INDERPRASTHA BUSINESS SCHOOL

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cordially invite you to the

1st INTERNATIONAL CONFERENCE

BEST PUBLICATION OPPORTUNITIES

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SATURDAY, 18 APRIL 2026 | 10:00 AM ONWARDS

ON

TRANSFORMATIONAL IMPACT OF AI ON BUSINESS COMPETITIVENESS & COMPUTING

Call for Research Papers, Research Posters, Industry Internship Reports, and Case Discussion

Invites academicians, researchers, industry professionals, and students from management, technology, and social sciences disciplines.

Venue: Inderprastha Engineering College (IPEC), Ghaziabad, India | **Mode:** Hybrid (Offline and Online) zoom

Scan QR Code For Registration

Scan QR Code For Payment

ABOUT THE INDERPRASTHA ENGINEERING COLLEGE, GHAZIABAD:

After independence, India experienced a rapid surge in population, accompanied by the challenge of keeping pace with the fast-growing technological advancements worldwide. To meet these emerging demands and prepare the youth for the 21st century, the Indian education sector expanded significantly, marked by the swift rise of universities and colleges. The entry of private players further transformed the sector, with many institutions establishing state-of-the-art campuses that soon became regional centres of excellence.In this backdrop, a group of visionary Uttar Pradesh bureaucrats founded *Shail Garg Shiksha Sansthan* with the objective of contributing to society through quality education. Under its aegis, Inderprastha Engineering College (IPEC) was established as a self-financed institution to address the growing need for technical education in the NCR region. Approved by AICTE and affiliated with Dr. A.P.J. Abdul Kalam Technical University, Lucknow, IPEC has emerged as one of the top engineering colleges in Delhi NCR.A symbol of excellence, IPEC is NAAC-accredited, offers NBA-accredited programs (CSE, IT, ECE, ME), and is certified under ISO 9001:2015. It offers B.Tech programs in six major disciplines, including CSE, CSE (AI & ML), CSE (Data Science), ECE, IT and Mechanical Engineering, along with an M.Tech program in CSE. With a student strength of over 2,420, the institute is supported by highly qualified and dedicated faculty focused on nurturing industry-ready professionals.Through guest lectures, industrial visits, workshops, personality development classes and active student forums, IPEC ensures holistic growth. Its strong Training and Placement Cell connects students with leading companies, while the lush 7.81-acre campus near Vaishali Metro and Anand Vihar ISBT offers excellent accessibility for aspiring engineers.

ABOUT THE INDERPRASTHA BUSINESS SCHOOL, GHAZIABAD:

It was established in the year 2000, by leading academicians and business leaders in North India, under the aegis of Shail Garg Shiksha Sansthan, a non-profit making society. IPEC is the emblem of excellence, NAAC Accredited Institute, and an ISO 14001:2015 certified institute. It offers undergraduate programs (BCA/BBA) and post-graduate programs (MCA/MBA). In the realm of technical and management education, our institution boasts a team of highly qualified, experienced, and dedicated faculty members who are committed to nurturing and empowering students. Our focus lies in producing industry-ready professionals who are not only competent in their respective fields but also uphold ethical standards and demonstrate humane values.

ABOUT THE CONFERENCE:

Generative AI is revolutionizing the business landscape by driving innovation and efficiency across various sectors, from healthcare to finance, manufacturing to marketing. This conference will explore the transformative power of generative AI, examining its potential to reshape business operations, strategies, and outcomes. Attendees will gain insights into the latest advancements in generative AI, including cutting-edge models like GPT-4 and beyond, as well as practical applications such as automated content creation, predictive analytics, and personalized customer experiences. The event will bring together thought leaders, industry experts, researchers, and practitioners to discuss emerging trends, ethical considerations, and future forecasts, offering a comprehensive understanding of how generative AI can be leveraged for competitive advantage in the evolving business landscape.

