



Seth Hirachand Mutha Shaikshanik Trust's

## SETH HIRACHAND MUTHA COLLEGE OF ARTS, COMMERCE & SCIENCE

(Affiliated with Mumbai University)

NAAC ACCREDITED WITH 'B' GRADE (SECOND CYCLE)

Sponsors,

ONE DAY

## INTERNATIONAL SYMPOSIUM

ON

# "ARTIFICIAL INTELLIGENCE"

21th November, 2024 Thursday

ORGANIZED BY,

**IT/CS DEPARTMENT**

In Association with,

**Internal Quality Assurance Cell  
(IQAC)**

E-mail: [mutha\\_college@yahoo.co.in](mailto:mutha_college@yahoo.co.in)

Website: [shmutha.org](http://shmutha.org)

Contact: 9819411507

### PATRON

- **Shri. Prakash Mutha**  
(Chairman, Seth Hirachand Shaikshanik Trust)

### ADVISORY COMMITTEE

- **Dr. Ajay Bhamare**  
(Pro. VC of Mumbai University)
- **Dr. Mandar Bhanushe**  
(Head, Faculty of Science & Technology at the Centre for Distance and Online Education, University of Mumbai)
- **Dr. Hiren Dand**  
(Chairperson BOS-IT, HOD of IT, Mulund College of Commerce)
- **Prof. Cliff Ransom**  
(Holy Angel University, Pampanga Philippines)
- **Dr. Vinay Joshi Chandniwala**  
(Professor, IFHE Bengaluru)
- **Mrs. Anuja Brahma**  
(I/C Principal)
- **Prof. Cliff Ransom**  
(Holy Angel University, Pampanga Philippines)

### KEYNOTE SPEAKER

- **Prof. Cliff Ransom**  
(Holy Angel University, Pampanga Philippines)

### ORGANIZING COMMITTEE

- Mrs. Deepshikha V. Jain (IQAC Coordinator)
- Ms. Unnati M. Dhavare (HOD of IT/CS)
- Ms. Asmita A. Vadavle
- Mrs. Chetana V. Bagul
- Mrs. Vedantini M. Kulkarni
- Ms. Vaishali D. Vispute
- Ms. Janhavi Gujar
- Ms. Trinkal Bauskar

### REGISTRATION

#### Registration is mandatory.

Registration fees should be in the form of Gpay / NEFT / RTGS / Online Transfer in favor of-

- Account no : 50200018663053
- IFSC : HDFC0000194
- Branch Name : Rambaug, Kalyan.
- Account Name : Seth Hirachand Mutha Degree College
- Scan to make payment:



### IMPORTANT DATES

- Submission of Abstract (400 words for poster / 250 words for paper) - **21st October, 2024**
- Acceptance of Abstract - **29th October, 2024**
- Submission of full paper & registration- **5th November, 2024**
- Symposium Date - **21st November, 2024**

### THE REGISTRATION FEES

- Only E-publication / Paper Presentation and Publication: Rs. 1500/-
- Poster Presentation: Rs.1200/-
- Academicians : Rs. 1500/-
- Researchers : Rs. 1000/-
- Students : Rs. 700/-
- Participation : Rs. 500/-

#### Whats App Group Link:

<https://chat.whatsapp.com/IDrMOGRF792Lu4I9X4xsR9>



#### Registration Link:

[https://docs.google.com/forms/d/e/1FAIpQLSdH-Ap0KvWIE5dTkR82u25RnX0DtcGKrFjrskG-91fE9hUIgw/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdH-Ap0KvWIE5dTkR82u25RnX0DtcGKrFjrskG-91fE9hUIgw/viewform?usp=sf_link)

## ABOUT THE CONFERENCE

The symposium, titled "**Artificial Intelligence in the Digital Era**" aims to offer transformative insights into AI's foundational aspects, particularly for educators. Focusing on contemporary teaching methodologies, the event is designed to equip participants with up-to-date knowledge of AI advancements and their practical applications across the multiple fields.

This one-day event will feature four keynote presentations by thought leaders in AI, followed by interactive discussions to engage attendees. Participants will explore AI's diverse applications, addressing both the challenges and opportunities it presents for education and other sectors.

In addition to keynotes, there will be opportunities for attendees to present posters, research findings, and personal experiences, fostering a collaborative exchange of ideas. The symposium is set to be a platform for educators to explore AI's growing influence and learn strategies for integrating AI into their teaching practices, preparing them for the future of education in a digital world.

