

REPORT

INTERNATIONAL CONFERENCE

AI, ENTREPRENEURSHIP, AND SUSTAINABILITY: SHAPING THE FUTURE OF BUSINESS AND ECONOMY

Date: 12–13 December 2025

Venue: *Lalita Shastri Sabhagar, Shri Lal Bahadur Shastri Degree College, Gonda, Uttar Pradesh*

Organized by: *Department of Business Management and Internal Quality Assurance Cell (IQAC)*

Mode: *Hybrid Mode (Online and Offline)*

1. Introduction

The Department of Business Management in collaboration with the Internal Quality Assurance Cell (IQAC), Shri Lal Bahadur Shastri Degree College, Gonda, successfully organized a two-day International Conference on the theme “**AI, Entrepreneurship, and Sustainability: Shaping the Future of Business and Economy**” on 12th and 13th December 2025.

The conference served as an interdisciplinary platform that brought together academicians, researchers, industry experts, entrepreneurs, policymakers, and students from various institutions to deliberate upon the emerging role of Artificial Intelligence, sustainable entrepreneurship, digital transformation, and innovation in shaping future economies.

The conference was organized in hybrid mode, enabling both physical and virtual participation from national and international delegates.

2. Objectives of the Conference

The major objectives of the conference were:

- To explore the role of Artificial Intelligence in business transformation.
 - To discuss sustainable entrepreneurial practices.
 - To encourage interdisciplinary research.
 - To promote innovation-driven economic development.
 - To provide a platform for academicians, researchers, and industry experts.
 - To understand the implications of AI on sustainability and cooperative growth.
 - To discuss emerging trends in digital entrepreneurship and economic development.
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3. About the Institution

Shri Lal Bahadur Shastri Degree College, Gonda, established in memory of former Prime Minister Shri Lal Bahadur Shastri, is one of the premier institutions of higher education in eastern Uttar Pradesh. The college offers undergraduate and postgraduate programmes in Arts, Science, Commerce, Management, Agriculture, Education, and Technology and is committed to academic excellence, innovation, and quality education.

4. Patronage and Organizing Committee

Chief Patron

Mrs. Priyanka Niranjana (IAS)
District Magistrate, Gonda and President, Committee of Management

Patrons

- Prof. Ravi Shankar Singh, Vice Chancellor, Maa Pateswari University
- Prof. Ravindra Kumar, Principal, SLBSDC, Gonda

Co-Patrons

- Mrs. Varsha Singh, Vice President, Committee of Management
- Shri Umesh Shah, Secretary, Committee of Management

President

Prof. Ravindra Kumar

Convener

Prof. Jitendra Singh

Organising Secretary

Dr. Shailja Singh

Several faculty members from different departments actively contributed as coordinators, rapporteurs, session chairs, committee members, and volunteers.

Participation Profile

The International Conference witnessed an overwhelming response from academicians, researchers, industry experts, entrepreneurs, and students from various institutions across India and abroad. The conference was conducted in hybrid mode, enabling both physical and virtual participation.

A total of **430 participants** attended the conference through offline and online modes. The participants included:

- Faculty members from universities and colleges.
- Research scholars and doctoral candidates.
- Industry professionals and entrepreneurs.
- Undergraduate and postgraduate students.
- National and international delegates.
- Invited speakers and subject experts.

The hybrid mode of the conference facilitated wider participation and ensured greater accessibility, enabling experts and delegates from different geographical locations to contribute to the academic deliberations.

Participant Statistics

Category	Mode of Participation
Offline Participants	Faculty, students, researchers, delegates
Online Participants	National and international delegates
Total Participants	430

The active involvement of participants in keynote lectures, technical sessions, paper presentations, discussions, and interactions contributed significantly to the success of the conference.

DAY I: 12 DECEMBER 2025

Inaugural Session

The conference commenced with registration and breakfast followed by the ceremonial welcome of the Hon'ble Vice-Chancellor. NCC cadets offered a guard of honour while Rovers and Rangers welcomed the dignitaries.

The programme began with:

- Lighting of the lamp.
- Saraswati Vandana.
- Welcome song by students.
- Welcome address by the Principal.
- Introduction of the conference by Prof. Jitendra Singh.

The Hon'ble Vice-Chancellor, Prof. Ravi Shankar Singh, was felicitated by Mrs. Varsha Singh and Shri Umesh Shah.

Distinguished Guests

Chief Guest

Prof. Sanjay Medhavi

Former Registrar and Former Head, Department of Management, University of Lucknow.

Special Guest

Mr. Anup Singh

President, DAMA, New Zealand.

