



**PRESTIGE INSTITUTE OF
MANAGEMENT & RESEARCH, INDORE**
(An Autonomous Institution Established in 1994, Thrice Accredited by NAAC with Highest Grade, now A++)



XXII INTERNATIONAL CONFERENCE ON THEME **Augmented Management in the Age of AI: Blending Automation with Human-Centric Leadership** on **8th & 9th JANUARY 2027**

OUR PATRON		
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POST-CONFERENCE SPIRITUAL VISIT

As part of the conference experience, delegates will be taken on a post-conference spiritual visit to the sacred **Mahakaleshwar (Mahākaal) Temple, Ujjain**, organized by the **Prestige Institute of Management and Research (PIMR)**.

Mahakaleshwar Jyotirlinga, one of the twelve revered Jyotirlingas of Lord Shiva, holds immense spiritual, cultural, and historical significance. Located in the ancient city of Ujjain one of India's seven sacred cities the temple symbolizes timeless spirituality, divine energy, and India's rich civilizational heritage. The visit offers delegates a unique opportunity to experience spiritual reflection, cultural immersion, and heritage tourism, complementing the academic engagement of the conference.



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2, Education & Health Sector, Scheme 54, Near Bombay Hospital, Indore-452010 Madhya Pradesh, INDIA

PRELUDE

In an era defined by rapid technological evolution, the boundaries of management are being reimagined. Artificial Intelligence is no longer a distant frontier, it is an active collaborator, transforming how organisations operate, compete, and create value. Augmented Management, the fusion of intelligent automation with human-centric leadership, represents a forward-thinking approach where technology amplifies human capabilities rather than replacing them.

As organisations navigate complex environments and unprecedented opportunities, leaders are now challenged to integrate AI-driven insights with empathy, ethical judgment, and strategic foresight. This symbiosis ushers in a new paradigm where decision-making becomes more data-empowered, workplaces become more adaptive, and human potential is elevated through intelligent augmentation.

The 22nd International Conference of Prestige Institute of Management and Research, Indore, scheduled for 9-10 January 2027, explores this transformative intersection. Anchored in the theme “Augmented Management in the Age of AI: Blending Automation with Human-Centric Leadership,” the conference aims to bring together academicians, researchers, industry practitioners, and policymakers to reflect on the future of work, the reshaping of managerial roles, and the evolving relationship between humans and intelligent systems.

This gathering serves as a platform to examine how organisations can harness AI responsibly, build augmented work cultures, and foster leadership that is agile, ethical, and deeply human. As we step into a future where technology strengthens rather than overshadows human ingenuity, the dialogue on augmented management becomes not only essential but imperative.



SUB THEMES

FINANCE

- AI in Financial Forecasting and Predictive Analytics
- Automation in Auditing and Fraud Detection
- Human Oversight in AI-Driven Investment Decisions
- Ethical Use of Algorithms in Credit Scoring
- AI for Real-Time Working Capital and Risk Management
- Balancing Automation Human Expertise in Corporate Finance
- Role of Generative AI in Financial Reporting
- AI-Driven Predictive Analytics for Investment Forecasting
- Blockchain and AI in Fraud Detection Systems
- Robo-Advisors: Balancing Automation with Human Insight
- Risk Management through Machine Learning Models
- Digital Trust and AI: Building Stakeholder Confidence
- Green Finance, FinTech, and the Rise of ESG Algorithms
- Risk, Bias, and Accountability in AI-Driven Sustainability

MARKETING AND CONSUMER ENGAGEMENT

- Marketing and Consumer Engagement
- Evolving Consumer Behaviour in the Era of Artificial Intelligence
- AI-Driven Branding and Strategic Brand Management
- Retail Transformation: Omnichannel, Phygital, and Smart Commerce Models
- Sales Management in the Age of AI-Augmented Selling and Automation
- Customer Relationship Management (CRM) and AI-Enabled Experience Design
- Digital, Social Media, and Influencer Marketing in an AI-Powered Ecosystem
- AI-Augmented Marketing Strategy and Managerial Decision-Making
- Data-Driven, Predictive, and Prescriptive Marketing Analytics for Behaviour Forecasting
- Ethical, Responsible, and Sustainable Applications of AI in Marketing
- Emerging Technologies (AI, ML, IoT, AR/VR) and the Future of Marketing
- AI Chatbots, Virtual Assistants, and Human-Centric Customer Engagement
- Hyper-Personalized Marketing through Generative AI and Recommendation Systems
- AI-Based Sentiment Analysis and Brand Reputation Management
- Neuro marketing and Consumer Neuroscience Enhanced by AI Tools