SUB THEMES:

The conference will cover a broad spectrum of topics under the theme of "Transformational Impact of AI on Business Competitiveness & Computing". Tracks include:

- AI-Driven Business Strategies: Corporate strategy, cybersecurity, automation, and business intelligence.
- Sustainable and Ethical AI: Sustainable practices, ethical AI, and future AI trends.
- AI in Marketing: Personalized marketing, customer insights, automation, and product development.
- AI in Finance: Financial forecasting, risk management, and compliance systems.
- AI in Operations: Generative design, manufacturing innovation, and supply chain optimization.
- AI in Human Resources: Workforce transformation, HR applications, and labor force impact.
- AI in Computing: Transforming the Future of Digital Innovation

CONFERENCE OBJECTIVES:

The International Conference on "Transformational Impact of AI on Business Competitiveness & Computing" aims to provide a platform for academicians, industry experts, practitioners, professionals, researchers and policy makers from different fields to engage in multidisciplinary dialogue and collaboration, bringing together diverse perspectives to address the Impact of AI on Business & Computing.

The deliberations and research paper presentations would enlighten on:

- To explore the transformational role of Artificial Intelligence in enhancing business competitiveness, with a focus on how organizations can leverage AI-driven insights, automation, and intelligent systems to strengthen decision-making and operational efficiency.
- To provide a platform for thought leaders, industry practitioners, researchers, and policymakers to exchange ideas, share best practices, and collaborate on innovative AI-driven solutions that address contemporary business and computing challenges.
- To examine the advancements in Generative AI and emerging AI technologies, highlighting their applications in strategic planning, product development, cybersecurity, finance, marketing, human resource management, and operations.
- To discuss the ethical, responsible, and sustainable adoption of AI, ensuring that organizations can harness AI's potential while maintaining transparency, fairness, accountability, and long-term societal well-being.
- To showcase real-world case studies, prototypes, and research findings that demonstrate the impact of AI on business models, customer experiences, digital transformation, and competitive advantage across industries.
- To highlight the importance of AI readiness and digital capability building, enabling businesses and institutions to prepare their workforce for the future through reskilling, upskilling, and technology integration.
- To forecast future trends in AI and computing, facilitating discussions on upcoming innovations, challenges, governance frameworks, and opportunities that will shape the next decade of technology-driven business transformation.
- To encourage interdisciplinary collaboration and foster industry–academia partnerships, promoting research, innovation, and entrepreneurship in the fields of AI, computing, and business management.

BEST PAPER AWARDS:

The Best Paper Awards will be presented to outstanding papers based on their presentations during various sessions at the conference. The selection will be made by our distinguished panel, whose decisions will be final and binding.

GUIDELINES FOR AUTHORS:

The conference invites participation from academicians, research scholars, industry executives, and students engaged in the fields of Strategy, Marketing Management, Financial Management, Information Technology, Human Resource Management, Social Sciences, and other issues related to the conference's theme.

SUBMISSION GUIDELINES:

1. Abstract Submission:
- Participants must submit an abstract not exceeding 200 words.
- The abstract must include the following details on the front page:

  ° Title of the paper (Times New Roman font, size 14)
  ° Author(s) name(s)
  ° Affiliation(s)
  ° Full postal address
  ° Email ID
  ° ORCID (if available)
  ° Telephone number/ Mobile

1. Full Paper Submission:
- The full text of the paper must be typed in any Word processing software (e.g. MS Word), using Times New Roman font, size 12, on A4 size paper with 1.5 spacing.
- The paper should not exceed 25 pages.
- The submissions may be sent at conference@ipec.org.in along with payment receipt of registration fee.

CONFERENCE PRESENTATION & PUBLICATION:

- **Presentation Mode:** Hybrid (Physical & Virtual). At least one author must register and present the paper.
- **Publication Opportunities:** Selected full research papers will undergo a double-blind peer review process and, upon acceptance, will be considered for publication in IPEC Journal of Science & Technology (ISSN: 2583-3286) & reputed journals and edited books with ISSN/ISBN numbers.
- Additionally, accepted papers may be published in journals, **ensuring high-quality academic** contributions and broader scholarly recognition.

Research papers will also be published in Scopus and ABDC listed journals on demand of the authors depending upon quality norms and subject to applicable publication charges of the Journal to be borne by the author(s).

ETHICAL CONSIDERATIONS

- Conflict of Interest: Must be disclosed in the manuscript.
- AI Use Policy: AI-generated content must be explicitly acknowledged.
- Data Integrity: Authors must provide supporting data upon request.

