MARUDHAR KESARI JAIN COLLEGE FOR WOMEN

Vaniyambadi - 635751, Tirupattur District, Tamilnadu

Recognized u/s 2(f) & 12(B) of UGC Act 1956 | Accredited with "A"Grade by NAAC (3rd Cycle)

Permanently Affiliated to Thiruvalluvar University | An ISO 21001 : 2018 Certified Institution

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Indian Council of Social Science Research (ICSSR)

Sponsored

Two Days National Seminar on

Preparing HR for the Future AI driven Skills Development and Training Initiatives

Organized by

PG & Research Department of Management Studies

Date : 19th & 20th October 2023

Venue : Sri Roopa Rajat Block - Seminar Hall

CHIEF PATRON	PATRON	CO-PATRON	CONVENER
Sri. C. Lickmichand Jain	**Dr. M. Inbavalli**	**Dr. G. Deepalakshmi**	**Dr. D. Vetrivelan**
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About the college

Marudhar Kesari Jain College for Women (MKJC) in Vaniyambadi has a proud history of 30 years since its establishment in 1994. The college is recognized under the UGC Act 1956 (Section 2(f) & 12(B), approved by the Government of Tamil Nadu, and permanently affiliated with Thiruvalluvar University. Notably, it has achieved an "A" grade accreditation from NAAC, Bengaluru, during its third cycle assessment in 2019 and holds certification from BSI as an ISO 21001:2018 (EOMS) Certified Institution. The institution plays a vital role in empowering rural women through high-quality education, offering a diverse academic programmes that includes 18 Unde rGraduate programmes, 15 Post Graduate programmes, 7 M.Phil programmes, and 10 Ph.D. programmes. At present it serves 3012 students, supported by 225 teaching staff and 160 non-teaching staff. Located on the Vaniyambadi - Tirupattur Highway in Tirupattur District, the college enjoys a scenic 25-acre campus nestled at the base of the Yelagiri Hills, providing an ideal environment for learning and personal growth.

About the Department

The Department of BBA Established in the year 1998, marking the beginning of its journey towards academic excellence and a strong commitment to provide high-quality education and empowering rural women with vital analytical skills to address economic and social challenges. With innovative teaching methods and a curriculum aligned with national standards, it fosters a dynamic learning environment. The department focuses on nurturing entrepreneurial and leadership qualities, preparing students for success as entrepreneurs and leaders in the professional world. In 2018-2019, it introduced an MBA (HRM) program to equip professionals with the skills needed for effective human resource management in evolving business landscapes. A significant transformation occurred in 2021-2022 when the department became a dedicated research hub, currently hosting four Ph.D. scholars actively contributing to its academic and intellectual growth.

About the Seminar

In today's fast-paced and ever-evolving business landscape, the role of Human Resources (HR) is undergoing a profound transformation. The rise of Artificial Intelligence (AI) and automation is reshaping the way organizations operate, bringing with it both unprecedented opportunities and unique challenges. To stay ahead in this AI-driven era, HR professionals need to equip themselves with the right skills and knowledge. AI is no longer a futuristic concept; it's a present reality. From streamlining recruitment processes with AI-powered chatbots to analyzing employee data to improve engagement and retention, AI is becoming an integral part of HR operations. As the workplace continues to digitize, HR professionals must become proficient in harnessing the power of AI to make data-driven decisions and enhance overall workforce effectiveness.

Given the evolving role of HR in this AI-driven landscape, Academic Institutions must make strategic changes to their HR curricula to align with the industry's demands by adapting HR curricula to the needs of the AI era. Academic institutions can better prepare HR professionals and students for the challenges and opportunities presented by AI and automation. This alignment ensures that HR graduates are equipped with the knowledge and skills necessary to excel in their roles, drive organizational success, and navigate the ever-evolving HR landscape effectively. Hence it is imperative for HR, academicians, and students in HR filed to equip themselves with the adequate skills to adapt and lead in this AI-driven era.

Objectives of the Seminar

- Provide a platform for HR professionals, industry experts, researchers, and policymakers to discuss and exchange insights on the role of AI in HRM.
- Explore the potential of AI-driven skills development and training initiatives in enhancing HR practices and addressing future workforce needs.
- Showcase best practices, case studies, and research findings related to AI adoption for skills development in HRM.
- Identify challenges and opportunities associated with integrating AI into HR training programs.
- Foster collaboration among academia, industry, and government bodies to drive the future readiness of HR professionals in the AI era.

