SVKM'S NMIMS
Deemed to be UNIVERSITY

KIRIT P. MEHTA SCHOOL OF LAW

Presents

National Seminar on "Artificial Intelligence and its Application in Management Sciences in VUCA Times."

(17th September 2021)

About SVKM NMIMS

Shri Vile Parle Kelavani Mandal (SVKM) first established Narsee Monjee Institute of Management Studies as a social initiative in 1981 to cater to the rising demand of management institutes in the country, and since then it has emerged as a globally reputed university. Built on this inspiring legacy today, NMIMS stands proud as a Deemed-to-be University offering multiple disciplines across multiple campuses. NMIMS (Deemed-to-be University) today is a top-ranked multidisciplinary University with Category-I status given by UGC, and A+ Accreditation by NAAC with 3.59 CGPA. With 17 specialized schools, 8 campuses, more than 17000 students and about 750 full-time faculty members, 10 faculty members with Fulbright Scholarship and Humboldt International Scholarship for post-doctoral researchers, it has been the vortex of rich ideas for the academic community. Consistent academic quality research focus, faculty from top national and global institutes, and strong industry linkages at NMIMS have placed it amongst the nation's prime centers of educational excellence and research today.

About Kirit P Mehta School of law

The Kirit. P. Mehta School of Law (KPMSOL) of SVKM'S NMIMS (Deemed-to-be-University) established in the year 2013 by the Bar Council of India aims to provide quality legal education to learners of law. With a global focus and international outreach, the law school sensitizes learners to advance human dignity, social and economic welfare, and justice through knowledge of law. It aspires to be a global Centre of scholarly excellence in the field of law and justice, and prepare outstanding and innovative law professionals with a socially responsible outlook through comprehensive legal education.

NMIMS School of Law has its campuses in Mumbai, Navi Mumbai, Bengaluru, Hyderabad, Indore, Chandigarh, and Dhule.
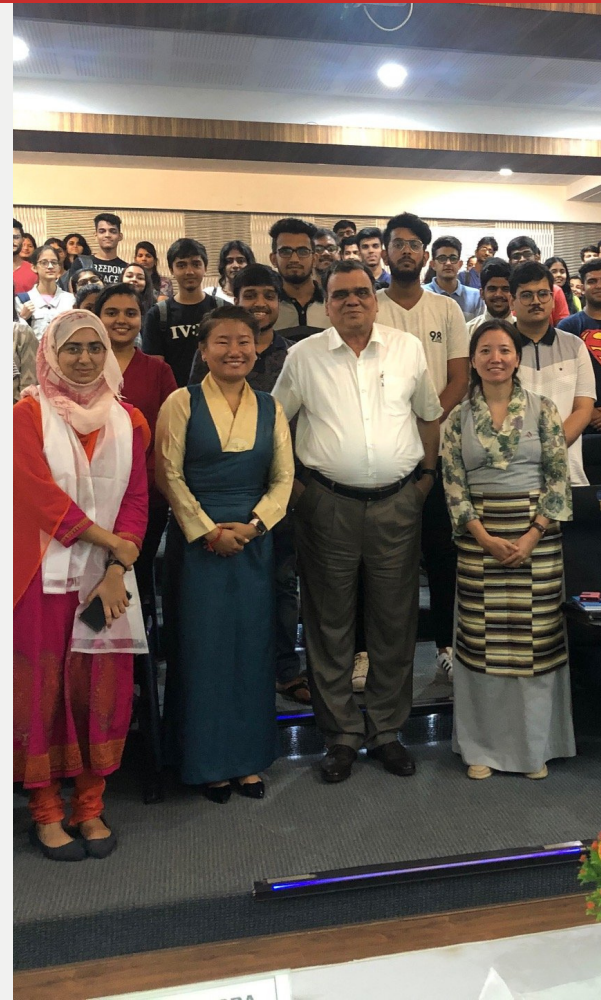
Introduction

The National Seminar aims to provide a forum for exchange of ideas on the research developments made in the field of Artificial intelligence in Management sciences, Marketing, Human Resource Management, Law, Finance, Banking and Supply chain logistics.

The seminar aims to provide a common platform for researchers from the Academia as well as the Industry to discuss and present their research work this will foster an opportunity of peer-to-peer learning and give them opportunities for future collaboration.

As we reel through the Covid 19 pandemic researchers and scientist across the globe are analyzing its impact of globalization, disruptive technology, working in remote and hybrid work setting, digital marketing , brand positioning , operation of legal course

We hope that the conclusions of the seminar will directly help evolve policies and programmes for metamorphosing business as well as economy through artificial intelligence through VUCA (volatility, uncertainty, complexity, and ambiguity) times.

