



St. Clare College

AUTONOMOUS | BENGALURU

NAAC A+ Accredited | AICTE Approved | Affiliated to Bangalore University

NURTURING VALUES AND EXCELLENCE



Department of Commerce

&

Business Club

Organises

SPARK 2024

Intra Collegiate Student Conference

Artificial Intelligence in Social Sciences

Date: 19 April, 2024

Time: 10:00 AM

Venue: APJ Abdul Kalam Auditorium

Participants: B.Com Students

ABOUT THE COLLEGE

St. Claret College (SCC) was established in 2005 by the international Missionary Congregation of Claretians who manage two universities and over 150 educational institutions in 66 countries around the world. St. Claret College is managed by the Claretian Society for Integral Human Development established with the aim of providing holistic and quality higher education. Apart from St. Claret College, the campus shelters four other educational institutions: St. Claret School, Anthony Claret (AC) School, St. Claret Evening College and St. Claret Pre-University College. Moved by the spiritual genius of St. Anthony Mary Claret, its patron, and supported by the robust Christian intellectual tradition, St. Claret College offers value based education to transform students to be enlightened leaders and networkers who bring about a civilization of love and harmony. St. Claret College is recognized by UGC, permanently affiliated to Bangalore University and is NAAC accredited with A+ Grade.

ABOUT THE DEPARTMENT

The Department of Commerce at St. Claret College was launched in 2005 at the inception of the college with two faculty members and 39 students. Currently the department has a large team of experienced and highly qualified faculty and 900 students. Over the years SCC has gained the reputation of a top commerce college in Bangalore. The Commerce program in this leading Christian Catholic college has always attracted students with good academic record and the department has produced several Bangalore University ranks. The department offers courses like B.Com (General), B.Com with CA, B.Com with ACCA and B.Com with CMA.

The department also offers B.Com Travel & Tourism Management and M.Com.

ABOUT THE CONFERENCE

AI is changing markets and opening up new possibilities. It might completely change the way we work, live, and relate to one another. The purpose of the conference is to investigate the ethical, social and economic effects of AI on society and industry. The goal is to raise awareness, encourage dialogue, and formulate plans for utilizing AI's potential to further societal progress.

The conference's objectives are to examine the ethical and societal ramifications of AI adoption, offer insights into its prospects and problems, and offer solutions for maximizing advantages while minimizing dangers.

Patrons

Rev. Dr. Thomas V. Thennadiyil

Principal
St. Claret College

Rev. Fr. Joseph S.

Vice Principal
St. Claret College

Convenor

Mr. Vasu V.

HOD, Department of
Commerce
St. Claret College

Organising Committee

Ms. Binila B. Chandran

Ms. Radha T.

Ms. Sabeena L.

FOR FUTHER QUERIES CONTACT

Ms. Radha T. - 6361348568

Ms. Binila B. - 8722952287

Sub Themes:

- AI and its Impact on the Job Market Ethical and Social Implications of AI
- AI Education and Training
- AI and Business: How AI is Transforming Industries and Creating New Opportunities
- AI and the Future of Work: Re-killing and Up-skilling the Workforce
- AI and Society: The Social and Economic Implications of AI
- Business Intelligence & Financial Intelligence
- E-Business
- Entrepreneurship
- Internet-of-Things
- Mobile Commerce & Social Networks
- Chat-bot Marketing
- Social Media
- Privacy & Security in the Digital World
- AI-Driven Economy
- Gamification.
- AI in Tourism and Hospitality.

Guidelines for Paper Presentation

- Times New Roman, font size 12, heading 14 (bold), 1.5 line spacing.
- Abstract should be maximum 150 words with 5-7 key words.
- Authors' name, college e mail and phone number to be provided.
- A maximum of 3 authors may be part of one research paper
- APA format should be followed
- Maximum 7 pages.
- Acceptance of the paper implies that at least one of the authors must present the paper (PPT maximum 8 slides) at the conference.
- Full paper (in MS word of up to 3000 words) with abstract should be electronically.
- submitted to:
spark@claretcollege.edu.in

The above list is not exhaustive, the participants may choose any of the topics relevant to the theme of conference.

FULL PAPER SHOULD INCLUDE THE FOLLOWING:

- Title of the Paper
- Abstract with Key Words
- Introduction
- Objectives/Research Questions
- Review of Literature
- Methodology
- Data Analysis
- Results & Observations, if any
- Conclusion & References

Conference Publication

All selected research papers will be published in Edited Book/Conference Proceeding with ISBN

Registration link:

<https://forms.gle/ZxshPyvoGUTiW9419>

BEST PAPER AWARD:

The best paper shall receive a cash award. Only papers presented will be considered for the same after review and scrutiny by the jury .