

HABIT-AI

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

7th – 8th January 2027



Organised by
School of Management
ITM UNIVERSITY, GWALIOR

Media Partner:



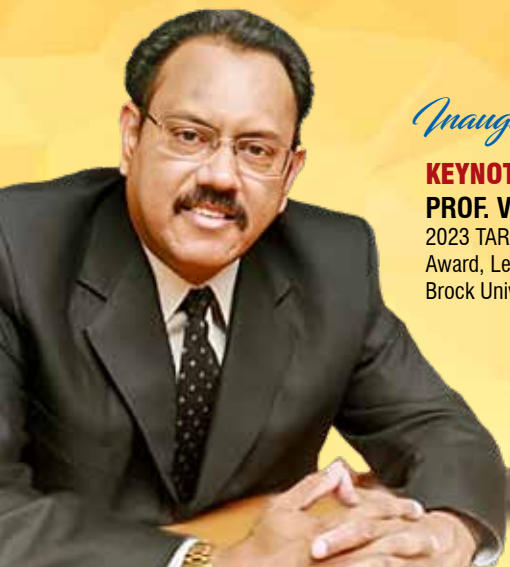
Knowledge Partner:



HABIT-AI

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

7th – 8th January 2027



Inaugural Session

KEYNOTE SPEAKER:

PROF. V KUMAR

2023 TARA Lifetime Achievement
Award, Legend in Marketing,
Brock University, USA

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 2026 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

- Human–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

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.

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.



ABOUT MSP

MSP Research Academy was founded in 2016 to promote global collaboration and interdisciplinary, impactful research in marketing, strategy, and policy. It facilitates knowledge exchange between academia and industry and honours excellence through TARA Lifetime Achievement and Best Practices Awards. The Academy supports innovative learning via scholarships and grants, nurtures future talent, and connects eminent scholars with industry practitioners to address real-world challenges using scientifically evaluated business models.

SPECIAL EVENTS

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

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

IMPORTANT DATES

Activity	Date
Call for Abstracts	20 th March 2026
Last Date for Abstract Submission	15 th October 2026
Notification of Abstract Acceptance	31 st October 2026
Last Date for Manuscript Submission	15 th November 2026
Notification of Acceptance / Revision	25 th November 2026
Last Date for Revised Manuscript Submission	20 th December 2026
Last Date for Registration	05 th December 2026

Link for Manuscript Submission:

<https://cmt3.research.microsoft.com/HABITAI2026>

REGISTRATION FEES

Category	Indian ₹	USD
Research Fellows	3,000	\$40
Academicians	5,000	\$60
Industrialists	7,000	\$100

* Early Bird Discounts Available. For details kindly visit the website.

Scan QR Code
for Registration



Scan QR Code
for Gwalior Connectivity



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@itmuniiversity.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.

For more details, please contact:

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ABOUT THE SCHOOL OF MANAGEMENT

ITM School of Management 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.

School of Management, 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 is a multidisciplinary university established in May 2011 under an Act of the State Legislature and recognized under Section 2(f) of the UGC Act. The University is accredited with 'A' Grade by NAAC, reflecting its strong commitment to academic excellence, research quality, and institutional governance.

The University has earned a strong national and international reputation for the quality of its teaching, research, and innovation ecosystem across diverse disciplines. With more than forty prestigious awards and recognitions, ITM University consistently features among leading institutions evaluated by government and independent bodies.

ITM University offers a wide spectrum of undergraduate, postgraduate, and doctoral programs spanning agriculture, engineering, management, pharmacy, commerce, architecture, computer applications, physical education, sciences, nursing, and allied domains. The University maintains a dynamic academic

environment that integrates teaching, research, skill development, and societal engagement.

At the academic front, ITM University actively pursues collaborative programs with reputed international universities, including institutions in the United Kingdom, and continues to expand its global academic network. The University remains at the forefront of learning, research, and innovation, fostering interdisciplinary scholarship and preparing learners to address complex global challenges.

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

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Ms. Sonam Sahi

MSP Research

OUR ESTEEMED PAST SPEAKERS



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Ajay Chowdhary**
Founder, HCL



Prof. Cheol Park
Professor of Business
Administration, Korea
University, South Korea



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



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



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(Emeritus)
Director, School of
Business, Oxford University



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Prof. Shailendra Singh
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Prof. Sushant Mishra
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Prof. Jitendra (Jeet) N.D. Gupta
Eminent Scholar in Management
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