



DELHI INSTITUTE OF ADVANCED STUDIES

(Reaccredited with A Grade by NAAC)

Approved by AICTE and Affiliated with GGS Indraprastha University for B.Com(H), BBA, MBA, MBA(FM) Programmes



DIAS
INTERNAL QUALITY ASSURANCE CELL (IQAC) IS ORGANISING
NATIONAL CONFERENCE ON

→ **ARTIFICIAL INTELLIGENCE AND
DIGITAL TRANSFORMATION:**
**SHAPING THE FUTURE OF BUSINESS,
TECHNOLOGY, AND SOCIETY** ←

Ai



07 FEBRUARY 2026, SATURDAY

About the Conference



The 21st century is witnessing an unprecedented digital revolution, powered by Artificial Intelligence (AI) and digital transformation. Business landscapes are being transformed across sectors — whether it is data-driven marketing, algorithmic trading in finance, smart recruitment systems in HR, or automated manufacturing processes. For modern enterprises, digital transformation is no longer a choice—it is a strategic imperative for competitiveness, growth, customer engagement, and long-term sustainability.

In the contemporary business world, AI is redefining strategic decision-making, business models, and value creation. Companies are leveraging AI for real-time insights, agile operations, and hyper-personalized customer experiences. The integration of AI with emerging technologies such as Virtual Reality (VR), Augmented Reality (AR), Blockchain, and Generative AI is enabling organizations to redefine how they innovate, market, and deliver value across the digital economy.

This synergy is transforming businesses and fueling a new wave of digital entrepreneurship. Powered by AI, organizations are achieving intelligent automation, predictive precision, and strategic agility in an ever-evolving global market.

At the same time, digital transformation extends beyond technology adoption—it requires reimagining organizational culture, processes, and capabilities. It emphasizes data-driven decisions, cross-functional collaboration, and digitally skilled workforces. Businesses are shifting from traditional operational models to agile, cloud-enabled, and innovation-centric architectures. Digital maturity now determines how effectively enterprises can respond to disruptions, scale solutions, enhance customer experience, and create new value in competitive ecosystems.

However, this transformation also brings challenges for businesses — ethical governance, workforce reskilling, cybersecurity, data privacy, and digital inclusion. Companies must balance innovation with responsibility, ensuring that technology serves both economic progress and societal welfare.

India, with its vast demographic dividend, dynamic entrepreneurial ecosystem, and rapidly digitizing economy, stands at the cusp of becoming a global leader in AI-driven business innovation and digital entrepreneurship. At the same time, issues of inclusivity, rural development, and responsible innovation demand critical attention to ensure that the benefits of digital transformation reach every section of society.

This conference seeks to create a vibrant platform for academicians, researchers, policymakers, entrepreneurs, and practitioners to deliberate on how AI and digital transformation are reshaping the future of business, technology, and society — promoting sustainable, inclusive, and innovation-driven growth for the digital age.



Objectives of the Conference

1. To provide a platform for sharing insights on AI and digital transformation.
2. To explore emerging trends and applications of AI across business domains.
3. To address ethical, social, and regulatory challenges of AI and digital transformation.
4. To promote sustainable and inclusive digital practices.

Sub Themes

1

AI and Digital Transformation in Marketing

- Consumer Behaviour Analysis & Predictive Marketing
- Social Media, Influencer, and Sentiment Analytics
- Virtual & Augmented Reality In Branding
- Chatbots And Conversational AI In Customer Experience
- Consumer Privacy, Persuasion, And Trust
- Ethical Issues of AI in Marketing

2

AI and Digital Transformation in Finance

- Blockchain, Cryptocurrency, and Digital Payment Ecosystems
- Algorithmic Trading and Portfolio Optimization
- Fraud Detection and Financial Security with AI
- Risk Management & Compliance in Digital Finance
- Fintech Innovations and Inclusion In Rural Banking
- Ethical Issues of AI in Finance

