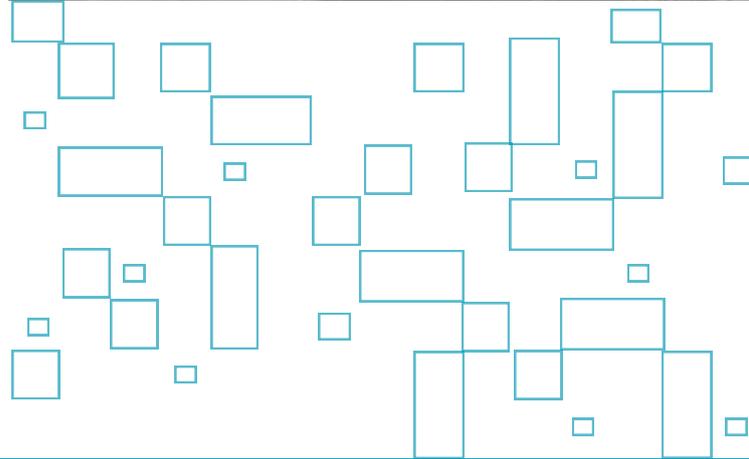


ABOUT US

Dayananda Sagar Business School is one of the most preferred Business Schools in India. Being in the heart of the city, the Institute is acclaimed as one of the best Business schools, providing quality management education through its PGDM program (AICTE approved). It is known for its reputation in the corporate world for having a strong focus on preparing “industry-ready” graduates.

The curriculum is Industry-Oriented and designed by both Academicians and Industry Experts, coupled with new-age teaching pedagogies and assessments. It is unique not only in its contents but also in its delivery. The aim is to offer the nation a vision driven leaders who are competent to meet the challenges of a future world.



ABOUT THE CONFERENCE:

VIMARSHA-2025: International Conference on AI, Humanity and Sustainable Business, in association with the Humanistic Management Network (HMN), aims to foster a global dialogue on the convergence of artificial intelligence, ethical leadership, and sustainable business practices. In an age where AI is reshaping industries and redefining the future of work, this conference invites participants to explore how emerging technologies can be aligned with humanistic values, ensuring innovation not only drives efficiency but also promotes dignity, fairness, and social well-being. The conference will bring together academicians, researchers, corporate professionals, and thought leaders to share insights on creating inclusive, ethical, and environmentally responsible business models. With a focus on AI ethics, responsible innovation, human-centered leadership, and the UN Sustainable Development Goals, VIMARSHA-2025 offers a platform for critical reflection and meaningful collaboration. It envisions a future where technology serves humanity, and businesses thrive by embracing purpose, compassion, and sustainability at their core.

SUB THEMES:



Track 1: AI-Driven Innovation in Production, Operations, Logistics & Entrepreneurship

Sub-themes:

1. Smart manufacturing and Industry 4.0
2. AI in logistics and supply chain optimization
3. Sustainable operations using intelligent systems
4. Predictive maintenance and IoT-based solutions
5. AI applications in inventory and demand forecasting
6. Green logistics and circular economy practices.
7. Digital tools for startups and entrepreneurial decision making

Track 2: Human-Centric AI in Human Resource Management

Sub-themes:

1. AI in talent acquisition and recruitment
2. Virtual onboarding and training using AI tools
3. Predictive analytics in employee retention
4. Ethical concerns in AI-led HR practices
5. AI for workplace wellness and mental health tracking
6. Human-AI collaboration in performance management
7. Diversity, equity, and inclusion supported by AI

Track 3: Sustainable Marketing and Customer Experience in the Age of AI.

Sub-themes:

1. AI in digital marketing and consumer analytics
2. Personalized marketing and customer journey mapping
3. Voice search and chatbot integration in marketing
4. Brand ethics and AI transparency
5. Sustainability marketing strategies
6. Social media listening using AI tools
7. Neuromarketing and behavior prediction
8. AI and influencer marketing trends

Track 4: AI, Financial Sustainability, and Ethical Decision-Making

Sub-themes:

1. AI in financial planning and forecasting
2. Algorithmic trading and robo-advisors
3. Fraud detection and cybersecurity in fintech
4. Ethical use of AI in credit scoring and lending
5. ESG (Environmental, Social, and Governance) investing with AI insights
6. Blockchain and AI integration in finance
7. Financial inclusion through digital tools
8. Cost optimization and financial risk analytics using AI

Who Can Attend ?

