



# **International Conference & Award Ceremony Guru Shakti Samman**



**Organised By**

**An ISO 9001:2015 Certificate Organisation**

**RESEARCH EDUCATION SOLUTIONS**

**In Collaboration with**

**T. John College Autonomous**

**ON**

***"INNOVATION, STRATEGY, AND  
SUSTAINABILITY: NAVIGATING THE NEXT  
ERA OF MANAGEMENT, INFORMATION  
TECHNOLOGY, SOCIAL  
SCIENCES AND EDUCATION"***

**4<sup>th</sup> September 2025  
(Thursday)  
(Hybrid Mode)**

## ABOUT THE INTERNATIONAL CONFERENCE

The present conference on *"Innovation, Strategy, and Sustainability: Navigating the Next Era of Management, Information Technology, Social Sciences and Education"* will provide an ONLINE open forum for researchers, academicians, scholars, students, extension workers, entrepreneurs, and industry personnel to discuss various aspects of advancements in agriculture technology and allied sciences under different thematic areas and share their latest research achievements. Our conference "Convergence of Technology & with Engineering, Management, Social Sciences, and Agriculture for Better Productivity & Sustainability" will provide you with an opportunity to meet with international resource persons, researchers, and colleagues working in Agriculture, Allied Sciences, Engineering, and Management.

## ABOUT THE ORGANISERS

### Research Education Solutions

Research Education Solutions (RES) has been serving Academia for the last and a half decade. RES is a micro-enterprise registered with MSME, Government of India. We provide support and assistance for education in a wide variety of areas such as conferences, workshops, edited books, patent assistance, and data analysis services. Our core team is competent in various sub-domains of Commerce, Economics, Management, Political Science, Social Science, Education, English Literature, Science and Technology, Pharmaceutical and many more.

### T. John College Autonomous

T. John Group of Institutions encompasses a diverse range of educational establishments, including T. John College (Autonomous) with departments in Management Studies, Computer Applications, Hotel Management, Commerce, and Fashion & Apparel Design, along with the T. John College of Pharmacy, T. John Institute of Management & Science, T. John School & College of Nursing, T. John Institute of Technology, TJ PU College, and National Public School, Gottigere Branch.

Established in 1993 by Dr. Thomas P John, T. John College began with a three-year BHM program for 24 students. Over the years, it has grown into a sprawling 20-acre campus, attracting a cosmopolitan student body from across India and neighboring countries. Known for its inclusive ethos, the institution has produced 31 University Rank Holders between 2011 and 2018 and nurtured thousands of successful alumni.



## Conference Themes

### AI in Education

Intelligent Tutoring Systems (ITS) and Personalised Learning Environments | AI-Driven Assessment & Automated Feedback Mechanisms | Natural Language Processing in Learning Analytics | Chatbots and Virtual Assistants for Student Support | AI for Inclusive Education: Addressing Special Needs and Accessibility | Predictive Analytics for Student Performance & Dropout Risk | Ethical and Privacy Concerns in AI-based Learning Systems | Mobile Learning & Microlearning Tools | Tech-Enhanced Teacher Training and Capacity Building | Cybersecurity and Digital Literacy in Education | Cross-cultural Adoption of EdTech Platforms

### Redefining Commerce & Management through AI, Education, and Emerging Technologies

Predictive Analytics in Consumer Behaviour and Market Trends | AI-Driven Financial Forecasting and Portfolio Management | Smart Retail and AI in E-Commerce Platforms | Dynamic Pricing, Inventory & Sales Optimisation Algorithms | AI in Fraud Detection and Regulatory Compliance | Virtual Assistants and Chatbots in Customer Relationship Management | AI Integration in Taxation and Auditing Practices | AI for Sustainable Development Goals (SDGs) in Business | Responsible AI and Ethical Governance in Corporate Environments | Public Policy, Regulation & AI in Commerce Ecosystems | Inclusive and Equitable Business Models using AI | AI for Social Entrepreneurship and Impact Investing | Globalisation, Digital Trade, and AI-Driven Economic Models | Women in AI and Tech-Driven Leadership Roles in Commerce

