OUR COLLABORATORS

ABOUT DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW

AKTU was established by the Government of Uttar Pradesh as an apex institution to promote and facilitate technical education in the state. It promotes the cutting edge of technology that fosters the world-class knowledge dissemination, research, extension and leadership in technology innovation for industry and society. AKTU envisions to facilitate and nurture the quality of technical education and research in its own premises as well as all affiliating institutions. The university is self-financed state university of Uttar Pradesh catering to the educational needs of over 4 lakh students who are enrolled in various UG, PG and Doctoral programs, through the large number of affiliating institutions spread all over Uttar Pradesh. It aims to empower students to add value to their professional fields and contribute to social progress with their entrepreneurial spirit and ethical values.

AKTU

WE AT SRMS...

Shri Ram Murti Smarak, a public charitable trust (Reg.), was established in in the year 1990. It is well known for providing services to the community in the field of Education and Technology, Medicine, Humanities, Management, Law, Nursing and Pharmaceutical Sciences. Shri Ram Murti Smarak College of Engineering and Technology, Bareilly was established by the trust in 1996 as a premier institutionin the state of UP. It provides excellent infrastructure which promotes human capital formation leading to excellence in all spheres of life. Faculty of Management Science (NBA Accredited MBA Program & BBA) of SRMSCET is a glorious institution producing professionals who are contributing their best in the field of management in India and abroad. It is untiredly nurturing world class management professional by facilitating research driven academic curriculum coupled with inculcation of human and national values that guide them to excel in their professional career. Physical and academic environment provided to our talented students is unparallel in the vicinity and is conducive to their holistic development.

SRMS

FACULTY OF MANAGEMENT SCIENCE

5th INTERNATIONAL CONFERENCE
EICBI'25
on
Innovation Driven Governance and Sustainable Development in Modern Era of AI

13th-14th June, 2025

ABOUT UN GLOBAL COMPACT NETWORK INDIA

The United Nations Global Compact Network India (UNGCNI) is the Indian local network of the United Nations Global Compact (UNGC), New York, and was the first local network globally to be established with full legal recognition. As the UNGC's local arm, UNGCNI serves as a platform for Indian businesses, academic institutions, and civil society organizations to collaborate in strengthening responsible business practices. The network promotes the UNGC's Ten Principles, which cover areas such as human rights, labor standards, environmental sustainability, and anti-corruption, providing a common ethical and practical framework for corporate responsibility.

In line with the 17 Sustainable Development Goals (SDGs) adopted by all 195 UN member states, including India, UNGCNI works to end extreme poverty, fight inequality and injustice, and protect the planet. The network interprets and implements these goals within the Indian context, engaging businesses of all sizes and sectors to contribute to sustainable development.

UNGCNI has been involved in various initiatives to advance these objectives. For instance, in March 2021, UNGCNI collaborated with YuWaah (Generation Unlimited India), UNICEF, and Capgemini to empower Indian youth by creating career pathways and encouraging active participation as changemakers. This initiative aimed to provide opportunities such as local demand-based skilling, quality internships, apprenticeships, and the promotion of entrepreneurship.

Through such collaborations and initiatives, UNGCNI continues to play a pivotal role in advancing sustainable and responsible business practices in India, aligning with global efforts to achieve the SDGs.

UNGCNI

In Association With

United Nation Global Compact Network India

Dr. A.P.J. Abdul Kalam Technical University Lucknow

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CONFERENCE CO-ORDINATORS
**Dr. Shobhit Kumar, Dr. Asim Rai, Mr. Raghawendra Kumar, Dr. Deepanshi
Mrs. Happy Sinha, Mr. Deepak Batra**

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Paper Submission: eicbi@srmscet.edu

Conference Link: https://www.srms.ac.in/eicbi-25/

Registration Link: https://forms.gle/LK61Db6uzjVMaWYi7

ADDRESS

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ABOUT THE CONFERENCE

We are thrilled to announce the upcoming conference on "Innovation-Driven Governance and Sustainable Development in the Modern Era of AI" at SRMS CET, Bareilly, organized in collaboration with AKTU Lucknow and United Nations Global Compact Network India (UNGCNI). This conference aims to explore the dynamic intersection of artificial intelligence, governance, and sustainable development, emphasizing the role of innovative technologies in shaping a resilient future.

