

Department of Business Administration
St. Joseph's College (Autonomous)

Accredited at A⁺⁺ (Cycle IV) by NAAC
Special Heritage Status awarded by UGC
College with Potential for Excellence by UGC
DBT-STAR & DST-FIST Sponsored College
Tiruchirappalli – 620 002

Organizes a National Seminar
on

**Leveraging Artificial
Intelligence in Business
Operations**

22 FEBRUARY 2024



SJC ESTD 1844
PRO BONO ET VERO
உண்மைக்கும் நன்மைக்கும்
For the Good and the True



About the College

St. Joseph's College (Autonomous), Tiruchirappalli was established in 1844 by Jesuit visionaries. Their noble objective was to provide education for the betterment of humanity with the guiding principles 'Pro Bono Et Vero' (the Good and the True). St. Joseph's College (SJC) is a government aided institution affiliated with Bharathidasan University in Tiruchirappalli, Tamil Nadu. It is the first college to receive autonomy status from the University Grants Commission (UGC) in 1978. SJC got Potential for Excellence in 2004 and reaffirmation in 2014, support from DST-FIST in 2008 and 2014, DBT-STAR status in 2014, and the prestigious Special Heritage Status from the UGC in 2015. A++ in 4th cycle of NAAC accreditation. In the 2023 NIRF (National Institutional Ranking Framework) Ranking, SJC secured an impressive 25th position. SJC's educational mission is deeply inclusive, with a marked emphasis on providing access to education for the poor, marginalized communities, first-generation learners, and other underprivileged segments of the society.

About the Department

The department of Business Administration emerged in the year 1999 with its newly designed curriculum integrated with ICT for the year better coverage of the subject ,accumulation of knowledge, attainment of skills, understanding and applicability. Our students acquire computer skills, internet skills, entrepreneurial skills, leadership qualities and learning investment tactics. Our department has been using new strategies for advanced learning such as instructional strategy, private, additional assignment of responsibility, providing access to professional learning centres. The BBA programme provides our students the opportunity to go forward in the broad range of professional directions and build sound and rewarding careers to compete effectively in today's fast paced world. We also build in the employability skills among the students and motivate them to take up calculated risk and grow as successful entrepreneurs. With our high earned potentials we are organizing a national seminar on ***“Leveraging Artificial Intelligence in Business Operations”***

About the Seminar

Artificial Intelligence (AI) has emerged as a transformative force in the business landscape, offering unprecedented opportunities to optimize and revolutionize various aspects of business operations. This concept note aims to explore the integration of AI into business operations, highlighting its potential benefits, challenges, and key considerations for successful implementation. AI applications in business operations encompass a wide range of activities, including but not limited to data analysis, process automation, customer interactions, supply chain management, and predictive analytics.

Artificial Intelligence has the potential to redefine business operations by unlocking unprecedented levels of efficiency, intelligence, and agility. Successful integration requires a strategic approach, addressing challenges and ethical considerations while embracing the transformative power of AI for sustainable business growth and innovation.

“Leveraging Artificial Intelligence in Business Operations” is a platform to engage in meaningful discussions, share insights, and gain inspiration from the forefront of management innovation. Join us as we collectively envision and prepare for the challenges and opportunities that lie ahead.

Seminar Objective

To facilitate research based knowledge creation and dissemination among academicians, students and practitioners in management and other social sciences.

Call for Submissions

You are invited to participate and /or present your work in the “National seminar on Leveraging Artificial Intelligence in Business Operations” organized by our Department of Business Administration on 22nd February 2024.

Sub-Themes

- *Digital Transformation*
- *Remote Work and Flexible Models*
- *Agile Methodology*
- *Sustainability and Corporate Social Responsibility*
- *Employee Well-being and Mental Health*
- *Data Privacy and Cybersecurity*
- *Inclusive Leadership*
- *Evolving Role of HR*
- *Digital Revolution and Its Impact on Management*
- *Adapting to the New Work Paradigm*
- *Agility in Action*
- *Sustainability and Social Responsibility*
- *People-Centric Management*
- *Cybersecurity and Data Management*
- *Leadership for Tomorrow*

Guidelines for abstract submission

Selection of papers for presentation will be based on structured abstracts not exceeding 250 words. The abstract should be submitted online in word format at sjcbbaseminar2024@gmail.com. Abstracts must include a clear indication of the purpose of research, methodology, major results, implications, and key references. Structured Abstracts will be evaluated through a review process and authors will be notified of acceptance/rejection on or before 15th February 2024. Acceptance of the abstract implies that at least one of the authors will attend the conference and present the paper.

Awards: Best paper Awards will be given to Top three papers in the conference.

Publication: Selected papers of this conference will be published in UGC CARE listed / Scopus Indexed Journals subject to editorial & review process with an additional publication fee.

Important Dates

<i>Event</i>	<i>Date</i>
Last Date for Abstract Submission	15 th February 2024
Notification of Acceptance of the Abstract	17 th February 2024
Last Date for Registration	20 th February 2024
Submission of Presentation in PPT Format	20 th February 2024
Conference Date	22 nd February 2024

Registration and payment link: Registration fee

<i>Category</i>	<i>INR</i>
Students	250
Research Scholars/ Faculty	500
Corporate Delegates	1000

Patrons

Rev.Dr.Pavulraj Michael SJ, *Rector*

Rev.Dr.K.Amal SJ, *Secretary*

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Dean

Dr.M. Julias Ceasar,

Dean, School of Management Studies

Conveners

Dr. S Clemence Jenifer (9944568804)

Mrs. C. Annie Jane (9965210928)

Dept of Business Administration

Head of the Department

Prof. C.F Octovia Antony Sessammal (9488017921)

Conference kit and lunch will be provided to the registered participants
