

HABIT-AI

INTERNATIONAL CONFERENCE ON
**HUMAN AGENCY IN
BUSINESS INNOVATION &
TRANSFORMATION WITH AI**

APRIL 09-10, 2027



Organised by
School of Business and Leadership
ITM UNIVERSITY, GWALIOR

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HABIT-AI

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PROF. MITHILESHWAR JHA

Distinguished Marketing Scholar, Educator & Institution-Builder
Fellow, IIM Ahmedabad | Former Professor of Marketing, IIM Bangalore

Prof. Mithileshwar Jha is one of India's distinguished marketing scholars, educators and institution-builders, with a distinguished academic career spanning several decades. A Fellow of IIM Ahmedabad and former Professor of Marketing at IIM Bangalore, he is particularly recognised for his pioneering contributions to Rural Marketing, bringing developmental and inclusive perspectives to marketing thought.

He has also contributed as a co-author to the South Asian edition of Philip Kotler and Kevin Lane Keller's Marketing Management. His areas of scholarship include rural and social marketing, relationship marketing, services marketing, product-market strategy and development management. He has also contributed to significant areas of public policy and rural development.

ABOUT THE CONFERENCE

The rapid evolution of Artificial Intelligence (AI) has triggered foundational shifts across global business ecosystems. While AI-driven automation, analytics, and intelligence are transforming organizations, the central role of human agency—human judgment, ethics, creativity, leadership, and accountability—remains critical in shaping responsible and sustainable transformation.

HABIT-AI 2027 foregrounds the interaction between human decision-makers and intelligent systems, emphasizing how managers, entrepreneurs, policymakers, and employees actively steer AI-enabled innovation rather than being passive recipients of technological change.

This conference provides a scholarly forum for academicians, researchers, practitioners, and policymakers to examine how human agency enables, governs, and enhances AI-led business innovation and organizational transformation, ensuring inclusive growth, ethical governance, and social value creation.

The conference will feature domain-specific sessions, keynote lectures by distinguished experts, a Doctoral Colloquium, and a curated cultural excursion to Khajuraho and/or Agra.

PRIMARY FOCUS AREAS

- AI Collaboration in Managerial Decision-Making
- Sustainable Digital Transformation of Organizations and Markets
- Global Economic Trends and AI-Enabled Business Ecosystems
- Innovative Management Practices and Organizational Adaptation
- Digital Leadership, Strategic Change, and Executive Judgment
- Ethics, Trust, and Responsible Use of AI in Business
- Sustainability, ESG, and Social Responsibility in AI-Driven Enterprises
- Entrepreneurship, Innovation, and Human-Led New Venture Creation
- Human-Centric Marketing, Consumer Behaviour, and Responsible Market Innovation
- Managerial Finance, Financial Decision-Making, and Governance in the AI Era

CONFERENCE TRACKS & ACADEMIC SESSIONS

1. Marketing Track: Human-Centric Intelligent Consumer Systems

- AI-Based Consumer Behaviour Modelling
- Predictive & Prescriptive Marketing Strategies
- Generative AI in Brand Narratives
- Algorithmic Pricing & Market Optimization
- Conversational Agents & Immersive Commerce
- Human Creativity, Ethics & Trust in AI-Driven Marketing

2. Finance Track: Human-Governed Cognitive Financial Systems

- ML Applications in Forecasting & Asset Valuation
- Algorithmic & High-Frequency Trading
- FinTech, Blockchain & Digital Assets
- AI-Driven Risk Analytics & Fraud Detection
- Autonomous Financial Planning
- Human Oversight, Accountability & Explainable AI in Finance

3. Human Resource Management Track: Human Agency in AI-Augmented Workplaces

- Predictive Talent Acquisition
- Workforce Planning & People Analytics
- AI-Enabled Performance Mapping
- Governance & Ethical Concerns
- Future Skills & Human-AI Collaboration
- Reskilling, Job Redesign & Human-AI Collaboration

4. General Management Track: Strategic Leadership & Human Agency in AI Transformation

- Cognitive Leadership
- Strategic Digitalization
- AI Governance & Responsible Deployment
- AI-Ready Organizational Cultures
- Innovation Ecosystems & Future Architectures
- Managing Change, Resistance & Social Impact of AI