Presidential Address

Prof. Ravi Shankar Singh

Vice Chancellor, Maa Pateswari University, Balrampur.

The dignitaries emphasized the importance of innovation, entrepreneurship, artificial intelligence, and sustainable economic growth.

The inaugural session concluded with a vote of thanks delivered by Dr. Shailja Singh.

Technical Session I

Chair: Prof. Abhay Kumar Srivastva

Co-Chair: Prof. Rajeev Kumar Agrawal

Rapporteur: Ravi Kumar Ojha

Invited Lectures

Prof. Ranjit Singh

Department of Management, IIIT Allahabad

Topic:

“Atmanirbhar Bharat @2047: The Role of Entrepreneurs in Making India a Developed Economy”

The speaker highlighted entrepreneurship as a key driver of economic development and self-reliance.

Mr. Saurabh Tripathi

Regional PF Commissioner, EPFO, Government of India

Topic:

“Machine Learning in Market Research”

The lecture focused on AI applications, predictive analytics, and consumer behavior ana

Technical Session II

Chair: Prof. V. C. H. N. K. Srinivasa Rao

Co-Chair: Dr. Awdhesh Verma

Rapporteur: Dr. Punit Kumar

Invited Speakers

Dr. Amrish Singh

Topic:

“Role of Stakeholders in Sustainable Entrepreneurship Development”

Dr. Prachi Malgaonkar (Online)

Topic:

“Transformative Movement in Human Civilization through AI”

Dr. Neeraj Shukla

Topic:

“Entrepreneurship and Role of Incubation Centres”

The session generated extensive discussions on sustainability, innovation ecosystems, and the transformative impact of AI.

The first day concluded with high tea.

DAY II: 13 DECEMBER 2025

Technical Session III

Chair: Prof. Sanjay Kumar Pandey

Co-Chair: Dr. Santosh Kumar Srivastva

Rapporteur: Dr. Manish Sharma

Invited Speakers

Mr. Anup Singh

Topic:

“AI for Innovation and Entrepreneurship Development”

Prof. Uma Maheshwara Rao (Online)

Topic:

“Machine Learning for Multi-Component Alloy Design: Opportunities for New Technologies and Ventures”

Dr. Raghvendra Nayak (Online)

Topic:

“Racing the AI: The New Skills Survival Blueprint”

The session focused on future technologies, innovation ecosystems, and emerging skill requirements in the AI era.

Technical Session IV

Chair: Prof. Abhay Srivastava

Co-Chair: Dr. Rekha Sharma

Rapporteur: Dr. Parvez Alam

Invited Lectures

Dr. Pawan Kumar Chaurasiya

Topic:

“Transforming the Future: Impact of AI on Indian Business”

Dr. Divyansha Kumar (Online)

Topic:

“The Role of AI in Building Sustainable and Inclusive Supply Chain”

The discussions emphasized AI-driven business transformation, supply chain sustainability, and inclusive economic development.

Research Paper Presentations

Researchers, academicians, and scholars from various institutions presented research papers covering:

- Artificial Intelligence applications.
- Sustainable entrepreneurship.
- Digital transformation.
- Green technologies.
- FinTech and AI.
- Supply chain sustainability.
- Rural innovation.
- Smart governance.
- Digital economy.
- Future of work and skill development.

The paper presentation sessions promoted scholarly interaction and interdisciplinary collaboration.

Major Themes Covered

- AI-driven Innovation and Startups
- Sustainable Entrepreneurship
- Machine Learning Applications
- Digital Transformation in MSMEs
- Smart Resource Management
- Green Finance
- Ethical AI
- Digital Public Infrastructure
- Future of Work and Skills
- AI and Supply Chain Management
- Financial Technology
- Innovation Ecosystems and SDGs

Research Paper Presentations

One of the major attractions of the conference was the presentation of research papers by academicians, researchers, scholars, and students from various institutions. The paper presentation sessions provided an excellent opportunity for participants to share innovative ideas, discuss contemporary issues, and receive valuable feedback from experts.

A total of **73 research papers** were presented during the four technical sessions conducted over two days. The papers covered diverse themes related to Artificial Intelligence, Entrepreneurship, Sustainability, Digital Transformation, Innovation, Green Technologies, Supply Chain Management, Financial Technology, and Emerging Business Practices.

The paper presentation sessions encouraged interdisciplinary dialogue and fostered academic collaboration among participants.

Conference Proceedings Publication

To promote quality research and provide a platform for scholarly dissemination, selected papers presented during the conference were considered for publication in the conference proceedings.

A total of **18 research papers** were selected and published in the Conference Proceedings after the review and editorial process. The published papers reflected high-quality research contributions and addressed significant issues related to Artificial Intelligence, Sustainable Development, Entrepreneurship, Digital Innovation, and Economic Transformation.

