



TWO DAY INTERNATIONAL CONFERENCE
ON

"BUSINESS REVIVAL THROUGH AI, INNOVATION,
NETWORKING AND SUSTAINABILITY"

" B R A I N S "

26TH & 27TH NOVEMBER, 2025



DEPARTMENT OF COMMERCE (SHIFT-II)

LOYOLA COLLEGE (AUTONOMOUS),
CHENNAI- 600034



LOYOLA COLLEGE

Loyola College, founded by the Jesuits in 1925, has been elevated by the UGC as a “College of Excellence.” Recognized as a SIRO since 2011, it enables donors a 175% tax exemption under Section 35 of the Income Tax Act. In the NIRF 2024, Loyola is ranked 8th among colleges in India, upholding its legacy of academic distinction. The Loyola Institutions Innovation Council (LIIC), under the Ministry of Education’s Innovation Cell, has consistently earned a 4.5/5-star rating.

DEPARTMENT OF COMMERCE (SHIFT- II)

The Department of Commerce (Shift-II) started in the year 1998 and is ranked 5th by NIRF during 2023 among the best Commerce Colleges in India. The department provides high- quality education through learner-centric methods such as industry-relevant curriculum, case studies, field visits, remedial/enabling classes, internships, start-up mentoring and so on. Besides the regular academic programs, the department also organizes value-added and extra- curricular activities via the commerce forum (student’s forum led by students) guided by faculty members. Around 1,100 students are currently pursuing their program in the department.

ABOUT THE CONFERENCE

The International Conference on Business Revival through AI, Innovation, Networking, and Sustainability aims to redefine the future of business in the fast-changing digital era. It will explore how AI, innovative practices, strategic networking, and sustainability can revitalize companies while empowering young entrepreneurs and changemakers. Bringing together academicians, industry experts, researchers, entrepreneurs, and policymakers, the conference will foster discussions on technology, creativity, collaboration, and environmental responsibility. Through keynotes, panels, and paper presentations, participants will share insights to address entrepreneurial challenges and unlock new growth opportunities.

CONFERENCE OBJECTIVES

The goal of the International Conference on Business Revival through AI, Innovation, Networking, and Sustainability is to inspire both seasoned business owners and aspiring entrepreneurs to take calculated risks and think creatively. The conference hopes to inspire a new generation of resilient, accountable, and future-ready business leaders by emphasizing innovative technologies, sustainable practices, and meaningful partnerships.

The particular goals are:

- To educate participants on the ways in which new technologies, creative business models, and artificial intelligence can promote efficiency, long-term competitiveness, and business revival
- To provide vibrant networking opportunities for researchers, business owners, and industry professionals to share ideas, form alliances, and support joint projects.
- To emphasize the value of sustainability in business and promote the use of socially and environmentally conscious tactics for long-term success
- To present actual case studies and success stories of business owners and entrepreneurs who have successfully used innovation, sustainability, and artificial intelligence to recover and prosper.
- To push participants to create and deliver business-based solutions that tackle pressing problems, promote economic growth, and support inclusive development.

BROAD THEMES OF CONFERENCE

Finance

- AI-Driven Financial Analytics
- FinTech Innovations and Digital Finance
- Sustainable Finance and Green Investments
- Financial Risk Management and Resilience strategies
- Digital Transformation in Financial Services
- Capital Mobilization and Venture Financing
- Behavioural Finance and Investment Decisions using AI
- Government Schemes and Financial Policy Support

Marketing

- AI in Marketing
- Digital Marketing Innovations
- Consumer Behaviour and Market Insights
- Brand Revival Strategies
- Marketing Automation and CRM Systems
- Digital Platforms and E-Commerce Growth
- Marketing Sustainability and Ethical Practices

Entrepreneurship

- Innovation and Creativity in Entrepreneurship

- Social Entrepreneurship and Startup Ecosystems
- Sustainable business models
- Digital Transformation and Entrepreneurship
- Crisis Management and Business Resilience
- Technology-Driven Entrepreneurship
- Entrepreneurship Education and Capacity Building
- Entrepreneurial Finance and Venture Capital

Human Resources

- AI and HR Analytics
- HR Technology and Digital Transformation
- Reskilling, Upskilling, and Continuous Learning
- Workplace Culture and Employee Engagement
- Leadership and team building
- Organisational development and Change
- Diversity, Equity, and Inclusion (DEI)
- Ethical HR Practices and its sustainability
- Performance Management Systems
- Employee Well-being and Work-Life Balance in the Digital Era
- Global Human Resource Management

Other Relevant Topics

EXPECTED OUTCOMES

The conference is aimed at achieving the following outcomes:

- Provide participants a better understanding of the opportunities and problems facing the quickly changing business environment.
- Encourage future partnerships, establish deep connections between investors, academics, industry leaders, and young entrepreneurs.
- Encourage discussion and education through panel discussions, interactive workshops, and experience exchanges.
- Encourage participants to see entrepreneurship as a vibrant, long-lasting, and significant career choice.
- Promote the creation of innovative business plans and technology-enabled solutions that promote growth and an inclusive economic recovery.

BENEFICIARIES / PARTICIPANTS

A wide range of attendees, including aspiring researchers, academics, business professionals, investors, and students interested in entrepreneurship, will gain from this conference. It provides a useful platform for people who want to learn from real-life success stories, explore the dynamic entrepreneurial landscape, and comprehend the changing start-up ecosystem. All stakeholders involved in or aspiring to entrepreneurial growth and business revival will find the conference to be an enriching experience as participants gain insights into innovation strategies, funding avenues, and sustainable business practices.

Research Scholars - Rs. 600

Academicians - Rs. 850

Students - Rs. 350

Industry Delegate - Rs. 1,200

Foreign Delegate - Rs. 1,800

***Note*: Each author and Participant is required to register and pay individually.**

GUIDELINES FOR PAPER PRESENTATION

Papers to be submitted may be theoretical issues, new thoughts and methods, empirical issues, case studies etc. Abstract with keywords and full paper on any themes of the conference are invited for submission and should be original and not have been submitted earlier for any other journal or conference. The research paper should be prepared by keeping APA format of referencing and a generally accepted format with font size 12, Times New Roman with line spacing of 1.5 and the paper should not exceed 8 Pages. The abstract should be between 200 to 250 words.

PUBLICATION DETAILS

All the papers will be blind reviewed by the peer review committee with respect to their quality, originality, relevance and other aspects as well. TOP 50 accepted papers will be published in the peer reviewed or Scopus journal as per the requirement, with an additional fee. The selected paper for publication should be revised, if needed, by the author as per the requirement of the publisher. All the rights of publication of papers presented in the conference shall rest with the conference organizers. All the accepted Abstracts will be published as Conference Proceedings with ISBN.

IMPORTANT DATES

Last date for Abstract : 20th October, 2025

Last date for full-length paper : 25th October, 2025

Date of notification on acceptance of full-length paper : 5th November, 2025

Conference date : 26th & 27th November, 2025

PATRONS

- Rev. Dr. Britto Vincent, S J Provincial, Jesuit Chennai province
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ORGANISING SECRETARIES

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DR. S. ANTHONY RAHUL GOLDEN

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