SDG GOALS ALIGNED WITH THE CONFERENCE

This conference supports the following UN Sustainable Development Goals:

1. SDG 5: Gender Equality (AI & Workforce Inclusion)
2. SDG 8: Decent Work and Economic Growth
3. SDG 9: Industry, Innovation, and Infrastructure
4. SDG 10: Reduced Inequalities (Inclusive AI Adoption)
5. SDG 11: Sustainable Cities and Communities
6. SDG 12: Responsible Consumption and Production



PROF. RAMENDRA SINGH
IIM, Calcutta



PROF. ELODIE JOUNY-RIVIER
ESSCA School of Management, France



PROF. SENA OZDEMIR
Lancaster University, UK



PROF. SURAKSHA GUPTA
University of the Arts London, UK, MSP Research



PROF. KAVITA SHARMA
University of Delhi, MSP Research



PROF. PARTH PATEL
Australian Institute of Business, Australia



DR. SAURABH BHATTACHARYA
Newcastle University Business School, UK



PROF. LAKHWINDER SINGH
Guru Nanak Dev University, Amritsar, Punjab



PROF. GURJEET KAUR
University of Jammu Jammu & Kashmir



PROF. MANOJ PATWARDHAN
ABV-IIITM Gwalior



PROF. NEERAJ SINGHAL
Management Development Institute Murshidabad



PROF. VISHAL VYAS
ABV-IIITM Gwalior



PROF. VINAY SINGH
ABV-IIITM, Gwalior



MR. KRISHNA CHAND UPADHYAY
Senior Software Engg. Sanford Health, USA



DOCTORAL COLLOQUIUM

Features:

- Expert Review & Developmental Feedback
- One-to-One Mentoring Sessions
- Best Doctoral Paper Award
- Publication Opportunities

Indicative Themes: AI, digital transformation, analytics, computational social sciences, technology-enabled innovation.

PUBLICATION OPPORTUNITIES

- Selected high-quality research papers will be considered for publication opportunities in collaboration with leading global publishers such as Wiley, Springer Nature, Bentham Science, and Taylor & Francis.
- Best Paper Awards (Overall + Track-wise)

JOURNAL ASSOCIATED WITH THE CONFERENCE

- South Asian Journal of Marketing (Emerald Publishing)
- DLSU Business and Economic Review (SCOPUS listed)
- More journals are in the pipeline and will be announced soon.

BEST PAPER AWARDS PRIZE



SPECIAL EVENTS

- Keynote Lectures by global experts
- Multi-stakeholder panel discussions
- Cultural Excursion to Khajuraho or Agra

REGISTRATION FEES

Category	Indian ₹	USD
Research Fellows	1,500	\$40
Academicians	3,000	\$60
Industrialists	5,000	\$100

SUBMISSION GUIDELINES

1. Abstract Submission

- Max 200 words
- Front page must include:
 - Title of the paper (Times New Roman, 14)
 - Author(s) name(s)
 - Affiliation(s)
 - Full postal address
 - Email ID
 - ORCID (if available)
 - Telephone / Mobile number

2. Full Paper Submission

- Times New Roman, size 12, 1.5 spacing, A4
- Max 25 pages
- For queries email: habit-ai2027@itmuniversity.ac.in
- This conference uses Microsoft CMT service for paper submission and peer review.

IMPORTANT DATES

ACTIVITY	DATE
Call for Abstracts	15 th September 2026
Last Date for Abstract Submission	15 th December 2026
Notification of Abstract Acceptance	30 th December 2026
Last Date for Manuscript Submission	30 th January 2027
Notification of Acceptance / Revision	15 th January 2027
Last Date for Revised Manuscript Submission	15 th February 2027
Last Date for Registration	1 st February 2027

Link for Manuscript Submission: <https://cmt3.research.microsoft.com/User/Login?ReturnUrl=%2FHABITAI2026>

ACCOMMODATION

- Limited accommodation will be available on a paid, first-come first-served basis in the University Guest House at Rs. 600/- (with dinner) and Rs. 400/- (without dinner). Delegates may also arrange their stay in nearby hotels. Accommodation requests may be sent to somic@itmuniversity.ac.in booking is subject to availability.
- Gwalior offers a range of budget hotels with tariffs starting from INR 800 per day, located approximately 7–10 km from the ITM University, Turari Campus. Delegates opting for hotel accommodation are requested to inform the organizers well in advance.

