**Indian Council of Social Science Research (ICSSR)**

*Sponsored*

# I st International Conference on Future growth of Global Business Nurturing change through AI

*Organised by*

**School of Business, SR University**

## 21st & 22nd December 2023

**VENUE:** SRIX AUDITORIUM, SR UNIVERSITY WARANGAL

## Accreditations & Recognitions

nirf
98th
All India Rank in Engineering Category

NBA
Tier1
Accreditation to all B.Tech Programs
(CSE | ECE | EEE | ME | CE)

NAAC
Accreditation with 'A' Grade.

ARIIA
1st All India Rank in Private Institutes Category

SRiX
Sponsored by
NSTEDB
DST

DSIR
RECOGNISED AS
SCIENTIFIC AND INDUSTRIAL RESEARCH ORGANIZATION

MEITY STARTUP HUB
RECOGNISED AS
TIDE 2.0 CENTRE

## About the Conference

Artificial Intelligence is now a crucial component of global business, driving innovation and transforming industries. Businesses must incorporate AI into their operations to stay competitive. However, AI adoption comes with challenges, and overcoming them requires significant changes in IT architecture, data management, and culture. Recent developments have shown how businesses are automating and optimizing various processes through the integration of AI. Pairing AI with other technologies is critical to achieve long-term success.
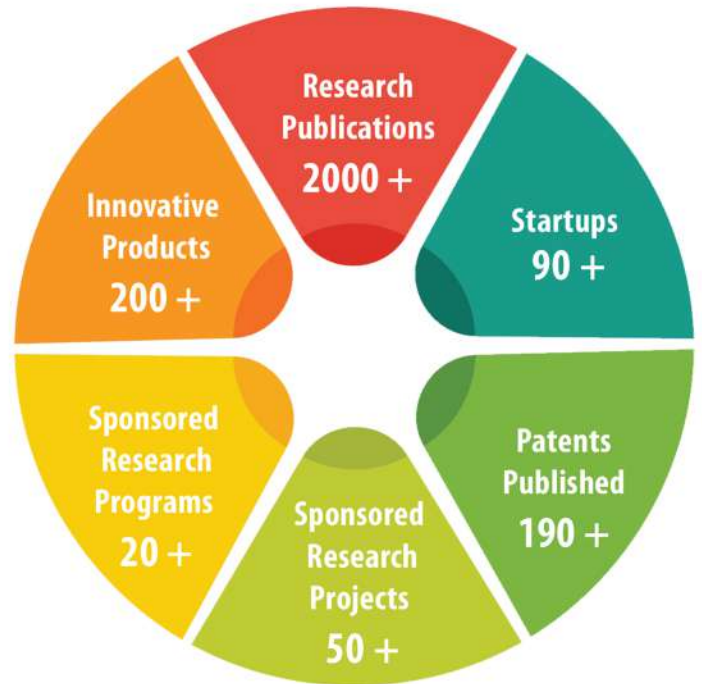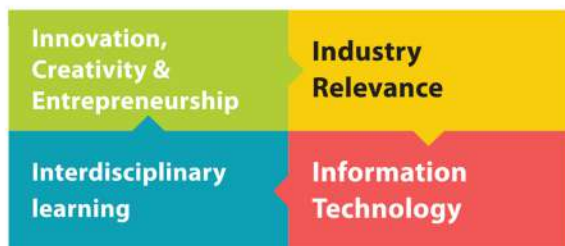
# ABOUT SRU

**outstanding contribution from faculty and students include patents, research publications, sponsored projects and research programs**

## Vision

To accelerate the pace of transformation and advancement of the regional innovation ecosystem through academic excellence, industry relevance, and social responsibility.

## Innovative Experiences for Next Generation Change Makers

SR University has been built on the strong foundation set by SR Engineering College over the past 22 years. The college has provided innovative entrepreneurial learning ecosystem in Telangana, facilitating students to think out of the box and come up with creative solutions to modern day challenges. The core values that are common to each program offered at our University are as follows:

| Innovation, Creativity & Entrepreneurship | Industry Relevance |
|---|---|
| Interdisciplinary learning | Information Technology |

### Research Publications 2000 +
### Innovative Products 200 +
### Startups 90 +
### Sponsored Research Programs 20 +
### Sponsored Research Projects 50 +
### Patents Published 190 +

## SR Educational Academy
TELANGANA • ANDHRA PRADESH • KARNATAKA

### 5 Decades of Educational Leadership

Governs 185 Educational Institutions in South India with 1 Lac students and 5 Lac Alumni.

