



## **Department of Business Administration St. Joseph's College (Autonomous)**

Accredited at A<sup>++</sup> (Cycle IV) by NAAC  
Special Heritage Status awarded by UGC  
College with Potential for Excellence by UGC  
DBT-STAR & DST-FIST Sponsored College  
Tiruchirappalli – 620 002

# **Organizes a National Seminar on Leveraging Artificial Intelligence in Business Operations**

**22 FEBRUARY 2024**

SJC ESTD 1844  
PRO BONO ET VERO  
நன்மைக்கும் நன்மைக்கும்  
*For the Good and the True*



## About the College

St. Joseph's College (Autonomous), Tiruchirappalli was established in 1844 by Jesuit visionaries. Their noble objective was to provide education for the betterment of humanity with the guiding principles 'Pro Bono Et Vero' (the Good and the True). St. Joseph's College (SJC) is a government aided institution affiliated with Bharathidasan University in Tiruchirappalli, Tamil Nadu. It is the first college to receive autonomy status from the University Grants Commission (UGC) in 1978. SJC got Potential for Excellence in 2004 and reaffirmation in 2014, support from DST-FIST in 2008 and 2014, DBT-STAR status in 2014, and the prestigious Special Heritage Status from the UGC in 2015. A + + in 4th cycle of NAAC accreditation. In the 2023 NIRF (National Institutional Ranking Framework) Ranking, SJC secured an impressive 25th position. SJC's educational mission is deeply inclusive, with a marked emphasis on providing access to education for the poor, marginalized communities, first-generation learners, and other underprivileged segments of the society.

## About the Department

The Department of Business Administration emerged in the year 1999 with its newly designed curriculum integrated with ICT for the year better coverage of the subject ,accumulation of knowledge, attainment of skills, understanding and applicability. Our students acquire computer skills, internet skills, entrepreneurial skills, leadership qualities and learning i n v e s t m e n t tactics. Our department has been using new strategies for advanced learning such as instructional strategy, private, additional assignment of responsibility, providing access to professional learning centres. The BBA programme provides our students the opportunity to go forward in the broad range of professional directions and build sound and rewarding careers to compete effectively in today's fast paced world. We also build in the employability skills among the students and motivate them to take up calculated risk and grow as successful entrepreneurs. With our high earned potentials we are organizing a national seminar on **“Leveraging Artificial Intelligence in Business Operations”**

## About the Seminar

Artificial Intelligence (AI) has emerged as a transformative force in the business landscape, offering unprecedented opportunities to optimize and revolutionize various aspects of business operations. This concept note aims to explore the integration of AI into business operations, highlighting its potential benefits, challenges, and key considerations for successful implementation. AI applications in business operations encompass a wide range of activities, including but not limited to data analysis, process automation, customer interactions, supply chain management, and predictive analytics.

Artificial Intelligence has the potential to redefine business operations by unlocking unprecedented levels of efficiency, intelligence, and agility. Successful integration requires a strategic approach, addressing challenges and ethical considerations while embracing the transformative power of AI for sustainable business growth and innovation.

“Leveraging Artificial Intelligence in Business Operations” is a platform to engage in meaningful discussions, share insights, and gain inspiration from the forefront of management innovation. Join us as we collectively envision and prepare for the challenges and opportunities that lie ahead.



## **Seminar Objective**

To Explore the transformative impact of Artificial Intelligence (AI) on business operations, fostering a comprehensive understanding of its applications, challenges, and opportunities, with a focus on driving innovation, efficiency, and strategic decision-making in the national business landscape among academicians, students and practioners in management and other social sciences.

## **Call for Submissions**

You are invited to participate and present your work in the “National seminar on Leveraging Artificial Intelligence in Business Operations” organized by our Department of Business Administration on 22<sup>nd</sup> February 2024.

## **Sub-Themes**

- **Trends in AI for Business Operations**
- **Automation and Workforce Transformation**
- **AI Integration Strategies**
- **AI and Customer Relationship Management (CRM)**
- **Human-AI Collaboration**
- **Cybersecurity in AI-driven Environments**
- **AI in Supply Chain Management**
- **Ethical Considerations in AI**
- **Industry-specific AI Applications (Healthcare, Finance, Manufacturing, Retail, etc.)**
- **Future Outlook and Emerging Technologies**
- **Case Studies and Success Stories**

## **Guidelines for abstract submission**

Selection of papers for presentation will be based on structured abstracts not exceeding 250 words. The abstract should be submitted online in word format at **[sjcbbaseminar2024@gmail.com](mailto:sjcbbaseminar2024@gmail.com)**. Abstracts must include a clear indication of the purpose of research, methodology, major results, implications, and key references. Structured Abstracts will be evaluated through a review process and authors will be notified of acceptance/rejection on or before 15<sup>th</sup> February 2024. Acceptance of the abstract implies that at least one of the authors will attend the Seminar and present the paper.

**Awards:** Best paper Awards will be given to Top three papers in the Seminar.

**Publication:** Selected papers of this Seminar will be published in UGC CARE listed / Scopus Indexed Journals subject to editorial & review process with an additional publication fee.

## Important Dates

Event	Date
Last Date for Abstract Submission	15th February 2024
Notification of Acceptance of the Abstract	17th February 2024
Last Date for Registration	20th February 2024
Submission of Presentation in PPT Format	20th February 2024
Seminar Date	22nd February 2024

**Registration and payment link:** <https://admission.sjctni.edu/BBA/LAIBO/>

## Registration fee

Category	INR
Students	250
Research Scholars/ Faculty	500
Corporate Delegates	1000

### Patrons

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Rev.Dr.K.Amal SJ, Secretary  
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Register and Pay



***Seminar kit and lunch will be provided to the registered participants***