



BMS EDUCATIONAL TRUST

# BMS COLLEGE OF COMMERCE AND MANAGEMENT

No-97, VV Puram, Bengaluru-560 004

in association with



## PRIMAX FOUNDATION

(Registered Under Karnataka Societies Registration Act -1960) Bengaluru, Karnataka, India

ORGANISES

# INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN ARTIFICIAL INTELLIGENCE, ENTREPRENEURSHIP & SUSTAINABILITY DEC. 5 & 6, 2024



# INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN ARTIFICIAL INTELLIGENCE, ENTREPRENEURSHIP & SUSTAINABILITY

DECEMBER 5 & 6, 2024

## B.M.S. COLLEGE OF COMMERCE & MANAGEMENT

B.M.S. College of Commerce & Management (BMSCCM) flourishes as a prestigious institution in Bengaluru, run under the aegis of BMS Educational Trust and affiliated to Bangalore City University. The college crafts undergraduate programs in Commerce, Management and Computer Applications, along with an Executive Management Program tailored for working professionals. The curriculum is meticulously forged to enrich both the academic and personal realms of students, weaving together curricular, cocurricular, and extracurricular activities, with learning credits awarded for every contribution. This holistic approach empowers adaptive learning, allowing students to navigate at their own pace. BMSCCM inspires students to explore, introspect and apply their knowledge through hands-on courses. These courses immerse learners in real-world experiences across social, individual, and corporate landscapes. Nestled amidst the tranquil surroundings of V.V. Puram, Basavanagudi. The college boasts modern amenities, including air-conditioned classrooms, cutting-edge computer labs, an administrative block, a fully-equipped seminar hall, and a comprehensive library. These facilities cultivate a student-centric learning environment, backed by illustrious faculty members.

## PRIMAX FOUNDATION

Primax Foundation (Reg. No JNR-211-2015-16), Established in 2015 is a registered non-profit organization located in Bengaluru, Karnataka, India. Being committed to social development, it offers high-quality educational and professional development opportunities through workshops, conferences, seminars, and training programs. These programs encompass journal publications, faculty development, management development, educational and skill development initiatives, and research activities. As an emerging training and development center, Primax Foundation provides both on campus and off-campus programs to empowering students, research scholars, and faculty members with the knowledge and skills needed for academic and professional success.



## ABOUT THE CONFERENCE

The International Conference on “Emerging Trends in Artificial Intelligence, Entrepreneurship and Sustainability” is identified to explore the pivotal role of Artificial Intelligence (AI), Entrepreneurship and Sustainable practices in shaping the future of various organisations. This conference will bring together students, researchers, academicians and industry leaders to explore the multifaceted influence of AI across industries and society. The convergence of Artificial Intelligence (AI), Entrepreneurship and Sustainability will represent a transformative frontier in today's business landscape. As the world is grappling with pressing environmental issues, the integration of AI technologies in sustainable practices will offer innovative solutions which will empower entrepreneurs to drive meaningful change. This dynamic intersection will reshape industries, create new business models, and foster a culture of sustainability. AI stands out as a catalyst for transformative change. This conference aims to unravel the potential of AI, providing a space for dialogue, exchange of ground-breaking ideas and collaboration. By addressing the latest developments and challenges in Artificial Intelligence, Entrepreneurship and Sustainability, the conference aims to contribute to the collective understanding of AI's role in shaping our future. The conference will be organised on hybrid mode (Online + Offline).



## SUB THEMES:

The conference will cover a broad spectrum of topics but not restricted to below mentioned topics.

### I ARTIFICIAL INTELLIGENCE

- AI Innovations in Global Business Communication
- AI and Content Creation for Sustainability Awareness
- AI-Driven Business Intelligence for Real-Time Decision Making
- Contribution of AI in building a sustainable leadership
- AI Revolutionizing Healthcare: From Diagnostics to Patient Care
- AI for Cybersecurity: Safeguarding Data in the Digital Age
- AI in Quantum Computing
- AI for humanitarian aid and disaster response



### II ENTREPRENEURSHIP

- Role of intrapreneurship in driving innovation
- Role of imitative entrepreneurs in emerging markets
- Emerging trends in start-up ecosystems
- Employment versus Entrepreneurship : Choosing the right path
- Entrepreneurial cognition psychology and behavioural edupreneur
- Building Sustainable Livelihoods: Women in Rural entrepreneurship



### III SUSTAINABILITY

- Smart Cities in India: Leveraging IoT for Sustainable Urban Living
- 2SLGBTQIA+ Interventions and Ecological Pathways: Inclusive
- Climate-Tech Innovations: Shaping India's Renewable Energy
- Sustainable Finance: Investment Trends for a Low-Carbon Economy
- From Waste to Wealth: New Business Models in Sustainable Enterprises
- The role of HR in driving Sustainability



## BEST PAPER AWARDS:

The Best Paper Awards will be presented to outstanding papers based on their presentations during various sessions at the conference. The selection will be made by our distinguished panel, whose decisions will be final and binding.

## GUIDELINES FOR AUTHORS:

The conference invites participation from academicians, research scholars, industry executives, and students engaged in the fields of Commerce, Management, Finance, Entrepreneurship, Language Education, Social Sciences, and other issues related to the conference's theme.