Founded in 1974, S R Educational Academy is close to a half-a-century of experience in the field of Education

The Academy established **Sri Rajeshwara Educational Society** in 1991.

SR UNIVERSITY

SR International Institute of Technology

SUMATHI REDDY INSTITUTE OF TECHNOLOGY FOR WOMEN
Learning at its best

SR digi SCHOOL
Experience a new joy of learning!

SR Junior College

dimples
PRE PRIMARY PROGRAM

SR PRIME SCHOOL
DAY & RESIDENTIAL

## Centers of Excellence

- Center for Experiential Learning
- Technical Centers
- Innovation, Creativity & Entrepreneurship
- Research & Development

- Center for Materials & Manufacturing
- Center for AI & Deep Learning
- Center for Embedded & IoT Systems
- Center for Construction Materials and Methods
- Center for Emerging Energy Technologies
- Center for Creative Cognition
- Nest for Entrepreneurship in Science & Technology
- Collaboratory for Social Innovation
- Center for Design
- R& D Cell
- Industry- Institute Partnership Cell

## About School of Business @ SR University

The School of Business at SR University was established in 2006, starting with the Masters in Business Administration program. Over the past 15 years, the School has added several more programs, including Bachelors in Business Administration, Integrated Master of Business Administration, and Ph.D. programs. Currently, the School has over 600 students on campus.

The School of Business at SR University has over 20 distinguished in-house faculty and adjunct faculty from industry and international academia. The School has established academic relationships with many institutions across the globe for student exchange programs, including Masters, Bachelors, and Ph.D. programs.

Over the years, the School has published more than 500 research articles, filed over 50 patents (2 of which have been granted), received 4 research grants from premier Government agencies, and conducted 9 international seminars, workshops, and training programs.

The School of Business at SR University is also known for its annual programs, such as Make n Market, Idea Premiere League, and Vyuha, as well as its SR Innovation Exchange incubator, one of the largest on an academic campus. The thought leaders of the School also regularly engage in consulting and start-up mentoring.

## Patrons

**Sri A. Varadha Reddy**
Chancellor, SR university

**Sri A. Madhukar Reddy**
Pro Chancellor, SR University

**Prof. Deepak Garg**
Vice Chancellor, SR University

## Advisory Committee

| **Sri. Madhukar Kaitha** | **Dr. Vishwanath Kokkonda** | **Dr.Sridhar Guda** |
|---|---|---|
| Head, HR (North central Zone) Hindustan Petroleum Corporation Ltd. | Founder, SAFe Enterprise & Visiting Professor in Northumbria, UK | Professor, IIM Kohikode |
| **Dr. Gobinath** | **Dr.Purushothama Chari** | **Dr. Suman Naredla** |
| Dean, Research and Ranking | Dean, School of Business | Assoc Dean, School Of Business |

## Organizing Committee

| **Convener** | **Co-Convenor** | **Conference Secretary** |
|---|---|---|
| **Dr. Suhasini Tatiparti** Assoc. Head, School of Business | **Dr.Gurunadham Goli** Asst. Professor | **Dr. RajyaLaxmi .M** Head, School of Business |

| **Organising Members:** | **Dr. Kafila** Asst. Professor | **Dr. Sateesh Raj** Asst. Professor | **Mr.Parminder Singh** Assoc. Professor in Practice | **Mr. Shravan** Asst. Professor |
|---|---|---|---|---|
| | **Dr. Srinivas. D** Asst. Professor | **Dr. D. Ramesh Babu** Assoc. Professor | **Dr. Sushruth.M** Asst. Professor | **Dr. Purna Kumari** Asst. Professor |

# Objectives of the Conference

*The conference aims to encourage quality research discussion and debate on business practices design and experimentation in the context of future growth of global business through AI innovation: Trends, challenges and opportunities*

- ▲ *To provide a platform for sharing the latest insights, research findings, and case studies related to **AI innovation and its impact** on global business growth.*

