



ICSSR-NWRC, Panjab University, Chandigarh

in collaboration with

Maharaja Agrasen University, Baddi

organizes

2 Days

INTERNATIONAL CONFERENCE

on

**Artificial Intelligence: Bridging Academia,
Industry and Society**

Blended Mode

24th - 25th April, 2026



**Maharaja Agrasen University,
Baddi**

24th April 2026



**ICSSR-NWRC, Panjab University,
Chandigarh**

25th April 2026

ABOUT ICSSR-NWRC, PANJAB UNIVERSITY, CHANDIGARH

The North-Western Regional Centre of the Indian Council of Social Science Research established in 1977, is located at Panjab University, Chandigarh. It serves as a nodal agency for promoting and coordinating social science research across Punjab, Haryana, Himachal Pradesh, Jammu & Kashmir, Leh Ladakh and Chandigarh.

The ICSSR-NWRC centre acts as a bridge between regional scholars and ICSSR, New Delhi facilitating collaboration with national and international researchers. The Centre supports research in disciplines including Sociology, Political Science, Economics, Education, Psychology, Law, History, Gender Studies, Journalism, Strategic Studies, Environmental Studies and more.

The Centre organizes and supports seminars, workshops, conferences, lectures, and research-related academic activities, while also providing study grants for scholars visiting libraries and institutions. It supervises and coordinates ICSSR-funded research projects and fellowships, and guides researchers regarding available opportunities and facilities. The Centre collaborates with universities to strengthen research programmes and facilitates interactions with eminent social scientists through lectures and discussions. Additionally, it awards short-duration minor research projects within the North-Western region, maintains a data library and undertakes any other responsibilities assigned by ICSSR from time to time.

ABOUT MAHARAJA AGRASEN UNIVERSITY, BADDI

Maharaja Agrasen University (MAU), established in 2013 and inaugurated by the then Hon'ble President of India, is a leading multidisciplinary institution located in the serene Shivalik foothills near Baddi (Himachal Pradesh). It is easily accessible from Chandigarh (30 KM), Panchkula (21 KM), Kalka (10 KM), Pinjore (12 KM). The University offers a wide spectrum of Diploma, Undergraduate, Postgraduate and Doctoral programmes in Management, Law, Basic & Applied Sciences, Pharmacy and Engineering.

MAU is committed to holistic education, fostering values of excellence, innovation, integrity, and social responsibility. The University has built a strong reputation through its focus on outcome-based education, research and industry integration. Faculty contributions in research, publications and patents, along with student achievements in academics, sports and innovation platforms, reflect its vibrant academic culture.

In a short span, the University has gained national recognition for academic quality, research, and innovation. It has been honored with the CCI Technology Excellence Award as Best Emerging Private University in India and recognized for its strong focus on research and development.

The University's Institution Innovation Cell (IIC) has been identified as a Mentor Institution by the Ministry of Education, Government of India, for two consecutive years reflecting its vibrant innovation ecosystem. With strong industry-academia linkages and NEP-aligned initiatives, MAU continues to emerge as a hub of academic

excellence and transformative learning. The university has also been recognized amongst the top five institutions in India by the Ministry of Education at NEP-IIC event held at Bharat Mandapam.

Guided by its motto “Spark the Change” MAU continues to evolve as a center of excellence in higher education.

ABOUT THE CONFERENCE

Artificial Intelligence (AI) has emerged as one of the most powerful technological drivers of the 21st century, reshaping the way societies function, businesses operate and academic research progresses. No longer confined to research laboratories or futuristic speculation, AI is now an integral part of everyday life, influencing decision-making, business models, governance structures and individual lifestyles. Its applications ranging from self-driving cars, personalized healthcare and fraud detection to climate change modeling and supply chain optimization highlight its potential as a catalyst for innovation, efficiency and problem-solving.

The proposed International Conference on “Artificial Intelligence: Bridging Academia, Industry and Society” is envisioned as a multidisciplinary platform designed to foster collaboration, dialogue and knowledge exchange among key stakeholders. It will bring together academicians, researchers, industry professionals, policymakers, legal experts and students to deliberate on AI’s innovations, applications, challenges and ethical considerations. The primary objective of the conference is to highlight AI’s bridging role where theories meet practices, innovation meets implementation and technology meets humanity. Discussions will span across diverse academic disciplines, including Management, Law, Sciences, Pharmacy, Engineering and thereby ensuring holistic coverage of AI’s multifaceted impact.

This conference aims not only to serve as a forum for presenting scholarly work but also as an incubator of actionable ideas that can influence industry practices, academic curricula and policy frameworks. By integrating perspectives from academia, industry and society, it will contribute to shaping AI as a transformative force that is both innovative and responsible.

