



**ims noida**

**INSTITUTE OF MANAGEMENT STUDIES**  
(Approved by AICTE, Ministry of HRD, Govt of India)  
**GRADE 'A' INSTITUTE BY UGC-NAAC**



6th INTERNATIONAL CONFERENCE  
**“GLOBAL IMPACT OF  
ARTIFICIAL INTELLIGENCE ON  
HUMAN RESOURCES IN 2030:  
ISSUES AND CHALLENGES”  
( IMSICAI 2020)**

**March 27-28,2020 | VENUE: IMS DIA HALL OF FAME**



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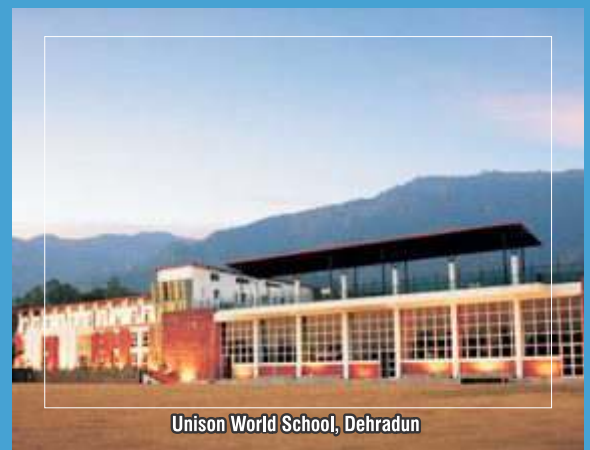
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# IMS RANKINGS

<p>Ranked Amongst <b>Top</b> B-Schools in India by Business Standard</p>	<p>Ranked Amongst <b>B-Schools</b> in All India by ASSOCHAM in association with Education Post</p>	<p>Ranked Amongst <b>TOP</b> <b>B-Schools</b> in India by Times Of India Annual B-School Survey</p>	<p>Ranked Amongst <b>TOP</b> Private Colleges for BBA course in India by Times of India Best BBA College Survey</p>
<p>Ranked <b>2nd</b> College for BCA course in India by GHRDC Top Professional College Survey</p>	<p>Ranked <b>Top 10th</b> Mass Communication College in India by Outlook Best Professional College Survey</p>	<p>Ranked <b>1st</b> College for BBA course in Northern Region by GHRDC Top Professional College Survey</p>	<p>Ranked Amongst <b>TOP</b> B- Schools in India by Business Today Annual Best B-School Survey</p>
<p>Ranked <b>2nd</b> College for BBA course in India by GHRDC Top Professional College Survey</p>	<p>Ranked <b>TOP 17th</b> Private B-school in North Zone by The Week Annual Best B-school Survey</p>	<p>Ranked <b>TOP</b> B-School in Uttar Pradesh by Careers 360 Annual Best B-school Survey</p>	<p>Ranked <b>TOP 23rd</b> B-School of Eminence in All India by CSR Annual Best B-School Survey</p>
<p>Ranked <b>TOP 7th</b> B-School (Private) in Uttar Pradesh by CSR Annual Best B-School Survey</p>	<p>Ranked Amongst <b>TOP</b> Colleges for BBA course in All India by INDIA TODAY Top Professional College Survey</p>	<p>Ranked Amongst <b>TOP</b> Colleges for BCA course in All India by INDIA TODAY Top Professional College Survey</p>	<p>Ranked Amongst <b>TOP</b> Colleges for Mass Communication Course in India by INDIA TODAY Top Professional College Survey</p>

# FEATHERS IN IMS CAP





IMS NOIDA runs under the auspices of IMS Society which is a non-profit making body. The society was constituted in 1996 by Unison Educational Group, a group of leading academicians and the honchos of the corporate in North India.

The society started imparting quality education in the year 1996. Currently, more than 18000 Students are receiving education of excellence from more than 800 distinguished permanent faculty members in our University and Institutes spread over 72 acres campus located at Delhi, NCR and Uttarakhand.