## Submission Guidelines:

### 1. Abstract Submission:

- Participants must submit an abstract not exceeding 200 words.
  - The abstract must include the following details on the front page:
    - Title of the paper (Times New Roman font, size 14)
    - Author(s) name(s)
    - Affiliation(s)
    - Full postal address
    - Email ID
    - ORCID (if available)
    - Telephone number/ Mobile
- Abstract should be marked to the following email: [conference@bmsccm.ac.in](mailto:conference@bmsccm.ac.in)

### 2. Full Paper Submission:

- The full text of the paper must be typed in any Word processing software (e.g. MS Word), using Times New Roman font, size 12, on A4 size paper with 1.5 spacing.
- The paper should not exceed 25 pages.
- Full paper should be marked to the following email: [conference@bmsccm.ac.in](mailto:conference@bmsccm.ac.in)

### Publication Opportunities:

All confirmed and accepted abstracts will be published in Primax Publication ISBN Book.

Selected papers will be published in UGC Care, Scopus & Peer reviewed journal with additional fees.

## Important Dates:

Activity	Date
Last Date for Abstract Submission	28 <sup>th</sup> October 2024
Last Date for Notification for Acceptance of Abstract	10 <sup>th</sup> November 2024
Last Date for Manuscript Submission	15 <sup>th</sup> November 2024
Notification of Acceptance (or revision) of the Manuscript	20 <sup>th</sup> November 2024
Last Date for Submission of Revised Manuscript	25 <sup>th</sup> November 2024
Last Date for Registration	25 <sup>th</sup> November 2024

## Registration Fee (Per Participant)

Delegate Category	Registration	
	National Delegate	International Delegate
Students	₹1000	\$20
Research Fellows	₹1500	\$30
Academicians	₹2000	\$50
Industrialists	₹3000	\$100

Note: Registration fees after 25 November 2024, shall be higher by 50%



# INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN ARTIFICIAL INTELLIGENCE, ENTREPRENEURSHIP & SUSTAINABILITY

<b>Chief Patron:</b> <b>Dr. B.S. Ragini Narayan</b> (Chairperson, Donor Trustee and Member Secretary, BMSET)	<b>Patron:</b> <b>Dr. P Dayananda Pai</b> (Life Trustee, BMSET)	<b>Chairman:</b> <b>Sri Aviram Sharma</b> (Trustee-BMS Educational Trust, Chairman, BMSCCM)	<b>Convenor:</b> <b>Dr. Pankaj Choudhary</b> (Principal, BMSCCM)
<b>Organising Secretary: Dr. Preethi Stanley</b> (Head-Department of Management & Corporate Communication Department, BMSCCM)			

## ADVISORY COMMITTEE:

<b>M. K. Krishna</b> (Servant2Society – IPQL-Catalyst, NISM & NSEACADEMY Empaneled Trainer, C-A Nodal Officer)	<b>Shishir Kumar Jha</b> (Sr. HR Business Leader - Airbus Bangalore, Head - Rewards & Employee Development Airbus India and South Asia)	<b>Ashwin Suresh</b> (Managing Director, Megamorph Marketing Pvt. Ltd.)	<b>Mohammed Zakriya</b> (Associate Professor of Finance, IESEG School of Management)	
<b>Prof. T. Rajeswari</b> (President, Primax Foundation Bengaluru, Karnataka)	<b>Dr. V. Selvaraj</b> (Secretary, Primax Foundation Bengaluru, Karnataka)	<b>Dr. K.V. Ramanathan</b> (Director, Primax Foundation)	<b>Dr. Masood Khan Zazai</b> (Contracts Specialist at USAID, Washington DC)	
<b>Dr. Monica</b> (Associate Professor, Dept of Artificial Intelligence & Machine Learning, BMSCE)	<b>Vikash Gupta</b> (Founder & CEO – Custard Apple Production)	<b>Dr. Manu H. Natesh</b> (Head-Dept of Commerce)	<b>Kiran Kumar M N</b> (Head-Dept of Computer Applications)	<b>Deepak D. N.</b> (Manager Admissions)

## ORGANISING COMMITTEE

<b>Dr. Priya Srinivasa</b> (Assistant Professor, Department of Management, BMSCCM)	<b>Dr. Prathibha Singh</b> (Assistant Professor, Department of English, BMSCCM)	<b>Mrs Lekha R</b> (Assistant Professor, Department of Management, BMSCCM)	<b>Mr. Sharath Kumar</b> (Assistant Professor, Department of Management, BMSCCM)	
<b>Mr. Dhanush R C</b> (Assistant Professor, Department of Management, BMSCCM)	<b>Dr. Nagamani</b> (Assistant Professor, Department of English, BMSCCM)	<b>Dr. Akshay Mahajan</b> (Assistant Professor, Department of Management, BMSCCM)	<b>Mr. Ramkishore</b> (Assistant Professor, Department of English, BMSCCM)	<b>Ms Yashodha</b> (Assistant Professor, Department of Management, BMSCCM)

Contact Us:

**Dr. Prathibha Singh** : +91-9620222643

**Dr. Priya Srinivasa** : +91-9880915500

Email : [conference@bmsccm.ac.in](mailto:conference@bmsccm.ac.in)

Scan QR for  
Conference  
Registration