Outcome of the Seminar

Through this seminar, researchers and scholars will have the opportunity to contribute to the academic discourse, inspire new research directions, and establish fruitful collaborations. The academic community, as well as industry professionals and policymakers, will benefit from the seminar outcomes, leading to further advancements in the field of AI driven HRM.

Call for Papers

Original research papers, case studies and innovative ideas are invited from academicians, management & HR practitioners, consultants research scholars and students to contribute their write-ups and papers on the following themes and sub themes (only suggestive and beyond this the authors can submit) and to present their paper in the seminar.

Themes & Sub Themes

Redesigning HR Curricula for AI Integration
Ethical Challenges in AI for HR Education and Practice
Upskilling HR Educators for Effective AI Teaching
Innovative AI Teaching Methods for HR
Industry Collaboration for AI-Driven HR Education

INTEGRATING AI IN HR CURRICULUM & ACADEMIC PROGRAMMES

AI-BASED RECRUITMENT AND SELECTION STRATEGIES

Ethical Considerations in AI-driven Hiring Processes
Impact of AI on Candidate Experience and Engagement
Predictive Analytics for Identifying High-potential Candidates
Automating Resume Screening and Keyword Analysis
Virtual Interviews and AI-driven Candidate Evaluations

Evolution and Adoption of Chatbots and Virtual Assistants in HR
Improving Employee Onboarding Through Virtual Assistants
Enhancing HR Helpdesk Efficiency with AI-driven Assistants
Personalization and Tailoring HR Services using Chatbots
Virtual Assistants for Leave Management and Time Tracking

CHATBOTS AND VIRTUAL ASSISTANTS FOR HR SERVICE DELIVERY

ETHICAL AI ADOPTION IN HR PRACTICES: BIAS & PRIVACY CONCERNS

Understanding Ethical Considerations in AI-driven HR Practices Impact of Biased Algorithms on Diversity and Inclusion Efforts
Privacy Implications of AI-driven Employee Monitoring
Data Collection and Informed Consent in HR AI Applications
Ethical AI Frameworks for HR Decision-making

Professional Career and Development
Technology and HRM
Performance Management and Appraisal
HR Analytics
Recruitment and Selection

GENERAL TOPIC – HUMAN RESOURCE MANAGEMENT

Note: All General Papers Related to HR is accepted

Submission Guideline

- Mention the title, authors' name, designation, affiliation address, email address and mobile number on the title page.
- Abstract (300 words) and Full-Papers (3000 words) complete in all respects should be typed in A4 format 1.5 lines spacing with a letter font size of 12. Submission must be in MS-Word Times New Roman) Maximum 5 to 6 pages only allowed.
- Authors (Maximum 3 authors only) are required to comply with the APA style of referencing only.
- AI –generated content and plagiarism should be less than 20%.

Opportunities for Publication

Full Papers of authors that are accepted and having duly completed the registration process will be published in Edited Book with ISBN, subject to acceptance by the Review Committee.

Further, subject to author(s) concurrence, selected papers emerging out of double-blind review process & fulfilling submission requirements, will be published UGC Care List refereed.

Accommodation

Accommodation will be provided only to 20 Women registered paper presenters in the college campus on sharing basis. In addition to that there are many hotels available near by the college. The price ranges from Rs 500 to 1500. Subject to availability. On request we can arrange accommodation in the hotels. Further Interested participants can stay in Yelagiri Hills - accommodation (Charges differs) and a seminar tour will be arranged for the interested participants on the third day of the seminar.

Best Paper Award

Student, Research Scholar & Academician

Send both the Abstract and the Complete paper to
✉ *hrai@mkjc.in.*

Registration Fees

Students	Rs. 150
Academicians/Research Scholars	Rs. 300
Industry Participants &others	Rs. 750

- ISBN Edited Volume Book Publication
- Per copy (Courier charges etc)   Rs. 600
- Fee includes Refreshment, Seminar Kit & Lunch

Important Dates

Last date for the Submission of Abstract	03/10/23
Last date for Submission of Full Paper	10/10/23
Paper Acceptance Notification	12/10/23
Last date for Registration	18/10/23

MODE OF PAYMENT

D.Vetrivelan

Account No : 619101504528

ICICI Bank

IFSC ICIC0006191

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Scan for payment

Registration Link
https://forms.gle/543UdJ6mpHEhkkf36

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Web Page Link
https://www.mkjc.in/page/icssr_sponsored_national_seminar/

Organizing Committee

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