



**SRI GURU GOBIND SINGH COLLEGE OF COMMERCE  
(UNIVERSITY OF DELHI)**



**in collaboration with**

**DEPARTMENT OF FINANCE AND BUSINESS ECONOMICS  
FACULTY OF APPLIED SOCIAL SCIENCES AND HUMANITIES  
(UNIVERSITY OF DELHI)**

*presents*



**8<sup>th</sup> Biennial International Conference**

**Frontiers in AI:  
Shaping the Future  
of Management**

**Hybrid Mode**

**9-10 APRIL 2026**

**Venue: Sahibzada Ajit Singh  
Auditorium, SGGSCC**

# About the College

Sri Guru Gobind Singh College of Commerce, founded in 1984 is a leading institute of the University of Delhi specialising in Commerce, Economics, Business Studies, and Computer Science. It was accredited with an 'A++' grade by National Assessment and Accreditation Council (NAAC) in 2022. The College has diligently worked its way to develop future leaders in business, government, and academia by offering excellence in education and imparting training. It regularly conducts Seminars, Conferences, Workshops and Faculty Development Programmes to ensure holistic pursuit of education in terms of inquisitive research orientation, analytical rigor, and quantitative skill enhancement of students as well as the teaching fraternity. Further, to promote empirical research, it publishes an annual peer-reviewed research journal, "Journal of Business Thought", indexed by UGC and ABDC (applied economics category).

To keep abreast of recent developments and encourage research, the College organises Biennial Conferences and Conventions on contemporary economic and social issues. These events have always been graced by the presence of several noted luminaries, economists, academicians, researchers, journalists, and political leaders in the past. In March 2025, the college successfully conducted its 7th Biennial International Convention on the topic "AI and Viksit Bharat: Harnessing the Tech Tailwinds for Aspirational India".

# About the Department

In 1973, the University of Delhi introduced the Master's Program in Business Economics (MBE), combining theoretical excellence with real-world practicality. "Change is the only constant" is an adage that the Department of Business Economics sincerely believes in. Over its 51-year history, it has continuously evolved, eventually replacing the MBE program with the MBA in Business Economics in 2015, in response to changing business dynamics.

The department boasts an eclectic and erudite group of faculty, researchers, and professionals, with their vast pool of managerial expertise, who contribute to giving the Department a distinctive edge and exalted stature. It takes pride in its graduates, who have made lasting impacts on the industry through their quantitative and qualitative expertise. Today, the department stands as an epitome of excellence with strong ties to corporate houses, serving as their preferred recruitment destination.

# About the Conference

Sri Guru Gobind Singh College of Commerce, University of Delhi, in collaboration with the Department of Finance and Business Economics, Faculty of Social Science and Humanities, University of Delhi is organising the 8th Biennial conference on "Frontiers in AI: Shaping the Future of Management".

The international conference will be held on 9 and 10 April, 2026 at Sahibzada Ajit Singh auditorium of the college. It will be held in hybrid mode and will give participants the option of attending and presenting either in-person or virtually.

Building on the success of Vimarsh – the 7th Biennial Convention on "AI and Viksit Bharat: Harnessing the Tech Tailwinds of Aspirational India" on 27 March 2025 at the India International Centre, which was graced by Shri Jitin Prasada, hon'ble Union Minister of State for Electronics and Information Technology and Commerce and Industry, as the Chief Guest, along with distinguished speakers from the World Bank group, FICCI, and academia; the Conference aims to bring researchers, policymakers, and practitioners from diverse industries and sectors together to discuss, debate, and initiate a dialogue that aims to explore how AI will help in shaping the future of management—not merely as a technological tool but as a catalyst for innovation, ethical leadership, and sustainable growth.

# Conference Tracks



## Finance and Business

- Algorithmic Trading and Market Forecasting through Machine Learning
- AI in Fraud Detection and Financial Risk Management
- FinTech Innovations: AI Applications in Banking, Payments, and Credit Scoring



## Operations and Logistics

- AI Applications in Production Planning and Process Optimization
- Smart Manufacturing and Predictive Maintenance through Machine Learning
- Integrating AI and IoT for Agile Operations and Real-Time Decision Support



## Information Technology and Data Analytics

- Advances in Deep Learning Architectures for Real-World Applications
- Federated Learning and Privacy-Preserving AI Models
- AI Ethics, Fairness, and Responsible Model Deployment
- Hybrid AI Systems: Integrating Symbolic and Data-Driven Approaches



## Sustainability and Governance

- Social sustainability including rural tourism, wellness tourism, etc.
- AI for Environmental Monitoring and Climate Change Prediction
- Ethical AI for Sustainable Business and Green Innovation



## Human Resource Management

- Intelligent Talent Acquisition: AI Algorithms in Recruitment and Selection
- Predictive Workforce Analytics for Employee Engagement and Retention
- Ethical Challenges and Bias Mitigation in AI-Driven HR Systems
- AI-Powered Learning and Development: Personalizing Employee Growth



