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LAURIER
WILFRID LAURIER UNIVERSITY

INTERNATIONAL CONFERENCE

Role of AI in Transforming Business: Navigating the Future Landscape (RAITB-NFL)

Hybrid Mode

November 28-30, 2024

(Offline Session at IILM Lucknow Campus only)

Important Dates

Last date for abstract submission	: Oct 20, 2024
Intimation of abstract acceptance	: Oct 27, 2024
Last date for full paper submission (Optional)	: Nov 01, 2024
Intimation of acceptance after peer review	: Nov 10, 2024
Final Revised Paper & PPT Submission	: Nov 13, 2024
Early Bird Registration	: Up to Nov 01, 2024
Last Date for Registrations	: Nov 14, 2024

✉ iilmconference@iilmko.ac.in

☎ +91-9554066434, +91-9336062528, +91-8334015549

🌐 <https://www.iilmko.ac.in/international-conference/>

Aim of the Conference

IILM Lucknow in collaboration with Aligarh Muslim University (AMU), India and Wilfrid Laurier University (WLU), Canada proudly announces the **“Role of AI in Transforming Business: Navigating the Future Landscape (RAITB-NFL)”** from **Nov 28-30, 2024** in hybrid mode. The conference aims to explore the transformative power of Artificial Intelligence (AI) in reshaping business operations, driving innovation, and achieving sustainable competitive advantage.

About IILM Lucknow

IILM Academy of Higher Learning, Lucknow, a renowned name in management education, established in the year 2004 under the aegis of the Ram Krishan and Sons Charitable Trust, New Delhi. The trust manages various premier institutions by the name 'IILM' in various parts of northern India. There are two Universities, in Gurugram; Greater Noida, and three standalone management institutions in New Delhi, Lucknow & Jaipur. The Lucknow campus offers two-year full-time PGDM and PGDM (Financial Management) Programs, both approved by AICTE, Ministry of Education, Govt. of India and BBA affiliated to AKTU, Lucknow.

About Faculty of Management Studies & Research, Aligarh Muslim University (AMU)

Faculty of Management Studies & Research (FMSR) was established in March 1996 to cater to the growing academic needs of the students of management studies. Efforts were initiated in 1965 and a one-year Diploma in Business Administration was started under the aegis of the Department of Commerce. In 1969, it was replaced by a three-year part-time Diploma Program in Business Management (DBM), which was converted in a part-time, three-year program leading to the Master of Business Administration (MBA) in 1972. Master of Business Administration (International Business) program, was introduced in 1993. Regular M. Phil and Ph.D. programs in business administration were also started along-with the creation of the Department.

Recently, FMSR started two Programs i.e. Masters in Islamic Banking & Finance & Hospital Administration. FMSR has been an epitome of excellence for the past four decades. It is in the constant process of imbibing managerial skills in the future managers. Moreover, the deep insight into the industry gained through vast experience has helped FMSR carve a niche for itself. The success story written by our alumni is a testimony to the fact that our management program is second to none. Aligarh Muslim University (AMU) (NAAC A+ University) occupies a unique position amongst universities and institutions of higher learning in India. It was established in 1920 and evolved out of the Mohammedan Anglo-Oriental (MAO) which was set up on 7 January 1877 by the great visionary and social reformer, Sir Syed Ahmad Khan. The university offers more than 300 courses in traditional and modern branches of education, and is an institute of national importance as declared under the Seventh Schedule of the Constitution of India at its commencement.