### Transforming Hotel Management through AI

AI-Powered Learning Platforms in Hospitality Education | Virtual Trainers and Chatbots for Practical Skill Simulation | Adaptive Learning Systems for Hospitality Training | AI for Career Guidance and Placement Services in Hospitality Institutes | Data-Driven Student Performance Analytics in Hotel Management Schools | AI-Integrated MOOCs for Culinary, Housekeeping, and F&B Services | Ethics and Human-AI Collaboration in Hospitality Education | Smart Hotels: IoT and Automation in Guest Experience | Robotics in Housekeeping, Concierge & Food Services | Digital Concierge and AI Chatbots in Customer Interaction | Contactless Check-in/Check-out and Biometric Access | AI in Inventory & Procurement Management for Hotels | Cybersecurity and Data Privacy in Hotel Operations | Sustainable Technologies in Energy & Waste Management

## **Advancing Computer Applications in the Era of AI**

AI-Driven Adaptive Learning Platforms for Programming & Coding | Virtual Labs and Simulators for Technical Skill Development | AI-Powered Student Assessment and Feedback Systems | Chatbots and Intelligent Assistants in Online Computer Courses | Gamification and AR/VR in Computer Science Education | Automated Curriculum Design Using Machine Learning | Inclusive & Personalised Learning Paths for Tech Education | Natural Language Processing (NLP) in Human-Computer Interaction | Computer Vision Applications in Industry 4.0 and Smart Cities | Autonomous Systems: Drones, Robotics, and AI Integration | Edge Computing and IoT in Real-Time Data Processing | Quantum Computing and Its Future in Applied AI | Cyber security & AI: Threat Detection, Prevention, and Ethical Hacking | AI in Cloud and Distributed Computing Environments | AI in E-Commerce: Personalization, Chatbots, and Recommender Systems | Blockchain and Smart Contracts in Digital Commerce | AI-Powered CRM, ERP, and SCM Systems | Data Analytics and Visualization for Business Intelligence | Sentiment Analysis and Consumer Behavior Prediction | AI for Fraud Detection and Credit Risk Modeling | FinTech Innovations: Robo-Advisors, InsurTech, and Digital Lending

## **Reimagining Fashion & Apparel Design through AI**

AI-Powered Personalized Learning for Design Students | Virtual Classrooms, Simulators, and 3D Garment Prototyping | AI in Portfolio Assessment, Grading & Feedback Mechanisms | Gamified Learning & Interactive Design Challenges with AI Tools | Augmented Reality (AR) & Virtual Reality (VR) in Design Studios | Ethics of AI in Creative Education | Upskilling Faculty and Designers in AI & Computational Design | 3D Modeling, CAD, and AI-Based Pattern Generation Tools | Generative AI for Creative Fashion Design | Smart Textiles and Wearable Technologies | Virtual Try-Ons and Digital Fitting Rooms using AR/AI | Sustainable Fashion Tech: AI for Waste Minimization & Material Optimization | AI for Color Theory, Trend Forecasting & Mood Boards | AI & Computer Vision for Garment Defect Detection in Production

## **AI in Marketing**

Predictive customer behavior modeling | AI-based segmentation and targeting | AI in customer service and support | Natural Language Processing (NLP) in marketing communication | Voice assistants in brand interaction | Smart email marketing and A/B testing | Real-time campaign performance analytics | Sentiment analysis and social listening | Predictive analytics for trend forecasting | AI in competitor and market intelligence | Targeting efficiency and ROI improvement | AI in Cross - Platform ad management

## **AI in Finance**

Real-time fraud detection using machine learning | AI-driven trading algorithms | Predictive analytics in stock price forecasting | Sentiment analysis for market movement prediction | Robo-advisors for investment management | AI-based financial planning and budgeting tools | Customer segmentation for tailored financial products | Automated monitoring of financial regulations | AML (Anti-Money Laundering) using AI | Know Your Customer (KYC) automation | Time-series modeling for revenue prediction | AI in budgeting and expense forecasting | Scenario modeling and stress testing

## **AI in HR**

Resume screening and candidate matching using AI | Predictive analytics for hiring success | AI-powered interview bots and assessments | Employee attrition prediction | AI for performance forecasting | Data-driven succession planning | Sentiment analysis from employee feedback | AI-driven pulse surveys and well-being monitoring | Personalized HR communication and support | Data-informed workforce planning | AI for DEI (Diversity, Equity, Inclusion) analytics | Scenario planning and organizational design

