



INTERNATIONAL CONFERENCE

On

MANAGING AND DISRUPTING BUSINESSES IN THE ERA OF ARTIFICIAL INTELLIGENCE (ICMBAI 2025)

FEBRUARY 26TH - 28TH 2025

HYBRID

IFIM COLLEGE (AUTONOMOUS)
IFIM INSTITUTIONS
BENGALURU

KEYNOTE SPEAKER: DR. JANE LIM

OUR PARTNERS



INTERNATIONAL PARTNER



KNOWLEDGE PARTNER

ABOUT IFIMC

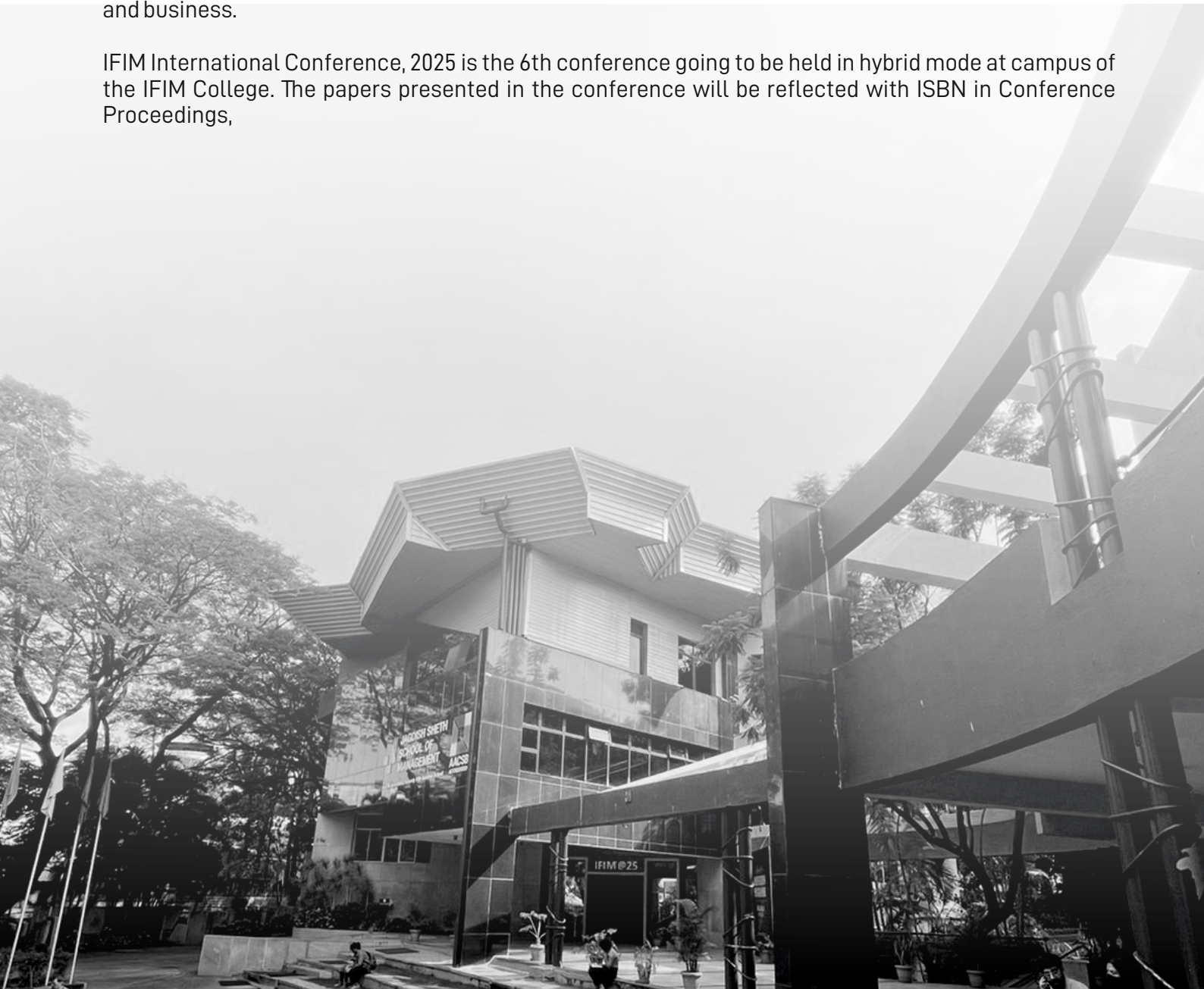
IFIM College (IFIMC) was established in the year 2009 affiliated to Bangalore University, with a mission "to nurture holistic, socially responsible and continuously employable professionals". IFIMC initiated Undergraduate (UG) Programs, such as BBA, B.Com., and BCA with an affiliation to Bangalore University. The Post Graduate programs, MBA, and M. Com, were introduced in year 2017 with an affiliation to Bangalore University. The MBA program is AICTE approved, with an intake of 240 seats.

