

Call for Papers:

We cordially invite academicians, researchers, industry experts, and students to contribute original research papers for presentation at this National Seminar. Papers should offer innovative perspectives, empirical research, or case studies relevant to the seminar theme and sub-themes. Participants are requested to send abstract of not more than 300 words with 3-5 Key words and full paper of not more than 5000 words in English typed in MS word, in Times New roman 12 Font Size with 1.5 line spacing on A4 size paper.

Email Id for paper Submission: pinglecommerceseminar25@gmail.com

Publication of papers:

All accepted papers will be published in the seminar proceedings. Selected papers will be published in the UGC CARE listed /Peer Reviewed International Journal and other papers will be published in the ISBN Edited book on payment basis.

Important Dates

Last Date for Abstract Submission: 15th August 2025
Intimation of Abstract Acceptance: 20th August 2025
Last Date for Full Paper Submission: 5th September 2025
Last Date for Registration: 10th September 2025
Seminar Dates: 17th & 18th September 2025

Registration Fee

Faculty Members / Academicians: ₹ 500
Research Scholars / Students: ₹ 300
Industry Professionals: ₹ 1000
Participants without Paper Presentation: ₹ 300
Note: Co-authors of the paper should also pay the registration fee.
Registration fee includes seminar kit, certificate, and refreshments

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A TWO-DAY NATIONAL SEMINAR

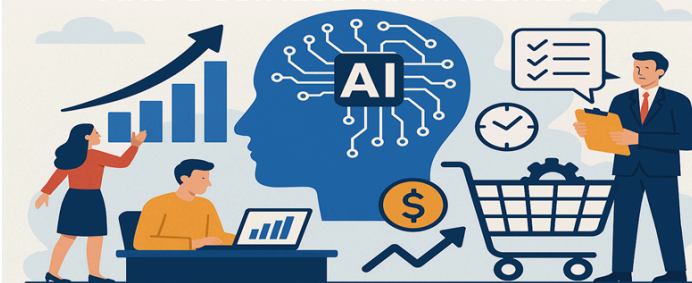
ON

ARTIFICIAL INTELLIGENCE: RESHAPING THE LANDSCAPE OF COMMERCE AND MANAGEMENT

SPONSORED BY

TELANGANA COUNCIL OF HIGHER
EDUCATION (TGCHE),
HYDERABAD, TELANGANA

AI RESHAPING COMMERCE AND BUSINESS MANAGEMENT



Date: 17th and 18th, September, 2025

PINGLE GOVT.COLLEGE FOR WOMEN (AUTONOMOUS)

PERMANENTLY AFFILIATED TO KAKATIYA UNIVERSITY
Accredited by NAAC with "A" Grade - I.S.O. 9001-2015 Certified Institution
WADDEPALLY, HANUMAKONDA, TELANGANA STATE (INDIA)

Organised by

DEPARTMENT OF COMMERCE AND BUSINESS ADMINISTRATION
(IN COLLABORATION WITH INDIAN ACCOUNTING ASSOCIATION,
WARANGAL BRANCH)

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ABOUT HANUMAKONDA DISTRICT

Hanumakonda is one of the prominent districts in the state of Telangana, India. Formed in 2021 after the reorganization of districts, it was carved out of the erstwhile Warangal Urban district. Hanumakonda city serves as its administrative headquarters. The district holds significant historical, cultural, and educational importance in Telangana. Historically, Hanumakonda was part of the Kakatiya dynasty's capital during the 12th and 13th centuries. Architectural marvels like the Thousand Pillar Temple and Warangal Fort highlight its glorious past. Today, the district is a major center for education with prestigious institutions like Kakatiya University and the National Institute of Technology (NIT Warangal). Economically, Hanumakonda thrives on agriculture, education, trade, and small industries. Rich in cultural heritage, festivals like Bathukamma and Bonalu are celebrated with great enthusiasm here. Strategically located, it acts as a gateway to North Telangana, blending tradition with modern development.

ABOUT THE COLLEGE

Pingle Government College for Women, Waddepally, Hanamkonda, Warangal Urban, Telangana State has an illustrious and developmental history. It started with courses in Arts, Commerce and Science, and the building was donated by Pingle family in year 1965 with only 67 students and eleven members as staff. It witnessed continuous and consistent development in expanding the courses, in 1966-67, the college saw the introduction of the degree courses in B.A. (H.P.P), B.A. (E.P.P) and B.Sc. (B.Z.C) in both English and Telugu media and institution came under the Jurisdiction of Kakatiya University. The college has a history of fifty glorious years of growth and prosperity and celebrated Golden Jubilee in August, 2016. In 1985, conventional courses in B.Com, B.Sc. (M.P.C) in 1994 B.Sc. (B.Z.C) in and in 1995 restructured courses like B.Sc. (Microbiology) and B.Com (Computers) were introduced. Thus the college has grown phenomenally catering to the diversified the needs and demands of the socio-economically weak women students. College is accredited by NAAC 'A' Grade in 2017 and conferred with Autonomous status in 2021 and college is recognized as Research center by Kakatiya University adding feathers to its crown it is recognized as Cluster college. College is providing 26 U.G. and 10 P.G. courses and 24 Certificate courses.

