

# School of Commerce

Organises a One-day National Conference on

## **AI for Sustainable Commerce: Strengthening Business Resilience and Advancing Environmental Impact (ASCFBREI-2025)**

**Date:** June 14, 2025



## About REVA University

REVA University, established under the Government of Karnataka Act No. 13 of 2012, is a State Private University located in Bengaluru—the IT capital of India. REVA University is recognised by the University Grants Commission (UGC) and approved by All India Council for Technical Education (AICTE) and has accredited A+ grade from NAAC. The University is committed to fostering holistic development in students.

REVA University offers a comprehensive academic portfolio, including 38 full-time undergraduate programmes, 31 full-time postgraduate programmes, 20 Ph.D. programmes, and various certificate and diploma courses. Programmes span across diverse fields such as Engineering, Architecture, Science and Technology, Commerce, Management Studies, Law, Arts & Humanities, and Performing Arts.

The University's curriculum is thoughtfully designed through systematic research and analysis, focusing on knowledge assimilation, hands-on learning, industry relevance, global perspective, and societal impact. Research opportunities leading to doctoral degrees are facilitated in all disciplines.

## About the School of Commerce

Commerce is a highly preferred academic discipline at the undergraduate, postgraduate, and research levels. The School of Commerce at REVA University offers industry-integrated programs that effectively bridge the gap between academia and the business world. The undergraduate commerce program is designed to provide students with the necessary knowledge and skills to explore various fields in business, which is reflected in the wide range of core and elective subjects offered within the curriculum. The School offers specialised undergraduate programmes such as B.Com – Professional and B.Com with dual specialisations in combinations including Accounting and Taxation, Statistics and Accounting, Economics and Finance, Finance and Data Analysis, Accounting and Fintech, Banking and Insurance, and Corporate Governance and Auditing. It also offers B.Com with single specialisations in Accounting, Finance, Banking, Taxation, and International Business. At the postgraduate level, the School offers an M.Com program that provides dual specialisations along with project work and internships to enhance practical exposure. Additionally, the School of Commerce offers a research program leading to doctoral degrees and is actively involved in funded research projects and consultancy activities.

## About The Conference:

The ASCSBREI-2025 conference is a forward-thinking platform designed to delve into the powerful synergy between Artificial Intelligence (AI), sustainable commerce, and resilient business practices. In today's rapidly evolving global landscape—marked by climate change, resource depletion, economic volatility, and disruptive technological advancements—there is an urgent need for innovative strategies that can ensure long-term sustainability and resilience in the business world.

This conference brings together a diverse range of stakeholders, including academicians, industry experts, startup innovators, policy-makers, and researchers, to engage in meaningful dialogue and share cutting-edge research, practical insights, and real-world applications. Participants will explore key themes such as AI-driven supply chain optimization, sustainable finance and ESG (Environmental, Social, and Governance) reporting, AI in green innovation, digital ethics, and business continuity planning through intelligent systems.

By fostering interdisciplinary collaboration and knowledge exchange, ASCFBREI-2025 aims to inspire a new wave of AI-enabled, sustainability-focused solutions that can pave the way for inclusive, future-ready business ecosystems that are both economically viable and socially responsible.

Participants will engage in interdisciplinary dialogues, share cutting-edge research, and showcase real-world applications that highlight how AI can drive innovation.

## Objectives of the Conference:

**The deliberations and research paper presentations would enlighten on:**

- To explore the role of AI in enabling sustainable business practices across sectors like retail, finance, manufacturing, logistics, and services.
- To discuss how AI can enhance business resilience in the face of climate change, global disruptions, and market volatility.
- To foster cross-disciplinary dialogue about business, innovations and sustainability and ethical use of AI.
- To showcase case studies and real-world applications where AI has successfully contributed to eco-friendly commerce and resilient supply chains.
- To promote research and innovation in AI solutions that align with the United Nations Sustainable Development Goals (SDGs).
- To create networking opportunities and encourage future collaborations among academia, startups, and established industries.