These Institutes are:

- IMS Unison University, Dehradun
- DIT University, Dehradun
- Unison World School, Dehradun
- Institute of Management Studies (IMS), Noida
- IMS Law College, Noida
- IMS Design & Innovation Academy (DIA), Noida

- Management
- Engineering
- Mass Communication
- Information Technology
- Law
- Architecture
- Pharmacy
- Fashion Design
- Textile Design
- Jewelry Design
- Multimedia
- Interior Design
- Foreign Language
- Secondary School

Since last 23 years IMS Society has retained excellence in imparting education



# INTERNATIONAL ALLIANCES

With the world becoming a global village the paradigm of excellence has got a new shift. Strategic alliance for operational efficiency is fast becoming the tool of competitive advantage. IMS recognizes the importance of academic collaboration with professional institutions of other continents for global exposure in the field of teaching, research and consultancy for development of management profession. Development of global manager has necessitated the student exchange being the core of entire program.

Concerted efforts have been made to enable student to develop cross cultural insight and perspective for the better understanding of global business.

IMS Noida has various collaborations and International tie-ups with foreign universities and colleges in UK, France, Raleigh (USA), Spain, Israel, Ghana, Mauritius, Dubai, Brazil, Singapore. Few among the important collaborations are:





# PLACEMENT CORPORATE RESOURCE CENTRE

IMS- Corporate Resource Centre is a cell totally devoted towards providing excellent Placement and Training to our students. It is actively involved in networking with various companies so that our students are given the exposure to the real corporate world. It strives to achieve 100% placement for our students.

## CRC also organizes:

- Campus Placement
- Corporate Interface Session with senior representatives of established Business houses
- Guest Lectures, Management Development Programme (MDPs), Seminars/Workshops, Symposia, Regular Industrial visits for hands on experience on Industry functioning
- Student Counseling
- Mock Interviews and Group Discussions before final placements
- Assistance in Summer Training and Internship

You can find IMSians at



and many more...



# BACKGROUND

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Artificial Intelligence (AI) aims at augmenting human capacities and abilities, using a wide spectrum of highlyevolving technologies in the current digital era. These technologies, along with Machine Learning and Internet of Things, are changing the basic fabric of day today human life. The old normal human activities are undergoing major transformation, creating a need to evolve a new societal structure, human values, and a complete, radically improved, education system.

Artificial Intelligence brings in automation at almost all levels, making many present day's jobs obsolete, but has brought in a new era of innovational paradigms in human resource development. New types of opportunities are emerging , creating a need for highly skilled work force who could master such evolving technologies, and use them for the benefit of mankind and the society. Lifestyle changes are happening and will continue to do so, in almost all societal branches viz Law, Politics, Economics, etc., resulting in a highly evolved set of Human Resources in almost immediate future.

The development of new technologies may not affect all nations in the same way. The rich nations might evolve much faster, since these technologies are much expensive to be implemented.. There is a strong possibility of widening of the existing disparity between nations and continents even further in the ensuing times. In either case, all the nations will try to train their work force to adapt to the changing times. Human resources might create a challenge of populace in lieu of being an asset to the developing nations. The challenge will come from getting the task force ready with the skill levels required for technological revolution, and these will then prove to be valuable resources for any nation.



The education system has always evolved with the technological development, incorporating the impact of advanced technologies on socioeconomic changes. Internet has already brought in substantial changes and growth patterns. Now, the education and learning have to bring in the impact of high computational powers and Artificial Intelligence based technologies. This could bring in mixed responses. Some may consider it beneficial for the society while others may consider it as detrimental to the very foundation of our traditional societal structure, and it is possible that some new major challenges will surface.

This conference has been organized to get deep insights into such issues. AI holds the potential to overcome some of these challenges. Today, Artificial Intelligence is finding great use to provide better and accessible education to even the poorest of the sections of society, evolving and improving learning processes and outcomes. AI and Machine Learning is also being used for automating organizational processes, especially in industries such as automobile, etc. There are uses of AI being identified in other sectors also such as Manufacturing, Health, Agriculture and Farming, etc. It is also affecting major academic disciplines such as Law, Sociology, Medicine, etc. All of this points to a radical and transformational change in human resource development, including the teachers themselves. Only then we can have an already next generation of work force.

The development of IA also needs to be in synergy with the employment factor visàvis large human resource available in the countries like India and others. This important aspect warrants deeper discussion and analysis by all the stakeholders at the conference.