"

This seminar aims to bring together national scholars from cognate areas on a single platform to deliberate the impact of artificial intelligence on Management sciences in VUCA times.

Objectives of The Seminar

1. Examine the impact of artificial intelligence in metamorphosing business and managing a workforce in a remote and hybrid work setting.
2. Trace the impact of artificial intelligence on different brand positioning and marketing strategies.
3. Examine the implications of VUCA changes on Management and AI.
4. Formulate policy prescriptions and recommendations to take appropriate measures to mitigate business challenges using artificial intelligence in VUCA times.

Background

In the present era of VUCA changes, Volatility is characterized by unexpected challenges. These challenges lead to poor business confidence, lack of insights into customer behavior changes, sales activity, and opportunity creation. Many are flying blind on pre-pandemic assumptions. True confidence comes from tackling the fundamental questions, such as: how to react to VUCA changes and reboot with Artificial intelligence before these changes paralyze business. The best business leaders know that to counter VUCA, they need to systematically address each of its components. Simple AI implementations such as chatbots take an agnostic approach to signals, machine learning, and the delivery of insights and actions to end-users. Predictive AI can equip virtual sales and marketing teams like never before.

Narrow AI approaches tend to focus on single slices of the sales process, such as tracking emails or recording sales calls, aiming to "improve" that slice.

Time-series predictive AI can look at all of the disparate data sets generated during a revenue cycle, across CRM, calendars, or chat messages. It also decodes both explicit and implicit human behaviors driving sales with machine learning.

Finally, by cross-linking this data, the AI closes the gap between forecasting and deal execution, building a positive loop with timely personal nudges and team-wide actions.

With the power of AI and the right strategy to guide you, you can better understand the past, optimize for the present and prepare for the best future outcomes. The use of Artificial intelligence in strategic formulation and implementation is metamorphosing business especially in an era in which machines are introduced, as the new super employee, there is rising importance given to augmented intelligence.

The use of Artificial intelligence in Management sciences aims to improve the quality of life and skills to support Organizational success using an eclectic blend of science, technology, and humanities for innovative solutions and effective problem-solving strategies. . We aim to promote experimental learning and rigor in research studies. The National Seminar on Artificial intelligence in Management Sciences in VUCA times will be a confluence of intellectual minds and will provide a national forum to authors in quantitative or qualitative presenting their papers. We aim that the research papers articles findings will be novel and will be a truly valued addition in the world of research providing action-based solutions

> *Embracing advanced frameworks like VUCA can help steer your team toward safety and growth, and applying technologies like predictive AI can help your company build new muscle to succeed.*

Themes for the National Seminar

Track 1: General Management, Economics and Supply Chain
- Entrepreneurial Practices in the AI-driven world
- World Corporate Social Responsibility
- Business Strategy and Model Innovations
- Agile Management
- Future of Artificial Intelligence (Artificial, Authentic and Augmented Intelligence)
- AI and Law: Economics and Market Ethics
- Economic Implications of VUCA

Track 2: Finance & Banking
- Financial markets- growth and opportunities, Financial challenges in AI
- Financial analytics and forecasting
- Foreign direct investment and internationalization
- Risk management
- Impact of Moratorium
- Impact of new payment methods on Banks and Financial Institutions
- Future of cryptocurrency
- Financial Literacy, Financial self-efficacy, Financial inclusion, and Financial confidence

