

Praxis Business School

ORGANIZES CONFERENCE ON **AI IN MANAGEMENT**



ABOUT THE INSTITUTE

Praxis Business School is a premier B-School in Kolkata, India, offering a two-year, AICTE-approved, NBA-accredited, and AIU-recognized full-time Post Graduate Diploma in Management (PGDM). Praxis Business School stands for a learning program that is designed around a professional body of subject matter which serves to bring about what is valued or to be valued through action. Praxis is practice guided by theory and theory perfected by direct practice.

TRACKS

Contributions are sought in the following tracks focusing on advances in research, innovative applications, case studies, and best practices that may enhance various management functions. The conference aims to showcase developments that could improve organizational efficiency, agility, and competitiveness. Submissions from both academia and industry, encompassing theoretical advancements, empirical research, and practical implementations, are invited across the following areas, but not limited to, the topics outlined below.

1. MARKETING

- Consumer Behavior Prediction and Segmentation
- Social Media Analytics and Sentiment Analysis
- Marketing Campaign Performance Optimization

2. BFSI

- AI-based Financial Forecasting and Scenario Modeling
- Portfolio Optimization and Algorithmic Trading
- Fin Tech

MOTIVATION AND OBJECTIVES OF THE CONFERENCE

The AI in Management (AIM 2025) conference aims to unite academics, industry experts, and practitioners to explore cutting-edge research and applications of AI-driven and data-centric approaches in management. By fostering interdisciplinary collaboration, the conference seeks to enhance the understanding and adoption of AI and data-driven strategies across key management domains, including Marketing, Finance, Operations, Human Resources, Systems, and Strategy.

3. OPERATIONS AND SUPPLY CHAIN MANAGEMENT

- Demand Forecasting and Production Planning
- Real-time Inventory Management with Predictive Analytics
- Predictive Maintenance and Downtime Reduction

4. HUMAN RESOURCE MANAGEMENT

- Talent Acquisition and Diversity using Workforce Analysis
- Employee Performance, Engagement and Attrition Prediction
- AI-driven Learning and Development

5. ECONOMICS AND PUBLIC POLICY

- Impact of AI on Macroeconomic Trends and Policy Implications
- AI, Governance, Regulation, and Institutional Economics
- AI for Social and Development Economics

6. EMERGING AND TRANSFORMATIVE DOMAINS

- AI-enabled Healthcare
- Smart Agriculture
- AI-driven Innovations in Sports

PAPER FORMATTING AND SUBMISSION

- **Paper Layout:** Single-column format
A4 size paper with 1-inch (2.54 cm) margins on all sides
- **Font & Spacing:** Main text: Times New Roman, 12-point font, 1.5 line spacing
- **Title:** Centered, 16-point bold font
- **Author names & affiliations:** Centered, 12-point italic font
- **Section headings:** 14-point bold font
- **Subsection headings:** 12-point bold font
- **Figures & Tables:** Centered and numbered sequentially, captions in 10-point font
- **Equations:** Centered and numbered sequentially
- **References:** APA style
- **Paper Length:** Maximum 8000 words (excluding references)
- **Originality Requirement:** Papers must be original and not previously published or submitted elsewhere
- **Submission Format:** Microsoft Word (.doc or .docx) only
- **Review Process:** Each submission will be peer-reviewed by the program committee
- **Decisions** (acceptance or rejection) will be based on the review outcomes
- **Submission Email:** conference@praxis.ac.in

IMPORTANT DATES

Last Date of Paper Submission: April 18, 2025
Notification of Acceptance: April 30, 2025
Last Date of Registration: May 16, 2025
Conference Dates: May 30-31, 2025

KEYNOTE LECTURES AND TUTORIALS

In addition to regular paper presentations, AIM 2025 will feature keynote lectures by renowned international experts. The conference will also include tutorial sessions on "AI in Business," offering participants a deeper understanding of practical applications, emerging trends, and industry best practices in AI-powered decision-making.

STUDENT PAPER TRACK

AIM 2025 will feature a dedicated track for student papers, allowing young researchers to showcase their innovative work in AI and data-driven management. Selected student papers will be presented alongside regular sessions, ensuring valuable feedback and recognition.

HYBRID MODE OF AIM 2025

AIM 2025 will be held in a hybrid mode, allowing both physical and virtual participation.

REGISTER HERE



REGISTRATION FEES

Category	Fees
Research Scholars / Students	₹ 800
Academicians / Industry Professionals	₹ 2000
Participants without paper	₹ 500
International Participants	\$ 100

PAYMENT DETAILS

Account Number - 42683063709
SBI, Branch - Rasapunja
IFSC - SBIN0008375
UPI - praxisbusinessschoolsb

CONFERENCE VENUE

Praxis Business School
Bakrahat Road, Rasapunja,
24 Parganas South,
Kolkata - 700104

CONTACT DETAILS

Prof. Jaydip Sen, Convener - 9836189765
Ms. Amrita Ghosh - 9674313683
Ms. Ananya DasGupta - 9836280277
Email - conference@praxis.ac.in

The registration fee includes tea /coffee, lunch, and access to the keynote sessions and tutorials. Onsite attendees will receive a copy of the book of abstracts, while soft copies will be emailed to online participants. The registration fees must be paid online, and the completed [Google Form](#) must be submitted with all necessary details.

