

15<sup>th</sup> International Conference  
on

# Innovative Technologies in Business and Economy for Sustainable Development : Industry 5.0

(15-16 March 2024)

Hybrid Mode



## FACULTY OF MANAGEMENT

Pacific Academy of Higher Education and Research University

Pacific Hills, Pratap Nagar Extension, Airport Road, Udaipur - 313 003 (Rajasthan) India

## About the Conference

Industry 5.0, often referred to as Technology 5.0 or the Fourth Industrial Revolution, represents a profound shift in the way businesses operate and manage their processes. It is revolutionizing industries and challenging traditional management paradigms. To thrive in this era, organizations must embrace digital transformation, adopt innovative management approaches, and foster a culture of adaptability and continuous learning. Cracking Industry 5.0's full potential and maintaining a competitive edge in today's quickly changing business environment require a synergy between cutting-edge technology and forward-thinking management. As automation and AI become more prevalent, management needs to navigate the gentle balance between human and intelligent machines in respective areas of functional management. Management decisions are now guided by data analytics. Executives and managers need to be proficient in data interpretation and should use data analytics tools to gain insights into market

trends, customer behaviors, financial decisions and operational efficiencies. Internet of things, robotics, Cyber-Physical Systems, autonomous systems, and intelligent algorithms are revolutionizing manufacturing, supply chains, marketing, financial forecasting and customer service. These technologies increase efficiency, reduce errors, and lower operational costs.

A need has arisen to leverage AI to enhance human capabilities, freeing the workforce to focus on higher-value tasks like creativity, empathy, and problem-solving. One is also concerned with the ethical consideration in the use of such technological advancements. The matter under discussion must also reflect the ethical, environmental and societal implications of their actions. Sustainable practices and ethical decision-making will be crucial for long-term success in management and economy as a whole.

## About Pacific University

Established in 1997, the Pacific group has made a mark on the educational map of India. Over the last 25 years, the Pacific Society has continued to make rapid strides in the field of higher & technical education. Pacific Academy of Higher Education and Research University is established as per UGC Recognition under section 2(f) of UGC Act, 1956. It has a set up of more than twenty one institutes and become a multi-disciplinary conglomeration of colleges providing higher education in the diverse fields of Engineering, Management & Commerce, Dentistry, Pharmacy, Education, Basic & Applied Sciences, and Research Programmes (Ph.D.) in all relevant disciplines. The University Campus is spread over 100 acres of lush green land and has a build up area of more than 250,000 sq.mt.

The campus fulfills all the norms of the governing bodies in terms of infrastructure, equipment and modern amenities. The campus provides a perfect educational environment which is free from any type of pollution and is easily accessible. It has separate hostels for boys and girls, laboratories, and libraries, internationally benchmarked curricula, innovative pedagogy, experiential learning and affordable quality education. The university is committed to establish itself as a centre of excellence in research. Education at Pacific is holistic, aiming to develop the intellectual & personal strengths of students. Pacific has an excellent track record of launching its student into successful careers which has been proved by our alumni presently working in 150+ global and Indian super brands.

## About Faculty of Management

Faculty of Management in its pursuit of excellence in education has brought Udaipur on the National Map of Management Education. It was the 1<sup>st</sup> private B-School established in 1997 in the lake city. To build managerial skill through real life experience is the hallmark of the Institute's standards and has now created a unique place in the educational world. Currently it has globally designed courses including MBA dual specialization, MBA Hospital Administration, MBA Business Analytics and offers diploma and certificate courses in the field of Management.

The Institute has to its credit the heritage of Teaching Support from BSE, MCX, AIMA, SPSS, Regular Seminars and Workshops, Regular Student Development Programmes etc. All these efforts are undertaken to ensure complete personality development of our students, leading to creation of successful managers. Pacificians have outperformed in various intercollegiate competitions and received overwhelming laurels worldwide. A robust interface with Industry is ensured through guest lectures, industry visits and industry training opportunities.

