

## Registration fee (Amount in Rupees)

Particulars	Academician's & Part time Ph.D research scholars	Industry Delegates	Student's & Full time Ph.D Research scholars	International Delegates
Participants only	1500	1000	700	No Registration Fee
Participants with paper presentation	1800	1800	1800	USD 50
Publication charges	As per the guidelines of the Scopus-indexed book chapter			

Scan the QR Code or Click the Link  
For Registration



<https://portal.kristujayanti.edu.in/register-3rd-international-conference-on-business-transformation-through-ai-a-multidisciplinary-approach>

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### Conference Chairs

**Dr. Surendranatha Reddy C**  
Dean, School of Business and Management  
Kristu Jayanti (Deemed to be University)

**Prof. Venera Krliu Ph.D**  
Rector, University American College Skopje (UACS)  
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### Conference Conveners

**Ms. Rupashree R**  
Mob: 7676451440  
**Dr. Divyasre V S**  
Mob: 9962153023  
**Dr. Ajai Abraham Thomas**  
Mob: 9538847636

### Conference Co Chair

**Dr. Jisha V G**  
Head  
Department of Professional Management Studies

### Conference Co-Conveners

**Dr. Roshen Therese Sebastian**  
**Dr. Sivaprasad V**  
**Dr. Raja Kamal CH**

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



**KRISTU JAYANTI**  
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SCHOOL OF BUSINESS AND MANAGEMENT  
DEPARTMENT OF PROFESSIONAL MANAGEMENT STUDIES

*in association with*



UNIVERSITY AMERICAN COLLEGE,  
SKOPJE (UACS), NORTH MACEDONIA

*Organises*

3<sup>rd</sup> International Conference on

**"Business Transformation Through AI:  
A Multidisciplinary Approach"**

**4<sup>th</sup> and 5<sup>th</sup> February, 2026**

## Kristu Jayanti (Deemed to be University)

It is a beacon of learning and innovation since its inception in 1999 as an affiliated institution under Bangalore University. The Institution is managed by the Christian missionaries belonging to the Congregation Carmelites of Mary Immaculate (CMI), St. Joseph Province, Kottayam, Kerala. Kristu Jayanti attained Autonomous status in 2013 and was conferred Deemed to be University status on July 8, 2025, under Section 3 of the UGC Act, 1956, by the Department of Higher Education, Ministry of Education, Government of India, under the General Category. The University is a dynamic centre of excellence, dedicated to scholarship, leadership, and societal impact. The institution was re-accredited with the highest grade 'A' "by NAAC in its third cycle of accreditation in 2021. In NIRF-2025, it secured 34<sup>th</sup> Rank and continues to feature among the top 50 colleges in the country. The University is recognised for the third consecutive term by the United Nations (2018-2021, 2021-2024 and 2025-2027) and is appointed as the UNAI Hub for SDG 10 (Vice Chair for Teaching and Education). With a student body exceeding 15,000 the University provides an array of educational opportunities, including 49 Undergraduate, 23 Postgraduate, 04 Postgraduate Diploma programmes and 18 Research Programmes. Over the years, Kristu Jayanti has consistently been recognized as one of the leading institutions in national and international rankings, and surveys conducted by various agencies.

## The Department of Professional Management Studies

Kristu Jayanti (Deemed to be University), Bangalore, is a dynamic and forward-thinking academic entity committed to nurturing future leaders in the business world. The department offers a robust domain specific curriculum that addresses contemporary challenges and opportunities in management. The department fosters an interdisciplinary approach, combining business theory with practice, and leveraging a participatory learning model. Students are encouraged to collaborate, innovate, and lead, with a strong emphasis on developing critical thinking, problem-solving, and leadership skills. Through partnerships with industry and academia, DPMS has built a reputation for its commitment to academic excellence and professional preparedness.

Choosing Professional Management Studies provides students with a competitive edge in the business world. Through a student-centric approach, the department delivers Bachelor's in Business Administration programmes that prioritize experiential learning and feature a cutting-edge curriculum, closely aligned with current industry trends. The programmes are designed to be adaptive and innovative, reflecting the latest trends and needs in the business sector. Additionally, Professional Management Studies emphasizes holistic development, nurturing leadership, teamwork, and entrepreneurial skills, which are critical in today's dynamic job market. Moreover, the campus fosters direct industry engagement, further enhancing the learning experience.

