

Empowered Autonomous

Internal Quality Assurance Cell (IQAC)

Organizes

One Day National Conference on "Applications of Artificial Intelligence (AI) – Promises, Perils and Sustainability"

Date: 14th February 2025

Venue: C-Wing, 7th floor, Smart Room

Resource Person: Mr. Ashish Shetty, Mr. Shoeb Shaikh and Dr. Amee Vora

In association with: Dept. of Commerce

Sponsored by: WRC-ICSSR

Report:

Today's national conference brought together experts, researchers and industry leaders to explore its advancements, challenges and the road ahead. A grand inauguration, release of the ISBN book by dignitaries, 3 keynote addresses, 26 paper presentations across 3 different tracks – the IQAC and the Department of Commerce pulled out all stops to ensure that this national conference is a huge success. But first, let us start right at the beginning with the inaugural session.

Inaugural session

The conference commenced with a thought-provoking inaugural session that set the tone for the discussions ahead. Director of MKES Group of Institutions Dr. Mrs. Ancy Jose in her welcome address shared her personal reflection on how education has evolved from a time with no calculators - let alone internet, to the present era of AI dependency. She emphasised the importance of integrating human knowledge with AI tools to enhance learning and innovation. She hoped that the conference would help to equip the participants with the latest developments in AI, enabling them to stay ahead in this rapidly advancing field. She also conveyed the best wishes of Prof. Dr. Kavita Lagathe, Honorary Director of the Western Regional Centre of ICSSR, who could not join in the conference due to her busy schedule.

Principal Prof. Dr. Moushumi Datta, in her address, highlighted that while humans are the most intelligent species on earth, we have now created AI- a new species capable of surpassing us. However, she reminded the participants that AI is still a tool and that humans have the power



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to steer it towards the direction they need. She also shared with the participants, the remarkable achievements of Nagindas Khandwala College over the past few decades. Expressing confidence in the potential of the conference in encouraging fruitful discussions, she concluded her address by conveying her best wishes to the paper presenters.

Prof. Dr. Kavita Kalkoti, the conference convener, emphasised that technology and AI are transformative forces and right now, we are all in the process of navigating this disruption. She pointed out that it requires a tectonic shift in our attitudes, especially as educators, urging us to adapt and thrive in the age of AI. She stressed the importance of initiating discourse on this shift and highlighted AI's growing role in various aspects of our lives. The primary purpose of the conference, she noted, is to explore and find responses to the challenges of the future.

A significant highlight of the conference was the release of the ISBN book published by Khandwala Publishing House, comprising 36 research papers - a testament to the academic rigor and intellectual contributions of the participants. The timely publication of the book on the very day of the conference is a rare achievement, reflecting the meticulous planning and dedication of the organising committee members. This initiative not only adds scholarly value to the event, but also ensures that the research findings are readily available for further academic discourse and application.

The inauguration function was successfully concluded by vote of thanks proposed by Vice Principal and IQAC Coordinator Prof. Dr. Mona Mehta. The session was seamlessly compered by Mr. Edwin Mathias, who ensured a smooth and engaging experience for all attendees.

Thus, the inaugural session provided a compelling start, highlighting the significance of ethical AI development, innovation, and collaborative research in shaping the future.

Keynote Addresses

The inaugural session was followed by 3 keynote addresses. Mr. Ashish Shetty, an expert in Learning and Development at Testriq QA Lab, spoke on the topic of 'Generative AI, LLMs and Business Intelligence: Opportunities and Challenges in Industry'. He pointed out the difference in key terms such as artificial learning, machine learning, deep learning, generative AI, LLMs and business intelligence. His speech was peppered with fascinating anecdotes illustrating the remarkable achievements in technology and its ability to perform miracles in our lives. He also highlighted numerous opportunities in industries such as content creation, customer support, predictive analysis and real time data processing, particularly in fields like



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healthcare, finance and retail. However, he also pointed out the challenges and risks in the use of AI such as technical challenges, ethical and social risks and sustainability concerns. He concluded the address by highlighting the importance of giving correct prompts while using generative AI by making the participants indulge themselves in a nostalgic game of storytelling.

