RV UNIVERSITY
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an initiative of RV EDUCATIONAL INSTITUTIONS

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DHURAKIJ PUNDIT UNIVERSITY
มหาวิทยาลัยธุรกิจบัณฑิตย์

School of Business

Annual International Research Conference 2024

(Hybrid)

18 – 19 April 2024

Sustaining Business Growth
– Use of Emerging Technologies

About Us:

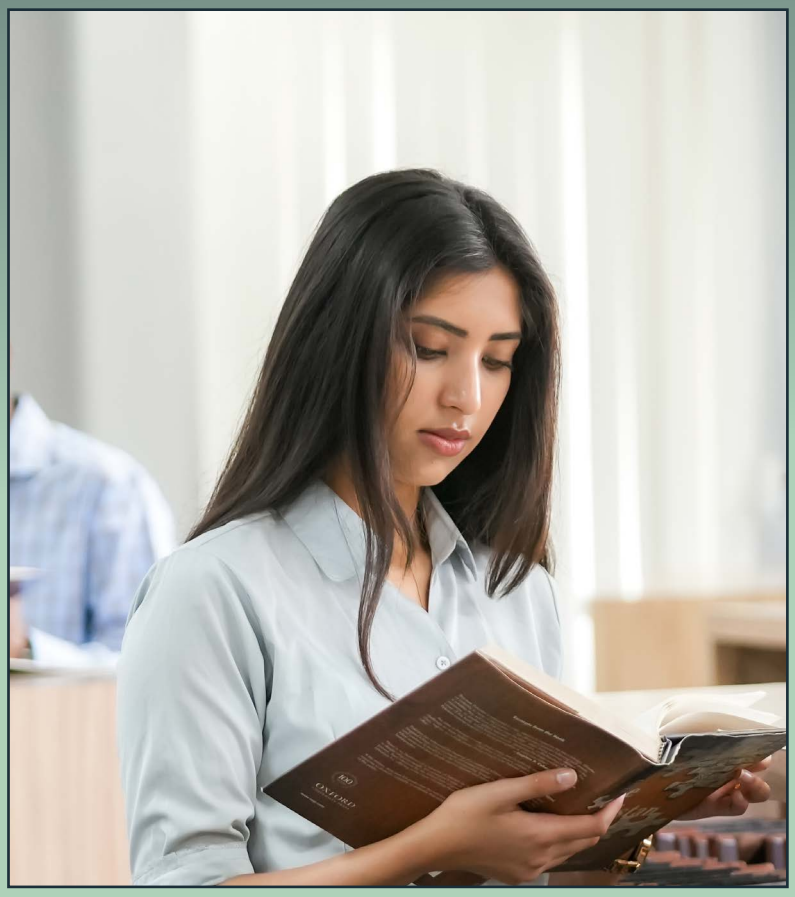


About RVU

RV University (RVU) is a new-age University in Bengaluru, recognised by the Government of Karnataka and the University Grants Commission (UGC). It is a State Private University under the RV University Act, 2019. The University is managed by the Rashtreeya Sikshana Samithi Trust (RSST), which also runs 25 other education institutions, with a renowned legacy of excellence in higher education for over eight decades.

About School of Business

School of Business is driven by its mission to develop original thinkers, original doers and innovators, who are capable of delivering ideas, solutions, and products; creating opportunities for people and organisations; and positively impacting communities. SoB has implemented the T-potential model of learning (to the depths and in breadth) complemented with masterclasses, live projects and opportunities to work with CXOs, International partners, policymakers, entrepreneurs has broadened the outlook of our students. This multidimensional approach gives them the edge in gaining perspectives, skills, and experience in solving real-world issues.



Annual International Research Conference 2024,

School of Business, RV University

In the fast-paced landscape of contemporary business, sustaining growth is a perpetual challenge. Today, as industries undergo transformative shifts, integration of technologies is inevitable. Technologies like Artificial Intelligence (AI), ML, blockchain, Internet of Things (IoT), and augmented reality are contributing to the transformative and competitive business ecosystem.

Data rules the business world. To sustain business growth, unwavering insight into complex and large datasets to identify patterns and trends predict and prescribe the impact of strategic decision-making on profits are essential. This conference is a platform for researchers, academicians and industry experts to discuss the problems, developments and outcomes.

The conference is expected to enable deeper research on data-driven decisions. Some of the research papers may dwell on macro needs for automation, deployment of AI, powering routine tasks with intelligent systems, transforming the sedentary process into creative and strategic endeavours, streamlining resources to reduce operational costs, and improving overall productivity. The conference solicits research insights on consumers, markets, policymakers, the public, governments etc.,

Scholarly research on evolved customer experiences and their supporting innovations, products, services decisions, and business models due to the advent of emerging technologies in various sectors of business and challenging fields of operations like disaster management, war, health, and sustainability are invited. The conference appreciates the need for the practice of Privacy and ethical considerations, solidarity in diversity and inclusivity, community impact, and ecological consciousness.

