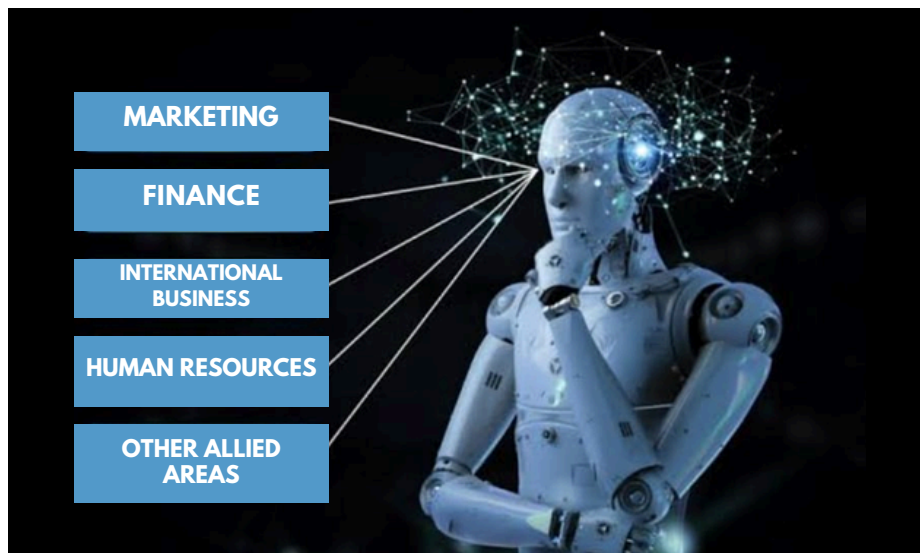


# NATIONAL CONFERENCE



on  
**AI for Creativity and Innovation: Shaping Economic  
Development**

*Empowering Ideas, Driving Economies*  
(Organized under the aegis of IQAC)



## JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL

NAAC Accredited & Affiliated to Guru Gobind Singh Indraprastha University  
Certified as A+ Institute By the State Fee Regulatory Committee,  
Govt. Of NCT Of Delhi, ISO 9001-2015 Quality Certified Campus

**Date: 5th April'25**

**Venue: Auditorium, JIMS Kalkaji**

**Organized by: Jagannath International Management School, New Delhi**

**Conference Type: Hybrid (In-person & Virtual Participation only for  
outside Delhi-NCR participants)**

# ABOUT JIMS

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Jagannath International Management School (JIMS) Kalkaji is a prestigious institution located in New Delhi, India. Established in 1997, JIMS Kalkaji is affiliated with Guru Gobind Singh Indraprastha University (GGSIPU) and is accredited by the National Assessment and Accreditation Council (NAAC). The institute is also certified by the State Fee Regulatory Committee, Government of NCT of Delhi, and ISO 9001-2015 for quality management. JIMS Kalkaji offers a range of programs, including Postgraduate Diplomas in Management (PGDM) and International Business (PGDM IB), Bachelor of Business Administration (BBA), and Bachelor of Commerce (B.COM(H)). The institute has achieved impressive rankings, including a notable position in India's top B-Schools by publications like India Today and Outlook. It has also secured top spots in surveys by GHRDC and the Times of India, consistently demonstrating its commitment to quality education. Internationally, JIMS Kalkaji has been accredited by the South Asian Quality Assurance System (SAQS), underscoring its adherence to global standards of educational excellence.

# AWARDS & RANKINGS

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JIMS KALKAJI has been awarded 17th Rank among the Top BBA Colleges in India as per the INDIA TODAY B-School Survey-2024.

JIMS KALKAJI ranked among the Top 8 Best Private B-Schools in the North Zone by Outlook's B-School Survey 2023.

# CONFERENCE OVERVIEW

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In a rapidly evolving digital world, Artificial Intelligence (AI) is redefining the boundaries of creativity, innovation, and economic progress. This conference serves as a premier platform to explore the transformative power of AI in shaping industries, markets, and societies. It brings together thought leaders, researchers, practitioners, and policymakers from across the globe to discuss cutting-edge developments in AI and their implications for creativity and sustainable economic growth.

AI has proven to be a game-changer in various sectors, from revolutionizing marketing strategies and financial systems to streamlining international business operations and human resource management. This conference seeks to delve into how AI fosters innovation, enhances decision-making, and drives economic development while addressing ethical challenges, inclusivity, and workforce transformations.

The discussions will span across a range of industries and functional domains, including marketing, finance, international business, human resources, operations, healthcare, education, and public policy. By emphasizing both theoretical advancements and practical applications, the conference aims to uncover new opportunities and strategies for leveraging AI to address economic challenges, fuel creativity, and drive innovation.

Attendees will engage in keynote addresses, panel discussions, and hands-on workshops led by prominent industry experts and academic scholars. The event will also feature opportunities for networking and knowledge exchange, fostering collaboration among diverse stakeholders in the AI ecosystem.

This conference invites contributions from academia, industry, and government to build a shared vision of how AI can not only transform individual organizations but also shape a more innovative and inclusive global economy.

# CONFERENCE OBJECTIVES

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- 01** To foster discussions on AI's role in redefining innovation.
  - 02** To explore strategies for leveraging AI for sustainable economic growth.
  - 03** To bridge the gap between academia, industry, and policymakers in AI development.
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## KEY THEMES

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### MARKETING

- Leveraging AI to understand consumer behavior and preferences.
- Role of AI in creating tailored marketing campaigns and customer experiences.
- Forecasting market trends and customer demands with AI.
- Automation of ad targeting, content generation, and performance analysis.
- Balancing innovation with privacy and ethical considerations in customer data use.