## Track I

### Financial Services & Fin-tech - AI's role in sustainable finance & resilience

- AI-Enabled Sustainable Investment Platforms.
- Green FinTech: AI-Powered Solutions for Financing Eco-Friendly Projects.
- AI in ESG (Environmental, Social, Governance) Risk Analysis and Reporting.
- Digital Financial Inclusion for Sustainable Economic Growth and Resilience.
- AI-Driven Climate Risk Assessment in Financial Decision Making.
- Resilient FinTech Solutions for Disaster Risk Management and Recovery.
- Ethical AI in Lending and Credit Scoring for Sustainable Communities.
- Carbon Credits Trading and Offset Platforms Powered by AI and Blockchain.
- AI-Driven Fraud Detection for Clean, Transparent and Sustainable Finance.
- Robo-Advisors for Impact Investment and Ethical Portfolio Management.

## Track II

### AI & HRM – Environmental Impact & Organisational Resilience

- AI for Green HRM: Promoting Eco-Conscious Workplace Practices and Carbon Footprint Reduction.
- Sustainable Talent Management using AI Tools for Business Continuity.
- AI-Driven Workforce Analytics for Resilient Business Planning & Crisis Response.
- Using AI to Foster Diversity, Equity & Inclusion (DEI) for Organisational Sustainability.
- AI in Employee Wellness and Sustainable Work-Life Balance in the Digital Age.
- Ethical AI in Recruitment and Sustainable Workforce Planning.
- Remote Work Optimization: Reducing Environmental Impact while Enhancing Productivity.
- Upskilling and Reskilling the Workforce for a Green Economy and Climate Resilience.
- AI-Managed Gig Economy: Balancing Flexibility with Sustainable Work Practices.
- Cross-Cultural Leadership for Global Sustainability Initiatives.

## Track III

### AI in Accounting – Driving Sustainable and Transparent Practices

- AI for Sustainable Accounting and Triple Bottom Line Reporting.
- Automated Sustainability Reporting and ESG Disclosures for Environmental Impact Assessment.
- AI-Driven Integrated Reporting for Business Transparency and Stakeholder Trust.
- Natural Capital Accounting: AI in Carbon Measurement and Environmental Costing.
- AI in Forensic Accounting for Sustainable Governance and Climate Risk Management.
- Real-Time Financial Analytics for Resilient Business Decisions in Volatile Environments.
- AI-Powered Audit Tools for Green Compliance and Environmental Risk Assessment.
- Evolution of Accounting Roles in an AI-Driven Sustainable Business Ecosystem.
- Cloud-Based Accounting Solutions for Paperless, Environmentally Friendly Practices.
- AI and Blockchain for Transparent Supply Chain Financial Transactions & Sustainability Verification.

## Track IV

### AI in Marketing – Promoting Sustainable Consumer Behaviour

- AI-Driven Green Marketing Strategies for the Environmentally Conscious Consumer.
- Personalized Sustainability Marketing: Using AI to Match Values with Products.
- AI & Ethical Consumerism: Building Resilient Brands that Balance Profit with Purpose.
- AI in Influencer Marketing for Environmental Impact Campaigns and Education.
- Neuromarketing for Sustainable Product Adoption & Eco-Friendly Consumer Behaviour.
- Predictive Analytics for Sustainable Product Demand and Reduced Waste.
- AI in Monitoring and Promoting Circular Economy Products and Services.
- Sustainable Brand Storytelling through AI-Powered Content and Impact Measurement.
- Voice and Visual AI in Promoting and Verifying Eco-Innovations.
- Green Advertising Standards: AI Tools for Preventing Greenwashing and Ensuring Authenticity.

#### Call for Papers:

We invite unpublished, original research papers from Students, Professionals, Researchers, Academicians, Entrepreneurs, Bankers, Corporate Executives, Government Officials and General Public to participate & present in the Conference.