In 2021, IFIM College has entered the next phase of evolution with the Autonomous status.

ABOUT THE CONFERENCE

IFIM College conducts the prestigious International Conference formerly know as 'FUSION" every year since 2017. The Conference encourages interdisciplinary research. It is a platform for scholars from academia and corporate to showcase their research work in the field of Business, Trade, and Governance. The conference hosts panel discussion on contemporary issues confronting the society and business.

IFIM International Conference, 2025 is the 6th conference going to be held in hybrid mode at campus of the IFIM College. The papers presented in the conference will be reflected with ISBN in Conference Proceedings,



A graphic featuring the letters 'AI' in a large, white, sans-serif font, centered within a glowing purple square. The square is surrounded by a complex network of blue and purple circuit lines and nodes, resembling a microchip or a digital network. The background is a dark blue gradient with more circuit patterns.

AI

CONFERENCE TRACKS

Track 1: Managing Marketing in the Era of AI

Internal Track Chair: Dr. Vidhya Pillai

External Track Chair: Prof. Sahil Gupta, Associate Professor and Chairperson Research Cell, Jaipuria Institute of Management, New Delhi

- Marketing & Sales and AI
- Consumer Behaviour and AI
- Branding and AI
- Social Media Marketing and AI
- Customer Experience and AI
- Customer Relationship Management and AI
- Neuromarketing and AI
- Market Research and AI

Track 2: Managing Human Resource Development in the Era of AI

Internal Track Chair: Prof. Swarnika Dixit

External Track Chair: Prof. Kakul Agha, Associate Prof. & Discipline Leader, Skyline University, Sharjah, UAE

- AI-driven Human Capital Management
- AI innovations in HR and Future-ready Workforce
- AI Strategies for Workforce Management
- Human Capital Management Disruption and AI
- People Analytics and Business Value Delivery
- AI and Employer Branding
- AI and Well-being at Workplace
- Leadership and Decision-making using AI
- Ethics, Privacy, and AI
- AI-Powered HR Analytics
- AI-Driven Workforce Transformation

Track 3: Managing Finance in the Era of AI

Internal Track Chair: Dr Raguram Gopalan

External Track Chair: Prof. Rajesh Kumar, Professor and Dean- Academics, IMT Dubai, UAE

- Corporate Finance and AI
- Trading & Asset Management and AI
- Credit Distribution and AI
- Fintech Disruption and AI
- Banking Disruption and AI

Track 4: Managing Analytics in the Era of AI

Internal Track Chair: Dr Nataraja

External Track Chair: Dr Muralidhara Anandhamurthy, Country Head – JMP SAS

- Business Intelligence and AI
- AI driven Advanced-Data Analytics for Decision-Making
- Blockchain Technology Trends and AI
- Big Data Analytics and AI
- Edge AI for Real-Time Analytics

Track 5: Managing Technology in the Era of AI

Internal Track Chair: Dr Vishal.C

External Track Chair: Prof. Nikil Gupta

- AI and Software Development and Automation
- Data Science and AI-Powered Business Solutions
- AI-Powered Cybersecurity Strategies
- AI and Autonomous Systems /Robotics
- Cloud Computing and AI Integration
- AI in IoT: Building Smart Systems

Track 6: Managing Sustainability Business in the Era of AI

Internal Track Chair: Dr Syed Ahamed S

External Track Chair: Dr Prasanna Kumar Gurugubelli, Associate Professor, IIM Sambalpur