# CONFERENCE SUB THEMES

## Finance

- FinTech: Trends and legal implications
- Payment revolution
- Cyber issues in FinTech
- FinTech start-ups
- Anomaly detection
- Algorithmic trading
- Portfolio management
- Enhanced Security and financial Transactions
- Robot-advising and investment recommendations
- Forecasting of financial scenarios
- Risk modeling and risk management
- Validation and calibration of financial models
- Robustness and uncertainty quantification
- FinTech: Trends and legal implications
- Payment revolution
- Cyber issues in FinTech

## Accounting

- Predictive Financial Analysis
- Compliance and audit management
- Predictive tax planning and compliance automation
- Optimize cost management strategies
- AI and Financial Reporting
- Cognitive Computing in Accounting
- Ethical Implications of AI in Accounting
- Fraud detection, management and prevention
- Automated Invoicing and expense management
- Tax Challenges from digitalization
- Earning Management and Discretionary Accruals
- Blockchain Accounting
- Accounting Analytics and Investment Decisions
- Artificial Intelligence in Accounting Practices
- Budgeting under Uncertainty
- International Accounting Information System

## Banking and Economics

- Robotic Process Automation
- Predictive Analytics for Customer Relationship Management
- Biometric Authentication in Banking
- Regulatory Compliance and AI
- Tailoring Services for Individual Customers
- Chatbots and Virtual Assistants in Banking
- Loan Decisions
- Digital Transactional Platform
- Mobile on demand micro credit
- Tokenization
- Digital and Neo Banking
- Digital Currency
- Leveraging digital technologies to enhance efficiency
- Digital Transformation in Traditional Industries
- Smart Cities and Urban Development
- Integration of digital technologies with infrastructure and governance
- Employment Models
- Impacts of increased digital consumption
- Regulatory frameworks to govern the digital economy
- Digital technologies and startups
- 5G technology
- Transforming traditional business models.

## Logistics Management

- Intelligent supply chain management
- Demand forecasting and inventory management
- Efficient distribution and warehousing strategies
- Real-time tracking and monitoring technologies
- IoT (Internet of Things) in manufacturing
- Advanced robotics and automation
- Data analytics for predictive maintenance
- Blockchain applications in logistics
- E-commerce logistics and last-mile delivery solutions
- Autonomous vehicles and drones in logistics
- Sustainable logistics practices and green supply chains
- Sustainable and eco-friendly manufacturing processes
- Circular economy principles in logistics and manufacturing
- Carbon footprint reduction strategies in supply chains

- Cutting-edge research in logistics and Industry 5.0
- Innovation in materials, processes, & technologies
- Start-ups and incubators driving innovation in the logistics industry
- Flexible and responsive supply chain management in Industry 5.0

## Operations and Production Management

- Integration of digital technologies in traditional operations
- Digitization of processes and workflow automation
- Industry 5.0-driven operational efficiency improvements
- IoT applications in manufacturing operations
- Real-time data analytics for production optimization
- Smart sensors and devices enhancing operational visibility
- AI-based quality control and inspection methods
- Blockchain for ensuring product quality and traceability
- Advanced data analytics for continuous quality improvement
- Lean practices for waste reduction and efficiency
- Real-time supply chain visibility through digital technologies
- Demand-driven supply chains and adaptive logistics
- Eco-friendly manufacturing processes and materials
- Sustainable supply chain practices in the context of Industry 5.0
- Environmental impact assessments in digital operations

## Human Resource Management

- Digitization & Automation of HR
- Impact of AI on HR
- Remote and flexible workforce management
- HR strategies for IR 5.0 transition
- Skills and workforce development for IR 5.0 transition
- CSR and sustainable HRM
- HR Analytics
- Data driven HR decision making
- Diversity, equity and inclusion (DEI) in industry 5.0
- Human-robot collaboration in manufacturing operations
- Augmented reality (AR) and virtual reality (VR) applications for training and operations
- Worker safety and ergonomics in the era of Industry 5.0

## Marketing Management

- Digital Ready Marketing Organization
- New Customer Experience
- The Impact of Marketing Innovation on The Competitiveness of Enterprises in The Context of Industry 5.0
- Buzz marketing: viral, WoM, Guerrilla Marketing
- Mobile marketing ASO - optimization
- Core Enabling Technologies of Industry 5.0 in Marketing
- AI enabled Marketing Practices
- Marketing 5.0: Technology for humanity
- Challenges for Marketers in Digital World
- New Strategies for Tech-Empowered Marketing
- Data Driven Marketing
- Predictive Marketing
- Augmented Marketing
- Agile Marketing

