



Jagan Institute of Management Studies
in association with SSCBS, Delhi University
is organising

ICAMP 2025

**INTERNATIONAL CONFERENCE ON
ADVANCES IN MANAGEMENT PRACTICES**

**ON
REDEFINING MANAGEMENT IN THE
AGE OF ARTIFICIAL INTELLIGENCE**

5th - 6th December, 2025

ABOUT THE CONFERENCE

In an era where technological disruption is the norm, Artificial Intelligence (AI) stands as one of the most transformative forces redefining the foundations of management. Traditional management models rooted in human-centric decision-making, hierarchical structures, & experience-based forecasting are rapidly being reimagined to align with data-driven, algorithmically-enhanced approaches. AI's ability to analyze massive datasets, detect patterns, & generate predictive insights is revolutionizing how managers strategize, operate, & lead. Decision-making, once constrained by human bias & cognitive limitations, is increasingly augmented by machine learning algorithms capable of delivering real time, evidence-based recommendations. This evolution fosters a shift from intuition-led leadership to intelligence-led leadership, where managerial judgments are informed by a synthesis of human insight & machine precision.

Moreover, AI is catalyzing a redefinition of roles and responsibilities within organizations. Tasks traditionally considered managerial such as resource allocation, performance evaluation, risk analysis, and customer relationship management are being automated or enhanced through AI systems. This automation frees managers to focus on high-order functions like creativity, strategic thinking, and ethical oversight, thus reshaping the very competencies that define effective leadership. At the same time, the role of emotional intelligence, empathy, and cross-functional collaboration becomes even more critical, as managers must now guide hybrid teams comprising both human and AI agents. As a result, future leaders must develop a dual literacy: technological fluency to work alongside AI systems, and humanistic skills to inspire and guide people in a complex, digital-first environment.

Organizational structures are also being reshaped by AI-driven innovation. Agile models, decentralized decision making, & real-time responsiveness are becoming increasingly viable as AI platforms provide the informational infrastructure to support such dynamics. Managers can no longer afford to operate in silos or depend solely on past experience; instead, they must embrace a culture of continuous learning, adaptation, and digital integration. AI is also redefining performance metrics, talent management, and productivity paradigms. From using Natural Language Processing (NLP) to assess employee sentiment to deploying predictive analytics for workforce planning, management is being transformed into a proactive, data-responsive discipline.

However, this transformation is not without its ethical and strategic challenges. The use of AI in management raises critical concerns around transparency, fairness, data privacy, and accountability. As AI systems make or support decisions with wide-ranging implications, managers must ensure these technologies are deployed responsibly, with due consideration of their social and organizational impact. This includes addressing algorithmic bias, ensuring explainability of AI decisions, and fostering trust among stakeholders. As custodians of both people and technology, managers must champion ethical AI governance and create inclusive digital workplaces that prioritize human dignity alongside efficiency and innovation.



CALL FOR PAPERS

ICAMP 2025 focuses on the theme of “**Redefining Management in the Age of Artificial Intelligence**” and provides a platform for researchers, industry professionals, policymakers, and stakeholders to exchange knowledge, showcase innovations, and discuss the latest advancements in the field of management. Researchers are invited to the following tracks but are not limited to the same.

FINANCE

- AI-Driven Financial Markets and Trading
- Risk Management and Fraud Detection with AI
- Portfolio Optimization and Investment Strategies
- AI in Banking and Financial Services
- AI-driven credit scoring & risk assessment
- Robo-advisory & algorithmic trading
- Fraud detection and AML tools
- Predictive analytics in planning & forecasting
- AI in insurance and claims processing
- Blockchain and AI in FinTech
- Behavioural finance with machine learning
- Regulatory and ethical challenges

MARKETING

- Hyper-personalisation and customer segmentation
- Chatbots and conversational AI
- AI-powered content creation
- Sentiment analysis and brand strategy
- Dynamic pricing models
- AR/VR in experiential marketing
- Programmatic advertising
- Measuring marketing ROI with AI analytics

ENTREPRENEURSHIP AND INNOVATION

- AI tools for opportunity discovery
- Lean startup & MVP testing with AI
- Democratising AI for entrepreneurs
- AI in recruitment and reducing bias
- Predictive HR analytics
- AI-driven employee learning & development
- Building AI-ready organisational cultures
- Responsible and ethical AI use

