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Kristu Jayanti (Deemed to be University)
K. Narayanapura, Kothanur Post
Bengaluru - 560077 Karnataka, India



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KRISTU JAYANTI
(DEEMED TO BE UNIVERSITY)
Under Section 3 of UGC Act 1956
A CMI INSTITUTION | BENGALURU | INDIA



SCHOOL OF COMMERCE, ACCOUNTING AND FINANCE

DEPARTMENT OF COMMERCE

In Collaboration With

NORTH-WEST UNIVERSITY (NWU) POTCHEFSTROOM, SOUTH AFRICA

Organises

**INTERNATIONAL CONFERENCE ON
HARNESSING AI TO EMPOWER SMARTER FINANCIAL DECISIONS**

18th and 19th March, 2026

www.kristujayanti.edu.in



KRISTU JAYANTI (DEEMED TO BE UNIVERSITY)

It was founded in 1999, is run by "BODHI NIKETAN TRUST", and formed by the members of St. Joseph Province of the Carmelites of Mary Immaculate (CMI). The private deemed to be university is reaccredited with 'A++' grade by NAAC in the Third Cycle of Accreditation in 2021. It was ranked 34 in India as per NIRF (National Institutional Ranking Framework) in 2025. It is recognized by UGC under the category 2(f) & 12(B). The institution strives to fulfill its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment. The university had a humble beginning with 1 course, 9 students and 3 faculty members has exponentially grown with 16,000+ students and offers 110 Under graduate and Post graduate programmes, Research Programmes and Post graduate diploma Programmes spanning across 17 Departments under 6 Schools and 2 institutes.



About North-West University (NWU), South Africa

The NWU officially came into being on 1 January 2004 as part of the South African government's plan to transform higher education. The transition to the unified NWU has been hailed as one of the most successful and stable higher education mergers in South Africa. QS (Quacquarelli Symonds) released its Sustainability Ranking on 18 November 2025, placing the NWU among the top eight universities out of 82 qualifying institutions in Africa. Locally, the NWU is sixth among 13 South African universities. It is spread across 3 campuses, 8 faculties and has a distance learning arm.

About the Department of Commerce, Kristu Jayanti (Deemed to be University):

The Department of Commerce of the University has striven tirelessly in pursuit of excellence in commerce education and inculcates research culture among the students. The M. Com and M. Com (FA) Programme of the department was started in the year 2008 and 2015 respectively. The main objectives of the department are to prepare the students in teaching, undertake quality researches and to meet the challenges in industry. The

department not only concentrates on the academic excellence of its students but also nurtures their co-curricular activities. The faculty members are committed to nurturing an environment for proper growth of intellectual insight on business aspects. The need of the current business for acquiring skills and competence is thoroughly stressed upon in the formation of the syllabus. The department also lays emphasis on the moral, social and patriotic growth of students. The impact that the Department creates is felt in the greater altitudes that the alumni have achieved both nationally and internationally.

About the Conference

This conference will explore how artificial intelligence is transforming the financial landscape. The event will focus on the growing role of AI-driven tools in enhancing decision-making, reducing risks, and improving efficiency across key financial functions such as investment analysis, fraud detection, credit scoring, forecasting, and portfolio management. It will highlight how machine learning algorithms and predictive analytics will enable organizations to process massive volumes of financial data with greater speed and accuracy. It will demonstrate the successful integration of AI in banking, fintech, insurance, and corporate finance, showcasing improvements in operational efficiency and strategic planning. It will also address ethical challenges, data security concerns, and emerging regulatory frameworks related to the adoption of AI technologies in the financial sector.

Participants will gain valuable insights into the importance of combining human judgment with AI capabilities to ensure transparency, accountability, and sustainable growth. Interactive sessions will enable attendees to understand practical applications, emerging trends, and the future potential of AI-powered financial systems.

Overall, the conference will emphasize that AI is not merely a futuristic concept but a critical enabler of smarter, faster, and more accurate financial decisions in a dynamic global economy. The conference calls for continued research into responsible AI development, robust data governance, and innovative financial models to ensure that technology-driven growth remains ethical, inclusive, and sustainable.