HUMAN RESOURCES

- AI in Recruitment: From CV Screening to Predictive Hiring
- Human Touch in AI-Enabled Performance Management
- Ethical Challenges in People Analytics
- Learning & Development using AI
- AI for Employee Retention Prediction
- Augmented Leadership: Emotional Intelligence in an AI Workplace
- The Future of Work: Redefining Roles with Automation
- Predictive Analytics in Talent Retention
- Employee Sentiment Analysis with NLP
- Virtual Reality in developing Leadership
- Workforce Planning with AI Simulations
- Wellbeing Monitoring via Wearable AI
- Hybrid Work Models: AI-Human Collaboration
- AI for Bias-Free Recruitment Processes

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

- AI for Supply Chain Optimization and Demand Forecasting
- Intelligent Automation in Production Planning
- Human-Centered Supervision of Autonomous Systems
- Predictive Maintenance using Machine Learning
- AI for Quality Assurance and Real-Time Monitoring
- Ethical and Sustainable AI-Driven Supply Chains
- Digital Twins and Human Decision Support
- AI-Optimized Supply Chain Resilience
- Predictive Maintenance in Manufacturing
- Robotic Process Automation with Oversight
- Inventory Management using Deep Learning
- Sustainable Operations via AI Analytics
- Quality Control with Computer Vision
- Agile Operations in Volatile Markets

DATA ANALYTICS AND IT MANAGEMENT

- Generative AI for Software Development and Testing
- Augmented Analytics: Combining Human Insight with Machine Intelligence
- AI-Powered Business Intelligence and Reporting
- AI-Driven Cybersecurity and Threat Prediction
- Cloud + AI: Reshaping Digital Transformation Strategy
- Agentic AI Systems: Autonomous Decision-Making, Multi-Agent Orchestration, and Human Oversight
- Explainable AI for IT Leaders
- Dev Ops Automation and Human Leadership
- Block chain Integration in IT Management
- Responsible AI, Ethical AI and Transparency in Data-Driven Decisions
- Analytics for Performance Management and Organizational Effectiveness
- Analytics Capability Maturity Models for Organizations
- Data Literacy and Analytical Skills for Future Managers
- Big data analytics for strategic foresight in leadership

LAW

- AI Regulations: Compliance and Corporate Readiness
- Intellectual Property Rights for AI-Generated Content
- Algorithmic Bias and Organizational Accountability
- Legal Liability in AI-Based Decision Making
- Building Ethical AI Governance Models
- Data Privacy and Human Rights in an AI Era
- Policies for Responsible and Transparent AI Adoption
- AI Compliance in Data Privacy Regulations
- Intellectual Property Challenges with AI
- Contract Analysis using Natural Language Processing
- Predictive Justice and Legal Tech
- Liability in Autonomous Decision Systems
- AI Ethics in Corporate Governance
- Regulatory Sandboxes for AI Innovation

ECONOMIC POLICY AND INTERNATIONAL BUSINESS

- Macroeconomic forecasting with AI and human policy intuition
- AI simulations for economic impact assessments
- Behavioural economics augmented by machine learning insights
- Sustainable development goals via AI-human collaborative modelling
- AI in fiscal policy design with leadership accountability
- Trade policy optimization using AI trade flow predictions
- AI-driven econometric models for market volatility prediction
- Human oversight in AI-simulated economic scenarios
- Cryptocurrency economics augmented by predictive AI
- Labour market dynamics analysed through AI workforce simulations
- Global economic inequality addressed via AI-human interventions
- Behavioural Economics in AI-Driven Decision Making
- Algorithmic Bias and Economic Inequality
- AI, Automation, and the Future of Employment

Note: There will be aspecial track for student delegates.

WHO SHOULD ATTEND?

Senior Managers/ Practitioners, Academicians (Faculty/ Consultants), Research Scholars, Foreign Delegates and Indian/Foreign Students.