- Sustainable Consumption
- Sustainable AI
- AI for Sustainable Agriculture
- AI in Circular Economy and Waste Management
- AI for Sustainable Urban Development and Smart Cities
- AI for Biodiversity Monitoring and Conservation
- AI in Water Resource Management
- AI for Green Manufacturing
- Ethics and Governance of AI in Sustainability
- Sustainability Marketing, Sustainable Finance and Investment,
- Sustainable Tourism and AI

CONFERENCE OUTCOMES:

1. Conference proceedings (Book of Abstracts/Extended Abstracts) with ISBN
2. Edited Books on the different tracks (IGI Global and other leading edited book publishers)
3. ABDC/Scopus indexed Journals

CONFERENCE CORE COMMITTEE:

Conference General Chair: Mr. Sanjay Padode, Chairman, CDE

Conference Chair: Prof. Dr Sridevi, Director IFIM

Conference Ethics and Governance Chair: Prof. Dr Nivedita Mishra, CAG, IFIM

Conference Co-chair: Prof. Dr Syed Ahamed S

Conference Mentor: Prof. Dr A M Sakkthivel

SCIENTIFIC ADVISORY COMMITTEE:

1. **Prof. Dhakshina Murthy Kolluru**, AI Scientist and Chief Mentor, upGrad, USA
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3. **Dr. Rakesh Sarpal**, Senior Lecturer, Center of University of Hertfordshire, INTI International University & Colleges, Malaysia
4. **Prof. Osman Gulseven**, Professor and WTO Chair, Sultan Qaboos University, Sultanate of Oman
5. **Prof. Ahmet Mentis**, Professor, FAES, Namik Kemal University, Turkey
6. **Dr. Aiman Elgharib**, Professor and Consultant, Institutional Development and International Relations, City University of Cairo, Egypt
7. **Dr. Paul Katuse**, Professor, Chandria School of Business, United States International University-Africa, Kenya
8. **Prof. Prashanth Salwan**, IIM Indore, India
9. **Prof. Gouhur Ahmed**, Skyline University, UAE
10. **Ms. Sheeba Hasnain**, Chairwoman and CIO, Sentient Technologies, UAE
11. **Dr. Kandappan Balasubramanian**, Program Director- School of Hospitality and Tourism, Impact Labs, Taylor University, Malaysia
12. **Mr. Girish Gudibanda**, Executive Director, Wells Fargo, India
13. **Dr. Muralidhara Anandamurthy**, Country Head, JMP-SAS, Asia Pacific and Middle East
14. **Dr Leo David**, Lead – School of Visual Communication, KCLAS, Coimbatore, India
15. **Dr Rajendran**, CEO, Envee Solutions, USA
16. **Mr. Venkatachalam**, Global Business Development Head, L&T Technology Services, India



01.

Papers must not exceed 5,000 words inclusive of abstract, figures, references, & appendices.

02.

Abstract can go up to 200 words with a maximum of 6 key words or phrases.

05.

Paper should neither be zipped nor be in PDF format. Paper size to be set at A4 size & margins to be 2.5 cm on left and right sides of the page.

06.

Abstract and Full paper must be sent through EasyChair: www.easychair.org

03.

Paper should be submitted in 'word' with font style 'Times New Roman' and size 12, for the main text. Font size 14(bold) to be used for 'Title of the paper' and for the subheadings font size 12 (bold) is to be used.

04.

The text should be justified.



GUIDELINES FOR PAPER SUBMISSION

CONFERENCE FEE:

Industry and Faculty members
Research Scholars
Students (UG and PG)
International Delegates

INR 3000
INR 2000
INR 1000
USD 50

IMPORTANT DATES:

November 30, 2024

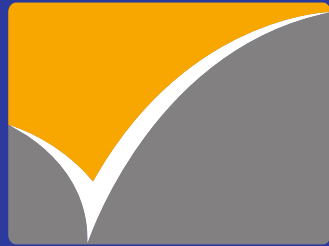
Abstract Submission and Commencement of Registration

January 25, 2025

Full Paper/Extended Abstracts Submission

February 15, 2025

Acceptance and Closing of Registration



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www.ifim.edu.in

For Further Details, Contact



InternationalConference@ifim.edu.in



+91 88914 91153