ITM UNIVERSITY
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NAAC A GRADE
Accredited University

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

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

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 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
- Sustainable Agribusiness transformation through 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

SESSION CHAIRS/KEYNOTE SPEAKERS



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

PUBLICATION OPPORTUNITY

SPRINGER NATURE VISIBILITY FOR SELECTED HIGH-QUALITY WORK

Selected high-quality papers from HABIT-AI 2027 will be considered for publication in a Special Issue of SN Business & Economics (Springer Nature), a Scopus-indexed journal.

Please note: All submissions will be subject to the journal's editorial evaluation and peer-review process. A submission must meet the journal's publication standards in order to be published.

Special collection submissions: by invitation only; 1 April–31 May 2027.

Links for Journal: https://app.thebrief.ai/share/d/0lnv2lwol862?cr=true&feedRow=43546

Submission Link: https://link.springer.com/collections/igbcidbdaf

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.



SPECIAL EVENTS

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

REGISTRATION FEES

Category	Indian ₹	USD
Students	500	-
Research Fellows	750	$40
Academicians	1,500	$60
Industrialists	3,000	$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

IMPORTANT DATES

ACTIVITY	DATE
Call for Abstracts	25th September 2026
Last Date for Abstract Submission	15th December 2026
Notification of Abstract Acceptance	30th December 2026
Full paper submission	30th January 2027
Notification of Acceptance / Revision	10th February 2027
Last Date for Revised Manuscript Submission	20th February 2027

LAST DATE FOR REGISTRATION
1ST FEBRUARY 2027

ACCOMMODATION

- Limited accommodation will be available on a paid, first-come first-served basis in the University Guest House. Delegates may also arrange their stay in nearby hotels. Accommodation requests may be sent to habit-ai2027@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. Deep Shikha Chavan
Organising Secretary

Dr. Aditya Tripathi

Dr. Nitesh Dubey

Dr. Medha Mishra

Ms. Nidhi Parpiyani

Ms. Kamini Tomar

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For any query call us at: **+91-9893056219** • Whatsapp at: **+91-9893056219**

OUR ESTEEMED PAST SPEAKERS



Padma Bhushan 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



Prof. David Faulkner
(Emeritus)
Director, School of Business, Oxford University



Dr. Justin Paul
Ph.D (Brighton, UK), Ph.D (IIT), D.Sc. (Hon)
Professor, UPR San Juan, PR, USA



Prof. N. Ravichandran
Former Director, IIM Indore; Retd. Professor, IIM Ahmedabad



Prof. Prasanna Chandra
Retd. Professor, IIM-Bangalore
Director Center for Financial Management, Bangalore



Prof. Rishikesha T Krishnan
IIM-Bangalore



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

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