

ICSSR SPONSORED NATIONAL SEMINAR

**ARTIFICIAL INTELLIGENCE AND ROBOTICS  
IN BUSINESS ORGANISATIONS:  
*A NEW ERA FOR SUSTAINABLE GROWTH  
AND PROFITABILITY***



**NSAIRBO**

**2021**

**ON APRIL 7<sup>8</sup>**



**MAHATMA GANDHI UNIVERSITY**

**ORGANISED BY  
SCHOOL OF MANAGEMENT AND BUSINESS STUDIES  
(SMBS)**

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**MAHATMA GANDHI UNIVERSITY  
Kottayam, Kerala, India-686 560**

## WELCOME

It's our immense pleasure to inform you that the School of Management and Business Studies, Mahatma Gandhi University, Kottayam, Kerala is organising a two - day National Seminar on **Artificial Intelligence and Robotics in Business Organisations: A New Era for Sustainable Growth and Profitability (NSAIRBO 2021)** on April 7-8, 2021(both offline and Online mode).

## ABOUT THE UNIVERSITY

Mahatma Gandhi University, one of the major State Universities in Kerala, is a premier educational institution that strives to fulfil the higher educational needs of the people. The University was established on 2nd October 1983 and offers a large number of programmes at the Undergraduate, Postgraduate, M.Phil, and Doctoral levels through its University Departments, International and Inter-University Centre, Govt. /Aided Affiliated Colleges, Unaided Affiliated Colleges and Recognized Research Centres. It imparts education in the interdisciplinary as well as conventional disciplines of Science, Social Science and Humanities. Mahatma Gandhi University was ranked its 30th position in National Institution Ranking Frame Work (NIRF) in 2019 from its 34th position in 2018 conducted by the Ministry of Human Resource Development, Govt of India. The University was ranked 11th position in India Today–MDRA Ranking in 2018. CSIR has ranked the University 13th in India in terms of intellectual productivity. NISTADS has rated it 19th in terms of H-index of the Science faculty. The University won the best State University Chancellor's Award twice during 2015-16 and 2017-18 instituted by the Hon'ble Chancellor of the University. The University has placed in the world's top 600-800 universities by the Times Higher Education Impact ranking in seven categories in 2020.

## ABOUT THE SCHOOL OF MANAGEMENT AND BUSINESS STUDIES

School of Management and Business Studies, one of the prominent Management Institutes in South India, is a AICTE approved Statutory Department for Management & Business studies in Mahatma Gandhi University. The School had a humble beginning on 25<sup>th</sup> March 1999 with a two-year full-time MBA programme for the management aspirants with the objective of moulding enterprising youth into career oriented and competent management professionals. With dedicated and high caliber professional expertise and state-of-art infrastructure, the institution imparts the best of theory and practical knowledge to carve a niche for itself in the challenging two year MBA, M.Phil and Ph.D programmes on Management and Business Studies.

## ARTIFICIAL INTELLIGENCE AND ROBOTICS IN BUSINESS ORGANISATIONS: A NEW ERA FOR SUSTAINABLE GROWTH AND PROFITABILITY.

Artificial Intelligence and Robotics are transforming the global workplace. This advanced technology enables high-level cognitive processes such as thinking, perceiving, learning, model building, improving data collection, compilation, analysis, problem-solving and business decision making. It complements and supports human intelligence and provides an opportunity to enrich human life and business. It offers massive gains in efficiency and performance to most or all industry sectors. This will impact what and how we live, work and prepare ourselves for business. It will also impact how we learn and innovate. Exponential technology will seemingly influence the future of work, research and learning. At the same time, AI is also fuelling anxieties and ethical concerns.



## OBJECTIVES OF THE SEMINAR

The aim of the **NSAIRBO 2021** is to create a platform for academics, industrialist, researchers and Post Graduate students to facilitate knowledge sharing on cutting-edge development in the context of Artificial Intelligence in Business Organisation. This seminar will bring together academics, AI & Big Data evangelists and hot start-ups to explore and debate the advancements in Artificial Intelligence & Big Data, the impacts within Enterprise & Consumer sectors as well as Development platforms and Digital Transformation opportunities.

