



**Chetana's**  
**Ramprasad Khandelwal**  
**Institute of Management & Research**  
Affiliated to University of Mumbai, Approved by DTE, AICTE New Delhi, ISO 21001 : 2018 Certified

**CHETANA ORGANISES ICSSR SPONSORED**

**Two Days International Research Conference**

**On**

**Digital Marginalization and AI Bias :  
Redefining Business and Society**

**(ICDMAI-BS 2026) Hybrid mode**

**Call for Papers**



**Jointly Organized By**

**Chetana's Hazarimal Somani College of Commerce & Economics,  
Smt. Kusumtai Chaudhari College of Arts (Autonomous), Bandra (E) Mumbai.**

**&**

**Chetana's Ramprasad Khandelwal Institute of Management & Research, Bandra (E) Mumbai.**

**In Association With**

**Indian Council of Social Science Research (ICSSR)**

**27<sup>th</sup> & 28<sup>th</sup> February, 2026**

**Venue : CIMR Auditorium, Chetana Campus, Bandra East**

## About Chetana College

**"Chetana" meaning** "Consciousness - is the core of every living being", was started by Hon. Loksevak Late Balasaheb Madhukarraoji Chaudhari (Former Speaker Maharashtra Legislative Assembly and Minister of Education, Finance and Revenue) with a noble intention of providing education to all. Through its glorious history of more than 50 years, the College has been nurturing dynamic leaders and innovative managers. The College is strategically located in Bandra East offering programmes like B.Com, BA, BMS, BAF, B.Sc. IT, BBA Logistics, BAMMC, M.Com and Ph.D. The College also offers Programmes through Distance Learning for Working Students through the Yashwantrao Chavan Maharashtra Open University. The College has been granted Autonomous status by UGC, is affiliated to University of Mumbai and recognised by All India Council for Technical Education (AICTE). The College is also ISO Certified and recipient of 'Best College Award 20-21' by University of Mumbai.

## About CRKIMR

Chetana's Ramprasad Khandelwal Institute of Management & Research (CRKIMR) established in 1981 have been imparting quality management education programs to meet the industry requirements. CRKIMR is the 2nd oldest B- School affiliated to Mumbai University and AICTE approved program. The Institute have been consistently ranked amongst the Top-50 Private B- schools in India and amongst the Top-10 in Mumbai by The Economic Times, Corporate Dossier issue and The Week. CRKIMR have both been certified by ISO 21001:2018 for quality education. MMS program of CRKIMR has been accredited by NBA in 2023. CRKIMR also runs Ph.D. program.

## About WRC – ICSSR

The Indian Council of Social Science Research, an autonomous organisation, was established by the Government of India in 1969 and ever since, its role and functions have constantly been growing. The Council functions through a system of programme divisions at its headquarters in New Delhi and a network of six Regional Centres at Mumbai, Kolkata, Chandigarh, Hyderabad, New Delhi and Shillong. The Council has set up, in collaboration with respective state governments, six Regional Centres as part of its programme of decentralizing administration and broad-basing social science research. The Western Regional Centre was established with the approval of the Government of Maharashtra in January 1973 in collaboration with the University of Mumbai on the new campus of the University at Vidyanagari. The major objectives of the Centre are – the promotion of research in social sciences, the imparting of training in research methodology to those aspiring to undertake research and the exposure of young social scientists and researchers to the benefit of the expert knowledge of specialists not only from the western region but also from the rest of India and abroad.

## About the Conference

The conference on "Digital Marginalization and AI Bias: Redefining Business and Society" aims to provide a multidisciplinary platform for academicians, researchers, policymakers, industry professionals, and students to critically examine the growing influence of Artificial Intelligence (AI) on business practices and societal structures. As AI systems increasingly shape decision-making in areas such as governance, public services, finance, healthcare, education, and employment, concerns around algorithmic bias, digital exclusion, and social inequality have become more prominent.

This conference seeks to explore how AI-driven technologies, while enhancing efficiency and innovation, can also reinforce existing socio-economic disparities and create new forms of marginalization. Through keynote addresses, paper presentations, panel discussions, and interactive sessions, the conference will encourage dialogue on ethical AI, inclusive digital transformation, and responsible innovation. It aims to bridge the gap between technology, policy, and society by fostering critical reflection and collaborative solutions for building fair and trustworthy AI systems.

## **Objectives of the Conference**

The key objectives of the conference are:

1. To examine the role of Artificial Intelligence in shaping business models, public services, and social institutions.
2. To analyze the causes and consequences of algorithmic bias and digital marginalization in AI-driven decision-making systems.
3. To provide a platform for interdisciplinary research and dialogue on the ethical, legal, and social implications of AI.
4. To explore policy frameworks, governance models, and regulatory approaches for responsible and inclusive AI adoption.
5. To highlight real-world case studies and empirical research on AI bias affecting marginalized communities.
6. To encourage discussions on transparency, accountability, and fairness in AI systems used by governments and businesses.
7. To promote best practices and innovative solutions for mitigating bias and ensuring equitable access to digital technologies.
8. To foster collaboration among academia, industry, civil society, and policymakers in redefining the future of business and society in the age of AI.