The technology is moving at such a high pace that it is shaking up the traditional foundations of society. Internet and high levels of computing power of machines today have transformed the communication channels based on Artificial Intelligence designed to replace the human agency depleting the age old postal communications. We need to mitigate the potential illeffects to our existing systems at the face of the advent of new technologies, and work towards collective reforms to reinvent the core foundation of our various systems moulding the education and learning systems.

The pressure of technology has been transforming the corporates and the society in general. Industry era, including Artificial Intelligence, combined with Machine Learning and Internet of Things, is going to be the driving force in coming decade. There is a need to get the entire generation on a common platform, generating a common consensus, and move forward. Nations and organizations which can adapt themselves faster will come out as winners. On an international level, these issues need to be discussed and analysed so that efforts can be made in areas related to education, science, culture, and communication and information, with a specific focus on human resources.

# THE PARTICIPANTS

The Conference is expecting huge number of participants, with at least 25% international participation, with high level representatives for keynote speeches and session chairs. The participants are expected to be experts and policy makers from industry, Ministries, Educational and Research institutions, information technology sector, and international bodies such as UNESCO, UNICEF, UNDP, FORD Foundation, etc.

## Subthemes of the International Conference 2020

The international conference on "Global Impact of Artificial Intelligence on Human Resources in 2030: Issues and Challenges", targets to have participation with high level debates, plenary sessions, knowledge sharing, networking, innovation and startup ideas, industry collaborations, etc. to name a few. Keynote speeches are being organized with the leaders of the Human Resources in major industries and ministries, national as well as international. Paper presentations and plenary sessions will be organized during the Conference under the following subthemes:



### Artificial Intelligence and Education

- Anticipation, prediction and development of skills needed for life and work in the AI era
- The latest trends in AI and how the trends will reshape education and learning
- Emerging policies and strategies for leveraging AI to achieve SDG 4
- International partnerships for promoting the equitable, inclusive and transparent use of AI in education.
- Review and Adoption of the Best Policies on AI and Education, and Any other relevant topic

### Artificial Intelligence and Information Technology

- Machine Learning
- Big Data
- High Performance Computing
- Natural Language Processing
- Security & Cryptography
- Ubiquitous Computing
- Wireless Communication and Mobile Computing, and
- Any other relevant topic

### Artificial Intelligence and Law, Policy & Socio Political Issues

- Artificial Intelligence and Law in Intelligent Systems
- Automated information extraction from legal databases and texts
- Computational models of evidential reasoning
- E-government, e-democracy and e-justice
- Executable models of legislation
- Machine learning and data mining for ediscovery and other legal applications
- Machine Learning applied to legal text to advance legal analytics
- The ethical and social implications of the field of artificial intelligence and law
- Artificial Intelligence and Political Issues
- Theoretical or empirical studies in artificial intelligence, cognitive psychology, jurisprudence, linguistics, and philosophy that address the development of formal or computational models of legal knowledge reasoning, and decision making
- Artificial Intelligence and E-governance
- AI and Human Rights, and any other relevant topic



## Artificial Intelligence: Business Administration and Service Delivery

- Use of artificial intelligence technology and Economic Benefits
- AI and Management efficiency
- Innovative operations using artificial intelligence
- Domain specific problem solving
- Machine and deep learning
- Modelling of behaviour and activity generation
- Big data and analytics
- Robotic intelligence and
- Artificial Intelligence and Healthcare
- Any other relevant topic

## Artificial Intelligence and Human Resources

- Utility of AI in Human Resource Management
- Human Resource Strategy and Planning, Recruitment Process in the Era of Artificial Intelligence
- Artificial Intelligence : Basic Support Layer, Platform Framework Layer, and The Technology Layer
- Artificial Intelligence and Training and Development of Human Capital
- Artificial Intelligence and Performance Management
- Any other relevant topic

## Artificial Intelligence and Mass Media

- Digital humanities using social media
- Artificial Intelligence and its Psychological, personalitybased impact
- Impact of AI on social media and mainstream media
- Credibility of online content in the Era of AI
- Subjectivity in textual data sentiment analysis polarity/opinion identification and extraction, linguistic analyses of social media behavior
- Measuring predictability of real world phenomena based on so—cial media, e.g., spanning politics, finance, and health
- New social media applications interfaces interaction techniques
- Engagement, motivations, incentives, and gamification
- Social innovation and effecting change through social media
- Impact of AI on Social media usage on mobile devices location, human mobility, and behavior, and
- Any other relevant issue