- ▲ *To analyze and discuss current **AI trends and their implications** across various industries, helping participants understand how AI is shaping the future of business.*

- ▲ *To identify and address the key challenges and ethical concerns associated with **AI adoption in business**, fostering responsible and inclusive AI development.*

- ▲ *To explore the vast opportunities that **AI presents for businesses**, including improved efficiency, enhanced customer experiences, and innovative product development.*

## Who can participate

- **Academicians**
- **Research Scholars and Students**
- **Entrepreneurs**
- **Professionals**

# Sub Themes

## Marketing Management

- Customer Relationship Management
- Digital and social Media Marketing
- Retailing and sales Management
- Sevice Marketing

## Finance

- Computational Finance and Financial Econometrics
- Derivative Market
- Financial Policy institutions and Regulations

## HRM

- E- Recruitment
- HR Metrics and Organizational Performance
- Talent Management.
- Learning, Training & Development
- Performance management

## General Management

- Change Management
- Emotional Intelligence
- Cross Cultural Management
- Disaster Management
- Leadership in Adversity
- Strategic Management
- Supply Chain Practices

## Entrepreneurship

- Innovation And Creativity
- Entrepreneurship Education
- Family Business
- Social Entrepreneurship

*Authors are invited to submit their original and unpublished manuscripts based on empirical research, experiences, reviews, promising ideas that demonstrate research focusing on main theme and sub themes of the International Conference. All submitted work should mandatorily have similarity index below 15%.*

## ■ Guidelines For Manuscript Preparation And Submission

▲ Papers / Case Study must be based on themes and sub-themes of the conference.

▲ Submission of paper should be in word document and pdf only.

▲ Word Limit: Total word limit for each paper should be between 4000 - 6000 words.

▲ First Page: Title, Author (s), Name(s) and Affiliation (s) with contact number and email id.

▲ Second Page: Title, Abstract (200 words approx), Keywords (5) followed by main text.

### All Submission Should Strictly Follow The Given Formatting Style:

Heading: Times New Roman 14 point

· Text font : Times New Roman 12 point

· Margin: 1 inch all sides

· Spacing: 1.5 lines, Single column

· References: APA Style 7th edition

### References: APA Style 7th edition

All full length papers must be submitted to **icfggb2023@gmail.com**

## ■ Registration Process

▲ Last date of registration (Rs. 300 late fee per author  per paper) : 15th December 2023

▲ Registration fee is non refundable (including 18% GST) and includes admission to all plenary sessions, paper presentation tracks and e-copy of certificate and conference proceedings.

▲ Registration will be confirmed only after acceptance of paper and the payment of registration fee.

▲ In a joint submission, author and co-author(s) should be registered for the conference individually.

▲ Author(s) with multiple entries must register for each paper separately.

## PUBLICATION OPPORTUNITIES FOR HIGH QUALITY PAPERS

Selected  good papers will be published in scopus indexed journals as per the norms of the journal

# Registration Fee Particular :

| Industry Experts & Academicians | Research Scholars | Students | International Researchers |
|---|---|---|---|
| 1000/- | 500/- | 300/- | $50 |

## Important Dates:

Last date for full paper submission : **10th December. 2023**

Notification of full paper acceptance: **12th December 2023**

(Early submission is encouraged)

**Last date of registration**      **15th December 2023**

(Rs. 300 late fee per author per paper)

## Note:

Registration fee is non refundable (including 18% GST) and includes admission to all plenary sessions, paper presentation tracks and e-copy of certificate.

## CONTACT DETAILS

**Dr. Suhasini Tatiparti**
8008541359
suhasini.tatiparti@sru.edu.in

### Account Details For Registration :

Account Name: **SR UNIVERSITY**
Account Number: **120001993795**
IFSC Code: **CNRB0002450**
MICR Code: **506015003**
Foreign Exchange / SWIFT Code: **CNRBINBBBFD**

**Address:** Balasamudram Branch
Hanumakonda Warangal
Telangana, INDIA- 506001

## Registration Link with QR Code:

https://forms.gle/kE4NCFApHp8L2Hna8





**SR UNIVERSITY**

Ananthasagar, Hasanparthy
Hanumakonda 506371,
Telangana, India

**+91 8331004040 / 3030**

www.sru.edu.in