## **Information Technology and Business Analytics**

Business Analytics, and Big Data Analytics | Artificial Intelligence, Machine Learning | Fintech, Blockchain Technology | Online Learning and Human-Computer Interaction

## **Engineering and Technology**

Architecture | Artificial Intelligence| Bioinformatics| Biomedical Engineering| Biotechnology| Civil Engineering| Computer software and applications| Computing| Data Mining| Design Energy| Engineering Image Processing| Information Technology| Internet and World Wide Web Manufacturing| Mining Nanotechnology and Smart Materials Networking| Polymers and Plastics| Renewable Energy| Robotics| Space Environment and Aviation Technology| Systems Engineering Transport

## **Marketing Management**

Marketing in the VUCA world | Digital Marketing and Social Media Marketing | Marketing and Digital Marketing Analytics | Logistics and Supply Chain Disruptions | Marketing of Financial Services

## **Finance & Economics**

Banking and Financial Intermediation | Financial Markets: Derivatives and Risk Management| Behavioral Finance and Investment Bias

## **Entrepreneurship and Start-Ups**

Innovative idea Generation and Implementation | Project preparation for Innovative Ventures | Entrepreneurial culture/eco system | Small/Family Business Management, Intra/Entrepreneurship | Innovation and Technological Entrepreneurship | Women Entrepreneurship | Impact of Economic Environment of SMEs | Social Entrepreneurship and Innovation

## **Post Covid Business Strategies**

Sustainable business strategies Post Covid-19 | Business lessons from Covid-19 | Covid -19 impact on Business and Economy | Changing dynamics of Education | Agile Business Strategies

## **Social Science**

Education | Hospitality | Journalism and Mass Communication | Agricultural and Rural Development

## **Arts and Literature**

Contemporary Literature in Hindi and English



## GREEN TECHNOLOGY, CLIMATE-SMART AGRICULTURE, SUSTAINABLE ENVIRONMENT

1. Watershed management and efficient water recycling
2. Quantitative and qualitative improvement of groundwater
3. Climate change, greenhouse gases and air quality
4. Biomass utilization towards greener energy
5. Soil health and prospective of soil conservation
6. Nutrient cycling and plant nutrition
7. Conservation of tillage and prospective of soil carbon sequestration
8. GMOs for climate resilient farming
9. Organic agriculture towards food security
10. Restoration of productivity through precision farming
11. Mathematical and statistical modeling in achieving precision farming objectives.
12. IPM, INM and eco-friendly farming
13. Integration of agriculture and allied sector toward environmental restoration
14. Crop-livestock farming for efficient utilization of resources.
15. Adoption and limitation of green technology for sustainability
16. Waste management and treatment system.
17. Environmental remediation through the plant-based system
18. 3Ts: Green-, Nano- and Biotechnology for sustainability
19. Integrated resource management for sustainable and quality food production
20. Forestry, Biodiversity, and Conservation for sustainable food production
21. Horticultural crops for alternative way of livelihood.
22. Floriculture and Landscaping for sustainable development.

**Sustainable Fashion-** Partnerships for a green future

**Reimagining Retail-** Collaborative Strategies for Unchanged Consumers Experience

**Co-Creation and Design Thinking in Fashion**

*Conceptual and empirical submissions are not specifically catering to the above-specified themes, but falling within the broad domain of Management, Science and Engineering, ICT, Arts and Literature, Social Science, Agriculture and Rural Development, Entrepreneurship Etc. is welcome.*

### Important Dates

<b>Date of submission of Abstract</b>	-	<b>31<sup>st</sup> August 2025</b>
<b>Last Date of Registration</b>	-	<b>31<sup>st</sup> August 2025</b>
<b>Date of Conference</b>	-	<b>4<sup>th</sup> September 2025</b>

**Submit your abstract to:**

**[researchedu2020@gmail.com](mailto:researchedu2020@gmail.com) or [resconferences@gmail.com](mailto:resconferences@gmail.com)**

