide.

6. AI and the Global Entrepreneurial Ecosystem

- Equipping Indian start-ups for global competition in the AI era.
- Promoting AI innovation in SMEs, startups, and rural sectors.
- How Indian entrepreneurial ventures can lead in global AI ethics and standards.

Participants are also invited to present a paper on any other topic which relates broadly with the conference's main theme or suggested sub-themes.

Note: One technical session will be specially dedicated to students to present their research papers on the main conference theme or related sub themes.

SUBMISSION GUIDELINES

We invite scholars, researchers, industry professionals, and students to submit original research papers, case studies, and articles on the above sub-themes.

The authors are requested to adhere to the following guidelines.

1. Every paper must be accompanied by a cover page, which should include the title of the paper, name(s) of the author(s) and their affiliations, resident country and the complete postal and e-mail addresses and telephone numbers of the authors.
2. Abstract length: 300 - 350 words including 4-6 key words.
3. Font: Times New Roman, Font size 12.
4. Research paper must include key points such as introduction, review of literature, objectives, hypothesis (if any), research methodology, relevance of the study, key findings of the study, implications of the study and future research scope.
5. Authors are requested to prepare their abstract and paper as per the above guidelines and send their output files in both word and pdf format through email at commerce.conference@maitreyi.du.ac.in
6. All the research papers will undergo a double blind review process and selected authors will be informed through mail. The decision of the Review Committee regarding the selection of papers will be final and binding.

Selected research papers will be published in an edited volume with an ISBN.

Important Dates

- Abstract submission deadline: **January 31, 2025**
- Full paper submission deadline: **February 28, 2025**
- Date of conference: **March 20, 2025**

Note: Date to submit abstract and full paper has been extended till March 10, 2025.

REGISTRATION AND PAYMENT DETAILS

To register follow the online registration process. using the form link given below:

Registration Fees:

- Students- Rs. 500
- Research Scholars- Rs. 700
- Faculty- Rs. 1000
- Industry- Rs. 2000



Registration Form:

<https://forms.gle/Jvx6YD8rfsKXqFbL9>

Note: Fees is non refundable.

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