Dr. Amee Vora, Principal, RSET's Deviprasad Goenka Management College of Media Studies delivered the second keynote address on the topic of 'The AI Gold Rush: A communication revolution or a creative crisis'. A multi-facted personality, Dr. Vora set out by asking pertinent questions such as 'are we enhancing creativity or outsourcing it?', 'will AI supercharge creativity or make us replaceable?' and 'are we headed for a 100% AI driven ad world?'. She showcased various examples to highlight the increasing use of AI in advertising, marketing, movies and gaming. She ended her session by emphasising that AI should enhance and not replace creativity and that the best content still comes from people and not machines.

Post lunch, the third keynote address was delivered by Mr. Shoeb Shaikh, a test automation engineer and learning and development manager, who spoke on the topic of 'AI in software testing: Powers and Perils'. He focussed on key areas of AI integration in testing and the impact of AI on software development life cycle by showing examples of testing users like Canva, Amazon, Naukri.com and websites like napkins which could prove to be a boon for academicians. He emphasised that contrary to the belief that AI would eventually take away human jobs, the need of the hour is to make oneself employable by adapting to the latest developments in the field of AI.

The event was compered by CA Hardik Thakkar who along with Mr. Omkar Kabadi and Prof. CA Dr. Reena Desai graciously introduced the keynote speakers to the participants. Dr. Meha Mandawewala concluded the session by delivering the vote of thanks.

Conference presentations

Later, the participants gathered for paper presentations which were held on three separate tracks simultaneously. Track I was on topics related to Economics and Finance. Mr. Brian Cutinho introduced the Session Chair Prof. Dr. Vinita Pimpale, Professor at R. A. Podar College of Commerce and Economics. There were 9 paper presentations in this track on varied topics such as Impact of AI Adoption on Banking and Financial Institutions, Economic Implications of AI Dependence on Future Human Behaviour, Artificial Intelligence and Its Legal Implications in



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India and so on. The session concluded with the vote of thanks proposed by Dr. Saswati Mohanty.

Track II was on topics related to Commerce and Management. Mr. Sushant Gund introduced the Session Chair Prof. Dr. Shaji Joseph, Professor in Commerce and Head of the Department, DTSS College. This track saw 9 paper presentations on topics such as AI-Driven Innovations in the Service Sector, Prospects In Tourism Due to Use of AI, Role of AI in Enhancing Decision-Making and Problem-Solving Among Professionals, etc. Ms. Sheetal Desai proposed the vote of thanks to conclude the session.

Track III was an interdisciplinary track where Dr. Vidya Shetty introduced the session chair Prof Dr. Bageshree Bandekar, I/C Principal at Valia College, Andheri. There were 8 paper presentations on a gamut of topics such as Generative AI Chatbot Adoption among Young Adults, Impact of AI-Based Learning Tools on Academic Performance and Study Habits of College Students, Predicting Stroke Risk Using Exploratory Data Analysis and Machine Learning Models, etc. The session concluded with the vote of thanks proposed by Mr. Shubham Raut.

The esteemed session chairs Prof. Dr. Vinita Pimpale, Prof. Dr. Shaji Joseph and Prof Dr. Bageshree Bandekar guided the three parallel tracks of paper presentations with their expertise and insightful evaluations. Their constructive feedback not only helped refine the research presented but also provided valuable directions for future studies.

Conclusion:

This conference has fostered meaningful collaborations and set the stage for continued research and application in this ever-evolving field. Let us carry forward the knowledge and perspectives gained here, working together to shape an AI-driven future that benefits all.