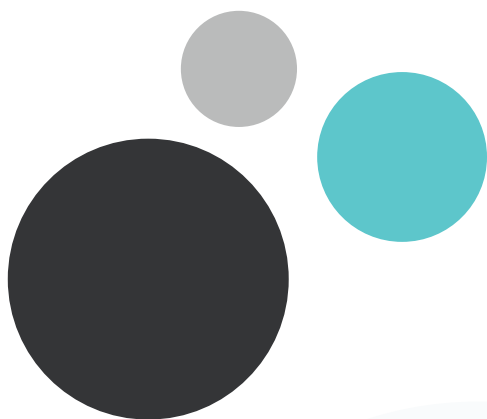
# Goals and Objectives

The Conference aims at providing a platform for Industries, Ministries, Technological and Educational institutions, both national and international, to be able to:

- Analyze and project the AI based skills needed by human resources in 2030 to be able to contribute meaningfully to societal developments in that era.



- Establish common goals and work towards achieving these goals in a cooperative manner
- Study the latest current trends in Artificial Intelligence and the steps that are being taken to reshape education and human resources on a national and international level
- Work out areas and methodologies to promote industry academia collaborations and get the new generation AI ready for the upcoming digital era



# REGISTRATION FORM

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

University/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone (Landline): \_\_\_\_\_ (Mobile): \_\_\_\_\_

Email ID : \_\_\_\_\_

Accompanying person(s) details: Name(s) \_\_\_\_\_

DD No: \_\_\_\_\_ Dated: \_\_\_\_\_

Amount Details (in Rs.) \_\_\_\_\_

May kindly send your duly-filled registration form to [conference@imsnoida.com](mailto:conference@imsnoida.com) Google form link-----

## Venue: IMS DIA Hall of Fame

Correspondence Address: A-8B IMS Campus Building,  
Sector 62, Noida, Uttar Pradesh 201301

[www.imsnoida.in](http://www.imsnoida.in)

Email ID: [conference@imsnoida.com](mailto:conference@imsnoida.com)

**Mobile: Dr Ajay Kumar Gupta -+919718831637,  
Mr Govind Prasad Goyal- +919971129012**

# How to REGISTER

Participants have to pay their registration fees in the given bank account and send the scanned copy of this filled in application form or type the same in the mail body along with the payment slip in the following email id [conference@imsnoida.com](mailto:conference@imsnoida.com) Online payment mode: <http://imsnoida.in/ccavenu/ims.pay.php>

**Registration fees include conference kits, abstract volume, teasnacks and lunch for both the conference days.**

- There will be no provision for spot registration.
- Research scholars and Students are requested to submit a scanned image of their valid ID Proof issued by their respective institutions at the time of mailing their application form.
- No T.A/ D.A will be provided to the participants.
- Information regarding accommodation for out station participants will be facilitated on request. For female participants, it may be arranged in the IMS girls' hostel. Since the rooms are limited, it would be provided on first come first serve basis.
- Participants have to show the confirmation mail/message at the registration desk at the time of registration

## IMPORTANT DATES

<b>Last date for submission of abstracts</b>	:	<b>01st March 2020</b>
<b>Intimation of acceptance of abstract</b>	:	<b>05th March 2020</b>
<b>Last date for online registration</b>	:	<b>10th March 2020</b>
<b>Submission of full length paper</b>	:	<b>15th March 2020</b>

## TEAM

### Co-conveners:

**Mr Govind Prasad Goyal**

Programme Coordinator (Law)

**Ms Priti Rajvanshi**

Programme Coordinator (BCA)

**Ms. Neerja Anand**

Programme Coordinator (Scholars)

**Mr Vijay Sharma**

Officiating Incharge (SJMC)

**Mr Deepak Singh**

Assistant Professor (Law)

**Mr Rajesh Kumar**

Assistant Professor(Law)

### Organizing Committee

**Dr Niti Sinha**

Professor (Law)

**Dr Ruchi Tripathi**

Assistant Professor (Mgmt)

**Dr Sandeep Shrivastava**

Assistant Professor (SJMC)

**Mr Ankit Rai**

Assistant Professor (Law)