SUB - THEMES OF THE CONFERENCE

MANAGEMENT

AI-powered Customer Relationship Management (CRM)
AI In Digital Marketing, E-Commerce And Personalization
Role of Generative AI in Branding and Advertising
AI In Recruitment, Selection, Performance Evaluation, People Analytics and Workforce Planning
AI in Financial Forecasting, Risk Management and Fraud Detection
Robo-advisory and Algorithmic Trading
Intelligent Logistics And Supply Chain Resilience

LAW

Changing Dimension of Fundamental Rights in the Era of Artificial Intelligence.
Re-Imaging of the Legal Profession in the Age of Artificial Intelligence.
Revolutionizing Social Inquiry: The Role of AI in Research, Analysis and Policy Making.
Artificial Intelligence & Mediation: New Era of Dispute Resolution.
Strengthening of Justice Delivery System through Safe AI Adoption.
AI in Legal Education: A Critical Examination of the Potential Benefits and Drawbacks.
Gender Equity in the Age of AI: Implications for Women's Employment
Artificial Intelligence Vs. IPR: Regulations and Challenges.
Role of AI in Legal Research, Drafting and Legal Analytics.
From Code to Courtroom: Human Rights and Legal Issues in the Era of AI.
Acceptance of Digital Forensic Evidences in the Courts of Law

SOCIAL SCIENCES AND ALLIED THEMES

Impact of Artificial Intelligence on Society and Social Structures
AI in Governance, Public Policy and Political Processes
Economic Implications of Artificial Intelligence and Digital Transformation
Role of AI in Teaching, Learning and Educational Reforms
Psychological and Behavioral Dimensions of Artificial Intelligence Adoption
Historical Evolution and Societal Impact of Technological Advancements
Gender Perspectives and Inclusivity in Artificial Intelligence
AI in Media, Communication and Digital Journalism

Strategic Applications of Artificial Intelligence in Security and Defense

Artificial Intelligence for Sustainable Development and Environmental Management
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PHARMACY

AI in Pharmaceutical Education & Research

AI in Drug Discovery & Design

AI in Pharmaceutical Formulation & Development
--

AI in Pharmaceutical Manufacturing & Quality Control
--

AI in Preclinical & Clinical Research

AI in Regulatory Science & Pharmacovigilance
--

AI in Pharmacy Practice & Patient Care
--

AI in Pharmacognosy and Biotechnology

AI in Supply Chain & Healthcare Systems

ENGINEERING

AI for Smart and Autonomous Systems

AI in Next-Generation Communication & Networking.

AI for Intelligent Power & Energy Systems

AI in Advanced Manufacturing and Industry 4.0

AI for Resilient Infrastructure & Smart Construction
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AI for Environment and Climate-Smart Engineering
--

AI in Healthcare Technologies & Assistive Systems

AI for Intelligent Learning and Knowledge Systems

AI Governance, Human Values & Responsible Innovation
--

Disruptive & Emerging AI Technologies in Engineering
--

BASIC AND APPLIED SCIENCES

AI in Environmental Science

AI in Biology & Life Sciences

AI in Physics

AI in Chemistry

AI in Earth Sciences

AI in Mathematics

AI in Material Science and Engineering
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Note: Any other topic related to theme and sub- themes can also be accepted.

REGISTRATION/DELEGATION FEE

Category	Fee
Students	Rs. 200
Research Scholars	Rs. 300
Academics	Rs. 500
Professional from Industry	Rs. 1500
Fee for international Students/ Academics	USD\$50

- The papers will be published in an Edited Book with an ISBN number. Authors who wish to purchase a copy of the book must confirm their interest by sending an email to the respective track in-charge, along with proof of an additional payment of ₹700, till 12th April 2026.
- There will be separate registration for every co-author along with the registration fee.
- The conference will be held in a blended mode that is both offline as well online. The participants are advised to communicate in the registration form the mode in which they want to participate in the conference.
- The International Conference will be held at
 - ❖ Maharaja Agrasen University, Baddi on 24th April, 2026.
 - ❖ ICSSR-NWRC, Chandigarh on 25th April, 2026.
- Accommodation can be availed either at ICSSR-NWRC Chandigarh or at Maharaja Agrasen University, Baddi at concessional Rates. Accommodation Charges will include breakfast and dinner at Rs. 500 per day. Boarding and lodging shall be provided by the Maharaja Agrasen University and ICSSR on first come first serve basis. The request for the boarding and lodging at:
 - ❖ Maharaja Agrasen University, Baddi can be made to Dr. Kuldeep Singh M:7018143165, Email: kuldeeprameshsuman@gmail.com
 - ❖ ICSSR-NWRC Chandigarh to Dr. Tanuja Mehta M: 9780838477 Email: icssrnwrc@yahoo.com