Delegates and Research paper presentations will enrich the international conference with their views

- Academician
- Research Scholar
- Entrepreneurs
- Industry Professionals
- Business executives
- Students

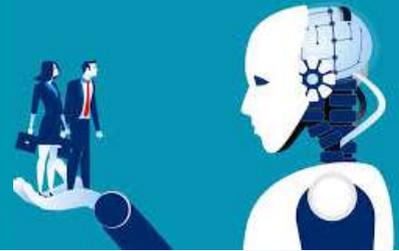


CALL FOR PAPERS

Authors are invited to submit their original and unpublished manuscripts based on empirical research, experiences, reviews, promising ideas that demonstrate research focusing on the main theme and subthemes of the international conference.

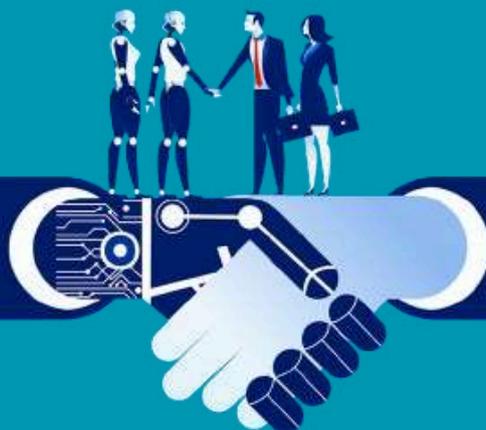
ABSTRACT AND PAPER SUBMISSION:

- Must be based on the **theme or sub-themes of the conference**.
- Clearly mention under which theme your paper is to be included.
- **Format:** MS Word, Times New Roman, Font Size 12 pt.
- **Spacing:** 1.5 lines, single column.
- **Length:** 300–400 words (excluding title/cover page).
- **Margin:** 1 inch on all sides.
- **References:** APA guidelines.
- Include **5 keywords** relevant to your paper.



GUIDELINES FOR FULL PAPER SUBMISSION

- **Manuscript Length:** 4000–6000 words (excluding tables, graphs, charts).
- **Format:** MS Word, Times New Roman, 12 pt, double-spaced, single column, 1-inch margins on all sides.
- **Title Heading:** Times New Roman, 14 pt.
- The **first page** should include: Title, Author(s) name, affiliation, mailing address, phone, email.
- The **second page** should contain the abstract.
- Tables, charts, and graphs should be on separate sheets, numbered sequentially.
- References in **APA style, arranged alphabetically**.
- Soft copy of the final manuscript must be submitted after abstract acceptance.
- Registration is confirmed only after manuscript acceptance and fee payment.
- For **joint submissions**, each author/co-author must register individually.
- Each paper requires a **separate registration** if multiple entries are made.
- Accepted papers will be presented during the conference.
- Best Paper Awards will be presented for each track.
- Email for submission: vimarsha@dsbs.edu.in
- **Registration Link:** <https://forms.gle/Kuvs4kgkx8HEHH4v9>



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IMPORTANT DATES:

Last Date for Submission of Abstracts	25 th July 2025
Notification of Acceptance of Abstracts	30 th July 2025
Last Date of Submission of Full Paper	14 th Aug 2025
Notification of Acceptance of Paper	20 th Aug 2025
Last Date for Registration per Author per Paper	5 th Sep 2025

REGISTRATION DETAILS:

Delegate Category	Indian Registration Fee including GST	Foreign Participants Registration Fees
Industry Professionals	Rs. 2500	50\$
Academicians	Rs. 2000	50\$
Research Scholars	Rs. 1500	50\$
Students	Rs. 1000	50\$

Note: The registration fee is per person and includes the conference kit, lunch, tea and coffee.

PAYMENT MODE – NEFT DETAILS / ONLINE PAYMENT

- Name: Dayananda Sagar Business School
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- Account Number: 74370100009725
- IFSC Code: BARB0VJDASC
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