

STUDENTS' RESEARCH CONCLAVE 3.0

Symbiosis Centre for Management Studies (SCMS), Pune



THE ALGORITHMIC AGE: HOW AI, DATA AND AUTOMATION ARE RESHAPING SOCIETY

5th December 2025



About Symbiosis International (Deemed University)

Symbiosis International (Deemed University) is a multi-disciplinary university that offers its students and faculty a vibrant learning ecosystem designed around its multicultural and innovative ethos. In 1971, Prof. Dr. S.B. Mujumdar established Symbiosis as a 'home away from home' for African and Asian students, based on the principles of Vedic thought: "World as One Family". Nestled on a beautiful 300-acre campus known as the Symbiosis Knowledge Village, on the outskirts of Pune in Maharashtra, India, the university's name aptly captures the essence of the relationship with international students - a mutually beneficial bond between India and the international student community. Symbiosis is committed to fostering international understanding through the provision of quality education and is adorned with students from numerous countries engaging in various activities. It was granted 'Deemed to be University' status by the Ministry of Human Resource Development in 2002.

About Symbiosis Centre for Management Studies, Pune

Symbiosis Centre for Management Studies, Pune, embarked on its journey in 2004, and what ensued was a path of exploration, exhilaration, and engagement that has propelled us further in our relentless pursuit of perfection. Committed to achieving excellence in teaching, learning, and research from its inception, the institute grooms students into not just leaders but also individuals with a potent vision to create a global impact. SCMS Pune stands as a prominent institution in India within the realm of undergraduate management education. The Institute strives to develop an innovative academic environment through the synergy between faculty, students, and the community.



Success Story - Students' Research Conclave 1.0 & 2.0

The Students' Research Conclave is a prestigious academic event hosted by SCMS Pune, which stands as a global platform fostering the spirit of inquiry and intellectual collaboration. The past year's conclaves embraced an international dimension with participants and paper presentations spanning diverse nations, including the United States of America, South Korea, Brazil, Qatar, Japan, and Tanzania, among others.

The foundation for this success was laid by SRC 1.0, where a panel of esteemed judges evaluated numerous submissions and selected 50 exceptional papers reflecting a wide range of academic thought. The event offered students a valuable opportunity to present their research on a global platform, fostering academic exchange and interdisciplinary collaboration. SRC 1.0 established a strong precedent, setting the stage for the expanded reach and impact witnessed in SRC 2.0

SRC 2.0 marked a significant milestone in the evolution of the conclave. Featuring 48 research papers across five thematic tracks, the conclave explored key areas such as global business, sustainability, and cross-cultural leadership. The virtual format enabled seamless international participation, reinforcing SRC 2.0 as a platform for diverse perspectives and highlighting research as a driving force for inclusive and resilient progress.

About Students' Research Conclave 3.0

SCMS Pune is hosting a research conclave on "The Algorithmic Age: How AI, Data and Automation Are Reshaping Society", which unites students with varied academic backgrounds to examine the revolutionary influence of upcoming technologies. The conclave seeks to examine how artificial intelligence, big data, and automation are affecting and reshaping the pillars of contemporary society—ranging from business to governance, education, and healthcare. By fostering interdisciplinary thinking, the event aims to draw attention to the challenges and prospects of the algorithmic revolution in designing forthcoming systems and structures.

This global forum welcomes students to share original research that demonstrates critical analysis of these technological revolutions. Students are invited to work together with mentors or faculty members; however, the first author has to be a student to keep the focus on student-led inquiry. Through this conclave, SCMS Pune offers a platform for young students to contribute constructively to the current global discussions on technology and society, building academic discourse and intellectual leadership in the digital revolution era.



Benefits:

- Fostering critical thinking and analytical skills through hands-on experience.
- Defining academic, career, and personal interest.
- Enhancing proficiency and insight within a chosen discipline beyond the traditional classroom context.
- Developing one-on-one connections and establishing a cohesive network in the respective fields.
- Building community with peers, faculty, and organizations.
- Encouraging Holistic Development.



Theme of the Conclave

We are at the forefront of a transformative era where technology is not merely an enabler but a defining force in shaping contemporary life. The Algorithmic Age—once considered a distant possibility—is now an embedded reality. Artificial Intelligence (AI), big data, and automation are reshaping economic systems, governance structures, communication paradigms, and social behaviour at an unprecedented pace.

From algorithmic decision-making in public policy to predictive analytics in commerce and personalized content curation on digital platforms, it increasingly influences human choices, interactions, and access to resources. These advancements promise significant efficiencies, intelligent automation, and data-driven insights that were previously unattainable.