CONFERENCE HIGHLIGHTS

Best Ph.D. Contest

Research Workshop on “Publishing in high Impact Factor Journals”

Special Track for Students Presentation

Publication Opportunity*

Best Paper Certificate

Presentation Certificate

IMPORTANT DATES TO REMEMBER

Last Date for Submission of Abstract (acceptance will be within one week time from the receipt of the Abstract)	July 31, 2026
Last Date for Early Bird Registration	September 30, 2026
Last Date for Submission of Full Paper	October 15, 2026
Last Date for Registration	November 15, 2026
Conference PPT Submission	December 20, 2026

CONFERENCE REGISTRATION FEES

Senior-Managers/ Practitioners	₹ 5,000
Academicians (Faculty/ Consultants)	₹ 3,500
Research Scholars	₹ 2,000
Indian Students	₹ 1,200
Foreign Delegates	US \$100
Foreign Student	US \$50

Note: Journal processing fee will be borne by the concerned authors of the papers, once it is accepted for publication.

The fees includes Kit, Paper presentation/Publication opportunity, Breakfast, Lunch, High tea on both the days. In case of group registration from a single institute (more than 2), then a flat discount of 10% will be offered. In the case of early bird registration until September 30, 2026, additional 10% discount will be provided.

Selected papers as per the guidelines and merits would be considered for publication in Indexed Journal like Scopus, ABDC, Web of Science, UGC CARE (online and offline) along with publication opportunity with Prestige International Journal of Management and Research (A peer-reviewed journal indexed in ProQuest, ISSN 0974-6080).

The terms and conditions of these Journals will be applied to all selected papers for publications like Publication Processing Fees, Formats, etc. Once the paper is submitted to the concerned Journal, the further communication would be in between the journal and the author.

Note: All the papers will be checked for plagiarism through Turnitin Software. Papers with a 10% or less similarity index will only be selected for publication.

THE REGISTRATION PROCESS

- The mode of payment is NEFT / RTGS / Online Payment in INR only.
- The online registration link will be opened from February 1,2026 at www.pimrindore.ac.in. The registration form and link will also be e- mailed to the selected participants
- The registration fee is non-refundable. However, a change in nomination(s) is acceptable
- In case of more than one author, the presentation certificates would be given to only those who register for the Conference and present the paper at the Conference.
- You can register by paying the registration fee through NEFT / RTGS / Online Payment- (UPI Bank Transfer). For online payment, please find the following information.
- In case, the paper is not presented, an absentia certificate shall not be issued.

BANK DETAIL FOR NEFT/ RTGS	
Account Name:	PIMR National Conference
Account No.:	2892012100000092
Bank:	Punjab National Bank
IFSC Code:	PUNB0625100
Branch:	PIMR, Scheme No. 54, Indore

Note: Please mention the Transaction ID of the IMPS/UPI payment and the participant's name in the registration form.

ABSTRACT AND PAPER SUBMISSION GUIDELINES

1. Kindly send the abstract and full paper in soft copy to the Email: internationalconference@pimrindore.ac.in.
2. The main text of the Research Paper should have Abstract (150-200 words); Keywords (5-7 words); Introduction; Body of the text; Questions/issues for a teaching case only; in-text citations and references as per APA Style, 7th edition; Annexure (diagrams, images, figures, tables, graphs); end notes (if any).
3. Contributors must provide their affiliation, complete postal and e-mail addresses and mobile numbers. Incase there are two or more authors, the corresponding author's name and contact details should be indicated on the first page.

SPELLING AND NUMERICAL USAGE

- Use British rather than American spellings. Use the 'z' variant of British spelling.
- While referring to periods/decades, use 'nineteenth century'/'*1980s'. Spell out numbers from one to nine, 10 and above to remain in figures. However, for exact measurements use only figures (3 km, 9 percent not %). Use thousands and millions (e.g., not lakhs and crores).

QUOTATIONS, NOTES, TABLES AND FIGURES

- Use single quotes throughout. Double quotes should only be used within single quotes. Spellings of words in quotations should not be changed. Quotations of 45 words or more should be indented from the text.
- End notes should be numbered serially, the numbers embedded in the manuscript. The notes should be presented at the end of the article. Notes must contain more than a mere reference.
- All figures, i.e., diagrams, images photographs, and tables should be provided separately from the text at the end and numbered in the order that they appear in the text. Locations of tables and figures should be indicated in the text using callouts (e.g., '(see Table 1)'). Each figure and table should have a heading, an explanatory caption if necessary, and a source or reference in a separate file. All photographs and scanned images should have a resolution of a minimum of 300 dpi and 1500 pixels and their format should beeps/.tiff/jpeg.
- Due permissions should be taken for copyright protected photographs/images.

IN-TEXT CITATIONS (AS PER APA, 7TH EDITION)

- (Kessler, 2003, p. 50); (Joreskog & Sorborn, 2007, pp. 50-66); Basuetal. (2007) (for three or more authors) ;(Study finds', 2007); (Anonymous, 1998); (Gogel, 1990, 2006, in press); (Gogel, 1996; Miller, 1999)
- References:
- Book: Patnaik, Utsa (2007). The republic of hunger. Three Essays Collective
- Book chapter: Chachra, S.(2011). The national question in India. In S. Moyo and P. Yeros (Eds), reclaiming the nation (pp.67-78). Pluto Press.
- Journal article: Foster, J.B. (2010). The financialization of accumulation. Monthly Review,62(5),1-17.

BEST Ph.D. THESIS CONTEST

- The Best Ph.D. Thesis Contest is open to Ph.D. awardees from Management, Social Sciences, and Law disciplines, affiliated with institutions in India or abroad. Faculty members of the Prestige Group of Institutions are not eligible to participate.
- Participants are required to submit a typed summary of their Ph.D. thesis in MS Word format, using Calibri font, 12-point size, with 1.5 line spacing. The summary should comprehensively cover all major chapters of the thesis and must be between 1,000 and 1,500 words.
- The thesis summary should clearly include the following components:Title of the thesis, Rationale of the study, Objectives, Research methodology (study design, sample, and tools used), Salient findings and Key implications of the study.
- To be eligible for the contest, the Ph.D. degree must have been awarded between January 2025 and December 2026.
- The thesis summary must be forwarded through the Head of the B-School of the institution to which the contestant belongs. A covering letter from the Head of the B-School, clearly indicating the title of the thesis, must accompany the submission.
- Each entry must also be supported by documentary proof of the award of the Ph.D. degree.
- All submitted summaries will be evaluated by a panel of subject experts. Based on this screening, three to five shortlisted candidates will be invited to make a presentation based on their complete thesis before an expert panel during the conference.
- The last date for receipt of entries is December 31, 2026. Submissions should be sent via email to:internationalconference@pimrindore.ac.in. All correspondence should be addressed to:Prestige Institute of Management and Research, 2, Education and Health Sector, Scheme No. 54, Near Bombay Hospital, Indore – 452010, Madhya Pradesh, India.
- Candidates shortlisted for presentation are required to register for the conference. All travel, accommodation, and related expenses shall be borne by the participants themselves.

BEST RESEARCH PAPER AWARD (FOR DELEGATES)

1. The award would be given in each track of the Conference to the paper presenter's delegate.
2. The senior panel of session chairs will judge the award.
3. The best paper of each track would receive a Best Paper Certificate Award. In addition, all participants will receive a certificate of presentation.

ABOUT PIMR

Prestige Institute of Management and Research is conceived as a unique growth-oriented institution of professional education and training. The Institute had in its genesis the solemn objective of catering to the educational and training needs of the students and executives from industry and government. The uniqueness of the Institute lies in its provision for an elaborate spectrum of professional programs under one roof. The institute had made a beginning in 1994 by introducing MBA (full-time) programs and an undergraduate program in management discipline (Bachelor of Business Administration). The Institute also started Master’s Program in MBA (Marketing Management),MBA(International Business), MBA (Financial administration), MBA (Personnel Management), MBA(Advertising and Public Relations),Bachelor of Computer Applications,B. Com.(Hons.), Masters and Bachelor in Mass communication, Bachelor of Foreign Trade, B.Voc., BA LLB (Hons), B.Com. LLB (Hons), BBALLB (Hons), LLB, and LLM. The Institute is also are cognised research centre for the PhD program in Management. It aims to

become one of the country's best self-financed educational and training centres. The Institute has been an Autonomous Institution since 2006. It has been accredited by the National Assessment and Accreditation Centre (NAAC) and has received NAAC 'A' Grade Accreditation by UGC twice consecutively, in 2009 and 2014. In 2021 the Institute received an 'A++' Grade Accreditation by UGC. It is an ISO 9001:2008 certified Institute. University Grants Commission recognizes it under 2 (f) and 12 (b). The Institute is recognised as a mentor Institute for the NAAC under the Paramarsh Scheme of the University Grants Commission. The National Board of Accreditation has accredited the MBA program under AICTE in 2000, 2003, and 2012. The Institute has been ranked consistently in the upper edge of top-ranking business schools in the national surveys undertaken by agencies like Business Today, Cosmode, Ministry of Human Resource Development, Business India, and Outlook.