### FINANCE

- Transforming credit assessment and fraud detection with AI tools.
- Innovations in AI-powered trading platforms and strategies.
- Using AI for predictive modelling in investments and market analysis.
- The role of AI in revolutionizing payment systems and banking.
- Using AI to provide access to financial services in underserved regions.

### INTERNATIONAL BUSINESS

- Enhancing efficiency and transparency across international supply chains.
- Crafting localized campaigns using AI insights.
- Predicting and optimizing trade flows and policies with AI.
- Ensuring inclusivity and cultural relevance in global business operations.
- Supporting businesses in identifying opportunities and challenges in new markets.

### HUMAN RESOURCES (HR)

- Automating recruitment processes with AI-driven tools.
- Using AI to analyse workforce sentiment and design personalized career paths.
- Personalized training and upskilling programs driven by AI.
- Identifying and mitigating biases in HR practices using AI.
- Predicting labour trends and optimizing resource allocation.

## **OTHER ALLIED AREAS**

- AI-powered process optimization and quality control.
- Predictive maintenance in manufacturing and production.
- AI for medical diagnosis and personalized healthcare innovations.
- Applications of AI in healthcare supply chains and management.
- AI in personalized learning and skill development.
- AI's role in redesigning education for future workforce demands.
- Role of AI in start-up ecosystems and entrepreneurial decision-making.
- AI as a catalyst for innovation in emerging markets.
- Regulation of AI to support innovation while safeguarding rights.
- Ethical AI development for sustainable growth.

## **CALL FOR PAPERS**

Original research papers on “AI for Creativity and Innovation: Shaping Economic Development” are invited for presentation. Interested participants are invited to send their extended abstract/paper as per the ‘Instructions for Authors’ given below.

## **PAPER SUBMISSION DEADLINES**

- Last date of Final Paper Submission: 25th February’25
- Acceptance of final paper: 10th March’25
- Last date of Registration: 15th March’25
- Paper Submission e-mail id – **conference2025.kj@jagannath.org**

Or through Easy Chair- <https://easychair.org/conferences?conf=aiforinnovation2025>

## **OPPORTUNITIES FOR PUBLICATION**

The conference offers two publication opportunities.

1. All the papers accepted for conference presentation having duly completed the registration process will be published in Conference proceedings bearing an ISBN.
2. Selected papers emerging out of double-blind review process will be published in the JIMS 8M (WOS and UGC Care listed).

# INSTRUCTIONS FOR AUTHORS

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Academicians, corporate executives, and research scholars are invited to contribute papers on topics related to the theme of the conference.

- The paper must focus on a topic related to the theme of the conference.
- The word limit for abstracts is maximum 250 words.
- All submitted abstracts and full papers must have a title page, discipline, sub theme of paper, name(s) of the author(s), affiliation(s), complete address of all the authors including phone, e-mail address and biographical note(s) (Max 100 words) of the author(s).
- Follow the APA (sixth edition) style of referencing.
- The title of the paper must be written in bold capital letters using 14 pt Times New Roman Font. All sub headings should also be written in bold capital letters.
- All authors will individually register and will receive an acknowledgement of the full paper, registration form and registration fees by email after receiving the same.
- A maximum of 2 papers can be submitted by one author, for a third paper re registration will be required.
- The certificate shall be issued to the author who presents and registers for the conference.
- All manuscripts should be professionally proof read before the submission.
- All submissions should report original and previously unpublished research results no matter the type of research paper you are presenting
- All papers submitted to the conference will be subjected to blind peer review. The decision of the reviewers is final and binding.
- Full text papers (.docx and .doc) will be accepted by Electronic Submission Form.
- JIMS is not responsible for any claim made in any of the papers accepted for publication in the proceedings.

## SPECIFICATIONS FOR PAPERS

- **Length-** 3,000-7,000 words
- **Language-** English
- **Spacing-** Single
- **Font-** Times New Roman
- **Font Size of Text-** 12
- **Margin-** Half inch (On all four sides)
- All submitted papers must be free of plagiarism, with a permissible limit of up to 10%.

## PAPER SUBMISSION AND PRESENTATION (REGISTRATION) FEES\*:

- **Research Scholars/students:** INR 800/-
- **Academicians:** INR 1,000/-
- **Corporate Practitioners:** INR 1,500/-
- **Participation fee:** INR 500/-

\* The certificate shall be issued to the author who presents and registers for the conference. The registration fee will be applicable per paper, regardless of the number of authors.

## REGISTRATION PROCESS

- **Beneficiary name:** Jagannath International Management School
- **Bank Name:** ICICI Bank
- **Account no.:** 629401143382
- **IFSC Code:** ICIC0006294
- **Account Type:** Savings Account

**Registration link:** <https://forms.gle/S7aVXMbkNGP136pm9>

**Website link:** <https://jimskalkaji.com/>

## ORGANISING COMMITTEE

1.**Chief Patron:** Dr. Amit Gupta, Chairman, JIMS Kalkaji

2.**Patron:** Dr. Anuj Verma, Director, JIMS Kalkaji

3.**Conference Convenor:** Dr. Niti Saxena, Associate Professor

Ph: 9871337503

4.**Conference Co-convenor:** Ms. Aastha Behl, Assistant Professor

Ph: 8808063336

5.**Conference Co-convenor:** Dr. Pallavi Ahuja, Assistant Professor

Ph: 9654403984