The applicable fee can be paid through Demand Draft in favour of “Registrar, Maharaja Agrasen University, payable at Baddi” or through NEFT/RTGS. The details for online payment are given as under:

Account Name:	Maharaja Agrasen University (COWOSE)
Bank Name:	Axis Bank
Branch Code (Nanakpur)	2381
IFSC Code:	UTIB0002381
Account No.:	922010020129990

CONFERENCE SECRETARIAT

CHIEF PATRON

Prof.(Dr.) Renu Vig
Vice Chancellor,
Panjab University, Chandigarh

Dr. Nand Kishore Garg
Chancellor,
Maharaja Agrasen University, Baddi

PATRON

Prof. (Dr.) Upasna Joshi Sethi
Director ICSSR-NWRC,
Panjab University, Chandigarh

Prof. (Dr.) R.K Gupta
Pro-Chancellor,
Maharaja Agrasen University, Baddi

Prof. (Dr.) Pardeep Singh Walia
Vice Chancellor
Maharaja Agrasen University, Baddi

CONFERENCE TECHNICAL ADVISOR

Sh. Suresh Gupta
Project Director & Chancellor's Nominee, Maharaja Agrasen University, Baddi, HP

CONFERENCE CONVENER

Prof. (Dr.) Richa
Director, School of Law, Maharaja Agrasen University, Baddi, HP

ORGANISING SECRETARY

Prof. (Dr.) Shweta Sharma,
Professor & Head, School of Management, Maharaja Agrasen University, Baddi, HP

JOINT ORGANISING SECRETARIES

Dr. Rajesh Ranga, Associate Professor,
MASOL Dr. Himanshu Sharma, Associate
Professor, MAIT Dr. Satveer Kaur,
Assistant Professor, MASOM Dr. Ruchika
Singhal, Assistant Professor, MASOP Dr.
Pooja, Assistant Professor, MASBAS

TECHNICAL COMMITTEE

Dr. Ranjit Kumar,
Associate Professor, MAIT

Mr. Ajay Kumar,
Network Administrator, MAU Baddi

ADVISORY COMMITTEE

Prof.(Dr.) Sanjeev Sharma, Vice-Chancellor, MRS PTU, Bathinda.
Prof. (Dr.) Karamjeet Singh, Vice-Chancellor, GNDU, Amritsar.
Prof.(Dr.) Suresh Kumar Sharma, Vice-Chancellor, SBSSU, Ferozepur.
Prof.(Dr.) Sanjay Kaushik, Vice-Chancellor, Gurugram University, Haryana.
Dr. Himachalam Dasaraju, Common wealth Visiting fellow UK & Founder Member of Global Association for MSMEs and SDGs Research in Developing Countries.
Prof. (Dr.) Ajay Poddar, Vice Chancellor, Texila American University, Zambia.
Prof. Revti Raman, Professor, Victory University of Wellington, New Zealand
Prof. (Dr.) Harendra Kumar Singh, Former Vice-Chancellor, Maharishi University of Information Technology (MUIT), Dean, Banaras Hindu University (BHU).
Prof.(Dr.) Rajeev Jain , Former Vice-Chancellor, University of Rajasthan, Jaipur.
Prof. (Dr.) Gurdip Singh Batra, Pro Vice Chancellor, Desh Bhagat University, Mandi Gobindgarh.
Prof.(Dr.) Parvinder Singh, Fomer Vice-Chancellor, Rayat Bhara University, Punjab & Lamrin Tech Skills University, Punjab.
Prof.(Dr.) H.L Verma, Former Vice-Chancellor, Baba Mastnath University, Rohtak, Haryana.
Prof.(Dr.) Parmjit Kaur, Chairman, UBS, Panjab University, Chandigarh.
Prof.(Dr.) Usha Sharma, Chairman, Department of Commerce(Evening Studies), Himachal Pradesh University (HPU), Shimla.
Prof.(Dr.) Anupreet Kaur Mavi, Chairman, University Institute of Applied Management Sciences(UAIMS), Panjab University, Chandigarh.
Prof. (Dr.) Kulbhushan Chandel, Professor, Himachal Pradesh University, Shimla.
Prof. (Dr.) Abha Mittal, Professor, Maharaja Agrasen College, Delhi.
Prof. (Dr.) Nishi Sharma, Professor, South Asian University, New Delhi.
Prof. (Dr.) Pankaj Nanglia, Registrar, Maharaja Agrasen University, Baddi

Who Can Attend

The conference is designed as a multidisciplinary platform bringing together diverse stakeholders engaged in the field of Artificial Intelligence and its applications across domains. It invites participation from academicians, researchers, policy makers, industry professionals, entrepreneurs, and students from disciplines such as Management, Law, Social Sciences, Sciences, Pharmacy, and Engineering. Participants seeking to present research, share professional insights, or engage in interdisciplinary discussions are encouraged to attend and contribute to this enriching academic forum.

