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Hon'ble Vice-Chancellor, FAC, ANU

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Rector & Principal, ANU College of Arts, Commerce & Law, ANU

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Prof. R. Sivarama Prasad

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1. Dr. A. Kanaka Durga

Assistant Professor (contract), Dept. of Commerce & Business Administration

2. Dr. N. Ratna Kishor

Assistant Professor (contract), Dept. of Commerce & Business Administration

Organizing Committee Members:

1. Dr. G. Naga Raju

Guest Faculty, Dept. of Commerce & Business Administration

2. Dr. V. Vishnu

Guest Faculty, Dept. of Commerce & Business Administration

3. Dr. K. Sudheer Kumar

Guest Faculty, Dept. of Commerce & Business Administration

Address for correspondence:

Prof. R. SIVARAM PRASAD

Seminar Director

Digital Transformation - Artificial Intelligence for Business Applications

DEPARTMENT OF COMMERCE & BUSINESS ADMINISTRATION

ACHARYA NGARJUNA UNIVERSITY

NAGARJUNA NAGAR, GUNTUR -522510, ANDHRA PRADESH, INDIA

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Department of Commerce & Business Administration
Acharya Nagarjuna University

UGC Sponsored Two Day National Seminar on Digital Transformation - Artificial Intelligence for Business Applications

25th & 26th, February 2022

REGISTRATION FORM

Name.....

Designation

Address:

.....

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Mobile:

Email:

Amount:

Demand Draft No:

Name of the Branch:

Presenting Paper: Yes/No

If yes, Title of the Paper:

.....

Whether accommodation required: Yes/No

No. of accompanying persons:

Date, Time and mode of Arrival:

.....

Date:

Place:

SIGNATURE

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**Digital Transformation - Artificial
Intelligence for Business
Applications**
25th & 26th, February 2022

**DIGITAL
TRANSFORMATION**

SEMINAR DIRECTOR
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raminenisivaram@yahoo.co.in

About Acharya Nagarjuna University

Acharya Nagarjuna University was established in 1976 and has grown into a large University with 37 Academic Departments. Now it has 55 Post- Graduate teaching-cum- research courses on the campus, while around 70 affiliated colleges offer P.G. courses. The most distinguishing feature of the University is that it has 7 exclusive research centers to pursue advanced studies in the frontier areas. ANU is a research-intensive university of global standing specializing in discovery and public policy. Our research priorities address the challenges faced by India in particular and the world in general.

About Department of Commerce and Business Administration

Our department secured top ranks in the study conducted by the Outlook Money Business Magazine, for the business schools in India for the year 2015-16 as follows.

Rank 1 in intellectual capital and learning experience

Rank 2 in return on investment

Rank 3 in overall performance

Out of nearly 300 institutes and universities that offer MBA programme in Finance our department stood in top 3 in South India.

Our department stood at 17th place in top 25 finance specialists in India.

About the workshop

Artificial intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think like humans and mimic their actions. The term may also be applied to any machine that exhibits traits associated with a human mind such as learning and problem-solving.

The use of artificial intelligence in business is showing signs of acceleration. Nearly three-quarters of companies are now using AI (31%) or are exploring the use of AI (43%), according to IBM's "2021 Global AI Adoption Index." IT professionals responding to the IBM survey cited changing business needs in the wake of the pandemic as a driving factor in the adoption of AI at their companies. Indeed, 43% said their companies have accelerated AI rollouts as a result of the pandemic.

Advances in AI tools have made artificial intelligence more accessible for companies, according to survey respondents. They listed data security, process automation and customer care as top areas where their companies were applying AI. Natural language processing (NLP) is at the forefront of AI adoption, the report found: Over half of businesses are using applications with NLP.

Digital Transformation has going in business organizations and social organizations with help of the 4.0

and Artificial Intelligence as result every business process, systems, operations and Governance radically has been digitalized. Many academicians, Management Professionals discuss about the digital Transformations whether it is boon or bane. It is a very difficult to declared to pessimism way or optimism way at this juncture academicians and management Professionals discuss is essential among stake holders of business organizations.

Hence, as academicians we will discuss this area for empower the students, Faculty Members as well as Industry.

Seminar Objectives

The seminar will have three main objectives to outreach.

- ♦ Digital Transformation- Artificial Intelligence it is boon or bane?
- ♦ To impart the knowledge of Machine Learning, artificial intelligence, and its tools and techniques.
- ♦ To impart the importance of machine learning in industry and academics.
- ♦ To impart interactive learning through lectures, discussion. To gain experience of doing independent study and research.
- ♦ How digital transformation – How for it is create the employment to future generations.

Sub Themes

The top business applications of Artificial Intelligence and Machine Learning to understand its possible growth paths.

- ❖ Artificial Intelligence for Business Applications – A Global Outlook
- ❖ Cyber Security Arsenal
- ❖ Healthcare Assistance
- ❖ Exploring Renewable Energy
- ❖ Hiring Platforms and Systems
- ❖ Intelligent Conversational Interfaces
- ❖ Accelerated Reading
- ❖ Market Prediction

Outcome of the Seminar

The objective of the seminar is to bring together industry, IT persons, research scholar, students, academicians and other stake holders on common platform to discuss AI and its application in current scenario. The seminar further helps as a platform for discussing the future trends of AI in business world.

PARTICIPANTS' PROFILE

Academicians, IT Professionals, Practitioners, Research Scholars Policymakers, Leaders, Business Consultant, Entrepreneurs, Investors, Managers and Professional from Public & Private sector.

GUIDELINES TO AUTHORS FOR SUBMISSION OF PAPERS

- ♦ The paper should have a separate cover page bearing only Title of the paper and author's Name, Designation, official address, phone number and email address.
- ♦ Length of the full paper must not exceed 10 pages (including all tables, appendices and references).
- ♦ Submitted papers must NOT have been previously presented, published, accepted for publication, under review. Please note that the Institute has a strict anti-plagiarism policy so originality of the work should be ensured by the authors.
- ♦ The entire paper (title, abstract, keywords, main text, figures, tables, references, etc.) must be in ONE Document created in BOTH MS-Word and PDF format. All the pages of the paper must be numbered.
- ♦ Use Times New Roman, 12-pitch font, single spaced and 1-inch (2.5 cm) margin all around. All tables must be consecutively numbered using Arabic numerals with appropriate titles.
- ♦ Changes in the paper title, abstract, authorship, and actual paper would not be possible after the submission deadline.
- ♦ All payments should be made DD/Cheque in Favour of the Seminar Director, National Seminar on Digital Transformation - Artificial Intelligence for Business Applications - **Union Bank Account No. 150811010000039, IFSC Code : UBIN0815080.**
- ♦ Registration is opened for limited number of participants on first come first basis. Certificate of participation will be awarded to only those participants who attend the conference throughout two days in all the key note sessions

REGISTRATION FEE

Participants Profile	Fee
Students	200
Research Scholars	400
Faculty / Academicians	500
Corporate	1000
Foreigners	100 \$

IMPORTANT DATES

Important Stages	Key Dates
♦ Submission of full papers	23-02-2022
♦ Intimation of acceptance of full papers	24-02-2022
♦ Last date for confirming participation with payment of Seminar fee	24-02-2022

How to Reach Acharya Nagarjuna University

Acharya Nagarjuna University is located on the National Highway of Chennai to Kolkata in the midst of Guntur and Vijayawada, from Guntur distance is approximately is 14 km and 22Km from Vijayawada. For International participants the nearest airport is Hyderabad International airport and can also reach through Chennai Kolkata Bangalore, New Delhi airports.

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