3

AI and Digital Transformation in Human Resource Management

- Recruitment, Selection, and Employee Engagement.
- HR analytics & workforce forecasting.
- Performance appraisal systems.
- Learning & development using AI-powered platforms.
- Employee well-being, mental health, and digital workspaces.
- Ethical issues of AI in HR practices

4

AI and Digital Transformation in Entrepreneurship and Innovation

- Business Models for Startups.
- Digital Ecosystems for Entrepreneurship Development
- Incubators, accelerators, and AI-powered mentoring platforms
- Innovation through AI in MSMEs and family businesses
- Social entrepreneurship and sustainability
- Ethical Issues of AI for Entrepreneurship Development

5

AI and Digital Transformation in General Management

- Strategic decision-making and corporate governance
- Digital leadership & change management
- Business analytics for managerial decision-making
- Sustainability and CSR in the digital age
- Ethical Issues of AI in General Management
- Managing diversity, equity, and inclusion

6

AI and Digital Transformation in Information Technology (IT)

- Cybersecurity, Data Privacy, And AI-Based Risk Management
- Cloud Computing, Edge Computing, And Digital Infrastructure
- AI in Smart Cities, IoT, And Industry 4.0
- Generative AI Applications in Media and Business
- Robotics, Automation, And Future Workplaces
- Ethical Issues of AI in Information Technology

7

AI and Digital Transformation - the Future of Society

- Education & EdTech for inclusive learning.
- Healthcare, wellbeing, and telemedicine
- Sustainability & climate change solutions.
- Digital governance, law, and public policy.
- AI ethics, human values, and cultural perspectives.
- Indian Knowledge Systems (IKS): bridging tradition with innovation



About DIAS

Delhi Institute of Advanced Studies, is a NAAC 'A' grade Institution, affiliated to Guru Gobind Singh Indraprastha University, and was established by Shri Laxman Das Sachdeva Memorial Educational Society in the year 1999. The Institute offers MBA, MBA (FM), BBA & B. Com(H) programmes and is providing dynamic learning and growth-oriented environment that is changing in response to the changing needs of society. The Institute seeks professional excellence through ethics, passion, and perseverance. The guiding philosophy behind all academic activities of the Institute is to inculcate professionalism and enhance an organization's effectiveness. The credibility of education at the Institute is increasingly being realized and recognized by foreign universities as well as the corporate world. The Institute is committed to being a hallmark in professional education by imparting holistic education. The Institute organizes Industrial Visits, Workshops, Value added Courses, Guest Lectures on a continuous basis. Students are encouraged to undertake Live / Research Projects, Online Courses and Certifications, give presentations, develop case studies to improve the practical exposure and add value to their knowledge. The Institution also organizes National and International Seminars and Conferences, Workshops, Symposiums and Faculty Development Programmes on an annual basis.



Our Vision

"We strive to provide a dynamic learning environment for imparting holistic education, that inculcates professional excellence, induces competitive spirit, instils leadership quality to carve a niche in the changing global scenario."



Our Mission

DIAS believes in "learning to excel and excelling to grow". The aim of the Institute is to develop a unique culture that seeks to scale heights of glory through ethics, passion and perseverance.

GUIDELINES FOR PAPER SUBMISSION

Each submitted paper should contain an abstract not exceeding 300 words.

The contributors are requested to send their abstracts & full papers in 12- point font size, Times New Roman Font in MS Word with 1.5 line spacing.

The first page of the manuscript should include the title of the paper, name of the author(s), organization affiliation, complete mailing address, phone number and e-mail address.

Tables, illustrations, charts, figure etc. should be serially numbered and duly acknowledged. Sources of the data need to be mentioned below each table.

Only those references that are utilized should be included in the Reference List and the same should be alphabetically arranged in APA format.

An Expert Committee will screen the abstract on the parameters of research content, originality, and concept clarity. Without Pre registration, papers will not be considered for publication.