## **Themes and Sub-Themes of Conference**

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### **1. General Management**

1. Strategic leadership challenges in an AI-driven and unequal digital economy
  2. Organizational decision-making under algorithmic influence
  3. Building ethical cultures in technology-intensive organizations
  4. Balancing innovation, competitiveness, and social responsibility
  5. Managing reputational and compliance risks in digital enterprises
  6. Corporate governance for responsible and inclusive AI adoption
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### **2. Public Policy, Governance & Society**

1. Accountability of public institutions using AI-enabled systems
  2. Role of AI in improving access to public services
  3. Trust, transparency, and ethics in government use of AI
  4. Social change and inequality in India's digital transformation
  5. Infrastructure gaps and uneven digital development across regions
  6. Explainable and transparent algorithms in public decision-making
  7. Data protection, privacy, and citizens' rights in the AI era
  8. Technology-led inclusion of marginalized and underserved communities
  9. Digital awareness and empowerment of citizens
  10. Policy frameworks for safe, fair, and responsible AI deployment
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### **3. Finance**

1. Technology-driven financial decision-making and its social impact
  2. Digital lending models and access to credit for underserved groups
  3. Automation and risk management in financial institutions
  4. Ethical concerns in data-driven financial services
  5. Trust and transparency in AI-supported financial systems
  6. FinTech innovations for financial inclusion and sustainability
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#### 4. Marketing

1. Data-driven consumer insights and ethical marketing practices
  2. Personalization versus privacy in digital marketing strategies
  3. Influence of algorithms on consumer choice and behavior
  4. Market access challenges for digitally disconnected consumers
  5. Responsible use of customer data in digital campaigns
  6. Inclusive branding and communication in the AI era
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#### 5. IT / Digital Business

1. Digital platforms and new forms of economic participation
  2. Design of intelligent systems for fair business outcomes
  3. Role of data governance in digital business success
  4. Ethical challenges in large-scale digital transformation
  5. Human-centered design in AI-enabled business systems
  6. Accessibility, usability, and inclusion in digital products and services
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#### 6. Operations

1. Smart operations and the changing nature of work
  2. Digital transformation of supply chains and operational networks
  3. Automation, efficiency, and workforce displacement
  4. Data-driven planning and operational decision-making
  5. Technology adoption challenges for small and medium enterprises
  6. Sustainable and responsible operations in the digital age
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#### 7. Human Resources (HR)

1. Transformation of talent management through digital technologies
  2. Fairness and transparency in technology-enabled hiring processes
  3. Employee experience in AI-supported workplaces
  4. Workforce surveillance, ethics, and employee trust
  5. Skills development and reskilling in an automated economy
  6. Building inclusive workplaces through responsible HR technologies
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\* Given above are suggestive themes

Kindly email the abstract on **conference@chetanacollege.in**  
and send CC to: **researchconference@crkimr.in**

#### Guidelines for Submission

- Include the full title, author(s) name, affiliation, email ID, and contact number in the abstract and paper.
- Abstract: Max 300 words with 5-7 keywords as per the format provided below.
- Paper: Max 3500 words
- Manuscript format: MS Word, A4 size, Times New Roman (12 pt), 1.5 line spacing, 1-inch margins (left, top, bottom), ½ inch(right), Use APA citation style, attach a plagiarism report with a similarity index  $\leq 15\%$ , Submissions must be original, unpublished, and not under Submission elsewhere, on acceptance, publishing rights get transferred to the editor.
- After acceptance E-mail, the full paper can be sent on the same E-mail IDs.

**Conference Details:**

Abstract Submission Date	<b>15<sup>th</sup> January 2026</b>
Full Paper Submission Date	<b>5<sup>th</sup> February 2026</b>
Inaugural Session, Keynote Address, Panel Discussion and Research Paper Presentations	<b>27<sup>th</sup> February 2026</b>
Panel discussion, Research Paper Presentations and Valedictory function	<b>28<sup>th</sup> February 2026</b>

**Registration Charges:**

International Participants	\$50 USD
Corporate Delegates	Rs. 3,000/-
Academicians	Rs. 2500/-
Research Scholar & Students	Rs. 750/-
Only Participants	Rs. 1000/-
No Provision for TA/DA	
Fees include Conference Kit, Certificate and Working Lunch.	
*Accommodation for outstation participants can be done on request at "Hotel Accord, Santa Cruz, Mumbai. (*Separate charges to be paid by the participant)	

**NOTE : Registration is mandatory for all the participants. Every Author has to register separately.**

**Registration Link : <https://forms.gle/UAFZlqxQ8PG9N2iZ9>**

**Award Categories:**

- Best Research Paper- Academic / Industry
- Best Research Paper- Research Scholar
- Best Budding Researcher- Student

**Publication Opportunities:**

This conference offers a wonderful opportunity for researchers to publish their selected papers in reputed Scopus-indexed and other journals.

Publication costs, as applicable, will be borne by the authors.

Selected papers will be published in:

- Journal "Shodh Chetana" having ISSN no. 2454-1877
- CRKIMR, Quest Research Journal of Management Research, Indexed in ProQuest, ISSN no. 0976-2000
- International Journal of Applied Science and Engineering, ISSN -2321-0745, E-ISSN-2322-0465
- International Journal of Information Science and computing , ISSN- 2348=7437, E-ISSN-2454-9533
- And Many More...

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**Website:** [www.chetanacollege.in](http://www.chetanacollege.in) and [www.crkimr.in](http://www.crkimr.in)

## **Chetana College**

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### **Instagram**



[https://www.instagram.com/chetanas\\_sfc?igsh=MWhwMjRna3Z0eDlrMA==](https://www.instagram.com/chetanas_sfc?igsh=MWhwMjRna3Z0eDlrMA==)

### **YouTube**



<https://www.youtube.com/channel/UCbQ7Hnd-ft-U6pNtwU4oGuA>

## **CRKIMR**

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