Track 3: Marketing
- Product Innovations
- AI Brand management
- Virtualized customer care
- Developing agile marketing
- AI Social Media Marketing
- E-Retail Management: The changing landscape
- AI Advertising & digital marketing
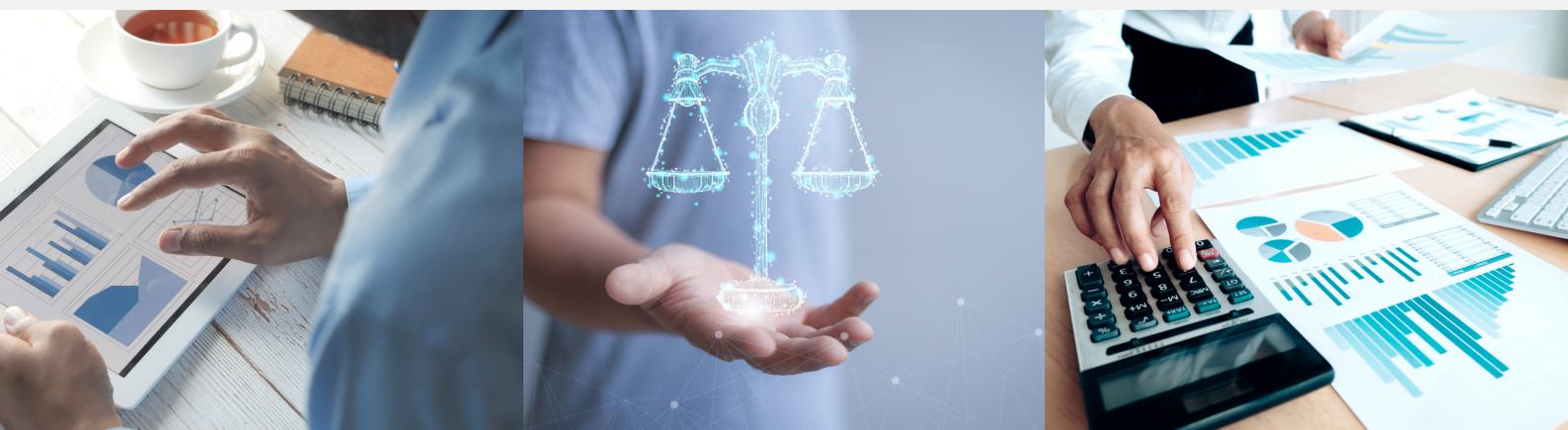- Sustainable practices in AI marketing

Track 4: Human Resources
- Managing Agile workforce
- Talent Management and employee relations
- Recruiting in the AI environment
- Augmented Intelligence and Human resource management
- Managing Diversity
- Knowledge Management
- Leadership challenges
- Managing generational diversity
- The changing dynamics of HR
- Managing workforce in a remote work setting
- AI and team building
- Role of health, safety, and psychological well being
- Managing generational diversity
- AI focus in VUCA world

Track 5: Law
- AI Efficiency in Law Practice
- AI in Law Firm Business Operations
- Client-Side AI-Powered Legal Spend Analytics Tools
- Data-Driven Law Practice Management
- Legal Innovations & AI
- AI and Blockchain in Law
- AI and Law: International Relations and Public Diplomacy

Note: The given themes are not exhaustive and can include research papers covering other topics that broadly fall within the scope of the above.

Call for Papers and Submission Guidelines

Authors would submit their unpublished Original Research papers and Case studies for the national seminar. The abstract (not exceeding more than 300 words) with the full paper needs to be submitted. The guidelines for paper submission are as follows:

- Paper Submission should be in MS Word (Docx) format along with the following specifications.
- Font Type: Times New Roman
- Font size: 12 pts
- Line spacing: 1.5
- Footnotes Font Type: Times New Roman
- Footnotes: Font size: 10 pts
- Footnotes Line spacing: 1
- Margin to be of 1 inch on all sides
- Citation: Any uniform pattern of citation.
- The author(s) shall specify in the full paper:
- Names of author(s).
- Name of the College/University.
- Email address and contact number.

please adhere to the guidelines

For submission of papers and other queries, kindly email at seminarkpmsol@gmail.com

Top 3 presenters will receive cash prizes

Registrations & Fees

Student single Author - Rs 500

Student Co-Author - Rs 750 (together)

Professionals, Ph.D. Scholars,
Academicians - Rs 1000

Important Dates

Last Date for Paper Submission:
5 September 2021
Communication on Selected Papers:
8 September 2021
Last Day of Payment of fees:
11 September 2021
Date of Seminar: 17 September 2021

Contact Details

Director of the Seminar:
Dr. Alok Misra
Dean
Kirit P Mehta School of law.

Organizing Secretary:
Professor Sohini Shrivastav
Assistant Dean
Kirit P Mehta School of law.

Faculty Convener:
Dr. Karishma Desai
Assistant Professor
karishma.desai@nmims.edu

Faculty Co-convener:
Dr. Parinaaz Mehta
Assistant Professor
parinaaz.mehta@nmims.edu

OC Chairperson:
Ishan Puranik
ishan.puranik96@nmims.edu.in
+91 90764 46742

OC Vice-Chairpersons:
Yashvi Vashi
yashvi.vashi38@nmims.edu.in
+91 97026 28906

Yashasvi Kanodia
yashasvi.kanodia65@nmims.edu.in
+91 89108 27569