

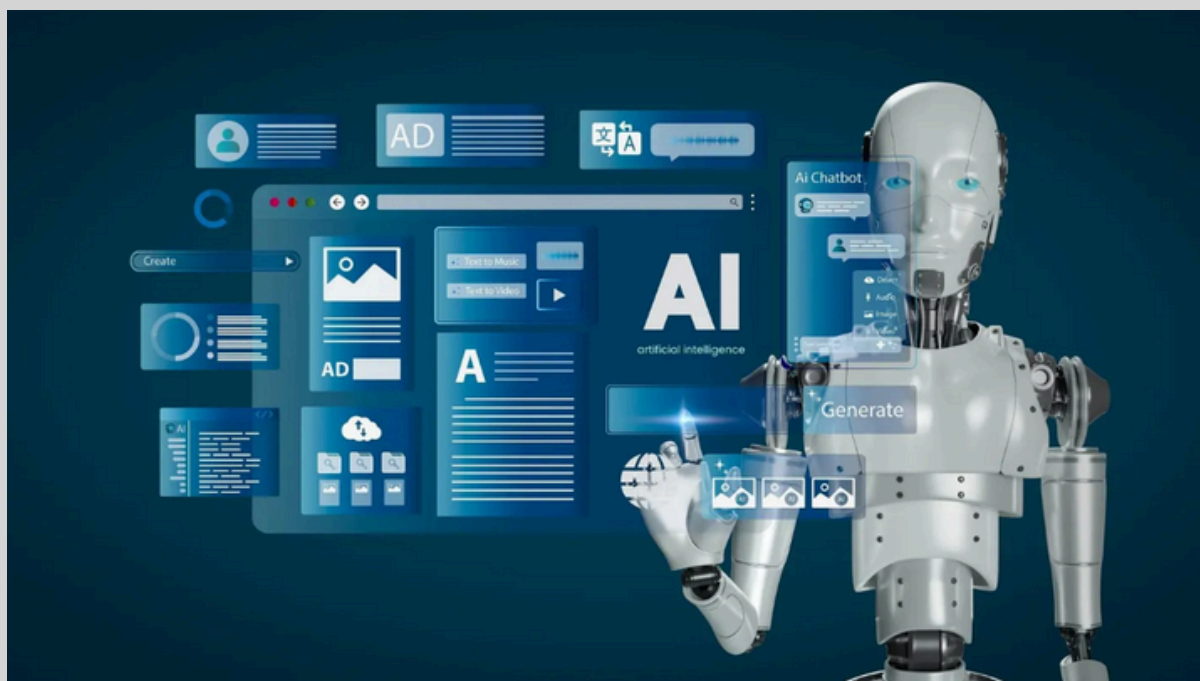
2ND NATIONAL CONFERENCE



on
**Generative AI in Education, Research & Knowledge
Economy for Viksit Bharat@2047**

AI Today. Bharat Tomorrow.

(Organized under the aegis of IQAC)



**JAGANNATH INTERNATIONAL
MANAGEMENT SCHOOL, KALKAJI,
NEW DELHI**

Date: 11th April'26 (Saturday)

Venue: JIMS Kalkaji

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

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

ABOUT JIMS

Jagannath International Management School (JIMS) Kalkaji Established in 1997, is a prestigious institution located in New Delhi, India. The institute is NAAC Accredited and 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) and a member of AACSB (Association to Advance Collegiate Schools of Business).

CONFERENCE OVERVIEW

The conference on “Generative AI in Education, Research & Knowledge Economy for Viksit Bharat @2047” aims to provide a comprehensive platform for academicians, researchers, policymakers, industry experts, and students to deliberate on the transformative potential of Generative Artificial Intelligence in shaping India’s future. The conference will explore how AI-driven innovations can enhance teaching–learning processes, accelerate research and innovation, strengthen the knowledge economy, and support skill development in alignment with NEP 2020 and national development goals. Emphasizing ethical, inclusive, and responsible AI adoption, the conference seeks to foster interdisciplinary dialogue, promote academia–industry collaboration, and contribute meaningful insights towards building a technologically empowered, self-reliant, and globally competitive India by 2047.