About Wilfrid Laurier University (WLU), Canada

WLU traces its roots to the opening of the Evangelical Lutheran Seminary in Waterloo more than 100 years ago in 1911. WLU has gone through several changes since then, and in 1973 the name changed from Waterloo Lutheran University to Wilfrid Laurier University. In 1999, WLU opened its campus in Brantford and will welcome its first Laurier Milton students in September 2024. Sir Wilfrid Laurier was Canada's seventh Prime Minister, serving from 1896 to 1911. He left a complex legacy that holds a variety of meanings to those impacted by decisions made under his leadership. WLU is devoted to excellence in learning, research, scholarship and creativity. WLU fosters a culture that inspires lives of leadership and purpose. WLU fulfils its mission by advancing knowledge, supporting and enhancing high-quality undergraduate, graduate and professional education, and emphasizing co-curricular development of the whole student. Wilfrid Laurier University is a thriving academic community where Equity, Diversity, Inclusion (EDI) and Indigeneity are part of our core values as a learning institution. WLU recognizes that teaching and learning, and the creation and dissemination of new knowledge, must take place in an institution that recognizes the dignity and value of each and every one of its students, staff and faculty members.

CHIEF GUEST & KEYNOTE SPEAKER

Inaugural Ceremony



Prof. Alok Kumar Rai
*Vice-Chancellor
Lucknow University*

Valedictory Ceremony



Prof. Arunabha Mukhopadhyay
*Professor
IIM Lucknow*

KEYNOTE SPEAKERS



Prof. Vibhuti Gupta
*Professor & Associate Dean,
IILM Lucknow, Lucknow*



Prof. Akbar M. Saeed
*Associate Professor,
WLU, Canada*



Prof. Ayesha Farooq
*Professor & Dean, FMSR,
AMU, Aligarh*



Prof. Jamal A Farooque
*Professor,
DBA, FMSR, AMU, Aligarh*

Sub-themes for the Conference

Academics, industry experts, research scholars and students are invited to contribute their original and unpublished manuscripts on the following sub-themes but not limited to:

Application of AI in Management Functions

- Marketing
- Finance
- Human Resources
- Information Technology
- Operations
- Analytics

Ethical Considerations in AI Implementation

- Addressing Bias and Fairness in AI Algorithms.
- Strategies for Ensuring Transparency in AI Systems.
- Case Studies on Responsible AI Practices in Business.

AI for Sustainable Business Practices

- AI Applications for Resource Efficiency.
- Environmental Impact Reduction through AI.
- Achieving Corporate Sustainability Goals with AI.

Transformative AI-driven Business Models

- Disruption and Innovation: How AI Shapes Business Models.
- Successful Case Studies of AI-driven Business Strategies.
- Overcoming Challenges in Implementing AI-based Innovations.

Enhancing Customer Interaction with AI

- AI Applications in Personalized Marketing.
- Chatbots and AI-driven Customer Service Success Stories.
- Improving Customer Relationship Management through AI.

Securing Business Operations with AI

- AI-powered Cybersecurity and Threat Detection.
- Challenges in Securing AI Systems.
- Evolving Cybersecurity Landscape with AI Integration.

Fostering Human-AI Collaboration

- Strategies for Successful Human-AI Collaboration.
- Ethical Implications of Human-AI Teamwork.
- Real-world Examples of Effective Human-AI Partnerships.

Use of AI in Different Sectors

- Use of AI in:
 - Higher Education
 - Business
 - Hospitals
 - Hospitality

Paper Submission Guidelines

Academicians, industry experts, research scholars and students are invited to contribute papers on topics related to the theme of the conference. All the paper submissions will be subjected to double blind peer review. The decision of the reviewers will be final and binding. To facilitate the review process, the author should adhere to the prescribed guidelines.

Abstract/Extended Abstract should not exceed 1000-1500 words and should contain title of the paper, authors' name, institutional affiliations, abstract and keywords (upto 5), introduction, methodology, findings, conclusion and references.

The maximum full paper length (excluding tables, figures and references) should not exceed 4500 words or 10 pages. The paper should be in Times New Roman, Font Size 12, with 1.5 line spacing. Authors should follow APA (Seventh Edition) style of referencing. Plagiarism should not exceed 10% to maintain the originality of the manuscript.