# CALL FOR PAPERS

## Submission of Abstract & Full Paper

Authors are requested to submit their original research contribution in the form of an abstract with specified subtheme, not exceeding 300 words with maximum 5 key words, 1.5 spaced, 12 fonts, Times New Roman, justified on both sides. The abstract must carry the author's name, designation, and affiliation, contact number with STD or ISD code and email id. The abstract must contain a brief introduction, objectives, methodology, database, major findings and keywords. The authors may submit their full length paper after getting the letter of acceptance of the

abstract from the organizers. In that case the format of the full length paper will be the same as the abstract. The full paper must not exceed 8 pages including all the tables, diagrams, maps, references, title and particulars related to the author(s). It is highly expected that the contributions should be authentic as per the research ethics of anti-plagiarism. Both the abstracts and full papers have to be submitted to [conference@imsnoida.com](mailto:conference@imsnoida.com), Citations as applicable to the respective streams.

## Publication

The abstracts and papers will be accepted after the process of review by an expert committee and on the basis of their recommendations selected abstracts/papers will be published in a Souvenir with ISBN number if the manuscript is accepted by the Editorial Board.

## Registration Fees per participant

### Categories Fees in INR (Incl. of GST)

Faculty Member	:	INR 2,500/OR\$40.00
Research scholar	:	INR 1500/ OR \$30.00
Student	:	INR1200/ OR \$20.43
Indian Corporate Delegate	:	INR 4000/ OR \$60.00
Foreign Delegate	:	INR 5000/ OR \$70.00

**Accompanying person –Separate Registration fee as applicable to the main author or participant.**



# A FEW OF RENOWNED SPEAKERS

Many eminent resource persons from India and abroad have already given their consent to grace the conference and participate in deliberations. The Institute has also contacted many experts and reputed academicians to participate in the conference.



**Dr. Gulshan Rai**

- National Cyber Security Coordinator, Prime Minister's Office, Government of India
- Director General, CERT-In (Indian Computer Emergency Response Team), Ministry of Communications and Information Technology, Government of India
- Group Coordinator, E-security and Cyber Law Division, Ministry of Communications and Information Technology, Government of India
- Executive Director, ERNET India



**Dr Tanmoy Chakrabarty**

Group Government Affairs Officer at Tata Sons Limited



**Dr Hari Krishan Maram**

Vice Chancellor, Universal Digital University, USA



**Mr Sahil Nayar**

Senior Associate Director Human Resources -



**Shri Dinesh Jain**

Joint President HR, Uflex Group



**Prof. Ivan Muniz**

International Speaker, Author, Coach and Professor  
ESAN University, Lima



**Prof. Punam Bedi**

Department of Computer Science, University of Delhi



**Mr. Sayeed Ansari**

Deputy Editor and Anchor, Aaj Tak



**Dr. Ruina Maitra**

Founder People Talent



**Ms Bhavna Chibber**

AI Expert



**Mr. Piyush Jha**

Co-Institutor, Digitviral, Noida



**Mr. Tushar Pandey**

EVP & Company Head, Yes Bank



IMSNOIDA runs under the aegis of the IMS Society, a nonprofit making body constituted in 1996 by a group of leading academicians and corporate visionaries. It is NAAC 'A' grade institute, recognized by University Grants Commission, MHRD affiliated to AKTU, Lucknow for PG programmes in management and IT and to the CCS University for UG programmes in management, IT, Law and Journalism & mass communication It offers PGDM, MIB, BBA, MCA, BCA, MJMC and BJMC. Its sister concern IMS Law College offers LL.B, B.Com, LL.B and B.A., LL.B. Currently, more than 10000 students are receiving quality education from 450 distinguished faculty members across our Institutes & Universities spread over 72 acres campus located at Delhi, NCR, and Uttarakhand. The institute has been ranked among the top ten institutes of Excellence by national and international survey agencies.



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[www.imsnoida.com](http://www.imsnoida.com)

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Sector 62, Noida,  
Uttar Pradesh 201301

### Steering Committee

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**Shri Rajeev Kumar Gupta**  
President, IMSNoida

**Smt. Shilpi Gupta**  
CMD, IMS-DIA

#### Patron:

**Dr. Kulneet Suri**  
Sr. Director, IMS Noida

#### Chief Convener:

**Dr Manju Gupta**  
Dean-Academics

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**Dr Ajay Kumar Gupta**  
Dean-IT

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