## SUB-THEMES OF THE SEMINAR

Topics covered include Business Intelligence, Deep Learning, Machine Learning, AI Algorithms, Data & Analytics, Virtual Assistants & Chatbots as well as case study-based presentations providing an insight into the deployment of AI across different verticals. The seminar highlights deliberations on the following areas:

Digital Business Transformation Strategies

Application and Adoption of AI, IoT and ML on Business Process and decision making

Analytics in Finance, Accounting, HRM and Marketing

Impact of AI on the Changing Marketing Ecosystem

Impact of AI and Robotics on Workplace

Automation in Business

Application of AI in Functional areas of Business Organization.

Impact of AI in Human Resource Management

Other related areas of the theme and sub-themes

## SUBMISSION OF ABSTRACT AND FULL PAPER

Abstract should not be more than 300 words and must be submitted **on or before 28<sup>th</sup> February 2021**. All submissions will be reviewed and authors of accepted abstracts should submit the full paper (between 3000-5000 words) **on or before 20<sup>th</sup> March 2021**.

The abstract and full paper should be typed in M.S. word text by using Times New Roman font size 12 and providing 1-inch margin on all sides. The authors should have to follow APA 7<sup>th</sup> Edition style for the preparation and presentation of papers.

The abstract and full paper is required to be submitted through Email: [nsairbo2021@mgu.ac.in](mailto:nsairbo2021@mgu.ac.in)

## PUBLICATION OF PROCEEDINGS

All research papers accepted and presented in the seminar for presentations will be published as chapters in the edited book with ISBN number. The authors will also receive paper presentation certificate of the seminar.

### REGISTRATION FEES

Category	Paper Presenters	Participation Only	
	Offline / Online (Rs.)	Offline (Rs)	Online
Industrial Delegates	1000	500	Nil
Faculty Members	1000	500	Nil
Research Scholars & PG Students	500	500	Nil

### **BANK DETAILS**

Account Number: **3 9 9 8 5 8 1 1 1 8 1**

Account Name : CONVENOR- NASIRBO 2021

Branch Name: SBI, M.G. University Campus Branch.

IFSC: SBIN0070669

### **TIMELINE TO REMEMBER**

Last Date of Submission of Abstract : 28<sup>th</sup> February 2021.

Communication of Acceptance : 1<sup>st</sup> March 2021.

Last Date of Full Paper Submission : 20<sup>th</sup> March 2021.

Registration starts from : 5<sup>th</sup> March 2021

Last Date of Registration : 31<sup>st</sup> March 2021

### **ORGANISING COMMITTEE**

**Patron:** Prof. (Dr.) SABU THOMAS, Hon. Vice-Chancellor, Mahatma Gandhi University, Kottayam.

**Chairman:** Prof. (Dr.) E. SULAIMAN, Director, School of Management and Business Studies  
Mahatma Gandhi University, Kottayam.

**Convener:** Dr. MADHU LAL M, Assistant Professor, School of Management and Business Studies,  
Mahatma Gandhi University, Kottayam.

### **COMMITTEE MEMBERS:**

Dr. SIBY ZACHARIAS, Professor, School of Management and Business Studies, Mahatma Gandhi University, Kottayam.

Dr. SANTHOSH P THAMPI, Professor, School of Management and Business Studies, Mahatma Gandhi University, Kottayam.

Dr. JOHNEY JOHNSON, Professor, School of Management and Business Studies, Mahatma Gandhi University, Kottayam.

Dr. SAJIMON ABRAHAM, Professor, School of Management and Business Studies, Mahatma Gandhi University, Kottayam.

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Dr. ROSHNA VARGHEES, Assistant Professor, School of Management and Business Studies, Mahatma Gandhi University, Kottayam.



***For more information contact***

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