As AI continues to revolutionize industries, its integration into governance systems offers unprecedented opportunities to enhance efficiency, transparency, and inclusivity. However, it also presents challenges related to ethics, equity, and sustainability. This conference will serve as a platform for academicians, industry leaders, policymakers, and researchers to engage in thought-provoking discussions and share insights on leveraging AI for sustainable growth while ensuring ethical governance practices.

Join us as we delve into the transformative power of AI, explore policy frameworks for sustainable innovation, and collaboratively shape strategies for a sustainable future. We look forward to your participation in this enlightening event, contributing to a forward-thinking dialogue on responsible innovation and governance.

- Smart Manufacturing and Industry 4.0
- AI in Supply Chain Optimization and Logistics
- Sustainable Operations and Lean Management using AI
- Predictive Maintenance and Asset Management

Human Resources (HR): This track accepts submissions that examine the impact and strategies for business units related to
- AI in Talent Acquisition and Recruitment
- Employee Engagement and Performance Management using AI
- Ethical AI in Workforce Analytics and Decision Making
- Skill Development and Training in the AI Era

Information Technology (IT): This track accepts submissions that examine the impact and strategies for
- AI Architecture and Frameworks for Governance
- Cybersecurity Challenges and AI Solutions
- Big Data Analytics and Cloud Computing
- Digital Transformation and IT Strategy

Note: These tracks are indicative but not limited to.

ADVISORY COMMITTEE

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SEU, Saudi Arabia

CALL FOR PAPERS

Themes & Sub Themes (Extensive)

Tracks: Submissions are invited for the following session tracks .

Marketing: This track accepts submissions that examine the impact and strategies for
- AI and Consumer Behavior: Insights and Implications
- Digital Marketing and Social Media Analytics
- Personalization and Customer Relationship Management using AI
- Ethical Considerations in AI-driven Marketing

Finance: This track accepts submissions that examine the impact and strategies for
- AI in Financial Forecasting and Risk Management
- FinTech Innovations and Blockchain in Financial Services
- Sustainable Finance and Green Investment Strategies
- AI-driven Financial Fraud Detection and Prevention

Operations: This track accepts submissions that examine the impact and strategies for

IMPORTANT DATES

Conference Date	:	13th-14th June, 2025
Full Paper Submission	:	15th May, 2025
Notification of Acceptance	:	20th May, 2025
Registration Deadline	:	05th June, 2025
Venue	:	SRMSCET, Bareilly
Mode	:	Offline*

*Online presentation facility may be provided for international participants.

REGISTRATION FEE DETAILS

EICBI'25	INDIAN DELEGATES	FOREIGN DELEGATES
Corporate/Industry Person	2000 INR	US $ 100
Academicians/Research Scholars	1500 INR	US $ 75
Students	500 INR	US $ 25

Payment Mode

The Registration fee should be paid by Demand Draft in favor of **Engineering SRMSCET** payable at Bareilly (U.P.)

For Online/NEFT

Account Name	:	Engineering SRMSCET
Account Number	:	52241010000080
Bank Name	:	Punjab National Bank
Branch Name	:	SRM Medical Smarak Trust Branch, Bareilly
Branch Code	:	522410
IFSC Code	:	**PUNB0522410**
SWIFT Code	:	**PUNBINBBMRD**

PUBLICATION OPPORTUNITIES

All the selected papers will be published in any one of the following *(Subject to Acceptance)*:

I) **Bizcraft:** Journal of Faculty of Management Science, A Peer Reviewed Journal (ISSN 2231-0231)

ii) **A Conference Proceeding Book** (with ISBN No.)

*Additional Fee will be Charged depending upon Journals Norms.

GUIDELINES FOR AUTHOR(S)

- The manuscript should include a title page providing information about the title of the study, authors name, affiliation, addresses, contact numbers & Email addresses of corresponding author (s).
- The abstract should not be more than 200 words including a maximum of five key words.
- The manuscript should not exceed 3000 words (including abstract) with title page & references. It should be free from all types of plagiarism.
- The manuscript should follow the APA guidelines in MS word format with single spacing, 1" margin on all sides & Times New Roman 12 point font style.
- The manuscript should contain tables in MS Excel and black & white images only.