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Brochure





WRC/ICSSR Sponsored

National Conference

Organised by

I.Q.A.C. & Department of Commerce

Nagindas Khandwala College **Empowered Autonomous**

on

"Applications of **Artificial Intelligence** (AI) - Promises, Perils and Sustainability"

Friday, 14 February, 2025

ABOUT THE COLLEGE
Nagindas Khandwala College, Empowered
Autonomous institute, is dedicated to revolutionise Autonomous instance, is concated to recontaining education and empower students. The college was established on 21 July, 1983 by the visionary, dedicated and ever progressive Malad Kandivali Education Society. It started with three class rooms offering two undergraduate programmes and now it has become an Empowered Autonomous Institution with an A Grade (NAAC Accredited - fourth cycle) and an ISO 21001:2018 certification. It offers 26 undergraduate programmes, 16 postgraduate programmes and 4 Ph. D programmes through 3 research centres, catering more than 6000 students in the campus. Nagindas Khandwala College has been conferred the status of Empowered Autonomous College by the University of Mumbai in the year 2023-24. The college has won multiple recognitions for its feat in academics namely, Best Academia Industry Alliance Award, Best Digital Technologies Industry Alliance Award, Best Digital Technologies
Usages Award, Best College for BA/BMS, and the
Exemplar Researcher of the Year Award by the
Education World Grand Jury Awards. Some other
key milestones are: Ranked First among India's Top 10 private higher education institutions in the Prevale migner education institutions in the 'Excellence in Academic Achievement Category' by the Annual Education World Grand Jury during the Academic Year 2023-24. Ranked First among India's Top 10 private higher education institutions for 'Best Management Practices & Systems' in the Education World India Higher Education Grand Jury Education World India Higher Education Grand Jury Award 2020-21, Ranked 1st in India in the category of New-Age study Programmes in Higher Education Ranking 2021-22. Ranked 33st at the All-India level by Education World Magazine. Nagindas Khandwala College also happens to be the first college in Maharashtra to apply for the status of a Cluster University. While the result is still awaited, the institution is always endeavouring to maintain its the institution is always endeavouring to maintain its high standards

BACKGROUND OF CONFERENCE

Traditionally technology was developed to enable and aid human activity. It was used to improve the performance of human outputs. Currently, it has expanded its use and utility and we are in a situation where technology is compelling governments, society and individuals to adapt themselves according to advancements. Technology is an allpervasive factor. Artificial intelligence (AI) is the modern means which has touched every function of business and individual lives. Developed programs which use software and AI are used in daily lives as well as in industrial activities. Self-driven cars, smart homes, smart wearables, AI in medicine, assisted medical care techniques and so many other areas are using AI extensively and with great benefits.

CALL FOR RESEARCH PAPERS
Original and unpublished Research Papers or articles Original and unputorstate research rapers or articles are invited for the multi-disciplinary conference. The research papers will be tested for plagiarism and peer reviewed. Accepted papers will be published in an ISBN book. Participation is invited for paper presentations.



GUIDELINES FOR SUBMISSION OF

PAPERS

The cover page should contain title of the paper, The cover page should contain title of the paper, author's names, affiliations, email address, contact number and active WhatsApp number. Research Paper must be not exceed 2500 words, abstract of the paper must be 250 words. Font - Times New Roman, Font size 12 with 1.5 lines spacing. Paper should not exceed 6 pages including graphs, tables and charts. The abstract should include five to six key words. Soft copy of the cover page, abstract and full-length research paper should be sent to aiconf2025@gmail.com on or before 149 January. 2025.

14th January, 2025. REGISTRATION CHARGES

Categories		Amount in ₹
Participation	Academicians & Students	Free
Participation and Presentation	Academicians/ Students Per Person	1000
Participation and Publication	Academicians/ Students Per Person	1500

IMPORTANT DATES

- Date of the conference: 14th February, 2025
- Last date for submission of Abstract with full paper: 14th January, 2025
- otification of paper acceptance: 21st January, 2025
- Note: Conference will be held in offline mode. However, the participants from outside Mumbai can attend and present their paper in online

THEMES

- SERVICE SECTOR
- INNOVATIVE PRACTICES
- ETHICAL CODE GOVERNANCE
- MARKETING
- DISASTER MANAGEMENT

SUB-THEMES

- SERVICE SECTOR

 1. Impact of use of AI on Banks and Financial
- Use of AI in Health and Patient Recovery
- Modern learning techniques with use of AI
- Influence of AI on Retail, Quick Commerce
- Prospects in Tourism due to use of AI

INNOVATIVE PRACTICES

- AI-driven innovation in Manufacturing AI virtual assistant and innovations
- Language modelling capabilities with AI Role of AI in Managing the Metaverse
- Development of Algorithms and Robotics with help of Al