REGISTRATION FEES & BANK DETAILS:

Category of Delegate /Author(s)	Registration Fee
For Indian Nationals (INR)	
Academician	1000/-
Industry Professional	1500/-
Research Scholar	750/-
Student	500/-
Registration Fees for Online Mode	1000/-

Name of Account:
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IMPORTANT DATES:

Submission for Abstract	March 10, 2026
Submission for Full Paper	March 30, 2026
Acceptance Notification	April 05, 2026
Camera Ready Submission	April 10, 2026

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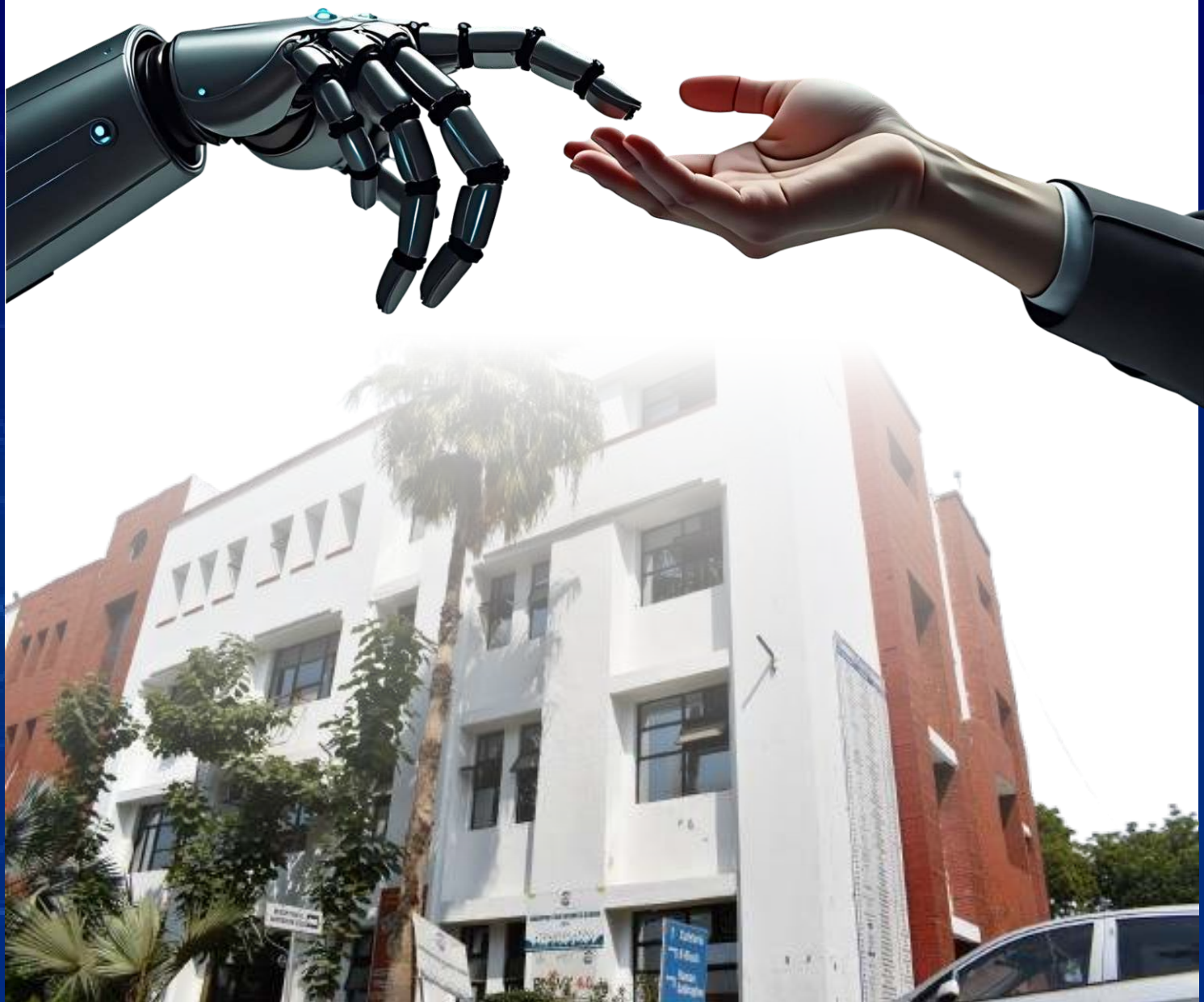**CO-CONVENERS**
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Submit via the Link or Scan the QR Code:
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