



MACFAST
lighting wisdom since 2001

6th & 7th

MARCH 2025

International Conference

Organized by DMS, DCA, IQAC & MICS

“Emerging Trends in AI and Business Management”



Mar Athanasios College For Advanced Studies Tiruvalla

Affiliated to MG University Kottayam & Approved by AICTE and UGC 2(f)

A minority Institution of the Corporate Educational Agency of the Catholic Archdiocese of Tiruvalla

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MACFAST

Mar Athanasios College for Advanced Studies Tiruvalla (MACFAST), was established in 2001 with the objective of offering the best courses in Business Management, Information Technology, Biosciences, Food Technology & QA and Social Work to mould eminent professionals over the years to confront the challenging demands of the corporate world and the world of science & technology. MACFAST is owned and managed by the Corporate Educational Agency of the Catholic Archdiocese of Tiruvalla, with His Grace Dr. Thomas Mar Koorilos as the President and Patron.

Department of Management Studies

DMS in MACFAST provides postgraduate program in Management Studies (MBA) and BCom(Honours) program affiliated to MG University, Kottayam which aims to groom students into competent and responsible leaders who are adaptable to the global dynamic business environment, oriented to achieve excellence and maintain high ethical standards. DMS integrates challenging curriculum with meticulous career-oriented co-curricular and extra-curricular activities with a focus to groom future business leaders.

Department of Computer Applications

The Department of Computer Applications offers a two-year Master's Degree program (MCA) and BCA program approved by CTE and affiliated to the MG University Kottayam. The objective of this course is to mould eminent professionals with creative minds and sound practical skills in cutting edge technologies to confront the challenging demands of the world of science and technology. Striving to strike a balance between theory and practice, we offer a unique synthesis of world-class teaching coupled with collaborative learning opportunities and industrial interactions for students to shape them into top-notch professionals.

MICS

The corporate interaction initiative, MACFAST Innovation & Corporate Synergy (MICS) ensures up skill and hands on training on the latest emerging technology. We extend support for students in terms of projects, internships, conferences and seminars so as to nurture student's ability to analyze, design and solve issues in the areas of computing. Another major goal is to mould young entrepreneurs by offering incubation support through our initiative SKY (Start-up Kendra

About the Conference

In today's fast-evolving digital landscape, Artificial Intelligence (AI) is no longer a futuristic concept but a crucial driver of transformation in business management. Emerging trends in AI and Business management are redefining strategic decision-making, operational efficiencies, and competitive advantages. AI in business management is playing a pivotal role in shaping modern business strategies from enhancing decision-making and automating workflows to optimizing customer experiences and strengthening cybersecurity.

The rapidly evolving business landscape focuses on continuously adapting to new technologies, market dynamics, and consumer expectations. Hence companies have started directing on key trends like digital transformation, AI-driven decision-making, automation, and sustainable business practices. Artificial Intelligence (AI), being one of the unavoidable leaning, is transforming the landscape of business management, enabling organizations to optimize operations, enhance decision-making, and improve customer experiences.

Realizing the importance of these dimensions, it becomes necessary to gain insights on the ongoing transformation processes and AI adopted in Business management and provide a platform to share acquired knowledge for continuing the journey towards societal and economic development. This conference is being organized to provide a common rostrum to the participants to share their views and knowledge about the latest advancements in AI, discuss ethical considerations, and uncover strategies for leveraging AI to foster sustainable business growth.

Target Audience

Conference aims to bring together leading academic scientists, research scholars and Students to exchange and share their experiences and research results on all aspects of emerging trends especially the engrossment of AI in business management, economics, education & technology.