ETHICAL CODE

- Changes in Societal Dynamics due to use of AI Dark web and its reach propelled by AI
- Ethical Accountability of AI users Future changes in Human behaviour due to AI

5. AI assisted Quality Assurance of Products GOVERNANCE

- AI and Novel Forms of Organisation
- AI and its application for E-Governance AI for Verification
- Resilient and safe Al
- Al- a value pathway to the future

- MARKETING
 Sales Forecasting and Analytics through Al
 Visual search and Al
- Hyper Personalization of Marketing with AI
- Visualization and Infographics using AI and
- 5. Real time Data Analytics for Marketing

Disaster Management

- 1. Effective Evacuation Plans through AI Role of AI in Disaster Preparedness
- Post Disaster rebuilding supported by AI
- Cocreating Disaster Management strategies with
- the Government
 5. Training disaster management teams and stakeholders through AI

Note: The above topics are only indicative, any other related papers on the sub-themes mentioned





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ADVISORY COMMITTEE

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Hon. Director, WRC/ICSSR

University of Mumbai Campus

Dr. (Mrs.) Ancy Jose

Director,

MKES Group of Institutions.

Prof. Dr. Moushumi Datta

Chairperson & Principal,

Nagindas Khandwala College.

Empowered Autonomous Institute.

Prof. Dr. Mona Mehta

Vice Principal & IQAC Co-ordinator

ORGANISING COMMITTEE

Prof. Dr. Kavita Kalkoti

Conference Convenor

Dr. Preeti Tripathi

Conference Secretary

ORGANISING COMMITTEE MEMBERS

Asst. Prof. Omkar Kabadi Asst. Prof. Rohit Vange Asst. Prof. Shubham Raut

FOR FURTHER CLARIFICATION PLEASE CONTACT:

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REGISTRATION LINK

https://forms.gle/3tfNaHSWK23k1Cvy5

PAYMENT DETAILS

Name of Account Holder: NK - AIDED

Bank Name: HDFC BANK

Account Number: 50100238993102

IFSC CODE: HDFC0001800



E-Brochure of the Programme

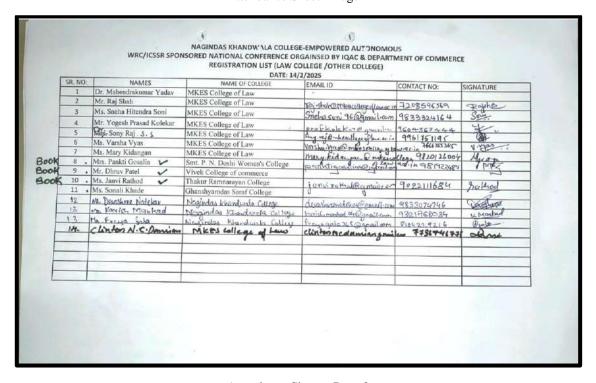


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Attendance Sheet

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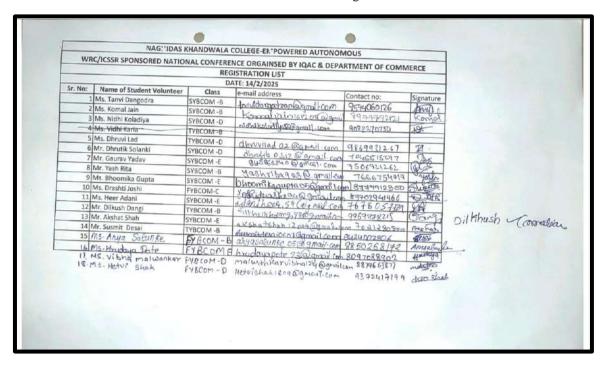
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1	Prof. (Dr) Kavita Kalkoti	NAGINDAS KHANDWALA COLLEGE	Kenta @AKC. ac.in.	CONTACT NO:	SIGNATURE
2	Dr Preeti Tripathi	NAGINDAS KHANDWALA COLLEGE	filet Ouk acin		
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Photographs of the Event

























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