The publication of the conference proceedings has contributed to the dissemination of knowledge and has enhanced the academic and research output of the institution.

Participation and Research Statistics

Particulars	Number
Total Participants (Online and Offline)	430
Total Research Papers Presented	73
Papers Published in Conference Proceedings	18
Duration of Conference	2 Days
Technical Sessions	4
Mode of Conference	Hybrid (Online and Offline)
Invited Speakers	10+
Participating Categories	Faculty, Researchers, Students, Industry Experts

Major Outcomes of the Conference

1. Successful participation of **430 delegates** from various institutions.
 2. Presentation of **73 quality research papers** across four technical sessions.
 3. Publication of **18 selected papers** in the conference proceedings.
 4. Promotion of interdisciplinary research in Artificial Intelligence and Sustainability.
 5. Strengthening of industry-academia interaction.
 6. Enhancement of research culture among faculty members and students.
 7. Development of national and international academic collaborations.
 8. Increased awareness regarding sustainable entrepreneurship and emerging technologies.
 9. Encouragement of young researchers to undertake quality research.
 10. Contribution to the institutional goals of research, innovation, and academic excellence.
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Conclusion

The International Conference on “**AI, Entrepreneurship, and Sustainability: Shaping the Future of Business and Economy**” successfully achieved its objectives by providing an excellent platform for intellectual exchange, research dissemination, and academic collaboration.

The deliberations emphasized the transformative role of Artificial Intelligence, sustainable entrepreneurship, and innovation in shaping future business practices and economic development. The conference contributed significantly to the promotion of research culture,

interdisciplinary learning, and industry-academia collaboration at Shri Lal Bahadur Shastri Degree College, Gonda.

The conference concluded with the National Anthem followed by High Tea.

FEW GLIMPSES OF THE CONFERENCE





विशेषज्ञों ने दिया एआई और उद्यमिता का मंत्र

एलबीएस महाविद्यालय में दो दिवसीय अंतरराष्ट्रीय कॉन्फ्रेंस शुरू

संवाद न्यूज एजेंसी

गोंडा। एलबीएस महाविद्यालय के ललिता सभागार में शुक्रवार को आयोजित अंतरराष्ट्रीय कॉन्फ्रेंस में एआई, नवाचार और उद्यमिता पर विशेषज्ञों ने युवाओं की भविष्य की चुनौतियों के लिए तैयार रहने का आह्वान किया।

दो दिवसीय कार्यक्रम का शुभारंभ मां पाटेश्वरी विश्वविद्यालय के कुलपति प्रो. रविशंकर सिंह ने किया। सम्मेलन में पहले दिन के मुख्य अंतरराष्ट्रीय वक्ता के रूप में शामिल न्यूजीलैंड के प्रसिद्ध संगठन डामा के अध्यक्ष प्रो. अनुप सिंह ने एआई आधारित स्टार्टअप के वैश्विक रुझानों पर प्रकाश डालते हुए बताया कि आने वाले वर्षों में मशीन लर्निंग, डाटा साइंस व रोबोटिक्स के क्षेत्र में करोड़ों रोजगार सृजित होंगे। ग्रामीण क्षेत्रों के छात्र भी डिजिटल कौशल सीख वैश्विक बाजार में महत्वपूर्ण भूमिका निभा सकते हैं।

मुख्य अतिथि लखनऊ विश्वविद्यालय के पूर्व रजिस्ट्रार प्रो. संजय मेधावी ने स्टार्टअप आईडिया डवलपमेंट, फंडिंग मैनेजमेंट, इनोवेशन इकोसिस्टम, एआई एथिक्स और साइबर सुरक्षा जैसे विषयों



एलबीएस महाविद्यालय में शुक्रवार को अंतरराष्ट्रीय कॉन्फ्रेंस में पत्रक का विमोचन करते मां पाटेश्वरी विश्वविद्यालय के कुलपति प्रो. रविशंकर सिंह व अन्य अतिथि। संवाद

50 महाविद्यालयों के 1000 से अधिक छात्र ऑनलाइन व व्यक्तिगत माध्यम से हुए शामिल

पर जानकारी दी। आईआईआईटी प्रयागराज के प्रो. रणजीत सिंह, लखनऊ विश्वविद्यालय के प्रो. नीरज शुक्ल आदि ने उदाहरण देकर बताया कि किस प्रकार छोटे स्तर पर शुरू हुए स्टार्टअप आज अंतरराष्ट्रीय स्तर पर सफलता की कहानी लिख रहे हैं।

