



Since 1951

ONE-DAY NATIONAL SEMINAR (HYBRID MODE)

ON



"ARTIFICIAL INTELLIGENCE (AI) REVOLUTION IN COMMERCE & MANAGEMENT: TRANSFORMING BUSINESSES, EMPOWERING FUTURES"

ORGANIZED BY:

CHARUTAR VIDYA MANDAL'S INSTITUTION

B. J. VANIJYA MAHAVIDYALAYA

(AUTONOMOUS)

(GRANT- IN-AID)

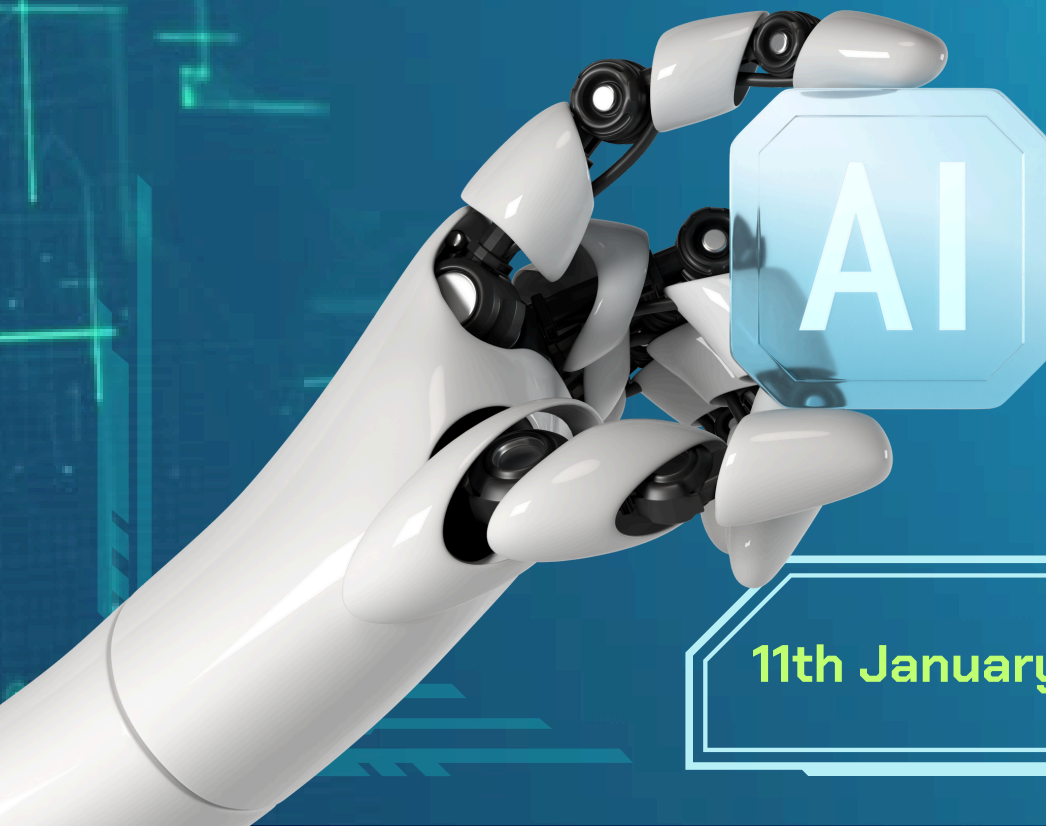
(AFFILIATED TO SARDAR PATEL UNIVERSITY)

ACCREDITED WITH CGPA 2.78 ON FOUR-POINTS SCALE AT B++ GRADE BY NAAC

OPP. SHASTRI GROUND, NR. NANA BAZAR

VALLABH VIDYANAGAR -388120

DIST.: ANAND, GUJARAT, INDIA



11th January, 2025 | Saturday

B. J. Vanijya Mahavidyalaya (Autonomous): B. J. Vanijya Mahavidyalaya's foundation stone was laid by Dr. Rajendra Prasad, the First President of India on October 16, 1950 and was inaugurated by Shri Kasturbhai Lalbhai, a renowned industrialist of Gujarat. The college started functioning from June 15, 1951. Over the years, it has grown in all dimensions and has become the torch-bearer in academic field. The college secured an award in the year 1985 from the Government of Gujarat for being the 'Best Commerce College of the State' for the year. BJVM is Pioneer in launching B.B.A. Programme in whole of Western India. The college offers B.Com., B.B.A.(General) & M.Com.(SF) Programmes. BJVM has been Re-accredited with 'B++' Grade by NAAC, Bengaluru in the year 2023. UGC has conferred Autonomous Status to B. J. Vanijya Mahavidyalaya for a period of 05 (Five) years from the academic year 2024-25. The college is affiliated to Sardar Patel University, Vallabh Vidyanagar.

Charutar Vidya Mandal: Charutar Vidya Mandal is a premier educational trust of Gujarat, established in Vallabh Vidyanagar in 1945 by Shri Bhaikaka and Shri Bhikhabhai. The idea was to bring education to rural areas of Charutar Region because only education empowers people. Vallabh Vidyanagar is growing even today is a proof of the foresightedness of our founding fathers and leaders like Sardar Vallabhbhai Patel, Shri. H. M. Patel and Dr. C. L. Patel. Since 2018 Er. Shri Bhikhubhai B. Patel has been serving as a Chairman of Charutar Vidya Mandal with vision and strong personal values and ethics. Today CVM runs 51 institutions catering to all fields of study and offers excellent residential facilities to outstation students. Charutar Vidya Mandal (CVM) has empowered the CVM University to enlighten the future generation by inspiring innovation and futuristic thinking for a better tomorrow.

Vallabh Vidyanagar: The town is the synthesis of varied cultures, which enable it to evolve and expand the quality life, as well as to foster an environment of creativity amongst the student citizens. Its lush green trees of different types and kinds have not only made the town environment-friendly, but also have created a serene and ever-enjoyable tranquil atmosphere generating synergistic ecstasy in the campus. Vallabh Vidyanagar has all the amenities which major metropolis has; rather it has the best of both the worlds - glamour of a big city and simplicity of a small town. Strategically located between Ahmedabad and Vadodara, Vallabh Vidyanagar today has reckoned to be an Active Educational core in the Western constituent of India & just six kilometers from India's milk city Anand.

New Vallabh Vidyanagar: A new self-contained satellite township named New Vallabh Vidyanagar has come up on 100 acres of land with innovative courses like Auto-Mobile Engineering, Bio-Technology, Food Processing Technology, Hospitality Management, Ayurved Medicine etc. with state-of-the-art facilities with an investment of \$ 20 million. The township has excellent sports and recreational facilities, shopping facilities, residential facilities for teachers as well as students.

Dear Participants,

The proposed One-Day National Seminar (Hybrid Mode) on "Artificial Intelligence (AI) Revolution in Commerce & Management: Transforming Businesses, Empowering Futures" is organized on 11th January, 2025 and is expected to get participation of faculties, industry delegates, research scholars, and students to share their research findings, thoughts and experiences. Join us as we indulge into thought-provoking discussions, hands-on workshops, and networking opportunities that will enhance our understanding of AI's transformative potential. Your participation is vital in shaping the future of this dynamic field.

About the Seminar: The AI revolution in India is an on-going transformation that has gained significant momentum in recent years. India, with its large population, skilled workforce and growing technological infrastructure, has recognized the potential of Artificial Intelligence (AI) and is actively working towards harnessing its power across various sectors. The Generative AI revolution is reshaping India's economy, enhancing sectors like manufacturing, agriculture, healthcare and education through technologies such as machine learning and AI-driven analytics. Companies are using AI to improve efficiency, diagnostics, crop management and personalized learning. The AI revolution in commerce and management offers countless benefits, including increased efficiency, improved accuracy, enhanced customer satisfaction, competitive advantage, innovation & growth and many more. AI enables managers to predict market trends, analyse large volumes of real-time data and optimize operations. Recognizing the need for a skilled AI workforce, India is focusing on developing talent in this field. The government, academic institutions and private organizations are offering programmes and courses to train professionals in AI and related disciplines.

Objectives of the Seminar:

1. To explore the latest AI technologies and their applications in Commerce and Management.
2. To enhance understanding of the impact of AI revolution in Commerce and Management.
3. To address and examine challenges and best practices for successfully integrating AI in Commerce and Management.
4. To harness Generative AI to enhance efficiency, accuracy, innovation and strategic decision making in Commerce, Management and across diverse sectors.