The registered abstracts and articles will undergo double-blind review for selection for presentation and publication. The authors will be allowed to publish their full research papers in renowned journals and conference proceedings.



Sub-Themes

Finance & Accounting	Marketing
· Digital Transformation in Banking · Cryptocurrencies and Blockchain in Finance · Sustainable Finance and ESG Investing · Robo-Advisors and Personal Finance Management · Insurtech Innovations · Cloud-Based Accounting Systems	· Influencer Marketing in the Digital Age · Data-Driven Content Marketing · Neuromarketing and Consumer Behavior Analysis · AI in Search Engine Marketing (SEM) and Search Engine Optimization (SEO) · Emotional Intelligence in Marketing
Operations	**Economics**
· Supply Chain Optimization with AI · Smart Manufacturing and Industry 4.0 · Logistics and Transportation Management · Predictive Maintenance and Asset Management · Smart Cities and Urban Operation	· Economic Forecasting with Machine Learning · Behavioral Economics and Decision Making · AI and Social Impact Economics · Reskilling and upskilling in the age of automation · Socio-economic implications of job displacement
Information Management	**Entrepreneurship**
· Data Governance and Privacy Compliance · Knowledge Management with AI · Blockchain for Data Security · AI in Knowledge Discovery and Management	· AI for Startups · Innovation and Disruption · AI Incubators and Accelerators · Scaling Startups with AI · Green entrepreneurship and sustainable business practices · Blockchain applications in venture capital and crowdfunding
Analytics	**Human Resource and Organizational Behavior**
· Advanced Analytics in Business · Big Data and Business Intelligence · Prescriptive Analytics for Decision Optimization · Explainable AI and Transparent Analytics	· Data analytics in talent acquisition · Employee sentiment analysis using AI · Automation in HR processes for efficiency · Data-Driven Decision-Making in Organizational Behavior · Predictive models for organizational behavior · Adapting Organizational Culture to Technological Shifts
Other broad areas of Sustainability	
· Impact of emerging technologies on society · Innovations in healthcare technology · Technology-enhanced learning environments · Technology-driven solutions for environmental conservation · Smart Cities and Urban Development · Global Connectivity and Collaboration	

The above list is only illustrative; authors are encouraged to submit papers on any other contemporary issues that they deem relevant to the conference theme.

Important Points

1. All the shortlisted papers will undergo a double-blind peer review process.
2. After registration papers cannot be withdrawn.
3. Kindly follow the research ethics as suggested by COPE.
4. Author(s) name(s) cannot be changed after submitting the paper.
5. Registration fee will not be refunded.

Guidelines to Authors

1. Author should submit
   a. A separate title page with author details
   b. A full paper without author details.
2. The paper should be submitted in Word doc only (no PDF will be accepted).
3. Up to 8% Similarity Index is accepted.
4. The abstract should be up to 350 words.
5. The Full Paper should not be more than 7000 words.
6. The Paper should be appropriately structured to cover the following sections – Introduction, Review of Literature, Objectives, Hypothesis Formulation, Research Methodology, Data Analysis, Findings, Conclusion and APA style (7th Edition) of References.
7. All submissions should be in 12 Point Times New Roman, with 1.5 line spacing and 1-inch Margins on all sides.

Publication opportunities

Selected manuscripts post blind peer review will be published in Conference Proceedings, which will be brought out by a reputed publisher with an ISBN Number.

Reward & Recognition		
Category	**Best Paper Award**	**Runner Up Award**
Faculty Members	**Rs. 10,000**	**Rs. 5,000**
Research Scholars	**Rs. 5,000**	**Rs. 3,000**
UG/PG Students	**Rs. 3,000**	**Rs. 2,000**

Submission Link: https://forms.gle/FsGLgiTLiuQLzyEN8

Registration Fee		
Category	**INDIAN PARTICIPANTS**	**INTERNATIONAL PARTICIPANTS**
Industry Experts, Faculty Members/Academia	Rs.1,500	$30
Research Scholars	Rs.1000	$20
UG/PG Students	Rs.500	$10
Participation Only	Rs.500	$10

*Conference certificate will be provided for a registered author/presenter.
*Registration fee does not cover the publication charges, travel, or boarding and lodging charges

Important Dates:

Abstract Submission*
15 March 2024

Notification of Abstract Acceptance
Within 7 working days

Extended Abstract/ Full Paper Submission
20 March 2024

Notification of Paper Acceptance
5 April 2024

Registration Closes
9 April 2024

We also invite reputed researchers as session chairs & keynote speakers. Please register using the following link:
https://forms.gle/pU6F7KTjhuGDKfPD9

*Extended till 15 March 2024



Conference Patron & Chairperson

Patron



Prof. (Dr.) Y.S.R. Murthy
Vice Chancellor

Chairperson



Prof. (Dr.) Subhashree Natarajan
Dean – School of Business

Conference Convener



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