



S-VYASA
(Deemed to be University u/s 3 of the UGC Act, 1956)
SCHOOL of ADVANCED STUDIES

NAAC
GRADE A+
ACCREDITED UNIVERSITY

Department of Management and Commerce Organises

INTERNATIONAL CONFERENCE ON
RETHINKING BUSINESS AND INNOVATION : THE CONVERGENCE OF
AI, INDUSTRY, AND SOCIETY 5.0 IN MANAGEMENT

September 19th & 20th 2025



Industry Partners :

Educational Partners :



ABOUT S-VYASA

India's leading university (NAAC A+, AICTE approved), discover the transformative power of education at S-VYASA. Explore diverse programs, from undergraduate to Ph.D, that blend tradition with modern advancements. At S-VYASA University, we prepare you to launch your career by providing a supportive, creative, and professional environment from which to learn practical skills, build a network of industry contacts, and gain real-world experience. Students at S-VYASA undergo a unique form of education that integrates life training and character building through yoga as a way of life. The institution blends the gurukula style of education with a modern scientific approach, placing a strong emphasis on practical, hands-on experience and in-depth research.

ABOUT THE DEPARTMENT

At the School of Advanced Studies, S-VYASA University, the Department of Management and Commerce is committed to developing future business leaders through a curriculum that integrates contemporary business practices, international standards, and advanced digital strategies. Our programs offer specializations in areas such as Finance, Marketing, Operations, Business Analytics, International Business, Healthcare Management, Logistics and Supply Chain Management, and Digital Business Management, allowing students to tailor their education to their career goals. We emphasise experiential learning through case studies, internships, and collaborations with industry experts from leading companies, ensuring that our students gain practical insights and real-world experience. Additionally, our curriculum incorporates wellness programs to promote holistic development, equipping students with the resilience and integrity needed to navigate the challenges of the business world.

ABOUT THE INTERNATIONAL CONFERENCE ON RETHINKING BUSINESS AND INNOVATION

1. The department of management and commerce at S-VYASA University's School of Advanced Studies is hosting the international conference on "Rethinking Business and Innovation : The Convergence of AI, Industry and Society 5.0 in Management." This event brings together scholars, industry leaders, policymakers, and technology experts to explore ai's transformative impact on business strategies, operations, and societal progress. Rooted in the principles of industry 5.0 — which emphasizes human-centric, sustainable innovation — and society 5.0's vision of an integrated, super-smart society, the conference focuses on ethical AI adoption and sustainable practices. Key sub-themes include AI-driven marketing, fintech innovations, human-centric operations, entrepreneurship, technology-enabled

sustainability, data-driven decision-making, and the evolution of digital supply chains. Through keynote speeches, panel discussions, and paper presentations, participants will engage in interdisciplinary dialogues to advance academic excellence, foster innovation, and promote human-centred, resilient business models for the future.

OBJECTIVES OF THE CONFERENCE

1. To explore the transformative role of artificial intelligence (AI) in reshaping business innovation, operational strategies, and competitive advantage within the frameworks of industry 5.0 and society 5.0.
2. Highlight sustainable and socially responsible business practices enabled by AI, emphasizing innovations that contribute to environmental goals and positive societal outcomes.
3. Foster interdisciplinary collaboration among academia, industry practitioners, and policymakers for the ethical, inclusive, and responsible adoption of AI in management.
4. Promote knowledge sharing on emerging trends such as fintech, digital economies, smart cities, and AI-driven entrepreneurship, with a focus on global and local relevance.
5. Facilitate critical discussions on challenges and opportunities in implementing AI-powered solutions across business functions, including marketing, finance, supply chains, and sustainability.

Sub-Themes :

Marketing in the era of AI and Industry 5.0

- Data-driven consumer insights and personalization
- AI-enabled branding and digital advertising strategies
- Neuromarketing and behavioural analytics in a smart economy
- Omnichannel retailing and AI-driven customer engagement
- Ethical considerations and data privacy in AI-powered marketing

Fintech, digital economy, and AI innovations

- AI applications in financial markets and investment strategies
- Blockchain, cryptocurrency, and digital banking innovations
- Risk management and cybersecurity in digital finance
- AI-driven credit assessment and fraud detection
- The role of central bank digital currencies (CBDCS) in future economies
- The role of fintech in expanding financial access

Industry 5.0 : Human-centric AI and smart operations

- AI-driven supply chain and logistics optimization
- The role of AI in lean manufacturing and automation
- Robotics and AI-assisted workforce transformation
- AI-enhanced quality control and production efficiency
- Smart cities and AI-driven infrastructure development
- IKS and Indian Ethos in Business and Leadership

Entrepreneurship, innovation, and AI startups

- AI-driven business model innovation
- The role of AI in startup ecosystem development
- Venture capital and AI investment trends
- AI and digital marketing for business growth
- Challenges and opportunities of AI adoption in SME's

Technology-enabled sustainability & SDG

- AI-driven solutions for sustainable business practices and green management
- Data-driven strategies for carbon footprint reduction
- Smart innovations in circular economy and sustainable business models
- Digital transformation in smart cities and sustainable urban development

Enhancing decision-making across business functions through data-driven analytics

- Predictive modelling and forecasting for strategic growth
- Advanced data visualization for deeper business insights
- Real-time data processing for agile and responsive operations
- Ethical challenges in automated data interpretation
- Leveraging big data for a competitive business edge

Digital supply chains and global trade 5.0

- AI and blockchain integration for transparent supply chains
- Smart contracts and autonomous logistics networks
- Trade finance and risk analytics in global commerce
- AI in demand forecasting and inventory optimization
- Building resilient, agile, and ethical supply chains

PAPER SUBMISSION GUIDELINES

- Title of the Paper, Name(s), Position(s), Affiliation(s), Contact No(s). & Email id(s).
- Extended abstract of not more than 1000 to 1500 words with 3-4 keywords at the end of abstract.
- Paper font size (12, Times New Roman, 1.5 line spacing).
- The title of the paper should be font size 14 & centrally aligned.
- Paper should be submitted in MS-Word as doc or docx.
- All references should follow APA style
- All the extended abstracts will be published in conference proceedings with an ISBN.
- Selected papers will be published in scopus/ABDC/ web of science indexed journals as per the requirement of the publishers, with additional processing charges – waiting period 8 months to 10 months.

Please submit your abstract and full paper to

incon25.domc@svyasa.edu.in

Registration Link -

<https://forms.gle/GgC1V2zaj9AHYY4E8>

REGISTRATION FEES

Participants	Offline		Online	
	Rs.	\$	Rs.	\$
Industry Experts	2,500	60	2,000	50
Faculty Members	1,500	50	1,000	40
Research Scholars	1,000	40	750	30
Students	750	30	500	20

IMPORTANT DATES

Extended Abstract Submission	September 1, 2025
Full Paper Submission	September 15, 2025
Conference Date	September 19 & 20, 2025

**TWO OUTSTANDING PAPERS WILL BE
REWARDED WITH CASH PRIZE**

Mode of Payment

Account Details

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CONFERENCE CONVENER



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