Further enriching its academic landscape, the department offers a diverse portfolio of specialized programmes, including Business Analytics, Aviation Management, FinTech and Banking, Artificial Intelligence and Data Science, International Business, and Branding and Advertising. These courses are thoughtfully designed to equip students with domain-specific expertise and future-ready skills, empowering them to excel in high-growth sectors and meet the evolving demands of the global business environment.

## Business Transformation Through AI: A Multidisciplinary Approach

Artificial Intelligence (AI) is no longer a futuristic concept; it is a powerful catalyst driving change across industries. The theme "Business Transformation through AI – A Multidisciplinary Approach" explores how organisations can harness the full potential of AI by integrating diverse perspectives from technology, business strategy, data science, behavioural sciences, ethics, and policy. True transformation through AI is not limited to automation or data analysis it involves rethinking processes, redefining customer experiences, and reshaping business models. This requires seamless collaboration between technologists who build intelligent systems, business leaders who align AI with strategic goals, data scientists who unlock insights, and social scientists who ensure responsible and ethical deployment. By adopting a multidisciplinary lens, businesses can foster innovation that is not only efficient and scalable but also inclusive, ethical, and sustainable. This conference invites thought leaders, researchers, and practitioners to share insights, frameworks, and real-world case studies that exemplify how AI can be applied holistically to solve complex challenges and drive meaningful change in the business ecosystem.

## Publication Opportunities

1. Selected papers will be published in Scopus indexed book chapter after peer review process
2. There is an option to publish in ISBN conference proceedings.

## Sub themes of the conference:

### 1. Marketing & Consumer Analytics

- Data-driven customer behaviour insights
- Predictive analytics for marketing decisions
- Digital engagement and personalisation strategies
- Technology-enabled market research approaches
- Emerging trends in retail branding
- Chatbots and customer experience
- AI in digital marketing
- Ethical issues in marketing tech

### 2. Finance & Intelligent Accounting

- Technology adoption in financial forecasting
- Automation in accounting and auditing
- Fraud detection using analytical tools
- Digital payment systems and innovation
- AI in credit scoring
- Financial compliance automation
- Blockchain in accounting
- Fintech and banking Innovation

### 3. People & Organizational Transformation

- Data-supported recruitment and hiring practices
- Workforce analytics for decision making
- Technology-based learning and development
- Human-technology integration in workplaces
- Learning platforms and AI
- Leadership in a digital organization
- AI in performance management
- Talent analytics

### 4. Data Science & Digital Technologies

- Machine learning applications in business
- Generative AI for business improvement
- Automation for operational efficiency
- Digital governance and security practices
- Predictive analytics for Business
- Decision making with Business Intelligence
- Visualization tools in management
- AI readiness in SME's

### 5. Tourism, Hospitality & Aviation Services

- Technology-enhanced travel experiences
- Data analytics in service excellence
- Smart pricing and demand forecasting
- Predictive maintenance in aviation operations
- AI in guest personalization
- Service automation
- Passenger experience with AI
- Tech in crisis management

### 6. Innovation & Entrepreneurship

- Technology-led venture creation opportunities
- Digital tools for entrepreneurial growth
- Innovation strategies in emerging markets
- Tech-based business model development
- AI driven start up models
- E Commerce and Quick commerce innovation
- Tech based value creation
- Women in tech entrepreneurship

## Guidelines for Paper Submission

- All the submissions must be made in word format
- The manuscript should not exceed 5,000 words (About 12 A-4 size pages typed in double space)
- Soft copy of the research paper should be submitted in A4 size, MS - word format only with Times New Roman with heading in font size 14 and remaining text size 12 with double spacing
- The cover page should state only the title of the page, name, official address, e-mail ID, phone numbers of the author(s)
- The first page of the manuscript (after the cover page) should contain the title, abstract and key words only
- Footnotes should be kept to a minimum and numbered consecutively throughout the text with superscript Arabic numerals
- The participant should send the full manuscript to [pmsconference@kristujayanti.com](mailto:pmsconference@kristujayanti.com) on or before **17th Jan,2026**
- The selected papers will be peer reviewed and evaluated based on originality and relevance to the conference
- The selected papers which are presented during the conference will be published in conference proceedings with ISBN
- Research papers sent after 17th Jan,2026 will not be considered for publication
- Registration should be completed by **31<sup>st</sup> Jan,2026**
- **All co-authors must register separately by paying the full registration fee**
- Authors cannot delegate the presentation of the paper to anybody else
- **Publication charges for Scopus indexed book chapter and ISBN conference proceeding are additionally applicable**