## Economics and Public Policy

- AI-Enabled Economic Forecasting and Policy Simulation Models
- Using Machine Learning for Poverty, Inequality, and Labor Market Analysis
- Ethical and Socioeconomic Implications of AI-Driven Public Policy



## Marketing Management

- Leveraging Generative AI for Personalised Marketing and Consumer Experience
- Predictive Analytics for Customer Retention and Churn Management
- AI-Driven Market Segmentation and Dynamic Pricing Strategies
- The Role of Explainable AI in Enhancing Consumer Trust and Brand Loyalty



## General Management

- Strategic Decision-Making and Leadership in the Age of AI
- AI-Driven Business Transformation and Organizational Agility
- Managerial Competencies for AI-Augmented Workplaces

# Guidelines

## Extended Abstract Submission

### Extended Abstract Guidelines :

- 2,000 to 3000 words
- Page 1 should contain Title and Keywords (up to 5) along with Author details
- Word/PDF File

### Suggestive headings :

- Introduction
- Literature review
- Methodology
- Discussion and Findings
- Implications and Conclusion
- References

- Follow APA 7th edition formatting guidelines

All submissions will be done using CMT.

Please visit the website for submissions :

[seminar-sggsc.in](http://seminar-sggsc.in)

You will receive a confirmation email upon successful submission.

## Full Paper Submission

### Full Paper Guidelines :

- Maximum of 10,000 words
- Page 1 should contain Title and Keywords (up to 5) along with Author details
- Word/PDF File

### Suggestive headings :

- Abstract (100-250 words)
- Introduction
- Literature review
- Methodology
- Discussion and Findings
- Implications and Conclusion
- References

- Follow APA 7th edition formatting guidelines

Post acceptance on the basis of extended abstract, Author(s) are required to send/mail their full papers at [8bic@sggsc.ac.in](mailto:8bic@sggsc.ac.in)

You will receive a confirmation email upon successful submission.

# Conference Highlights

Prize per track: Rs. 10,000/-

Publication opportunities in Journal of Business Thought (ABDC)  
<https://www.sggsc.ac.in/research/aboutthejournal> &  
Conference Proceedings.

Collaboration with other Scopus/WoS/ABDC indexed journals  
(in progress).

The conference is available in both online and offline mode.

No registration fees for the conference.



# Review Process

All submissions will undergo a double-blind peer review process.

Evaluation criteria include:

- Relevance to conference themes
- Originality and innovation
- Methodological rigor
- Practical implications
- Quality of writing and presentation

# Important Dates

Extended abstract submission	February 28, 2026
Acceptance notification (based on extended abstract)	March 15, 2026
Full paper submission (Post acceptance, via e-mail)	March 31, 2026
Registration (Post acceptance)	March 20 to 31, 2026
Conference Dates	April 9 & April 10, 2026

# Contact Information

Email :-

- For any queries or additional information related to 8th BIC, please feel free to reach out to us - [8bic@sggsc.ac.in](mailto:8bic@sggsc.ac.in)
- For any queries or additional information related to seminar committee, please feel free to reach out to us - [seminar@sggsc.ac.in](mailto:seminar@sggsc.ac.in)

Please visit our website :- [seminar-sggsc.in](http://seminar-sggsc.in)



**Sri Guru Gobind Singh College of Commerce  
(University of Delhi)**

**NAAC A++ Accredited | NIRF Rank 32**

**Pitam Pura, Delhi 110034, India**

**Phone: 011-20871260 / 20871262**

**Website: [www.sggsc.ac.in](http://www.sggsc.ac.in)**

# Organizing Committee

Sri Guru Gobind Singh  
College of Commerce  
(University of Delhi)

**Patron**  
**Prof. Jatinder Bir Singh**  
Principal

**Convenor**  
**Dr. Vaibhav Puri**  
Assistant Professor - Department of Economics

**Co - Convenor**  
**Dr. Harpreet Kaur**  
Associate Professor - Department of Economics

Faculty of Applied Social Sciences  
and Humanities  
(University of Delhi)

**Patron**  
**Prof. Amitabh Gupta**  
Head, Dept. of Finance & Business Economics  
Dean, FASSH

**Co - Convenor**  
**Prof. Ananya Ghosh Dastidar**  
Professor, Dept. of Finance & Business  
Economics

## Committee Members

**Prof. Jyoti Kaur**  
**Mrs. Jasjit Kaur Kochher**  
**Prof. Gurminder Kaur**  
**Dr. Ushveen Kaur**  
**Dr. Tarvinder Kaur**  
**Ms. Pratibha Suri**  
**Ms. Manleen Kaur**  
**Dr. Meenakshi Rani**

**Prof. D.D. Chaturvedi**  
**Prof. Paramjeet Kaur**  
**Prof. Rekha Sharma**  
**Dr. Megha Ummat**  
**Mr. Bhupinder Pal Singh**  
**Dr. Ankita Aggarwal**  
**Dr. Kriti Chadha**  
**Dr. Jasneet Kaur**

## Highlights