After the abstract is accepted, the authors must submit a soft copy of the full-length papers (max. 6,000 words).



WHO SHOULD ATTEND?

Academicians, Entrepreneurs, Managers, Research Scholars and Students



PUBLICATION

- The Papers will be published in the Conference e-proceedings with ISBN Number.
- Selected papers will be published in the associated SCOPUS INDEXED Journal. Fees charged (if any) by the respective Journal are to be borne by the Author/Authors.



BEST PAPER AWARD

One paper from each technical session will be shortlisted for the Best Paper Award.



Important Dates to Remember

Abstract Submission	18th December 2025
Abstract Acceptance	23rd December 2025
Full Paper Submission	07th January 2026
Registration for Conference	12th January 2026



Conference Registrations Fees

DELEGATE CATEGORY	PRESENTATION	ABSENTIA
BUSINESS EXECUTIVES	₹ 2500/-	₹ 2000/-
ACADEMICIAN & RESEARCH SCHOLARS	₹ 2000/-	₹ 1500/-
ALUMNI	₹ 1500/-	₹ 1250/-
STUDENTS	₹ 750/-	₹ 500/-

- The Conference Fee covers Conference Kit inclusive of Conference e-Proceedings, High Tea and Lunch.
- Co-authorship is permissible with separate registration



Bank Details for NEFT/RTGS

Account Name	Delhi Institute of Advanced Studies
Bank Name & Branch:	Kohat Enclave, Pitampura
Account No:	037104000208932
IFSC Code:	IBKL0000037



Note: Please mention the Transaction ID of the IMPS/UPI payment and the participant's name in the registration form.



PAYMENT FORM LINK

<https://docs.google.com/forms/d/e/1FAIpQLSf8OSJF2-y2s857RnHYZ4KvWYeID3yP7KDM4U62gSYNXtzd7w/viewform?usp=dialog>



CONFERENCE REGISTRATION

For Registration, click on the conference website

<https://dias.ac.in/23rd-national-conference-on-ai-digital-transformation/>



CONFERENCE SCHEDULE

SESSIONS	TIMINGS
REGISTRATION	09:30 AM - 10:00 AM
INAUGURAL SESSION	10:00 AM - 11:30 AM
TEA BREAK	11:30 AM - 12:00 NOON
TECHNICAL SESSION I	12:00 NOON - 02:00 PM
LUNCH AND NETWORKING	02:00 PM - 02:45 PM
TECHNICAL SESSION II	02:45 PM - 04:30 PM
VALEDICTORY SESSION	04:30 PM - 05:00 PM



CONFERENCE DIRECTORATE

CHIEF PATRON

SH. S.K. SACHDEVA
CHAIRMAN
DIAS

PATRON

DR. S.N. MAHESHWARI
ACADEMIC DIRECTOR
DIAS

CONVENER

DR. N. MALATI
DIRECTOR
DIAS

CO-CONVENER

DR. MEENAKSHI KAUSHIK
ASSOCIATE PROFESSOR
DIAS



CONFERENCE COMMITTEE MEMBERS

Dr. Komal Jindal

7082370166

Ms. Rachna Sharma

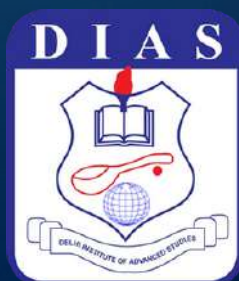
80763 07107

Ms. Radhika Garg

9654256139

Ms. Juhi Ahuja

9996051441



DELHI INSTITUTE OF ADVANCED STUDIES

(Reaccredited with A Grade by NAAC)

Approved by AICTE and Affiliated with GGS Indraprastha University for B.Com(H), BBA, MBA, MBA(FM) Programmes



dias.ac.in



dias@dias.ac.in



nc2026@dias.ac.in



+91 9355990931 / +91 9355990934