CHIEF PATRON

Er. Shri Bhikhubhai B. Patel

(Chairman, Charutar Vidya Mandal)
(President, CVM University)

PATRONS

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Dr. Sunita R. Verma

Shri Hitesh Yadav

Call for Papers:

One-Day National Seminar (Hybrid Mode) on "Artificial Intelligence (AI) Revolution in Commerce & Management: Transforming Businesses, Empowering Futures" invites original papers from the Academicians, Research Scholars, Students and Industry Delegates to address various aspects pertaining to the themes mentioned below:

Theme - I AI in Finance & Accounting	Theme - II AI in Marketing
<ul style="list-style-type: none">• Automated Financial Processes• AI in Auditing• AI in Risk Management• Chatbots and Customer Service in Banking & Insurance• Ethical Considerations of AI in Finance• AI in Financial Services• Automated Financial Reporting• AI in Forensic & Cloud Accounting• AI in Taxation• Impact of AI on Accounting Practices• Algorithmic Trading• Risk Management & Portfolio Optimization	<ul style="list-style-type: none">• Applications of AI in Marketing• Social Media Analytics Using AI• Influencer Marketing and AI• Ethical Marketing in the Age of AI• AI Chatbots and Customer Service• Automation in Supply Chain Management• Challenges in Implementing AI in Logistics• AI in Marketing Research• Personalised Customer Experience
Theme - III AI in HRM	Theme - IV AI in IT
<ul style="list-style-type: none">• AI in Recruitment and Talent Acquisition• Workplace Analytics and AI• AI-Powered Employee Wellness Programs• Future Skills and AI Training for HR Professionals• AI-Driven Employee Engagement Tools• AI in Performance Management Systems• Chatbots in HR Operations• Ethical Considerations of AI in HRM	<ul style="list-style-type: none">• AI in Cyber security• AI in Cloud Computing• AI in Big Data Management• AI in IT Service Management• AI in Data Analytics• AI in Environmental Management• AI in Healthcare• AI in Education• AI in Sports Analytics• Internet of Things
Other Relevant Areas	

Cash Prize for the Best Three Research Papers in each Technical Session

1st Prize: Rs. 1,000/-

2nd Prize: Rs. 750/-

3rd Prize: Rs. 500/-

Guidelines for Paper Submission:

Abstract: Word limit: 150-200 words, keywords 3-4. **Full Paper:** Manuscripts should be in A4 size, MS Word format, word limit up to 2,500- 3,000 words, **Font Style:** Times New Roman, **Font Size:** Heading-14 Regular, Bold, Text-12, Line Spacing: 1.5 with left and right margin justified. All research papers should contain: Cover page, Abstract, Key words, Introduction, Review of Literature, Study Objectives, Research Methodology, Data Analysis & Interpretation (Except Qualitative Paper), Conclusion, and References in APA style (7th Edition). Tables, Charts, and Graphs should be numbered, cited and referenced properly, **Language:** English only.

Guidelines for Author about Cover Page: Title of the paper, Author's Name, Designation, Organisation Name, E-mail ID, Mobile Number.

E-mail ID for Submission of your Paper: seminar_ai@bjvm.ac.in

Guidelines for Contributors:

1. All participants' individual registration is mandatory. Registration Fees includes Seminar Kit, Lunch and Refreshment. **Only Certificate will be issued to Online Participants.**
2. Selected Papers will be published in Peer Reviewed Referred Journal with additional publication fees.
3. After the last date of submission of full paper, no paper will be reviewed for publication.
4. The paper should be based on one of the themes mentioned in call for papers.
5. Delegate fees once paid is non-refundable.

Registration Fee Details: (Inclusive of GST)			
Academicians (Offline Attendee)	1,200	Research Scholars	500
Academicians (Online Attendee)	600	Students	350
Industry Delegates	1,500	Extra Fees for Late Registration	500

Last Date for Submission of Full Paper (With Abstract) : 25/12/2024

Last Date of Registration: 25/12/2024

REGISTRATION

<https://forms.gle/vGv42TAdNDMX1c3P7>

PAYMENT

Name of the Bank: **HDFC Bank**
A/c No.: **50200050739305**
IFSC Code: **HDFC0009500**
Branch Name: **New Vallabh Vidyanagar**

REGISTRATION



WHATSAPP GROUP



Accommodation will be arranged on request, on a Chargeable basis.



Contact Details:
B. J. Vanijya Mahavidyalaya
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