

# **BIZ-MAGE 2026**

**National Level Seminar cum Workshop**

*on*

**SMART BUSINESS, SMARTER FUTURE :  
INNOVATING WITH AI & DIGITAL TECHNOLOGIES**

**April 23-24, 2026**

**Organized by**

***Faculty of Management Studies & IQAC***

**in collaboration with**

***Rajasthan Centre for Advanced Technology (R-CAT)***

**At**

**Jagan Nath University**

**Sitapura Campus, Jaipur**

## The Society

Jagannath University Jaipur has been promoted by Jagannath Gupta Memorial Educational Society, a nonprofit registered organization. The society has been imparting high quality professional education in Delhi, NCR and Jaipur. The educational programs of the society are dedicated for the promotion of holistic education, academic excellence in the technical arena.

## The University

**Jagan Nath University, Jaipur** has been established by an Act of the Rajasthan State Legislature (Act No. 19 of 2008) on April 16, 2008, approved under section 2(f) by the UGC Act, 1956, accredited by **NAAC (2nd Cycle) with "A" grade** in 2022 and is member of the Association of Indian Universities (AIU). The University has also acquired a distinctive status in agriculture education having been **accredited by ICAR for its B.Sc. (Hons.) Agriculture** program.

The University is offering **UG and PG** programs in the areas of Engineering & Technology, Architecture, Management, Law, Agriculture Science, Pharmacy, Physiotherapy, Paramedical Sciences, Education and Vocational Studies. The **Ph.D.** programs are offered in select disciplines. The University has approval from various Statutory Regulatory Authorities (CoA, BCI, NCTE and PCI) for programs in respective disciplines.

The University has evolved a **comprehensive academic system** which incorporates the latest guidelines of NEP-2020 including CBCS, outcome based assessments, skill development, industry partnerships, holistic ecosystem, research, extension activities with focus on promoting quality higher education and employability among students.

## Faculty of Management Studies

The Faculty of Management Studies aims at nurturing highly motivated professionals and entrepreneurs to meet the growing needs of society to lead and operate in today's corporate and businesses. The programme prepares the students with the skills, knowledge and strategic perspectives essential to the leadership of business around the world. It enhances professional attitude and cultivates ethics of corporate world.

The pedagogy combines projects, fieldwork, case studies and industry interface with a strong emphasis on conceptual learning and its application.

## Biz-Mage 2026

The rapid advancement of Artificial Intelligence (AI) and digital technologies is fundamentally transforming the way businesses operate, compete, and create value. From data-driven decision-making to intelligent automation, organizations across sectors are embracing digital transformation to enhance efficiency, innovation, and customer experience. This shift is not merely technological but strategic, requiring a rethinking of business models, leadership approaches, and workforce capabilities.

In the contemporary business landscape, AI is emerging as a powerful enabler of growth, enabling firms to predict trends, personalize services, optimize operations, and unlock new opportunities. At the same time, it raises critical concerns related to ethics, data privacy, governance, and the future of work.

Businesses must therefore strike a balance between technological advancement and responsible innovation.

This national seminar cum workshop aims to provide a platform for academicians, industry experts, researchers, and students to deliberate on the transformative impact of AI and digitalization on business ecosystems. It seeks to explore how organizations can leverage AI-driven solutions while fostering ethical practices, inclusive growth, and sustainable development.

A key highlight of the seminar is the inclusion of **hands-on workshops on both days**, designed to bridge the gap between theory and practice. These workshops will provide participants with practical exposure to AI tools, digital platforms, and real-world business applications, enabling them to develop actionable skills alongside conceptual understanding.

The seminar cum workshop will focus on key areas such as AI in business functions, digital transformation strategies, leadership in the digital era, future skills and employability, and responsible AI practices. Through insightful discussions, knowledge sharing, and collaborative dialogue, the event aspires to equip participants with the understanding and competencies required to navigate and lead in an increasingly digital and AI-driven world.

**The sessions of the workshop cum seminar would be broadly focusing the discussions on :**

#### **Day I: AI Driven Innovation in Business**

- AI in Marketing, HR, Finance & Operations
- Data-Driven Decision Making
- Automation & the Future of Work

#### **Day II: Leadership, Ethics & Future Workforce**

- Leadership in the Digital Era
- