

Patrons

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Conference Convenors:

Dr. Ruchi Rayat

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Dr. Shalini Sharma

Professor/Dean- OSW,
GIMS, Greater Noida

Prof. Guru Prasad

Head- Strategic Alliances,
GIBS, Bangalore

Dr. Pallavi Vyas

Associate Professor,
GIBS, Bangalore

Publication opportunity with SCOPUS INDEXED journals:

- Journal of Content, Community and Communication
- South Asian Journal of Marketing
- South Asian Journal of Tourism and Hospitality
- Asian Journal of Management Studies

REGISTRATION DETAILS	
CATEGORY	FEE
Students and Research Scholars	
ONLINE	INR 1,000/-
OFFLINE	INR 2,500/-
Academics	
ONLINE	INR 3,000/-
OFFLINE	INR 10,000/-
Industry Delegates	
ONLINE	INR 8,000/-
OFFLINE	INR 15,000/-
International Delegates	
125 USD	

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October 20, 2024

FULL PAPER SUBMISSION

November 20, 2024

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Conference Venue

Sunway University Malaysia 5,
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GNIOT Institute of Management
Studies (GIMS), Geater Noida,
Delhi/NCR

in collaboration with

GIBS, Bangalore and Sunway
University, Malaysia

organises

INTERNATIONAL Conference

on

AI, Innovation, and Sustainability in Industry 5.0 (ICAIS)

Sunday, 15th December, 2024



Sunway University,
Malaysia



About The Conference

GIBS Business School, Bangalore and its academic associates GIMS, Greater Noida and Sunway University, Malaysia invite academics, industry experts, and thought leaders to exchange ideas and knowledge and debate on pertinent aspects of AI, innovation, and sustainability in Industry 5.0. Today's ever-changing business environment envisages technological innovation in a disruptive way. AI and other technologies co-create an invigorating ecosystem that takes every business operation into a new horizon of dynamic challenges. Modern businesses embrace the idea of protecting the environment by putting the social code of conduct into practice, all under the aegis of good governance and environmental consciousness. We are inviting academics and business savvy people to come up with ideas, brainstorm, and work together to identify the best path forward for businesses that can lead to holistic

Conference Objectives

- To explore the intersection of AI, Innovation and Sustainability within the context of Industry 5.0.
- To bring together experts, researchers, industry professionals, policymakers, and stakeholders to discuss and address the challenges and opportunities presented by the integration of AI technologies in industries while ensuring sustainable development.
- Provide a platform for sharing cutting-edge research, best practices, and innovative solutions in AI, innovation, and sustainability across various industries.
- To foster partnerships and collaboration among academia, industry, government, and non governmental organizations to develop sustainable AI-driven solutions for Industry 5.0.
- To provide an opportunity to showcase innovative AI-driven technologies, applications, and initiatives that contribute to sustainable development goals, such as environmental conservation, social equity, and economic prosperity.
- To advance the understanding, adoption, and responsible deployment of AI technologies to drive innovation and sustainability in Industry 5.0, thus contributing to a more inclusive, resilient, and environmentally sustainable future

Key Benefits

- ✔ **Publication opportunity with SCOPUS INDEXED journals**
- ✔ **Learning opportunity through the post-conference workshop**
- ✔ **Recognition of Best Papers in each track**
- ✔ **Networking opportunity with academicians and business leaders from across the world**
- ✔ **Conference Tourism**

POST- CONFERENCE WORKSHOP ON RECENT TRENDS IN BUSINESS RESEARCH

With

Prof. Dr. Weng Marc Lim

Dean & Distinguished Professor
Sunway Business School, Sunway
University, Malaysia

Panel Discussion

How To Publish In High Impact Journals Editorial Perspective

Themes and Tracks

TRACK 1 AI & Sustainability In Marketing

- Branding in the Digital age
- Managing Customer Experience, Engagement and Relationships
- AI in Marketing
- Social and Digital Media Marketing
- Green Marketing and Consumerism
- Sustainability metrics
- Optimizing marketing strategies
- E-Commerce Marketing and Digital Platforms
- Sustainable Tourism and Sports Marketing

TRACK 2 AI & Sustainability in HR & OB

- AI in Talent Acquisition
- AI for Learning & Development
- Sustainable Retention Strategies
- Inclusive hiring practices
- AI in Talent Management & Acquisition
- HR Analytics for Sustainable Business
- Corporate Social Responsibility & HR
- Work life balance
- Future of Automation in HR
- Leadership & Sustainability

TRACK 3 Finance

- Sustainable/ Green Investing
- Sustainable Financial performance
- Green Accounting
- Creative Financing
- Crypto Currency & Blockchain
- Digital Banking Practices and E-wallet
- Fin-tech
- Financing the Circular economy

TRACK 4 AI Ethics and Governance

- Ethical use of AI
- Entrepreneurship & Innovation in the age of AI
- Democratization of AI
- Impact assessment
- Compliance Frameworks
- Metrics and Analytics
- ESG
- Sustainable production processes
- IoT and Sustainability

TRACK 5 Sport Management

- Sports Marketing and Branding
- Event Management in Sports
- Sports Analytics and Technology
- Governance and Ethics in Sports
- Talent Development and Athlete Management

GIMS

GNIOT Institute of Management Studies (GIMS), Greater Noida, was founded in 2020 with a mission to impart exceptional management education through its PGDM program. Established amidst the challenges of the pandemic, GIMS, Greater Noida - Delhi NCR, aims to prepare students for Industry 4.0 and the footsteps of 5.0 with a modern, dynamic perspective. With a legacy of 20 years of the GNIOT Group and the visionary leadership of Chairman Dr. Rajesh Kumar Gupta and CEO Mr. Swadesh Kumar Singh, the institute is committed to value-based education and excellence. The institute strives to develop business leaders with a comprehensive understanding of all management domains.

GIBS

Global Institute of Business Studies (GIBS) is where talents are nurtured, ambitions cherished, ideas shared & dreams fulfilled. An institute of international standards, we have been recognized as one of the top business schools in India. We have achieved this status of distinction by pioneering refined quality of learning, moral upkeep and intellectual support across the all-encompassing span of advanced education in India. As envisioned by our founders, we strive to transform our students into leaders of the future by providing innovative and globally accepted programs in a congenial atmosphere. Our programmes are designed for individuals who endeavor to contribute to the sustained development and inclusive growth of the nation and the world at large. We create leaders imbued with a spirit of innovation and entrepreneurship.

Sunway University

Sunway University is one of Malaysia's leading private universities located in Petaling Jaya, Kuala Lumpur. The university is ranked within the top 2% of universities in the world. The University offers a wide range of industry-relevant business, science, and technology programmes at undergraduate and postgraduate levels.

The University also engages in research collaborations with leading international universities including joint research centres. The University publishes textbooks and research books through Sunway University Press which is a leading academic publisher in the region.