HUMAN RESOURCE MANAGEMENT

- Digital Transformation in HRM
- AI in Recruitment and Talent Acquisition
- AI and People Analytics
- Performance Management & Employee Appraisal
- Personalized Learning and Development
- AI and Employee Engagement
- HR Technology: Chatbots & Virtual Assistants
- Ethical, Legal, and Governance Issues in AI HRM
- HR Automation and Process Reengineering

BEST PAPER AWARD

- Best Paper Award: Rs. 10000
- Runner-Up: Rs 5000

ABSTRACT SUBMISSION GUIDELINES

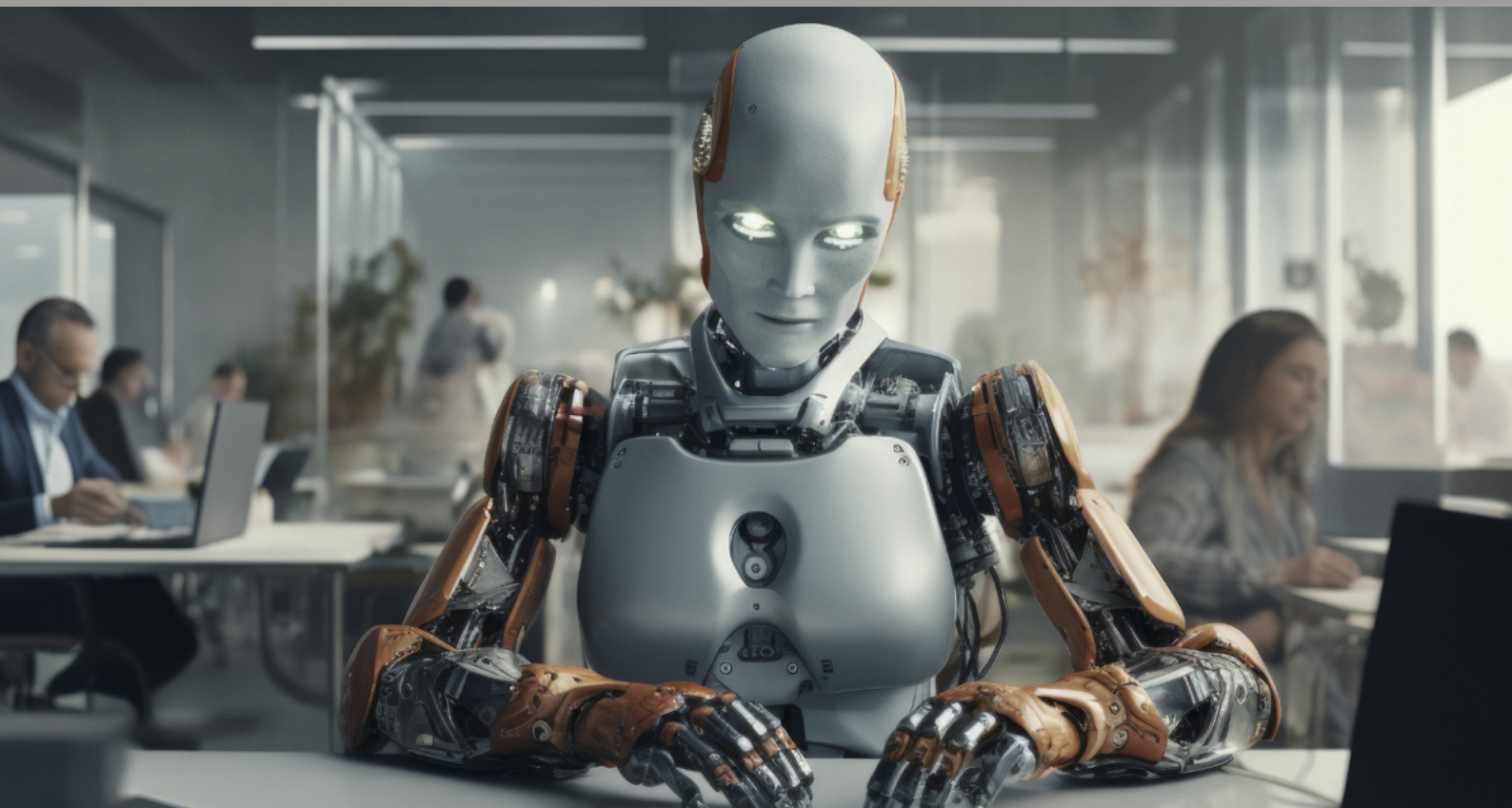
The contributors must ensure that the submission is original and not presented or published earlier or under review or publication at the same time. Interested contributors need to submit an abstract of around 250-300 words including keywords.

