



ICBM-School of Business Excellence

2 Year Full Time PGDM Program, Approved by AICTE, Govt. of India
MBA Equivalence from Association of Indian Universities (AIU)



ONE DAY INTERNATIONAL
CONFERENCE ON
**INTEGRATION OF
TECHNOLOGY :
AI - INDUSTRY 5.0
& MANAGEMENT
EDUCATION**

(BLENDED MODE)



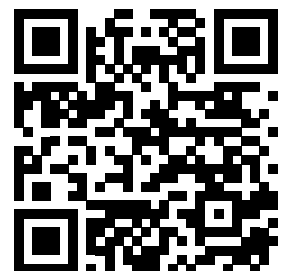
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ICBM-SBE
HYDERABAD

www.icbm.ac.in

FOR REGISTRATION



About **ICBM-SBE**

ICBM-SBE, with 34 years of unprecedented success in producing top quality managers, has become synonymous with World Class Management Education in India, more specifically in the Twin Cities of Hyderabad & Secunderabad. The advanced course curriculum of PGDM at ICBM is completed in three stages. Stage I introduces students to basic management concepts, while Stage II focuses on specialized subjects like Marketing, HR, Finance, and Agri Business. Stage III prepares students for placements, requiring mastery of English, etiquette, and the desire to reach the top with skills and perseverance. The institute offers guaranteed campus placements with a good pay package with ROI in 1 year.

ICBM-SBE is one among the fifty proud B schools of India, which are the members of AACSB, USA, the World's oldest and most prestigious Management Education body. The PGDM program of ICBM-SBE is accredited by SAQS and is equivalent to an MBA from the Association of Indian Universities (AIU). ICBM-SBE is a Life Member of AMDISA. and above all, it is the only B-School Accredited by ACBSP, USA (accreditation mandated by the new laws for H1B Visa) and recognized by CHEA (Council for Higher Education USA) in the States of Andhra Pradesh & Telangana.

About the **Conference**

Industry 5.0 focuses on key technologies such as human-robot collaboration, Artificial Intelligence, Machine Learning, IoT, Edge Computing, 5G Connectivity, Blockchain, Digital Twins, 3D Printing, Additive Manufacturing, Sustainable and Green Technologies, Augmented Reality, and Biosensors and Wearables. Cobots enhance efficiency and safety by working alongside humans, while AI optimizes decision-making and quality control. IoT and Industrial IoT gather real-time data for better monitoring and automation. Edge Computing and 5G connectivity reduce latency, while blockchain ensures transparency and traceability in supply chains. Digital twins enhance design, testing, and predictive maintenance. Industry 5.0 also emphasizes energy-efficient manufacturing, sustainable and green technologies, augmented reality and virtual reality, and biosensors and wearables for worker safety and ergonomics. This conference is going to create platform to explore the thoughts from experts to explore the potential of emerging technologies to enhance sustainable practices in business and Industry 5.0, focusing on the role of Artificial Intelligence in business and management education.

AI in Industry 5.0

Industry 5.0 is the next phase of industrial evolution, focusing on human-centric, sustainable, and resilient manufacturing. Unlike Industry 4.0, which emphasizes automation and smart technology, Industry 5.0 integrates Artificial Intelligence (AI) with human creativity and collaboration to enhance productivity, efficiency, and personalization. The integration of AI in Industry 5.0 creates a balance between automation and human expertise. By leveraging AI for collaboration, sustainability, and efficiency, industries can achieve smarter, more resilient, and human-centric manufacturing. However, addressing challenges such as ethics, security, and workforce training is essential for successful AI implementation.

AI in Management Education

AI integration in Management Education is transforming teaching and learning processes. AI-powered tools enable personalized learning, provide hands-on experience, track student performance, automate administrative tasks, and aid in data analysis and trend forecasting. AI-powered career guidance tools aid in job placement. However, challenges like ethical considerations, data privacy, and AI literacy need to be addressed.

Objectives of the **Conference**

- To explore how emerging technologies can transform business practices.
- To discuss the role of technological tools like Artificial Intelligence in Management Education.
- To appraise the challenges in integration of Technology - Industry 5.0 - and Management Education.