Participants' Profile: This conference aims to provide a thought-provoking platform for leading academicians, research scholars, corporate professionals, entrepreneurs, investors, Post Graduate students in Commerce and Management for exchanging and sharing their ideas, views, expertise, knowledge and research findings in the sub themes of the conference.

.Scope and tracks

To emphasize the conference theme, we invite quality research papers on the main theme, as well as the following sub-themes. Contributions are encouraged from academicians, researchers, research scholars from various educational institutions, and corporate professionals. These papers should explore the emerging trends, challenges, and opportunities.

Sub-Themes for the Conference

Track 1: AI-Powered Financial Analytics & Decision Intelligence <ul style="list-style-type: none"> Predictive Analytics Risk Modeling Portfolio Optimization Decision Systems Big Data Finance 	Track 6: AI in Blockchain & Crypto Finance <ul style="list-style-type: none"> Smart Contracts Crypto Security DeFi Analytics Token Risk Chain Optimization
Track 2: AI in Risk Management & Fraud Detection <ul style="list-style-type: none"> Fraud Analytics Anomaly Detection Cybersecurity AI Compliance Tools Risk Scoring 	Track 7: Future of AI in Financial Institutions AI Adoption <ul style="list-style-type: none"> Digital Transformation Fintech Innovation AI Governance Organizational Change
Track 3: AI in Accounting & Audit Automation <ul style="list-style-type: none"> Robotic Process Automation (RPA) Accounting Smart Reconciliation Audit Analytics Reporting Automation Blockchain Audit 	Track 8: AI-Driven Investment Strategies <ul style="list-style-type: none"> Algo Trading Robo-Advisory Asset Analytics Market Prediction Portfolio Artificial Intelligence
Track 4: AI-Driven Customer Experience in BFSI <ul style="list-style-type: none"> Chatbots Personalization Customer Insights Virtual Assistants Voice Banking 	Track 9: Ethical AI & Responsible Financial Decision-Making <ul style="list-style-type: none"> Fair Lending Model Transparency Bias Mitigation Ethical Scoring Responsible Artificial Intelligence
Track 5: AI & Regulatory Technology (RegTech) <ul style="list-style-type: none"> AML/KYC Compliance AI Real-time Monitoring Risk Reporting Reg Automation 	Track 10: AI in Financial Forecasting & Market Intelligence <ul style="list-style-type: none"> Economic Forecasting Trend Prediction Demand Modeling Price Forecasts Volatility Analysis

Guidelines for Paper Submission

- The papers should be based on original research work, which have not been published anywhere earlier, not exceeding 4,500 words or 10 pages. If the paper has been sent for publication elsewhere, the fact must be declared.
- The first page should include the title, name of the author(s), affiliation and email address. The full paper should be submitted on or before 17th March, 2026 to mcomconf@kristujayanti.com
- Paper should be submitted in proper format and the template is available for download using this link: <https://ln.run/CYT6u>
- Authors and co-authors must register individually and participate virtually/ in person for the paper presentation.
- Certificate of Participation will be awarded only to those participants who attend all the sessions of the conference, either offline or online.
- Registration charges and publication charges are not the same.
- Selected papers will be published in Scopus indexed book series.

Publication Guidelines – Conference Proceedings

The papers accepted will be double-blind peer-reviewed and evaluated based on originality and relevance to the conference. The selected papers which are presented during the international conference will be published in Scopus indexed book series, with additional publication charges.

Important Dates

Submission of Full Paper with Payment	17 th March, 2026
Last date of Registration	17 th March, 2026
Date of Conference	18 th to 19 th March 2026

Registration Fee

Participant Profile	Participati on & Presentation (Inclusive of GST)	Participation (Inclusive of GST)	Foreign Delegates
Professionals, Academicians & Part-time Research Scholars	INR 1,500	INR 1,000	\$ 50
Full -time Research Scholars & Students	INR 1,000	INR 500	\$ 25

Registration Link: <https://kjusys-events.kristujayanti.edu.in/#/?id=6957a540db5bf73f0cdf76d9>

E-Certificate will be provided for all the participants who have attended all the sessions and have responded to the feedback form.