## CALL FOR CONTRIBUTIONS

The conference solicits contributions of high quality research papers and articles describing original and unpublished results of conceptual, constructive, empirical, experimental and theoretical work in all areas of Business, economy, commerce, management and society to the addressed themes and topics of the conference. Papers can be submitted at [conference2024@pacific-university.ac.in](mailto:conference2024@pacific-university.ac.in)

## IMPORTANT DATES

Paper Submission Deadline	:	8 <sup>th</sup> March, 2024
Notification of Acceptance	:	10 <sup>th</sup> March, 2024
Last Date of Registration	:	12 <sup>th</sup> March, 2024
Date of Conference	:	15-16 <sup>th</sup> March, 2024

Paper received till 8<sup>th</sup> March, 2024 will be only considered for abstract book publication.



## PAPER SUBMISSION GUIDELINES

The participants can submit their abstract and full length paper as per below format at mail id [conference2024@pacific-university.ac.in](mailto:conference2024@pacific-university.ac.in)

Paper length	: Full paper: within 12 pages, including Abstract, references, tables/ charts and Keywords	Paragraph	: Double-spaced
Abstract length	: 200-250 words	Line	: 1.5 Spacing
Key words	: 5-7 words	Margin Normal	: All Sides : 1 inch
Font	: Times New Roman	Format	: MS Word-compatible file
Font Size	: Running Text 12-point, Title 16 Bold, Headings 14 Bold, Sub-heading 12 Bold	References	: APA Format
		Layout	: Justified
		The title page should contain name of author(s), designation and email id. followed by abstract.	
		Number of authors in a paper should not exceed four.	

## REGISTRATION PROCESS

1. Full length paper should be sent at [conference2024@pacific-university.ac.in](mailto:conference2024@pacific-university.ac.in).
2. Pay the fees through the link forwarded after Acceptance Notification of full length paper.
3. Fill the Registration form through the link  
*For registration and other details contact 9460030459*

## REGISTRATION FEE DETAIL

Fee (Per person)	Faculty	Research Scholars & Students
Indian	Rs. 800/-	Rs. 500/-
Foreigner	\$ 20	\$ 15

The payment and Registration link will be forwarded to the participant through mail after submission of full length paper.

## PUBLICATION OPPORTUNITY

**Selected papers will be published in the Pacific Publications on payment of processing fee.**

1. Pacific Business Review International - indexed and listed at Web of Science (ESCI), Cabell's Directories, Ulrichsweb, Indian Citation Index, SIS, RIF, OAJI, SJIF & ISI. Impact factor (SJIF) 8.603, ISSN : 0974-438X
2. Unnati - The Business Journal - ISSN : 2319-1740 (Print) Impact factor (SJIF) 8.173
3. Pacific Hospitality Review-ISSN : 2320-1998 (Print)
4. Pacific Journal of Social Science - ISSN : 2456-7477 (Print)
5. Edited Book with ISBN

## SNAPSHOT OF PAST CONFERENCES



**International Conference Contemporary Innovative Practices in Management**  
13 - 14 April, 2012



**National Seminar on Ethics and Ethos in Management**  
27-28 July, 2013



**Mapping Global Changes in Business, Economy, Society & Culture**  
19-20 January, 2018

**International Conference on Managing Change in Business & Economy**  
6 - 7 April, 2013

**International Conference on Transformation of Business Economy & Society in Digital Era**  
26-27 April, 2019

**International Seminar on Ethics and Values in Resource Management**  
1-2 November, 2014

**International Conference on Shifting Paradigm in Business Economy and Society: Vision 2050**  
9-10 September 2020

**National Seminar on Education for Enhancing Ethics and Excellence**  
11-12 January, 2015

**International Conference on Sustainable Global Trends : Planet, People and Profit**  
16-17 April, 2021

**International Conference on Integral Development for Wholesome Life**  
04-05 June, 2016

**International Conference on The Next Normal : Strategies for Sustainable Future**  
22-23 April, 2022

**International Conference on Emerging Prospects of Accounting and Finance**  
25 February 2022



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