Call for **Submissions**

We extend a formal invitation to policymakers, academic researchers, think-tank specialists, corporate leaders, and doctoral students to participate in this esteemed conference. All Papers must be original and unpublished. They should not be simultaneously submitted to another journal and Conference Submission can be in the form of:

- Research Papers (Qualitative / Quantitative / Mixed Methods, Review Papers, Conceptual Papers and Case Studies) pertaining to but not restricted to any of the following themes.

Conference **Technical Sessions**



TECHNICAL SESSION – I

Role of AI in Accounting and Finance

- Advanced Financial Analytics & AI Integration
- AI for fraud Detection and Prevention
- Automation in Accounting Practices
- AI in Financial Reporting and Sustainable Accounting
- AI and Financial Inclusion
- AI in stock market and Investment Management
- Future of AI in Accounting and Finance
- AI and automation in Banking and Financial Services
- Merchant Banking
- Financial Technology and its future
- Green Finance
- Banking and Financial Services
- Behavioral Finance
- Crypto Currencies and its future
- Role of Fin influencers in Stock Market

TECHNICAL SESSION – II

HR Digital Transformation & AI Integration

- HR Technology & Data Management
- HR Analytics & Workforce Planning
- AI in Recruitment and Selection
- Employer Branding & Employee Value Proposition (EVP)
- AI in Training & Development
- AI Performance Management
- HR functions in Digital Era
- HR Metrics
- Employee Engagement
- Role of Automation in Layoffs
- Challenges of Employee Retention in Industry 5.0
- Role of AI in Employee Relationship Management

TECHNICAL SESSION – III

Data-Driven Marketing & AI Integration

- Phygital Marketing
- Q- Commerce and Market Disruptions
- Customer Journey Mapping and Role of AI
- Neuromarketing & Behavioral Science
- Sustainable & Green Marketing
- Digital Marketing
- Influencer & Affiliate Marketing
- AI & Automation in Marketing
- AI-driven content creation and personalization
- Customer Segmentation & Behavioral Analysis
- Marketing mix in Digital Era
- Virtual Reality (VR) and Augmented Reality (AR) Campaigns.
- Role of Smart Retail Technologies in Customer Shopping Experience
- Data Analytics in Promotion
- Metaverse in Retailing
- Role of Dark Stores in E & Q Commerce

TECHNICAL SESSION – IV

AI in Logistics and Supply Chain Management

- AI-powered solutions for last-mile delivery optimization
- AI in Supplier Relationship Management
- Robotics in Warehouse Management
- Optimising Inventory using AI
- AI in building resilient Supply Chains

TECHNICAL SESSION – V

- Role of Technology in Business Practices

TECHNICAL SESSION – VI

- Technology integration and challenges in Business.

Chief Patrons

Dr. Ritu Zarar
Chairperson

Prof. S. Zarar
Director / Principal

Patron

Prof. Jitender Govindani
Director - Academics

Conference Chair

Prof. P. Narayana Reddy
Director General

Convener

Dr. Krishna Gadasandula
Professor (Finance)
Dean - Conferences

Co - Conveners

Dr. Surekha Adiki
Associate Professor
Associate Dean - Startup Cell

Dr. M Himabindu
Associate Professor

Important Dates

- Conference Date : 11th April 2025
- Abstract Submission Deadline : 15th March, 2025
- Abstract Acceptance Notification : 18th March, 2025
- Full Paper Submission Deadline : 1st April, 2025
- Review & Acceptance of Full Paper : 4th April, 2025

More Enquiries Contact

- Dr. Krishna G : 9866349726
Dr. Surekha Adiki : 8985753743
Dr. Hima Bindu : 9866533328

Publication

- All accepted papers will be considered for publication as a chapter in ISBN Book at no cost. Few selected articles would be published in SCI / UGC CARE-listed journals are subject to an additional publication fee as per the respective journal's guidelines.

Paper Presentation (Blended Mode)

- In-person presentation for Indian participants
- Virtual presentation for International participants (Link will be shared later)

Registration Fee

- INR 1000 for Indian Participants (Will be reimbursed after presentation at the Venue)
- USD 50 for International Participants
- Free Travel & Accommodation for the outstation Indian participants only.**
(Limited to 2 authors only per submission)

For Sending Abstract

conferences@icbm.ac.in

For Registration

<https://live.mbabasics.com/1dayiot/>

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