IMPORTANT TIMELINES

Abstract Submission	Saturday, 15 th November 2025
Intimation of Acceptance	Wednesday, 25 th November 2025
Full Paper Submission	Saturday, 29 th November 2025
Registration Opens	Wednesday, 25 th November 2025
Registration closes	Saturday, 29 th November 2025
Conference Dates	5 th & 6 th December 2025

The authors can submit Abstracts for the conference. However, those who are targeting the best paper award and publication opportunity need to submit full paper.

***For Submission of Abstracts/Full Papers/Queries
Contact: lcamp2025@jimsindia.org***



FORMATTING OF PAPER

1. The document needs to be submitted in Word format.
2. Font: Times New Roman, Double Spaced, 12 font size, Justified Alignment.
3. Attach a separate title page that includes the details of the authors to facilitate the blind review process.
4. Page numbering
5. The full papers should cover the following aspects.
 - Introduction
 - Literature Review
 - Methodology Adopted
 - Empirical or theoretical results
 - Implications of study
 - Study hypothesis (if applicable)
 - Keywords

PUBLICATION OPPORTUNITY

- All the Selected Abstracts will be published in a Conference booklet with ISBN Number.
- Selected research papers will be published in ABDC & Scopus-indexed journals. Collaboration with esteemed publishers such as Emerald, and Wiley is currently in progress and nearing finalization.

REGISTRATION FEE - NIL



Jagan Institute of Management Studies (JIMS) in 32 years of its being has created a niche for itself in the fields of Management and Information Technology. The Postgraduate programs namely, PGDM, PGDM-International Business, PGDM-Retail Management are approved by the All India Council for Technical Education and are accredited from National Board of Accreditation (NBA). All programs have also been granted equivalence to MBA degree by Association of Indian Universities (AIU). Category II Graded Autonomy by AICTE.

The institute has been awarded the prestigious accreditation certification named South Asian Quality Standards (SAQS) from the Association of Management Development Institutions in South Asia a SAARC recognized body. The institute has been ranked and rated highly by accreditation bodies, newspapers, magazines and ranking organizations for delivering quality education. JIMS continues to remain in the list of ELITE B-SCHOOLS (Top100) of India for the 10th year in a row in National Institutional Ranking Framework (NIRF) 2025 of the Ministry of Education, Govt. of India. Times of India in 2025 also ranked JIMS Rohini at the 14th position among Top B-Schools in India. Apart from providing gainful and descent place- ment, JIMS also encourages the spirit of entrepreneurship and acts as an incubation center for aspiring entrepreneurs and young startups. JIMS thus proves to be an ideal place for those wishing to engage in academic pursuits and seek intellectual fulfillment.



The high standards of excellence give Shaheed Sukhdev College of Business Studies (SSCBS) the phenomenal and undeniable edge we are recognized for and these standards are endlessly pushed beyond the horizon. This lays down the foundation of our biggest asset: Unrest. At SSCBS, we are never content. The inverse correlation between our satisfaction and our progress is an acknowledged and appointed theory at Shaheed Sukhdev College of Business Studies (SSCBS). This is the SSCBS difference.

What sets SSCBS apart from other colleges is our recognition that every student is different. At SSCBS, we strive to identify and maintain that 'difference'. We constantly endeavour to create opportunities for skill development in different areas of interest, and to cater to the diverse needs of the students. The fact that SSCBS doesn't believe in a one-size-fits-all policy is evident in its placement process, where companies from as many as fifteen sectors, including consulting, insurance, knowledge services, real estate, media, investment banking, PR, IT, shipping, and financial services recruited students.

The curriculum & the college atmosphere promote inquisition, innovation, leadership & team-spirit. Apart from possessing a clear understanding of the fundamentals of management as well as a considerable degree of corporate exposure, our students are resourceful, versatile and enthusiastic. It is this marked difference that has helped the college set new benchmarks with every placement season.

ADVISORY BOARD

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