This research conclave seeks to provide a rigorous platform for students, to illuminate the multifaceted impact of AI algorithmic systems on business. The theme invites contributions that critically examine the integration of these technologies across various domains—offering insights into both their transformative potential and complex challenges.

Tracks

1. Marketing and Brand Management

- AI in Consumer Insights: Transforming Digital Marketing Strategies.
- The Impact of Automation on Customer Service and Brand Loyalty.
- Data-Driven Personalization and Its Influence on Brand Perception.
- Ethics of AI-Driven Marketing: Privacy and Consumer Trust.
- The Future of Influencer Marketing in a Data-Driven World.

2. Human Resource and Organizational Behavior

- AI and Automation: Transforming Recruitment and Talent Management.
- The Role of Data Analytics in Employee Performance and Development.
- Navigating Employee Resistance to Automation and AI Integration.
- Organizational Culture in an Era of AI-Driven Transformation.
- Managing Remote Workforce in a Digitally Enabled World.

3. International Business and Economics

- AI and Automation in Global Supply Chain.
- Economic Impacts of Automation on Global Labor Markets.
- Cross-Border Data Flow and Its Implications for International Trade.
- The Future of Global Business Competitiveness in the Age of AI.
- Policy Implications of AI and Automation on Global Economies.

4. Finance and Accounting

- AI in Financial Risk Management and Fraud Detection.
- Blockchain, AI, and the Future of Financial Transactions.
- Automated Financial Reporting: Efficiency and Transparency.
- Data Analytics in Investment Decision-Making.
- Ethical Implications of AI in Financial Services.

5. Entrepreneurship, Sustainability, and Environment Management

- AI in Sustainable Business Practices: Innovations and Opportunities.
- Entrepreneurship in the Age of Automation: New Opportunities and Challenges.
- Technological Innovations for Environmental Impact Reduction.
- AI and Data-Driven Approaches to Sustainability in Startups.
- Ethical Entrepreneurship in the Algorithmic Age.

Important Dates

- **Full paper submission:**
10th October 2025
- **Notification for acceptance:**
15th November 2025
- **Conclave 3.0 Date:**
5th December 2025

Publication Opportunities

- Selected papers will be reviewed and subsequently go for publication in the Annual Research Journal of SCMS, Pune, 2026.
- Three best papers presented will be awarded based on quality, novelty and merit.
- Papers will be selected for publication solely based on merit.
- All student authors will receive E-certificates for paper presentation in conclave.



Mode of Conclave: **Online**

Guidelines for Submission

Authors must adhere to the standards and formatting instructions for paper submission.

1. Submissions must be original and should not have been previously published or presented elsewhere.
2. Full manuscripts are welcome for submission, encompassing research articles, case studies, and review papers.
3. Each manuscript can only be submitted to one track. While submitting your work, kindly choose the most pertinent track.
4. Submissions received after the designated deadline will not be considered for review.
5. Post submission, no requests for revision of track shall be taken into consideration.



General Guidelines

1. The full paper should have a separate cover page bearing the title of the paper and author's name(s), designation(s), and affiliation along with email address(es).
2. The paper should have an abstract not exceeding a maximum of 150 words.
3. A set of maximum 6 author specified keywords should be provided.
4. The paper should not exceed a maximum of 5000 words and a minimum of 1500 words, including all tables, figures, references, and appendices.
5. The paper should follow Times New Roman 12-point font and double spacing. All pages should be numbered.
6. Manuscripts are to be submitted on the conclave Email ID: **researchconclave2025@scmspune.ac.in**.
7. Submissions can be in a single PDF or Word file.
8. The paper should follow the APA (American Psychological Association) referencing style.
9. Manuscripts in languages other than English are also welcome. However, if the paper is selected, the presentation should be in English Language.
10. Similarity Index must be within 10%. In cases of plagiarism, unethical practices, and high AI contents the contribution will be rejected without undergoing further review.

Organizing Committee

CONCLAVE CHAIRPERSON :

Dr. Adya Sharma, Professor & Director, SCMS Pune

ORGANIZING COMMITTEE MEMBERS :

Dr. J C Sharmiladevi, Assistant Professor, SCMS Pune

Dr. Arpita Gurbaxani, Assistant Professor, SCMS Pune

Dr. Aayushi Singh, Assistant Professor, SCMS Pune

For more information, scan the QR Code :



In case of any queries, reach out to us via:
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