**Call for any query/assistance: +91- 7048984987, (Call + Whatsapp)**

## **CONFERENCE REGISTRATION FEES DETAILS**

### **Indian Participants**

**(PG Students/ Research Scholar: ₹ 500/-**

**Academician/ Researchers/ Industry Persons: ₹ 1000/-**

**Foreign Participants: 40 USD**

### **Link for Registration of Conference:**

<https://forms.gle/uF5bAxkTUZ3XC2Qm8>

### **Link for Award Registration:**

<https://forms.gle/2iY7CKGdKEDEcXYN9>

### **Paper Submission Guidelines:**

1. All submissions must be typed double-spaced with 2.5 cm or 1-inch margins using 12pt.
2. Times New Roman font in a single MS Word file
3. All submissions must include a title, Author name(s), affiliation(s), email(s) and a Notation (\*) of the corresponding author.
4. Final paper should not exceed 2500 words in case of Book Chapters/ 3500 Words in case of Research Paper including the Abstract, body of the text (Introduction, Theory, Methods, Findings, Discussions, Conclusions, and Implications). For references APA style guide should be followed.
5. All papers should be submitted online to [researchedu2020@gmail.com](mailto:researchedu2020@gmail.com) | [resconferences@gmail.com](mailto:resconferences@gmail.com)
6. The Manuscript/ Abstract Submitted must follow UGC Ethical Guidelines for Publication (Below 10% Plagiarism Accepted).
7. The Abstracts (Only) will be published in the E-Souvenir (with ISBN Number).

**Link for Registration of Conference:** <https://forms.gle/uF5bAxkTUZ3XC2Qm8>

**Link for Award Registration:** <https://forms.gle/2iY7CKGdKEDEcXYN9>



## LIST OF AWARDS

**AWARDS FOR SENIOR TEACHERS OF ALL STREAMS, ACADEMIC HEADS, PRINCIPALS, DIRECTORS, VICE CHANCELLORS ETC.**

SL No.	Awards
1	राष्ट्रीय शिक्षक गौरव पुरस्कार ACADEMICIAN OF NATIONAL PRIDE AWARD
2	भारत शिक्षा गौरव पुरस्कार PRIDE OF INDIAN EDUCATION AWARD
3	GLOBAL EXCELLENCE AWARD FOR ACADEMICS वैश्वक शिक्षा उत्कृष्टता पुरस्कार
4	LIFETIME ACHIEVEMENT AWARD आजीवन उपलब्धि पुरस्कार
5	GLOBAL ACADEMIC LEADER AWARD वैश्वक शिक्षण नेतृ व पुरस्कार
6	INDIAN ACADEMIC LEADER AWARD शिक्षण नेतृ व पुरस्कार
7	GLOBAL RESEARCHER AWARD वैश्वक विोधकता पुरस्कार
8	RESEARCHER WITH GLOBAL EXCELLENCE AWARD
9	DISTINGUISHED ACADEMICIAN OF THE YEAR AWARD
10	GLOBAL ACADEMICIAN OF THE YEAR AWARD

### AWARDS FOR INSTITUTIONS AND DEPARTMENTS

- OUTSTANDING SCIENCE AND TECHNOLOGY INSTITUTION OF THE YEAR
- OUTSTANDING B-SCHOOL OF THE YEAR
- BEST MANAGEMENT / ENGINEERING / SCIENCE / DEPARTMENT AWARD
- AWARD FOR OUTSTANDING CONTRIBUTION IN RESEARCH IN SCIENCE / TECHNOLOGY / MEDICAL SCIENCE / MANAGEMENT / BUSINESS STUDIES
- INSTITUTION WITH EXCELLENCE IN TEACHING PEDAGOGY
- INSTITUTION WITH EXCELLENCE IN RESEARCH AND CONSULTANCY
- INSTITUTION WITH EXCELLENCE SCIENTIFIC RESEARCH
- SOCIAL CONTRIBUTOR OF THE YEAR AWARD
- INSTITUTE WITH EXCELLENCE IN HIGHER EDUCATION

- AWARD FOR OUTSTANDING PLACEMENTS

### **AWARDS FOR DIRECTORS / DEANS / HODS AND SIMILAR LEVELS**

- OUTSTANDING ACADEMIC LEADER AWARD
- ACADEMIC ACHIEVER AWARD FOR EXCELLENCE IN INSTITUTIONS / DEPARTMENT MENTORING
- OUTREACH INITIATIVE OF THE YEAR AWARD IN HIGHER EDUCATION/ACADEMICS
- AWARD FOR OUTSTANDING SUPPORT FOR STUDENTS/RESEARCH SCHOLARS/PROFESSIONALS/FACULTIES
- BEST PRINCIPAL/DIRECTOR/DEAN/HOD OF THE YEAR AWARD
- DIRECTOR / DEAN / HOD OF THE YEAR AWARD
- ACADEMIC LEADER OF THE YEAR AWARD

### **AWARDS FOR ALL CATEGORIES OF FACULTY MEMBERS**

- AWARD FOR EXCELLENCE IN RESEARCH GUIDANCE
- AWARD FOR EXCELLENCE IN IMPLEMENTATION OF INNOVATIVE PEDAGOGY
- RESEARCH EXCELLENCE AWARD
- OUTSTANDING RESEARCH SUPERVISOR AWARD
- AWARD FOR EXCELLENCE AND INNOVATION IN ONLINE EDUCATION
- ACADEMIC EXCELLENCE AWARD
- DISTINGUISHED ACADEMICIAN/PROFESSOR /LIBRARIAN/MENTOR/TRAINER/INSTRUCTOR AWARD
- AWARD FOR RESEARCH IN INNOVATIVE ACADEMIC DOMAINS
- AWARD FOR CONTRIBUTION IN EDUCATION SECTOR/TECHNICAL EDUCATION/RESEARCH & DEVELOPMENT
- AWARD FOR BEST PRACTICES IN INCLUSIVE EDUCATION
- AWARD FOR BEST PRACTICES IN READING AND LITERACY EDUCATION

### **AWARD FOR BEST PRACTICES IN WRITING EDUCATIONAL BOOKS**

- AWARD FOR OUTSTANDING BOOK OF THE YEAR 2021 AND 2022 IN THE FIELD OF MANAGEMENT/ BUSINESS/ HUMANITIES / SOCIAL SCIENCES)
- FACULTY GUIDE FOR THE OUTSTANDING STUDENT PROJECT AWARD
- AWARD FOR EXEMPLARY INITIATIVE TOWARDS FACULTY DEVELOPMENT
- PROGRAMS/CONFERENCES/WORKSHOPS/WEBINARS/SOCIAL SERVICE
- LIFETIME ACHIEVEMENT AWARD
- BEST EDUCATOR AWARD – 2022
- AWARD FOR DISTINGUISHED THESIS (Ph.D.)
- AWARD FOR DISTINGUISHED DISSERTATION (M.PHIL.)
- AWARD FOR OUTSTANDING CONTRIBUTION TO THE RESEARCH & DEVELOPMENT IN ACADEMICS
- AWARD FOR DISTINGUISHED ACADEMICIAN /PROFESSOR IN HIGHER EDUCATION

### **AWARDS FOR THE YOUNG FACULTY MEMBERS**

- YOUNG SCIENTIST AWARD
- YOUNG ACHIEVER AWARD
- YOUNG ENTREPRENEUR AWARD
- YOUNG RESEARCHER AWARD
- YOUNG RESEARCH SUPERVISOR AWARD

### **AWARD FOR WOMEN ACADEMICIANS, DIRECTORS DEANS AND HODs**

- BEST WOMEN PRINCIPAL / DIRECTOR / DEAN / HOD AWARD
- BEST WOMEN PRINCIPAL / DIRECTOR / DEAN / HOD AWARD
- DISTINGUISHED WOMEN ACADEMICIAN AWARD
- BEST WOMEN ACADEMICIAN OF THE YEAR AWARD
- OUTSTANDING WOMEN RESEARCHER AWARD
- WOMEN ACADEMIC ACHIEVER OF THE YEAR AWARD
- WOMEN RESEARCH ACHIEVER OF THE YEAR AWARD
- DISTINGUISHED WOMEN Ph.D. SUPERVISOR AWARD

## CONFERENCE ORGANISING COMMITTEE

**For any further details please Contact:**

**Ms. Megha Mittal**

Managing Director

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**Dr. Sailesh G**

Principal

T John College Autonomous

Conference Convener

### Organizing Committee

- **Dr. S. Suja**  
Assistant Professor  
Department of Management Studies  
T. John College (Autonomous), Bengaluru
- **Sunita Srinivasan**  
Associate Professor  
Department of Hotel Management  
T. John College(Autonomous), Bengaluru
- **Ms Neelima Nishikant Bhoomkar**  
Assistant Professor  
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T. John College (Autonomous), Bangalore
- **Ms. Ramandeep Kaur**  
Head of the Department  
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- **Dr. P. Saravanan**  
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