RV UNIVERSITY

Go, change the world

an initiative of RV EDUCATIONAL INSTITUTIONS

School of Business

Annual International Research Conference 2025

In collaboration with

coursera ACCA

(Hybrid)

Theme :

Disruptive Artificial Intelligence and its impact on Businesses, Consumer Culture & Society at large



24-25 April 2025

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 2025,

School of Business, RV University



The conference titled "Disruptive Artificial Intelligence and its Impact on Businesses, Consumer Culture & Society at Large" would likely focus on how AI technologies are transforming various aspects of life, especially in the realms of business, consumer behavior, and societal structures.

Conference Overview:

The rapid development and deployment of Artificial Intelligence (AI) technologies are disrupting traditional business models, reshaping consumer culture, and transforming social dynamics on a global scale. This conference aims to explore the ways AI innovations are influencing and revolutionizing industries, consumer behavior, and societal values. By gathering experts, thought leaders, and practitioners, the conference seeks to analyze both the opportunities and challenges posed by AI, considering its ethical, economic, and cultural impacts.

Objective of the Conference is

- To foster cross-disciplinary conversations about the transformative power of AI.
- To explore both the benefits and risks associated with AI for businesses, consumers, and society.
- To create actionable insights for businesses on how to responsibly integrate AI into their operations.
- To discuss regulatory frameworks that ensure AI development aligns with ethical, societal, and cultural values.

The conference is expected to enable deeper research on revolutionary advancements in artificial intelligence & data-driven decisions that have the potential to significantly change existing industries, create new markets, and alter everyday human experiences. The Conference research on AI technologies—ranging from machine learning and automation to natural language processing and robotics—are fundamentally reshaping how businesses operate, how consumers interact with products and services, and how society functions at large.

Scholarly research on the application of AI in various business dimensions, such as accounting and finance, marketing, human resource management, production and operation management, information system management, data science and machine learning, is invited. 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.

Tracks

Accounting & Finance
Human Resource management
Marketing
Production and Operation Management
Information System management
Data Science and Machine Learning

Mini-Tracks

Accounting & Finance

- AI in Financial Forecasting and Analysis
- AI in Banking and Finance
- Green Accounting and Green Finance
- AI in Accounting Automation
- International Financial Reporting Standard (IFRS)
- Indian Accounting Standard
- AI Auditing and Internal Controls

Human Resource management

- AI in Employee Onboarding and Integration
- AI for Employee Engagement and Experience
- AI for Performance Management
- AI for Diversity, Equity, and Inclusion (DEI)
- HR Analytics

Marketing

- AI in Content Creation and Marketing Automation
- AI in Social Media Marketing and Engagement
- AI for Consumer Insights and Data Analytics
- The Future of AI in Marketing
- Marketing Analytics
- Internet of Things and Edge Computing

Production and Operation Management

- AI in Supply Chain Management
- AI in Production Planning and Scheduling
- AI in Quality Control and Process Improvement
- Lean and Green Manufacturing and waste reduction
- AI for Product Lifecycle Management (PLM)
- Role of Digital Technologies for Sustainable Operations

Information System Management

- AI in IT Infrastructure and Cloud Computing
- AI in Data Management and Governance
- AI for Business Intelligence and Analytics
- AI in IT Service Management (ITSM

Data Science and Machine Learning

- Foundations of Data Science and Machine Learning
- Machine Learning for Predictive Analytics
- Natural Language Processing (NLP)
- Big Data and Machine Learning
- Automation and Business Transformation
- Data Mining Risk Management,
- Big Data Analytics Fintech and Digital Economy.

Other broad areas of Artificial Intelligence

- 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

Paper Submission Guidelines:

Abstract Submission:

- Abstracts must be structured and concise, containing **750 words**.
- The structure should cover research objectives, methodology, and major findings.
- No citations or references are allowed in the abstract.
- Formatting should adhere to A4 size, Times New Roman font size 12, and 1.5 line spacing.

For Research Paper Submission :

- Research papers must be original and previously unpublished, reflecting the conference theme.
- The word count for the paper should be between 6,000 to 8000 words, including figures, tables, and references (including fig, table, references).
- The paper should follow the suggested structure: Introduction, Review of Literature, Research Gap Identification, Methodology, Findings, Implications, Limitations and Further Research Agenda.
- Formatting requirements include A4 size, Times New Roman font size 12, and 1.5 line spacing.
- References should be cited using APA (7th edition) style.

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.

Submission Link: https://docs.google.com/forms/d/1hO6gPYmsmIVSFEADPXb1y7tev-7-6vRG-p0s3esCZ7Ik/edit

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.



Registration Fee

Category	Indian participants (INR)	International participants ($)
Industry Experts, Faculty Members/Academia	1500	30
Research Scholars	1000	20
UG/PG Students	500	10
Participation only	500	10

Reward & Recognition:

Category	Best Paper Award (INR)	Runner-Up award (INR)
Industry Experts, Faculty Members/Academia	10,000	5000
Research Scholars	5000	3000
UG/PG Students	3000	2000

*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 2025

Notification of Abstract Acceptance
Within 7 working days

Extended Abstract/
Full Paper Submission
20 March 2025

Notification of Paper Acceptance
5 April 2025

Registration Closes
9 April 2025

We also invite reputed researchers as session chairs & keynote speakers. Please register using the following link:
https://docs.google.com/forms/d/1sKZXADciT044SbisRcPKRRYWEx-36hLDyyzy-wQKonWo/edit





Conference Patron & Chairperson

Chairperson



Prof. (Dr.) Dwarika Prasad Uniyal
Vice Chancellor (i/c)
Dean – School of Business

Conference Convener

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