ABOUT THE SCHOOL OF BUSINESS AND LEADERSHIP

ITM School of Business and Leadership is a flagship and leading B-School in Central and North India. With the highest ratings for its learning-outcome-based academic programs, state-of-the-art infrastructure, and rich academic resources, the school offers a comprehensive learning experience. With an elite league of faculty members, ITM School of Management empowers students to take the lead and develop strong leadership skills.

ITM School of Business and Leadership, ITM University Gwalior is the only B-School in India to achieve a flawless 250/250 score, achieving the prestigious Platinum from QS I- Gauge 2023.

The B-School has been Ranked at 32nd Position by NIRF (National Institutional Ranking Framework, MHRD, Govt. of India in April 2016) and ranked at 13th Position amongst the Top 100 B-Schools in India in terms of "Intellectual Capital, Physical Infrastructure, Interface and Placements" (By Career Connect, February 2016, Vol.- 4, Issue-6). School of Management was ranked 2nd in Madhya Pradesh (OUTLOOK, 2021) and ranked among the top 100 Business Schools in India (IIRF, 2023)

ABOUT ITM UNIVERSITY GWALIOR

ITM University Gwalior (NAAC 'A' Accredited) is a multidisciplinary university set in a lush green, art-inspired campus, offering programs across Engineering, AI, Cybersecurity, Management, Agriculture, Pharmacy, Nursing, Education, and more.

The University follows an experiential learning approach through activity-, project-, problem-, and industry-based learning, ensuring practical skills and career readiness. AI learning is integrated across all programs, while Nursing and Agriculture students gain hands-on exposure through clinical practice, RAWE, and ELP.

ITM University, Gwalior promotes holistic development and Indian Knowledge Systems, complemented by cultural initiatives such as International Sculpture Symposia, Indian Dance Festivals, music concerts, and theatre festivals.

Strong industry collaborations, MoUs, and Centres of Excellence provide students with exposure to emerging technologies and professional practices. The University also offers international-standard sports facilities, supporting the physical, creative, cultural, and professional development of students.

PATRONS

Smt. Ruchi Singh

Chancellor, ITM University Gwalior

Dr. Daulat Singh

Pro Chancellor, ITM University Gwalior

Prof. N. Ravichandran

Former Director, IIM Indore; Retd. Professor, IIM Ahmedabad

Prof. (Dr.) Yogesh Upadhyay

Vice-Chancellor, ITM University Gwalior

Dr. Omveer Singh

Registrar, ITM University Gwalior

ORGANIZING COMMITTEE

Dr. Deepshikha Chavan (Convenor)

School of Business and Leadership

Dr. Aditya Tripathi

Organising Secretary

Dr. Nitesh Dubey

School of Business and Leadership

Dr. Medha Mishra

School of Business and Leadership

Ms. Nidhi Parpiyani

School of Business and Leadership

Ms. Kamini Tomar

School of Business and Leadership



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Registration



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Gwalior Connectivity

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OUR ESTEEMED PAST SPEAKERS



**Padma Bhushan
Ajay Chowdhary**
Founder, HCL



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Professor of Business
Administration, Korea
University, South Korea



**Prof. Naresh Kumar
Malhotra**
Georgia Institute of
Technology, USA



**Prof. Joseph (Joe) F.
(Franklin) Hair**
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in Kennesaw, Georgia



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PR, USA



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Prof. Prasanna Chandra
Retd. Professor,
IIM-Bangalore
Director Center for Financial
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**Prof. Rishikesh
T Krishnan**
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Prof. Arun Kumar Jain
IIM-Lucknow



Prof. Shailendra Singh
Dean (Research)
IIM-Lucknow



Prof. Sushant Mishra
IIM-Bangalore



**Prof. Jitendra (Jeet)
N.D. Gupta**
Eminent Scholar in Management
Technology, Alabama University,
Huntsville