CONFERENCE OBJECTIVES

- 01** To explore the transformative role of Generative AI in education, research and innovation in alignment with NEP 2020.
 - 02** To understand the contribution of Generative AI to the knowledge economy and innovation-driven economic growth.
 - 03** To align Generative AI adoption with the vision of Viksit Bharat @2047
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CONFERENCE THEMES & CATEGORIZED SUB-THEMES

FINANCE

- AI for research productivity, simulation, discovery & citations (finance modelling, forecasting, econometrics simulation)
- Human–AI collaboration models for future financial workplaces
- GEN AI for forecasting, risk modelling & portfolio optimization.
- AI-driven fraud detection, compliance & governance.
- AI-enabled credit scoring & micro-lending innovations.
- Digital Rupee (CBDC) & AI-based payment ecosystems.
- Algorithmic trading with GEN AI.
- Robo-advisors for wealth management and investment planning
- Stress Testing & Scenario Simulation for Banks

MARKETING

- GEN AI for consumer behaviour insights & trend prediction
- Hyper-personalized marketing campaigns using AI agents
- AI-enabled content generation for branding & communication
- Ethical considerations in AI-based digital advertising
- Sentiment analysis & customer relationship management using AI
- AI-driven market segmentation and targeting strategies
- AI-Generated Content for social media
- Predictive Demand Analysis and dynamic pricing using Gen AI

HUMAN RESOURCE

- AI in recruitment & HR analytics.
- Balancing human empathy & machine intelligence.
- AI for employee upskilling, training & performance management
- Workforce transformation and future job roles in the AI era
- AI and organizational behaviour: motivation, culture & engagement
- Human–AI collaboration models for future workplaces.
- Employee Learning & Development using Gen AI tools.
- Competency gap Analysis

INTERNATIONAL BUSINESS

- International trade prediction using AI-based analytics
- AI governance frameworks across countries
- Gen AI in global education alliances & research collaborations
- Human–AI collaboration models for global workplaces
- Global competitiveness through AI-driven supply chains
- Cross-cultural communication using AI translation tools
- AI-enabled global talent mobility & workforce coordination
- Global Market Research & Trend Prediction

INFORMATION TECHNOLOGY, EDUCATION AND ALLIED AREAS

- NEP 2020 aligned educational innovation using Gen AI
- AI-supported personalized and adaptive learning
- Digital libraries, virtual labs & AI knowledge assistants
- Academic integrity, misinformation & AI-generated content
- Philosophical perspectives on human vs. machine intelligence
- Virtual campuses, AI-driven LMS, holographic classrooms
- Cyber -Security, data privacy & ethical AI architectures
- AI in big data analytics, cloud computing & blockchain integration
- AI-driven simulation technologies for STEM
- Generative AI as a tool for teachers, trainers & academic excellence
- AI-driven documentation, automation & workflow optimization
- AI for entrepreneurship, innovation & the knowledge economy.
- AI applications for climate resilience & sustainability.
- AI for inclusive & accessible education in rural India.
- AI for policymaking, governance & public administration.
- Socio-ethical impacts of Gen AI on culture, values & society.

CALL FOR PAPERS

Original research papers on “Generative AI in Education, Research & Knowledge Economy for Viksit Bharat@2047” are invited for presentation. Interested participants are invited to send their Full paper as per the ‘Instructions for Authors’ given below.

PAPER SUBMISSION DEADLINES

- | | |
|---------------------------------------|--|
| • Last date of Full Paper Submission: | 15 th February’26 |
| • Acceptance of final paper: | 28 th February’26 |
| • Last date of Registration: | 15 th March’26 |
| • Paper Submission email id: | conference2026.kj@jagannath.org |

OPPORTUNITIES FOR PUBLICATION

The conference offers two publication opportunities.

1. Selected Research papers emerging out of double-blind review process will be published in:

A) Scopus Indexed Book

B) JIMS 8M web of Science Journal

2. All the papers accepted for conference presentation having duly completed the registration process will be published in Conference proceedings bearing an ISBN.

INSTRUCTIONS FOR AUTHORS

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-** 3,000-5,000 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 5%.

PAPER SUBMISSION AND PRESENTATION (REGISTRATION) FEE*:

- | | |
|-------------------------------|-------------|
| • Research Scholars/students: | INR 800/- |
| • Academicians: | INR 1,500/- |
| • Corporate Practitioners: | INR 2000/- |
| • Participation fee: | INR 800/- |

* For joint papers, each author has to register and submit the fee separately for respective certificate.

The best three papers will be awarded Cash Prizes as follows :

- 1st Best Paper : 5000
- 2nd Best Paper : 3000
- 3rd Best Paper: 2000

REGISTRATION PROCESS

SCAN & PAY USING ANY MOBILE SCANNER



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

Registration Link:

https://docs.google.com/forms/d/e/1FAIpQLSd8rr7sNIV_CCNmGwoo7z-gYnLKbMelzCove0JPIAJJoOlha_A/viewform?usp=header

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
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5.Conference Co-ordinator: Ms. Pooja Bisht, Assistant Professor
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