Criteria for Evaluation of the Manuscript

- **Relevance:** Is the topic relevant to the theme of the conference?
- **Rigor:** Depth & logical organization of the literature review, and the conceptual framework.
- **Originality:** Does the manuscript add to the existing body of knowledge?
- **Methodology:** Does the paper utilise appropriate data analysis tools and techniques to achieve the objectives of the manuscript?
- **Practical Implications:** Does the manuscript highlight relevant discussion points for industry managers and policy makers?

Guidelines for PowerPoint Presentation

- Number of slides should be between 8-10 only.
- The slides must cover Introduction, Review of Literature, Methodology, Data Analysis, Findings, Managerial Implications, Recommendations and Suggestions, Limitations, Scope for Future Research, and Conclusion.
- The presentations will be done virtually or physically, based on participant's choice.
- PPTs must reach us as per the specified date.
- Maximum time allocated for the presentation will be 10 minutes, including Q&A.

Abstracts, Full Papers & PowerPoint Presentations to be sent to:
iilmconference@iilmko.ac.in

Research Paper Award

- Best Research Paper in each Track will be awarded with a Commendation Certificate.

Registration Details

The registration link, along with the fee submission details will be sent with the Abstract Acceptance Email.

S. No	Category	<u>Early Bird Registration</u> Up to Nov 01, 2024		<u>Regular Registration</u> Nov 02 - Nov 14, 2024	
		Offline	Online	Offline	Online
1.	Academicians	Rs. 4500	Rs. 4000	Rs. 5500	Rs. 5000
2.	Research Scholars	Rs. 3500	Rs. 3000	Rs. 4500	Rs. 4000
3.	Industry Experts	Rs. 5500	Rs. 5000	Rs. 6500	Rs. 6000
4.	Students	Rs. 2500	Rs. 2000	Rs. 3500	Rs. 3000
5.	International Participants	USD 110	USD 90	USD 120	USD 100
6.	International Students	USD 60	USD 40	USD 70	USD 50

Note**

- National Participants: The fees applicable for co-authors will be lesser by INR 1000 in each category
- International Participants: The fees applicable for co-authors will be lesser by USD 10 in each category
- All fees paid are non-refundable under any circumstances.
- Welcome kit and hard copy of the certificate will only be provided to the participants attending the conference in the offline mode.
- Only Registered Participants will be given Participation Certificates.

Payment Details

For Indian Nationals

- Bank: Kotak Mahindra Bank
- Account Name: IILM Academy of Higher Learning Lucknow
- Savings Account Number: 7113088680
- IFSC: KKBK0004620
- Branch: Defence Colony New Delhi

International Payments

- Payment via PayPal
- Please pay through PayPal Account aksaeed@yahoo.com

Publication Opportunity

- Selected Papers will be recommended for publication in renowned SCOPUS/UGC Care Indexed journals. The authors will be required to follow the rules of the respective journals.
- All remaining approved papers will be published in an e-book with ISBN after due consent with the authors.
- A maximum of three authors are allowed in each paper.
- Full paper should not be more than 4500 words or 10 pages including Abstract, Main Text, Tables, Figures and References.

Participation Certificate

- Certificates will be given to only duly registered candidates.
- Participants attending the conference in offline mode will be given a Certificate in hard copy. E-certificates will be emailed to the participants registering for online presentation.
- Presentation is mandatory for all participants, in the absence of which the Certificate will not be provided.

External Advisory Board

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- *Prof Akbar Saeed, Ph.D, Associate Professor, WLU, Canada*

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- WLU, Canada: Sakshi Korde, Research Scholar, WLU

For Queries, please call:

- **For Registration:**
 - Prof Hemverna Dwivedi, Assistant Professor, IILM Lucknow: +91 9554066434
 - Prof Tauseef Irfan, Assistant Professor, IILM Lucknow: +91 8756111387
- **For Publication:**
 - Prof. Ridhika Chatterjee, Assistant Professor, IILM Lucknow: +91 9336062528
 - Dr Suchita Vishwakarma, Associate Professor, IILM Lucknow: +91 9839323650

or write to us at: iilmconference@iilmko.ac.in.