The conference will be conducted in four tracks- Track 1 for Academicians/ Research Scholars/ Industrialist, Track 2 for PG students, Track 3 for UG students and Track 4 for MACFAST Students

The Department of Management Studies and Computer Applications, at MACFAST invites profound research works on the above main theme and following sub themes:

Computer Applications

Machine Learning and Deep Learning

- Supervised and unsupervised learning
- Deep Neural Networks
- Transfer learning and meta learning

Computer Vision and Robotics

- Image and Video Analysis
- Robot Perception and Action
- Autonomous Systems

Natural Language Processing

- Text Analysis and Understanding
- Language Models and Generative Models
- Multimodal Learning

AI Systems and Architectures

- AI Hardware and Accelerators
- Distributed AI Systems
- Explainable AI and Transparency

AI Algorithms and Optimization

- Optimization Methods for AI
- Reinforcement Learning
- Game Theory and Multi-Agent Systems

General Management

- Business Strategies for a Digital Economy
- Customer-Centric Business Models
- Financial Decision-Making in a Data-Driven World
- Sustainability and Corporate Social Responsibility
- Risk and Crisis Management in Uncertain Times
- Agile Management
- Innovation in Business Models

Human Resource Management

- Flexible Work Models
- Workforce Management
- The Future of Work: Trends and Challenges
- Talent Management in a Digital Age
- Employee Well-being and Performance
- Leadership and Change Management
- Ethics and Privacy in HR Practices

Marketing Management

- Consumer Behavior and Market Segmentation
- AI-Powered Chatbots and Virtual Assistants
- Predictive Analytics in Marketing Decision-Making
- Social Media and Influencer Marketing
- SEO and AI Algorithms in Digital Marketing
- AI-Based Content Creation and Marketing Automation
- Neuromarketing and AI in Consumer Psychology
- Customer Relationship Management (CRM)
- E-Commerce
- Omni channel Marketing and AI in Retail Analytics
- AI in Customer Loyalty and Retention Strategies
- Data Privacy and AI in Marketing Strategies
- Green Marketing
- AI in Global Marketing: Opportunities and Challenges

Finance & Banking

- Digital Innovations in Business, Banking and Economy
- AI in financial services and technology
- Digital innovations and sustainable financial management
- Digital innovations in investment management and credit evaluation
- AI in securities market
- Digitalisation and financial transformation
- AI in financial services management
- Risk Management 2.0

Operations Management

- Sustainable Operations and Green Business Practices
- Total Quality Management
- Agile/Lean/ Green Supply Chain
- Global Supply Chains
- Ethical Supply Chains
- AI in Supply Chain and Logistics
- Automation in Operation
- Workforce and Process Automation
- Lean and Six Sigma Integration with AI
- Global Operations: Opportunities & Challenges
- Green Logistics
- Warehouse Management

**** The scope of the conference is not limited to the mentioned themes. Any topics related to main theme or sub theme relevant to various industries / sectors**

Registration Fee

Students [PG/UG]: Rs. 150(Online), 250(Offline)

Research Scholars: Rs. 300

Faculty members: Rs. 500 (online) , Rs. 750 (Offline)

Industry delegates: Rs.1000

International Presenters: \$50

Important Dates

Abstract Submission: 12th February, 2025

Intimation of Abstract acceptance: 17th February, 2025

Full Paper submission: 25th February, 2025

Guidelines for Authors

The author should adhere to a word limit of 250 words for abstract and 3000 words for full paper with a maximum of 5 key words. Times New Roman 12 point size font, with line spacing 1.5 and margin of 1 inch should be followed. The title page should contain author name, affiliation and contact details. Use APA style for Reference. Soft copy of full length paper in MS word should be sent to ic@macfast.org

Registration need to be done online through the link

<https://forms.gle/CgD8ZyAybGwmYy8bA>

Best Paper Award

Best paper certificate and cash prize of Rs. 2000 will be awarded for Track 1, Rs. 1500 for track 2 and Rs. 1000 for Track 3.

Publication Opportunity

Selected papers will be published as edited chapters of ISBN book or in the subsequent issues of Journal of Science, Technology and Management with ISSN No. 0974-8334 (postal charges may apply)

Account Details

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