#### Guidelines for Paper Submission

**Review Process:** All abstracts and full papers submitted for possible presentation at the conference will undergo a blind peer-review process. The decision of the reviewers will be final and binding. Feedback or acceptance status of the abstract or full paper will be communicated to the corresponding author within one week of receipt.

#### Guidelines for Paper Submission

1. Authors are requested to submit the Abstract/Full paper to Email ID: [soc.conference@reva.edu.in](mailto:soc.conference@reva.edu.in).
2. Typed in MS-Word using Times New Roman 12 font 1.5 line spacing and margins of one inch on all sides.
3. The manuscript should include four major sections: Title page, Abstract, Main body, and reference.
4. Authors' affiliation & communication address should be given on the first page only.
5. Papers must not have been published or accepted for publication elsewhere or be currently under any other review
6. Abstract should be in single paragraphs and should be between 200-300 words with 4-6 key words and it should follow the first page.
7. The length of the paper should not exceed 12 pages or 5000 words excluding title page and references.
8. References should be given at the end of the paper in the American Psychological Association (APA) Style sorted alphabetically.
9. Plagiarism should be below 10 Percent.

## **Publication details**

All accepted papers will be published in the peer-reviewed journal with DOI at the cost of Rs. 1800 plus GST.

## **Registration**

- In the case of multiple authors, registration is mandatory for all authors intending to participate in the conference.
- All participants will receive both presentation and participation certificates.
- The registration fee includes the conference kit, lunch and refreshments, conference certificate, and a copy of the conference proceedings.



## **Patrons**

**Dr. Sanjay R. Chitnis**

*Vice Chancellor, REVA University*

**Dr. K. S. Narayanaswamy**

*Registrar, REVA University*

**Dr. Shubha A.**

*Dean, Faculty of Commerce and Management Studies &  
REVA Business School, REVA University*

**Dr. B. P. Divakar**

*Dean, R & D, REVA University*

## **Convenor**

**Dr. Sandhya S.**

*Director, School of Commerce, REVA University*

## **Co-convenor**

**Prof. Naresh Babu K. S.**

*Head of the Department, School of Commerce, REVA University*

## **Advisory Committee**

**Dr. Nitu Ghosh**

*Director, School of Management Studies, REVA University*

**Dr. Pasupuleti Visweswara Rao**

*Associate Dean, Director - International Collaboration &  
Research Department of Administration, REVA University*

## **Organising Committee**

**All Faculties of Commerce and management**

## Registration Fee (Excluding Publication)

Categories	Indian Delegates	Foreign Delegates
Industry and organisation	₹2000	\$25
Academicians	₹1000	\$13
Research Scholars	₹750	\$10
UG/PG Students and Others	₹300	\$5

### Registration Link

<https://forms.gle/VfDscqMygAzfY4Zk6>

### Payment link

<https://www.reva.edu.in/payment>

### Accommodation

Accommodation will be arranged in Guest House @ REVA University on the request of delegates at their own cost. Accommodation cost in Guest House @ REVA University will be ranging from 1,500 to 2000 per day and at Hostel Rs. 750 per day

### Important dates

**Abstract Submission:** May 20, 2025 | **Full paper Submission:** June 06, 2025 | **Final registration Date:** June 10, 2025

**Note:** Spot registration for presentations can be provided depending on the availability of the slots.

### Schedule of the Program

**June 14, 2025**

Time	Event
08:00 AM to 09:00 AM	Registration
09:00 AM to 10:15 AM	Inauguration
10:15 AM to 10:30 AM	Tea Break
10.40 AM to 11.20 AM	Key Note Session I
11:30 AM to 01:00 PM	Plenary Sessions
01:15 PM to 02:00 PM	Lunch
02:10 PM to 03:20 PM	Plenary Sessions
03:30 PM to 04:30 PM	Valedictory

## Conference Enquiry

### For Paper-Related

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