## ABOUT THE INSTITUTE

**Seth Hirachand Mutha Shaishanik Trust** was established in the year 2002. With the missionary Zeal of providing the facility of higher education to the students in Kalyan and villages in the periphery. The institute is affiliated to the University of Mumbai, Maharashtra. The institute underwent assessment by NAAC & is Re-accredited with 'B' grade. The Institution is committed to provide affordable quality education with the changing demand of time with excellent amenities like Laboratory, Computer lab, Conference room, Gymnasium & Library with E technology spacious and airy lecture halls. The Institute is imparting higher education in the fields of Arts(Economics & History), Science (BSc Chemistry, CS & IT) And Commerce (BCOM, BMS, B.Com Accounting and Finance, B.com Banking and insurance, BAMMC) Catering to the diverse needs of the present youth.

**"We believe in quality education and overall development of the students. Considering this our well-qualified and efficient staff lays emphasis on extra & co-curricular activities along with academic studies"**

## RESERACH PAPER GUIDELINES

- The paper should clearly mention the Title, Name of the author, Track for which it is being submitted and contact details of the author on its cover page.
- **The manuscript should be formatted as follows:**
  - Font: **Times New Roman 12 Point**
  - Spacing:**1.5**
  - Margin: **2.5**
  - Heading: **Bold**
  - References: **APA Format**

### The E-Poster Format should be:

- Title Slide and Discloser
- Objective of the study
- Materials and Methods
- Results and Conclusions
- Significance of the findings

### The E-Poster Dimension should be:

- A0:118.9 cm(height) X 84.1cm(width), Portrait format.
- Poster dimensions should not exceed 90X120 cm-width/height
- State the title and the authors at the top of your poster in easily readable bold letters.
- Indicate the presenting author if different from the first author
- The text and the illustrations should be readable from a distance of 2 meters.

### Publication Details

- All accepted papers will be published in the conference proceedings booklet with International Research Journal of Humanities & Interdisciplinary Studies (IRJHIS) ISSN-2582-8568.  
Impact Factor - 6.865
- Selected papers fulfilling the requirements of the reviewers will be published in UGC approved Journals.

### **Note:**

- **All papers should be submitted in word file only.**
- **Plagiarism should not be more than 15%.**

## SUBMISSION GUIDELINES

### **Abstract for both Oral & E-Poster Presentation & Publication:**

- Authors should submit an abstract of their original, unpublished work not exceeding 400 words in the given format with 4 keywords.
- The abstract must state the Objectives, Research methodology, Analysis & Implications of research.
- It should be prepared according to the templates given above and submitted as a Single MS-Word file.
- **ABSTRACT & E-POSTER SHOULD BE SUBMITTED AT- [mutha.conference@gmail.com](mailto:mutha.conference@gmail.com)**

### CONTACT PERSONS

**Ms. Unnati Dhavare : 9975004624**

**Ms. Asmita Vadavle : 9326821677**

### Venue:

College Auditorium  
Seth Hirachand Mutha College, Of Arts Commerce & Science  
Adharwadi Jail Road, Umbarde Gaon, Kolivali, Kalyan (west),  
Thane, Maharashtra - 421301.

*Google Map*



# "ARTIFICIAL INTELLIGENCE"

## Symposium Sub-Themes

### Information technology

- Virtual Reality (VR)
- AI & Machine Learning
- Internet of Things (IoT)
- Data Science
- Cyber Security
- Block Chain
- Emerging Trends in IT
- Cloud Computing & Algorithms
- Applying new ICT tools for Business
- Natural Language Processing
- AI-Powered Chatbots for Social Good
- Robotic Process Automation

### Operations

- Behavioural Operation Management & Industry 4.0
- Foster Innovations in Operations Management
- Changing Structure in Logistics Management
- Innovations in Product & Service Design
- Remoulding Services Delivery Practices
- Data Driven Analytics and Business Management

### Human Resources

- Training , Retraining & Rescaling
- Building Critical Skills & Competencies
- HR Analytics
- Business Transformation and Talent
- Acquisition
- Changing Skill Sets in Transformation Era
- AI in Current & Future Leadership

### Marketing

- Paradigm Shift in Customer Relationship Management
- Digital Sustainable Entrepreneurship
- Digital Marketing in the era of Technological Disruption
- Smart Marketing processes for Creating a Sustainable Future.
- Big Data & Marketing Analytics
- Integrated Marketing Communication

### Finance

- Quantitative Modelling in Financial Markets
- Portfolio Management & Mutual Funds
- Commodity, Debt and Foreign Exchange Markets
- Mergers, Acquisitions and Corporate Restructuring
- Financial Analytics
- Innovative Economic Strategies for Financial Inclusion

### General Management

- Sustainability Management Trends & Opportunities
- Economic & Social Aspects of Business
- Technological Trends in Education
- Family-Owned Businesses
- Technological Innovation Process
- Business Ethics
- Creativity, Innovation and Entrepreneurship

**CALL  
FOR PAPER**

★ *Any other topic related to main theme is acceptable.* ★

*The paper can address any aspect of theme. The conference welcomes submission of research papers, articles from research scholars, academicians, industry professionals, entrepreneurs, technology experts, policy makers, budding managers, technocrats and students.*