

A One Day National Conference on  
Sustainability Management Practices for  
**ETHICAL BUSINESS  
IN THE AGE OF AI**

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*Editor's:*

**Prof. B. Ananda Raj**

**Dr. V. Udhaya Geetha**



**ST. JOSEPH'S COLLEGE (AUTONOMOUS)**

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## **EDITORS' MESSAGE**

It gives us immense pleasure to present this volume of proceedings of the National Conference on **“Sustainability Management Practices for Ethical Business in the Age of AI”**, organized by the Department of Business Administration.

In the rapidly transforming global business environment, Artificial Intelligence has emerged as a powerful force reshaping decision-making, operations, and customer engagement. While AI offers vast opportunities for growth and innovation, it also raises significant concerns related to ethics, responsibility, transparency, and sustainability. This conference aims to create a platform for academicians, researchers, industry experts, and students to deliberate on these critical issues and explore sustainable management practices that promote ethical business conduct in the digital age.

The enthusiastic response and active participation from scholars across various institutions reflect the growing importance of sustainability and ethical governance in business and technology-driven economies. The papers presented in this conference offer valuable insights into emerging trends, challenges, and best practices in sustainability management, corporate ethics, and AI-enabled business strategies.

We sincerely thank all the contributors for their scholarly work and intellectual engagement. Our heartfelt gratitude goes to the management, organizing committee, faculty members, and student volunteers whose dedicated efforts made this conference a grand success. We also extend our appreciation to the keynote speakers and session chairs for enriching the conference with their expertise and guidance.

We hope that this publication will serve as a useful reference for researchers, practitioners, and students, and will inspire further research and dialogue on building responsible, ethical, and sustainable business models in the age of Artificial Intelligence.

With best wishes for the continued success of this academic endeavour.

***Editors***

**Prof. B. Ananda Raj**

**Dr. V. Udhaya Geetha**

*Department of Business Administration*



## **HoD MESSAGE**

It gives me immense pleasure to extend a warm welcome to all participants, academicians, researchers, and industry experts to the National Conference on “Sustainability Management Practices for Ethical Business in the Age of AI.”

In today’s rapidly evolving digital landscape, Artificial Intelligence is transforming the way businesses operate, make decisions, and contribute to society. While these advancements bring immense opportunities, they also pose significant challenges in terms of ethics, sustainability, and governance. This conference serves as a vital platform to deliberate on these emerging issues and explore innovative solutions that align technological growth with ethical responsibility and sustainable development.

The Department of Business Administration has always been committed to fostering academic excellence, research innovation, and industry relevance. Through this conference, we aim to bring together diverse perspectives from academia, industry, and policy-making to encourage meaningful discussions, knowledge sharing, and collaborative research.

I am confident that the conference will provide valuable insights, stimulate intellectual discussions, and contribute to the development of responsible and sustainable business practices in the era of AI.

I extend my sincere appreciation to the organizing committee, participants, and all stakeholders for their efforts and contributions in making this event a grand success.

Wishing all the participants a highly enriching and rewarding experience.

**Mr. S. Arputharaj**

*Head of the Department*

*Department of Business Administration*

*St. Joseph’s College (Autonomous)*

*Tiruchirappalli*



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