



MAHARAJA AGRASEN COLLEGE
UNIVERSITY OF DELHI



DEPARTMENT OF COMMERCE
organises

NATIONAL CONFERENCE
on

**“Sustainable Commerce for Viksit Bharat:
Leveraging Artificial Intelligence for Inclusive
Growth and Global Leadership by 2047”**

16 - 17 April, 2025: Hybrid mode



For any further inquiry, please write an email to



commerce_dept@mac.du.ac.in

CONFERENCE OVERVIEW

The rapid advancement of Artificial Intelligence (AI) is transforming the global commerce landscape, offering unprecedented opportunities for innovation, efficiency, and growth. However, this transformation also raises critical questions about sustainability, ethics, and equitable development. In the face of environmental change and societal shifts, sustainability has also become a critical focus for businesses across the globe. The Commerce discipline, encompassing key areas such as economics, finance, supply chain management, and business ethics, plays a vital role in shaping sustainable practices. This conference on "Sustainable Commerce for Viksit Bharat: Leveraging Artificial Intelligence for Inclusive Growth and Global Leadership by 2047" aims to explore how AI can be harnessed to drive sustainable business practices, mitigate environmental impacts, and foster inclusive economic growth. It further aims to bring together academicians, industry leaders, policy makers, and students to provide a platform to discuss the challenges and opportunities at the intersection of AI and sustainable commerce.

The integration of AI into commerce has revolutionized industries, enabling smarter supply chains, personalized customer experiences, and data-driven decision-making. However, the environmental and social costs of AI adoption—such as energy consumption, e-waste, and job displacement—cannot be ignored. As the world grapples with climate change, resource depletion, and social inequality, there is an urgent need to align AI-driven commerce with the principles of sustainability. This conference seeks to address this imperative by fostering dialogue on how AI can create sustainable business models that not only drive economic success but also contribute to the well-being of society and the environment.

CONFERENCE OBJECTIVES

This national conference on "Sustainable Commerce for Viksit Bharat: Leveraging Artificial Intelligence for Inclusive Growth and Global Leadership by 2047" will serve as a critical forum for addressing one of the most pressing challenges of our time: leveraging technological advancements to create a sustainable and equitable future. By fostering collaboration and innovation, the conference aims to pave the way for a new era of commerce that balances economic growth with environmental stewardship and social responsibility.

- Explore the role of AI in sustainable commerce
- Address ethical and social implications
- Encourage partnerships between businesses, governments, and civil society to develop AI solutions that prioritize sustainability.
- Showcase best practices
- Provide recommendations for policymakers to create regulations that promote sustainable AI adoption in commerce.

KEY THEMES

The Conference Committee invites abstracts (max 250 words) with keywords (4-5) and full papers by (2000-2500 words, excluding citations) on any aspect of the conference theme, including, but not limited to the following themes:

- Sustainable Business Strategies and Models
- Green Finance and Investment
- AI driven Supply Chain Management
- Corporate Social Responsibility (CSR) and Ethical Business Practices
- Technology, Innovation, and Sustainability
- Sustainability Reporting and Accountability
- Inclusive Growth and AI-Driven Opportunities
- Global Trade and Sustainability
- AI for Sustainable Consumer Behavior
- Applications of IoT and AI
- Human resource management in AI driven world
- Data driven in decision making
- Market deployment due to AI
- AI in Policy Making
- AI and Education
- AI, Media and Communication
- Viksit Bharat 2047
- AI and Smart Cities

SUBMISSION GUIDELINES:

The authors are requested to adhere to the following guidelines:-

1. Submit both the abstract and full paper in MS Word only:
2. Abstract length: Max 250 words including 4-5 keywords.
3. Along with a short bio-note: max 30 words.
4. All references should be given in APA 7th stylesheet.
5. Font: Times New Roman, Font size 12, Justified
6. Line spacing: 1.5, Margin on all sides of page: 1 inch
7. After the selection of the abstract, the complete paper should be forwarded along with citations.
8. The paper complete in all aspects must be forwarded to the email address: commerce_dept@mac.du.ac.in
9. Papers will be published only after plagiarism check.

“Selected papers will be published in a reputed Journal or in a edited book”

IMPORTANT DATES:-

- Abstract submission deadline: March 31, 2025
- Abstract Acceptance: April 2, 2025
- Full paper submission: April 10, 2025

REGISTRATION AND PAYMENT DETAILS

The registration fee can be paid through electronic money transfer system and confirmation of such a transaction is to be intimated by sending the snapshot of your transaction in the registration link.

Delegates category	Amount
Corporates	Rs. 1200
Academician	Rs. 1000
Research Scholar	Rs. 700
Participation/Students only	Rs. 500



Registration link-
<https://forms.gle/tp9EcWxz6MUgqtCd6>

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DEPARTMENT OF COMMERCE

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- Dr Ekanshi Gupta (Organising Secretary)
- Dr Neha Kuhar (Conference Coordinator)
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