CALL FOR PAPERS

Contribution

Persons interested to participate in the conference may contribute their research papers on the thematic areas with specific recommendations for discussions in technical sessions.

Guidelines for Abstract/ Paper Submission

All papers must be strictly prepared as per the following format:

- **Title:** Bold centred 14 point
- **Font size:** 12, justified
- **Font Type:** Times New Roman
- **Main Text:** Minimum 3,000 maximum 6,000 words - including tables, figures and references - single-spaced
- **Page Numbering:** All pages should be numbered in footer in the centre of each page
- **Citations and References:** Harvard style
- **Author(s):** Name, position, organization - bold centred 12 point (2 lines per author)
- **Contact Details:** Complete address, phone, email, web site (if any) –centred 12 point
- **Bio Data:** Authors should provide their brief bio data, not exceeding 100 words.
- **Key Words:** Up to five keywords to be provided for indexing, cataloging and classification purposes.
- **A plagiarism certificate/report should be attached with the paper. Similarity index should be below 10 Percent.**

Note: There should be no author identification after the title page. The page following the title page should show only: Title, abstract within the paper, then the main text.

Schedule for Submission

Submission of Abstract	30 th March 2026
Notification of Acceptance of Abstract	1 st April 2026
Full-length paper submission	10 th April 2026
Notification of Acceptance-Full paper	12 th April 2026
Last date of registration	21 st April 2026
Conference Date	24 th April 2026 : MAU, Baddi (Friday) 25 th April 2026 : ICSSR- NWRC, Chd (Saturday)

Abstracts and Full Papers to be Submitted to:

Track	Discipline	Contact Person	Contact No.	Email ID
1	Management	Dr. Satveer Kaur	9464136884	conferencemgmt@mau.edu.in
2	Law	Dr. Rajesh Ranga	7404121157	conferencelaw@mau.edu.in
3	Social Sciences and Allied	Mr. Vishal Kalyan	9418233028	conferencesocialsciences@mau.edu.in
4	Pharmacy	Dr. Ruchika Singhal	7895447365	conferencesop@mau.edu.in
5	Engineering	Dr. Himanshu Sharma	9501111370	conferencemait@mau.edu.in
6	Basic and Applied Sciences	Dr. Pooja	8351070122	conferencesbas@mau.edu.in

Manuscript Content

The paper should exhibit strong critical rigor and clearly articulate its contribution to knowledge. It must also highlight its relevance to the conference theme and specify its contributions to one or more domains, such as research, education, policy, or practice.

Publication of Accepted Manuscripts

The papers will be published in an Edited Book with an ISBN number. Authors who wish to purchase a copy of the book must confirm their interest by sending an email to the respective track in-charge, along with proof of an additional payment of ₹700 on or before 12th April 2026. It is therefore desired that the research papers must be submitted well in time and strictly as per the guidelines.

Contact Persons:

1. Prof. (Dr.) Shweta Sharma (MAU), M:7986200636
2. Mr. Vinod Sharma (ICSSR – NWRC), M : 8427984546
3. Ms. Tanuja Mehta (ICSSR – NWRC), M: 9780838477

Procedure for Registration

Registration for the conference can be done by filling up the hard copy of the registration form as attached or by filling up the google form through the link:

<https://forms.gle/qz8q4QB3zJBXjJR79>

ICSSR- NWRC, PANJAB UNIVERSITY, CHANDIGARH



MAHARAJA AGRASEN UNIVERSITY, BADDI



REGISTRATION FORM

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Artificial Intelligence: Bridging Academia, Industry and Society

24th- 25th April, 2026

Student Research Scholar Academician Professional from Industry

Name: _____ (In Block Letters)

Designation: _____ Track of the conference: _____

Organization Name: _____

Address for correspondence: _____

City: _____ State: _____ Pin: _____

E-mail: _____ Mobile No _____

Title of Paper: _____

Mode of Participation: Offline Online

Whether requiring Conference book: Yes / No _____

Whether requiring boarding/lodging: Yes / No _____

If Yes please specify:

MAU Date: _____ ICSSR-NWRC Date: _____

Mode of Payment: Cash/Draft/NEFT/UPI (Please mention details) _____

Signature : _____ Date : _____

** Note: Please use separate registration form for each participant.