About the Department:

The Department of Commerce plays a vital role in developing students' knowledge and understanding of business, trade, and management. It serves as a key academic centre, providing both foundational and advanced learning in fields such as accounting, finance, taxation, marketing, management, and business law. The department is committed to designing and delivering curricula that meet industry standards, equipping students with the skills necessary for both employment and entrepreneurial ventures. Currently, the department is supported by seven well-qualified faculty members, all of whom hold Ph.D. degrees. The Department of Commerce offers a range of courses, including B.Com. (Computer Applications) and BBA (Retail Marketing), B.com (Finance) and B.com (E-commerce) catering to the evolving needs of the business and commerce sectors. Beyond classroom teaching, the commerce department often organizes seminars, workshops, internships, and industrial visits to give students practical exposure to the business world. It encourages research and critical thinking through projects and case studies, helping students develop analytical and problem-solving skills. Many departments also run student-led activities like commerce clubs, quiz competitions, and business fests to nurture leadership and teamwork abilities.

About Seminar: Artificial Intelligence – Reshaping the Landscape of Commerce and Management

Artificial Intelligence (AI) plays a vital role for reshaping the landscape of commerce and management especially from automating routine tasks to enabling data-driven decision-making. AI technologies are transforming how businesses operate, compete, and deliver value to customers. AI is enhancing customer experiences through personalized marketing, intelligent chatbots, and predictive analytics, while optimizing operations in areas like inventory management and logistics. Artificial Intelligence empowers managers to make faster, more informed decisions and supports innovation by uncovering hidden patterns and insights from vast datasets. However, this transformation also brings challenges, including ethical concerns, job displacement, data privacy issues, and the need for up skilling the workforce. The theme of Artificial Intelligence – Reshaping the Landscape of Commerce and Management seeks to explore both the opportunities and the complexities of AI integration in business environments. By understanding the evolving role of AI in commerce and management, stakeholders can harness its full potential while navigating its risks responsibly. The focus is on building a future-ready ecosystem that balances technological advancement with human values and sustainable business practices.

Objectives of the Seminar:

- To explore and analyse the transformative impact of Artificial Intelligence (AI) on the fields of commerce and management.
- To examine the emerging issues related to how AI is revolutionizing areas such as marketing, finance, human resource management, supply chain management, and customer experience.
- To discuss the ethical, legal, and societal implications of integrating AI into commerce and business management.
- To identify the key challenges and opportunities associated with the use of Artificial Intelligence (AI) in commerce and business management.
- To develop actionable recommendations for policymakers, industry practitioners, and researchers to effectively promote the adoption and integration of Artificial Intelligence (AI) in the field of commerce and business management.
- The seminar will bring together experts from academia, government, industry, and civil society to discuss the latest trends and developments in integrating AI into commerce and business management

The potential themes for a seminar on Artificial Intelligence – Reshaping the Landscape of Commerce and Management” are as follows:

Theme-I: AI-Powered Finance and Operations

- AI in Financial Forecasting and Risk Management
- Automated Financial Processes and Robotic Process Automation (RPA)
- AI in Fraud Detection and Cyber security
- AI-Driven Investment and Portfolio Management
- Cost Optimization and Budgeting with AI
- AI for Supply Chain Optimization
- AI in Procurement and Vendor Management
- Operational Efficiency and Intelligent Automation
- Ethical and Regulatory Considerations in AI Finance
- Role of AI in Accounting and Finance
- AI and future of Financial reporting
- AI -Driven Audit and Assurance Practices

THEME-II: AI IN MARKETING AND CUSTOMER EXPERIENCE

- Personalized Marketing and Customer Targeting
- Chat bots and Virtual Assistants in Customer Service
- Predictive Customer Behavior and Analytics
- AI in Content Creation and Campaign Optimization
- Voice and Visual Search Optimization
- Dynamic Pricing and Real-Time Promotions by Implementing AI
- Augmented Reality (AR) and AI in Retail Experiences
- Ethical Use of AI in Marketing
- Role of AI in financial Markets

Theme-III: AI in Human Resources and Talent Management

- AI in Recruitment and Candidate Screening
- AI-Powered On boarding and Employee Engagement
- Predictive Talent Analytics and Workforce Planning
- AI for Performance Management and Feedback Systems
- Employee Well-being and Sentiment Analysis
- Chat bots and Virtual HR Assistants
- AI in Diversity, Equity, and Inclusion (DEI) Initiatives
- Legal and Privacy Considerations in AI-Driven HR Systems

Theme-IV: Ethical Considerations for Commerce and Management

- Corporate Social Responsibility (CSR) in the Digital Age
- Business Ethics in Global Trade and E-Commerce
- Ethical Leadership and Governance in Management
- Consumer Rights and Ethical Marketing Practices
- Sustainability and Environmental Ethics in Business
- Ethics in Financial Management and Reporting
- Ethical Challenges in the Use of Technology and AI
- Privacy and Data Ethics in Business Operations
- Role of AI in Economic Development
- Role of AI in Health Care
- Role of Machine Language in Cyber Security,
- Role of AI in the process of Sustainable goals
- Effect of AI in e-commerce
- Role of AI in the field of insurance and banking.
- Any Topic related to AI in the field of Commerce, Business Management

