REGISTRATION FEE

Corporate / Industry Professionals	Rs. 1000
Academicians	Rs. 800
Research Scholars & Students	Rs. 500

The Registration Fee includes:
- Admission to all technical sessions,
- A Seminar Kit,
- Working Lunch and High Tea.

Payment must be made online only. The account details wherein the online transfer is to be credited is as follows:

Name: SGGBES-BCCA-UN AIDED MANAGEMENT
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Accommodation will be arranged for outstation participants on a reasonable payment basis.

Last Date for submission of Abstract	18-03-2026
Intimation of Acceptance	20-03-2026
Last Date for submission of Full Paper & Registration Fee Payment	22-03-2026

Registration Link:
HTTPS://FORMS.GLE/7SQTSSHDQZW1WSAG6

for Registration and other information, please contact:

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Assistant Professor
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7013930421

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BADRUKA COLLEGE OF COMMERCE AND ARTS
(Affiliated to O.U., Re-Accredited by NAAC with B++ and ISO-21001-2018 Certified College)
SETH GHASIRAM GOPIKISHAN BADRUKA EDUCATIONAL SOCIETY (SGGBES)
Kachiguda, Hyderabad - 500 027.

DEPARTMENT OF COMMERCE AND IQAC
ORGANISES

Two Day National Seminar

on

Redefining Business Strategies in the Era of Sustainability and Artificial Intelligence

(BLENDED MODE)

Sponsored by
TELANGANA COUNCIL OF HIGHER EDUCATION
HYDERABAD
25th & 26th March 2026

ABOUT THE COLLEGE

Badruka College of Commerce and Arts was established under the aegis of Seth Ghasiram Gopikishan Badruka Educational Society in the year 1950. We are proud of being the first Commerce Degree College affiliated to Osmania University. The main motto is to impart quality education with adequate practical exposure and shape the students into responsible citizens.

Our College has become a byword for academic and extracurricular achievements. It has long been recognised as a premier institution of higher learning in South India. As a centre for academic excellence and achievement, it has emerged as one of the finest institutions for commerce and management education.

With the eminent team of faculty members, we not only aim at academics but also concentrate on the holistic development of the students.

ABOUT THE SEMINAR

The seminar will include four parallel tracks: marketing, finance, human resource management, and information technology. These tracks will examine how sustainability and AI are shaping strategies and changing organizational priorities. Keynote speeches, panel discussions, expert talks, and paper presentations will allow participants from various academic and professional backgrounds to share knowledge, disseminate research, and collaborate.

OBJECTIVES:

- To explore how Sustainability and Artificial Intelligence are reshaping business strategies in Marketing, Finance, HR, and IT.
- To understand latest trends, opportunities, and challenges organizations face when integrating sustainability and AI-based solutions.
- To create a platform for researchers, academicians, industry experts, and students to share their ideas, research findings, and best practices.
- To promote collaboration across disciplines and share knowledge to support sustainable development and technical improvement.
- To raise awareness of green technologies, ESG practices, digital transformation, and ethical AI governance for economic and social well-being.

OUTCOMES:

- Deeper insight into integrating sustainability principles and Artificial Intelligence into core business decision-making.
- Creation of a knowledge-sharing platform that bridges theory, practice, and policy perspectives.
- Generation of forward-looking strategies to enhance competitiveness while ensuring environmental and social responsibility.
- Encouragement of interdisciplinary research addressing emerging challenges in AI-driven sustainable development.
- Strengthened networking among academicians, researchers, industry leaders, and policymakers for future collaborations.
- Contribution to the development of responsible, inclusive, and innovation-led business ecosystems aligned with national growth priorities.

CALL FOR PAPERS

The Department of Commerce & IQAC invites original, unpublished research papers, case studies, and empirical contributions for the Two-Day National Seminar on "Redefining Business Strategies in the Era of Sustainability and Artificial Intelligence." Academicians, research scholars, industry professionals, and students are encouraged to submit papers examining how sustainability and AI are transforming business practices across Marketing, Finance, HR, and IT.

Full-Papers of authors that are accepted, having duly completed the registration process and having plagiarism less than **15%** will be published as conference proceedings bearing an ISBN. Papers received up to **22-03-2026** will be published.

- The abstracts and full papers should be mailed to: **badrukaaiseminar@gmail.com** in a Word document.
- An Abstract must be in between **300 to 500 words** long and should give an overview of the title.
- The full paper should not be exceeding **8 pages or 4000 words**, including abstract, keywords, references, exhibits and appendices.
- Font Size: **12**; Font Style: **Times New Roman**; Space: **Single**
- Authors are required to comply with the **APA style** of referencing only.
- The **title/cover page** should contain the details of the Title of the paper, Author(s), and contact details (address, email ID and contact numbers).

WHO CAN PARTICIPATE-?

- Research Scholars,
- Academicians, Students,
- Finance Professionals &
- Practitioners from Industry.

Technical Session – I
MARKETING

- Sustainable marketing practices and green branding in the AI era.
- AI-driven customer analytics and ethical data usage.
- Digital transformation, consumer behaviour, and sustainability.
- Role of AI in improving customer experience and responsible advertising.
- Circular marketing and eco-friendly product strategies.
- Sustainable supply chain communication using digital tools.

Technical Session – II
FINANCE

- Sustainable finance, ESG investing, and AI-based risk assessment.
- AI in financial forecasting, fraud detection, and ethical governance.
- FinTech innovations for sustainable economic growth.
- Carbon accounting, green financing, and digital reporting tools.
- Responsible investment strategies using AI analytics.
- AI-enabled cost efficiency and sustainable financial decision-making.

Technical Session – III
HUMAN RESOURCE MANAGEMENT

- AI applications in recruitment, performance management, and talent development.
- Ethical, responsible, and bias-free AI in HR.
- Building a sustainable organizational culture in the digital era.
- Employee well-being, green HR practices, and digital workspaces.
- Skill development for AI-driven sustainable business environments.
- Human-AI collaboration and workforce transformation.

Technical session – IV
INFORMATION TECHNOLOGY

- AI, automation, and sustainable digital infrastructure.
- Green IT, low-carbon technologies, and energy-efficient systems.
- Cybersecurity, data protection, and ethical AI governance.
- Emerging technologies (IoT, Blockchain, Cloud) for sustainable business.
- AI-driven innovation for competitive advantage.
- Digital transformation and sustainable technology adoption.