



RUSA Sponsored

International Conference on AI Driven Strategic Decision Making (ICASDM 23)

Venue

AVT, Farook College (Autonomous)
13th & 14th December 2023



About the Conference

In the rapidly evolving landscape of today's business and technology world, the role of Artificial Intelligence (AI) has become increasingly prominent, reshaping industries and organizations in profound ways. One of the most vital areas where AI's impact is being felt is in strategic decision-making. To explore this transformative subject, the International Conference on ' AI-Driven Strategic Decision Making ' serves as a beacon of knowledge and collaboration.

This conference is a testament to the growing importance of AI in shaping the future of businesses and organizations. By focusing on key themes and facilitating knowledge exchange, the conference plays a pivotal role in advancing our understanding of AI's impact on strategic decision-making. In a world where data-driven and AI-assisted strategies are increasingly vital for success, the conference seeks to offer a variety of tracks, panel discussions and sessions. We cordially invite you to participate in this transformative conference and to be a part of the global conversations on AI driven strategic decisions.

About the College

Farook College is the culmination of the pioneering efforts of Moulana Abussabah Ahmed Ali Sahib, Established in 1948, it has become the biggest Residential Post Graduate College under the University of Calicut. It is a NAAC A+ accredited government aided, autonomous, arts and science college dedicated to the cause of social upliftment through education. There are 20 Under Graduate and 15 Post Graduate programmes in the college, and 11 of the PG departments are recognized as research centres.

About the Department

The Department of Commerce and Management Studies has a rich legacy of excellence across the years from its inception in 1951. Offering Bcom, BBA, Mcom, and Ph.D programs, the department has become a prestigious centre for higher learning through constant pursuit of quality education. The ethnic, linguistic, and cultural diversity of the students makes this department one of its kind and a pride of place. It maintains morals and values in education, research, investment, and consultancy services and the talent pool that abounds is raring to go. The buzzing arms of the department, FOSA Commerce, FACCOMS, Investment Club, Novature Consultancy, and Research Forum corroborate the standards it has set for itself.



AI Driven Strategic Decision Making

Call for Papers

Research papers and article submissions are invited (but not limited) to the following topics.

Artificial Intelligence

- AI in strategic decision making
- AI ethics, bias and discrimination
- Effectiveness of Generative AI in education ,creativity and Ideation
- AI in tourism and marketing
- Identifying Fake reviews, posts, accounts using AI
- AI in automation /job replacement
- Economics of Artificial Intelligence

Business Management

- Business continuity ,its planning and professional practices
- Risk management
- Role of social media in building connections and changing consumer preferences in the world.
- Crisis leadership and organizational resilience.
- Digital innovations in business and economy
- Studies of new business and business survival

HRM

- Artificial Intelligence and HR
- Big Data and HR Analytics
- Change Management
- Emotional Intelligence.
- Employee Engagement
- Employee Rewards and Incentives
- Employer Branding
- Green HRM
- HR Analytics ·
- Performance Management
- Quality Circles
- R&D in the Global Environment

Marketing

- Green marketing and its application
- Branding , consumer loyalty
- Role of Fintech in the modern era
- Consumer behaviour
- Effectiveness of Online marketing
- Sustainable practices in marketing

Entrepreneurship

- Entrepreneurship, growth and competitiveness
- Innovation and technological entrepreneurship
- Entrepreneurship and government support
- Entrepreneurship and regional development
- Startup financing
- Green entrepreneurship and entrepreneurial culture
- Social and community entrepreneurship



Finance

- Corporate finance /corporate governance
- Financial literacy
- Financial inclusion
- Sustainable finance
- Indian financial system in new economic scenario
- Mutual funds ,insurance and other financial services
- Financial markets challenges and opportunities
- Banking and regulations
- Accounting ,Auditing and taxation issues
- Behavioral and experimental finance



Programme Schedule

Day 1

13th December 2023

INAUGURAL SESSION

9.30 AM – 10.30 AM

Prayer

Welcome

Dr. R .Reshmi

Associate Professor ,RDCMS

Presidential address

Dr.J.A Naushad

HOD ,RDCMS Farook college

Principal's address

Dr.K.A Aysha swapna

Principal, Farook college

Inaugural Speech

Prof (Dr) M.Nasser

Pro Vice Chancellor

University of calicut

Felicitations

Dr.Mufeeda T

IQAC coordinator

▼
▼
▼
▼
▼
Prof (Dr) T.Mohamed Nishad

Director of Research, Farook college

Vote of Thanks

Dr. Abdussalam P.K

Assistant professor ,RDCMS,Farook college

Technical Session 1

10.45 am to 12.30 pm

Topic

AI Powered Financial Forecasting and Investment Strategies

Resource Person

Dr. Patrick Anthony

Technical Session 2

1.45 pm to 3.15 pm

Topic

AI in Sustainability Strategies

Resource Person

Dr. Javaiz Mohamed P

DAY 2

Technical Session 3

9.30 to 11.00 am

Topic

AI and Crisis Management

Resource Person

Dr. Shahid Abdullah

Technical Session 4

11.15 am to 12.45 pm

Topic

Responsible AI : A Way Forward

Resource Person

Dr.Sreekanth

Valedictory Function



Dr. Patrick Anthony

Professor of Commerce,Osmania University



Dr. Javaiz Mohamed P

Teaching Fellow, Department of Management and Marketing Durham University



Dr.Mohammed Shahid Abdulla

Associate Professor at IIM Kozhikode



Dr.Sreekanth V.K

Assistant Professor at NIT Kozhikode

Submission Guidelines

- The name(s) of the author(s), their complete address, email address, and mobile number must be included in the abstract and full paper.
- The abstract and full paper should be submitted in PDF format only.
- The abstract should not exceed 300 words and should cover all the relevant parts of the research paper.
- Citations and references should comply with the APA style of referencing.
- Submission must be in word format with a 1-inch margin on the top, bottom, left, and right sides; it should be typed in Times New Roman (body) font with a font size of 12. font size 14 for headings. Keep line spacing at 1.15 and provide 4-5 keywords.
- Participants should make sure that both the abstract and the full paper are their own work and have not been published anywhere else.
- The paper will be subject to a blind review process by the review committee.
- Submit the abstract and full paper via email to icasm@gmail.com

Best Paper Award will be given to selected paper

Organising Committee

Chief Patron

Dr .K.A Aysha Swapna

Principal, Farook college

Patron

Dr J.A Naushad

HOD, RDCMS

Programme Coordinator

Dr R.Reshmi

Associate Professor
RDCMS



AI Driven Strategic Decision Making



Scan here to Register

Registration fee details

- Paper presentation fees
 - Faculty members-1500/-
 - Research scholars-1000/-
 - Students-500/-
- Participation fees 250/-
- No TA/DA shall be provided

Account details

- Account Number: 67092506498, IFSC: SBIN0071123,
- Account Name: Head, Dept.of Commerce and Management Studies,
- Branch: Farook College

The registration fee includes refreshments and lunch.

Important dates

Abstract submission	10 th November, 2023
Communication of acceptance	15 th November ,2023
Full paper submission	5 th December,2023

▲
▲
▲
▲
[Click here to Register](https://forms.gle/86Rvx8totbAsxn316)

<https://forms.gle/86Rvx8totbAsxn316>



Scan here to Register



Further Queries contact

Staff Coordinator

Dr.R.Reshmi, Associate Professor
Mob : 9447668724

Student Coordinator

PRADINSHA E T, Research Scholar
Mob : 9072816249