

Concept Note

The international business environment has been shifting in a seismic manner as India moves towards the Vision of *Viksit Bharat 2047*. We are at a pivotal point and the intersection of Artificial Intelligence, the re-organisation of Global Value Chains (GVCs) under the changing tariff regimes and the pressing need of Sustainable Development Goals (SDGs) are redefining the terms of trade.

The business ecosystem in India is being reshaped with a radical paradigm shift, driven by high rates of technological change, vibrant trade policies, and a dire necessity for sustainable development. Artificial Intelligence will redesign business models, operational processes and decision making structures; global tariff restructuring is rewriting trade flows and competitiveness and Sustainable Development Goals (SDGs) are strengthening the call of inclusive, equitable and sustainable development. With this dynamic landscape, businesses have no choice but to reconsider ways of doing things, re-architecting capabilities and re-establishing a new form of governance to stay relevant in a global integrated economy.

The conference serves as a vital platform for policymakers, industry leaders, academics, and startups to generate actionable white papers and frameworks that harmonize these three often-conflicting forces. The outcome is intended to be a robust, future-ready roadmap for creating a highly competitive, inclusive, and sustainable business ecosystem in India.

Conference Objectives

The conference aims at investigating the impact of technological innovation, artificial intelligence, sustainability imperatives, and trade reforms in shaping the organizational behaviour, market structure, public policy, entrepreneurship, and welfare of the Prosperous India i.e. *Viksit Bharat@2047*.

The conference aims to achieve the following core objectives for a Prosperous India:

- To explore paradigm shifts in the business ecosystem driven by innovation, AI, tariffs, and sustainability.
- To understand the role of artificial intelligence and digital technologies in transforming business and management practices.
- To analyze the impact of trade policies and tariffs on Indian industries, MSMEs, and global competitiveness.
- To examine sustainable business models aligned with the Sustainable Development Goals (SDGs).
- To encourage innovation, entrepreneurship, and startup-led economic growth.
- To foster interdisciplinary dialogue among academia, industry, policymakers, and professionals.

Themes and Sub-Themes of the Conference

Digital Transformation and Technological Advancements

- Artificial intelligence, machine learning, and automation of business processes
- Digital public infrastructure, fintech, and digital inclusion
- The adoption of Industry 4.0 among large enterprises and Indian MSMEs
- Cyber-security, data privacy and cyber-governance
- Supply chain, finance, and public administration, Blockchain applications

Innovations, Entrepreneurship & Start-up Ecosystems

- Enterprise models that are driven by innovation
- Incubation, acceleration, and university-industry cooperation
- Innovation ecosystem policy support to start-ups
- Impact models and social entrepreneurship technology
- Frugal innovation and its applicability in the new markets

Global Competitiveness, Tariffs, Trade Policies

- Changes in the tariff structure in India and in the world trade realignment
- Enhancing national competitiveness through innovation, infrastructure, and human capital development
- Digital transformation and AI in boosting firm-level competitiveness in global markets
- Integrating sustainability and SDGs into multilateral trade frameworks like WTO reforms
- Reform of WTOs, FTAs and strategy of global trade in India
- Impact of retaliatory tariffs on supply chains, inflation and industry competitiveness
- Trade policy uncertainty and its influence on foreign direct investment (FDI)

Sustainability, SDGs & Responsible Business

- Sustainability policies of corporations and ESG reporting
- Green technologies, climate resilience, and circular economy
- Business models and partnerships with the government SDG-related
- Carbon markets, environmental governance and energy transition
- Responsible value chains, social inclusion and labour standards
- Business Ethics
- Corporate Social Responsibility

HRM Future of Work Organizational Behaviour

- HR systems and evidence-based HRM powered by AI
- Proficiency change, employee responsiveness, and blended work arrangements
- Technologically disruptive environment leadership
- Productivity, employee resilience, and employee wellbeing issues
- Change in diversity, inclusion, and organizational culture
- Adaptive and agile organization structure
- Digital transformation leadership
- Crisis management and organization resilience

Accounting & Finance

- Advances in sustainability reporting and ESG disclosures under IFRS standards
- Impact of AI and automation on auditing processes and fraud detection
- Forensic accounting techniques for corporate governance and ethical compliance
- Taxation - Direct & Indirect Taxes
- FinTech innovations: Blockchain, Cryptocurrencies, and digital banking transformations
- Sustainable finance strategies for inclusive growth and *Viksit Bharat@2047* goals
- Risk management in volatile markets, including geopolitical shocks and climate risks
- Financial Services

Digital Marketing

- Artificial intelligence-based marketing analytics and customized interaction.
- Development of online customers and platform markets.
- Marketing in a way sustainable and socially responsible.
- The new retail models, omnichannel strategies, and e-commerce.
- Social media/digital influencer impact on behaviour.

Banking and Insurance

- Regulatory reforms in Banking Sector
- Digital banking innovations like AI-driven personalization and open banking APIs
- Regulatory reforms in Insurance Sector
- Sustainable banking practices integrating ESG factors into lending decisions
- AI in Banking and Insurance

Circular Economy and Green Innovation

- Waste-to-wealth types of business models
- The use of renewable energy in businesses
- Sustainability in product design and product lifecycle
- Water resource efficiency and stewardship
- Solutions of bio-economy and nature.

Industry-Academia Research and Development

- Commercialization and knowledge transfer of technology
- Innovation centers and research, sponsored by the industry
- Patent management and IP management
- R&D partnerships between the government and companies
- Special Economic Zones and innovation clusters

21st Century Business Education

- Innovations in Management Education Pedagogy
- Technology in business curriculum
- Practical education and exposure to the industry
- New interdisciplinary methods of business education

Any other contemporary issues in business management also can be sent.

Submission and Review Process:

We invite scholars, researchers, practitioners, and students to submit abstracts and papers related to the conference themes. All submissions will undergo a thorough peer-review process to ensure the quality and relevance of the contributions.

Publication Opportunities:

All papers selected for the conference will be published in peer reviewed journal/book with ISSN/ISBN number subject to terms & conditions. *Additional amount will be charged for publication of paper in journal/book.*

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