



Berchmans International Conference 2024

Transformative Role of Artificial Intelligence (AI) in Business and Society



Berchmans
INSTITUTE OF MANAGEMENT STUDIES
St. Berchmans College | Autonomous

Environment
Economics
Education
Entertainment
E-Governance
& Healthcare



February 29 - March 1, 2024



09.30 AM



Kavukattu Hall

St. Berchmans College

SB College Changanassery, founded in 1922, was accorded the prestigious status; College with Potential for Excellence (CPE) by UGC in 2004. The college has been recredited with 'A' grade by NAAC. It was twice the recipient of R Shankar Award instituted by the Government of Kerala for the best Arts and Science College. There are 20 Post Graduate, 16 Under Graduate Courses, 8 Research Departments. SB College, which was granted Academic Autonomy in June 2014, celebrated its Centenary in 2021-22.

Berchmans Institute of Management Studies (BIMS)

BIMS celebrates 28 years of extending knowledge and changing lives. This institute, affiliated to the Mahatma Gandhi University, Kerala, offers calibrated Autonomous curriculum for its two-year full-time Master of Business Administration (MBA) Programme, recognized by All India Council for Technical Education, New Delhi.

Berchmans International Conference (BINC) 2024

As technology advances and new tools emerge, it is essential that governments, education institutions and businesses understand how to leverage and adapt to these technologies and how to govern them to ensure they are beneficial for humanity and the environment.

The BINC 2024 International Conference on AI in Business and Society will bring together leading voices from the Environment, Economics, Education, Entertainment, E-Governance and Healthcare communities to discuss how AI affects various facets of our everyday life, and how policy making can respond.

Alongside the implications of ChatGPT-like tools, participants need to the impact of AI in the workplace and on education and society, whether AI is the solution to skills shortages, risk-based approaches for AI governance and much more.

Call for Paper

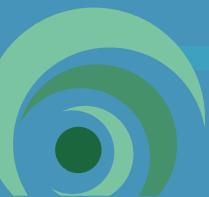
We are delighted to announce the Berchmans International Conference (BINC) 2024 a distinguished platform that seeks to bring together leading academicians, research scholars and industry practitioners. BINC 2024 is dedicated to exploring the 'Transformative Role of Artificial Intelligence (AI) in Business and Society'. We invite submissions of original research papers, case studies, and innovative projects that contribute to the understanding and application of AI in Business and Society.

Student Track

Research Papers, Case studies and articles presented by postgraduate and undergraduate students (all streams) will be in the Student Research Track.

Professional Track

The submissions from research scholars, academicians and industry practitioners will be in the Professional Track





BINC '24

The general themes are as follows (other relevant areas falling under the core theme may also be presented)

1. Environment:

- ▶ AI for Environmental Monitoring
- ▶ Remote sensing and data analysis for environmental conservation.
- ▶ Predictive modeling for climate change impact assessment.
- ▶ Sustainable AI Development
- ▶ Integrating AI in sustainable practices and green technologies.
- ▶ AI solutions for minimizing environmental impact in various industries.
- ▶ Biodiversity Conservation with AI
- ▶ Applications of AI in preserving and monitoring biodiversity.
- ▶ AI-driven strategies for habitat protection and restoration.

2. Health:

- ▶ Precision Medicine and AI
- ▶ Personalized treatment plans using AI and genomics.
- ▶ Predictive analytics for disease prevention and early detection.
- ▶ AI in Public Health
- ▶ Surveillance and response systems for infectious diseases.
- ▶ AI applications in epidemiology and health crisis management.
- ▶ Health Informatics and AI
- ▶ Intelligent health record management and interoperability.
- ▶ Ethical considerations in the use of AI for healthcare data.

3. Education:

- ▶ AI in Personalized Learning
- ▶ Adaptive learning platforms and intelligent tutoring systems.
- ▶ Addressing educational inequalities through AI.
- ▶ Educational Analytics and Decision Support
- ▶ Data-driven insights for educational institutions.
- ▶ AI tools for educational policy and decision-making.
- ▶ AI for Lifelong Learning
- ▶ Continuous education and upskilling with AI.
- ▶ The role of AI in informal and online learning platforms.

4. Entertainment:

- ▶ AI-Generated Content and Creativity
- ▶ AI in the creation of music, art, and literature.
- ▶ Virtual influencers and AI-driven characters in entertainment.
- ▶ Enhancing User Experience with AI.
- ▶ Personalized content recommendations and immersive experiences.
- ▶ AI applications in gaming and virtual reality.
- ▶ Ethical Challenges in AI Entertainment.
- ▶ Addressing biases and ethical concerns in AI-generated content.
- ▶ Ensuring responsible use of AI in the entertainment industry.

5. Economics:

- ▶ AI for Economic Forecasting.
- ▶ Predictive modeling for economic trends and market dynamics.
- ▶ AI applications in financial decision-making and investment.
- ▶ Labor Market Impact of AI.
- ▶ AI and the future of work: job displacement and upskilling.
- ▶ Strategies for a balanced human-AI workforce.
- ▶ AI-driven Business Models.
- ▶ Transformative impact of AI on traditional business models.
- ▶ AI and entrepreneurship: opportunities and challenges.

6. E-Governance:

- ▶ Smart Cities and AI.
- ▶ AI applications in urban planning and management.
- ▶ Enhancing citizen services through AI in smart governance.
- ▶ AI for Government Decision-Making.
- ▶ Data-driven policy formulation and analysis.
- ▶ Ethical considerations in AI-powered government decision support.
- ▶ Ensuring Inclusivity in E-Governance.
- ▶ Bridging the digital divide with AI in governance.
- ▶ Public engagement and transparency through AI technologies.

IMPORTANT DATES

Submission of Abstract	: 16th January 2024
Acceptance Intimation	: 20th January 2024
Submission of Full Paper	: 3rd February 2024
Review of Full paper	: 10th February 2024
Submission of Final Paper	: 22nd February 2024
Last date for Registration	: 27th February 2024
International Conference	: 29th February & 1st March 2024

CONFERENCE FEES (PER INDIVIDUAL)

Students / Research Scholars	: INR 300
Academicians / Industry Practitioners	: INR 500
Online Presentation Fees	: INR 500

REGISTRATION

Registration shall be made before 27th February 2024 and the registration fee may be remitted to the account:



BINC '24

CONFERENCE COMMITTEE

Rev. Fr. Reji P. Kurian
Principal
Dr. Thomas Varghese
Director
Dr. Joychen Manuel
HOD

FACULTY COORDINATORS

Prof. Dr. Mathew Joseph
9495188768
Dr. Cris Abraham K
9645646777
Dr. Neethu Jose
8547629917
Ms. Rincy Antony
7034747661

STUDENT COORDINATORS

Cristy Joseph Ph: **79078 09145**
Bino Mohan Ph: **98476 08414**
Gracea Elsa John
Kavya Thomas
Jithu Thomas
Anilita Jeno
Nayana Roy
Abhishek V



Berchmans Institute of Management Studies

St Berchmans College, Changanassery, Kerala, India - 686101
Tel: 954 420 0071 Website: www.sbmba.in