कॉन्फ्रेंस में ऑनलाइन व व्यक्तिगत रूप से 50 महाविद्यालयों के करीब 1000 छात्रों ने हिस्सा लिया। तकनीकी

सत्रों में छात्रों ने एआई टूल्स के उपयोग, डिजिटल उद्यमिता व कौशल विकास से जुड़े कई सवाल पूछे।

आयोजन समिति के अध्यक्ष प्रो. जितेंद्र सिंह ने कहा कि सम्मेलन का उद्देश्य छात्रों को वैश्विक तकनीकी रुझानों व उद्यमिता के बढ़ते अवसरों से रूबरू कराना है। उन्होंने बताया कि आने वाले समय में महाविद्यालय में एआई और स्टार्टअप पर विशेष प्रशिक्षण सत्र भी आयोजित किए जाएंगे। कार्यक्रम में प्रभारी प्राचार्य प्रो. वीपी सिंह, डॉ. शैलजा सिंह, डॉ. स्मृति शिविर, डॉ. रेखा शर्मा, डॉ. चमन कौर, डॉ. अरविंद शर्मा मौजूद रहे।



कृत्रिम बुद्धिमत्ता दक्षता आज समय की मांग : प्रो. रविशंकर

अंतरराष्ट्रीय सेमिनार का कुलपति ने किया उद्घाटन

पायनिबर संवाददाता। गोंडा

कृत्रिम बुद्धिमत्ता (यंत्र प्रज्ञा) दक्षता आज समय की मांग बन चुकी है। उक्त बात श्री लाल बहादुर शास्त्री डिग्री कॉलेज में बीबीए विभाग एवं आइक्यूएसी के संयुक्त तत्वाधान में आयोजित अंतरराष्ट्रीय सेमिनार में उद्घाटन सत्र की अध्यक्षता करते हुए मां पाटेश्वरी विश्वविद्यालय के कुलपति प्रो. रवि शंकर सिंह ने कही। उन्होंने व्यापार एवं अर्थव्यवस्था के भविष्य की संवारने में ए आई, उद्यमिता एवं सतत विकास पर प्रकाश डालते हुए भारत की अर्थव्यवस्था को



मजबूत करने में युवाओं की भूमिका पर बोलते हुए कहा ए आई में दक्ष होकर युवा पीढ़ी भारतवर्ष को विश्व की सबसे बड़ी अर्थव्यवस्था बनाने में महत्वपूर्ण भूमिका निभा सकती है। कार्यक्रम के मुख्य अतिथि प्रो. संजय मेधावी एक्स रजिस्ट्रार, डीन फेकल्टी ऑफ मैनेजमेंट लखनऊ विश्वविद्यालय ने अपने उद्घोषन में उद्यमिता, सतत विकास में भारत के

बढ़ते कदम पर अपने विचार व्यक्त किया। वहीं लखनऊ विश्वविद्यालय के अनुप सिंह, अध्यक्ष डामा, न्यूजीलैंड, ट्रिपल आईटी प्रयागराज, प्रो. रणजीत सिंह एवं केएमसी लैंग्वेज यूनिवर्सिटी लखनऊ के प्रो. नीरज शुक्ला ने ए आई बेस्ड ऑन आईकेएस पर अपना व्याख्यान दिया। प्रभारी प्राचार्य प्रो. बी.पी. सिंह ने आए हुए अतिथियों का स्वागत किया,

आइक्यूएसी के समन्वयक व इस अंतरराष्ट्रीय कॉन्फ्रेंस के संयोजक प्रो. जितेंद्र सिंह ने अतिथियों का स्वागत पुष्प गुच्छ, स्मृति चिन्ह एवं अंग वस्त्र भेंट कर किया। उन्होंने कॉन्फ्रेंस की उपयोगिता पर विचार व्यक्त किया। सेमिनार की संयोजक डॉ. शैलजा सिंह ने सेमिनार के मुख्य विषय की रूपरेखा पर प्रकाश डाला। इस मौके पर डॉ. स्मृति शिशिर ने मंच संचालन किया। इस दौरान प्रो. राजीव अग्रवाल, प्रो. संजय पांडेय, प्रो. मंसाराम, प्रो. अभय श्रीवास्तव, प्रो. जयशंकर तिवारी, प्रो. अरविंद कुमार शर्मा, डॉ. रेखा शर्मा, डॉ. चमन कौर, डॉ. संतोष श्रीवास्तव, शिशिर त्रिपाठी, डॉ. वंदना भारतीय, डॉ. प्रतिभा सिंह, डॉ. स्मिता सिंह, डॉ. मुक्ता टंडन आदि का सहयोग रहा।

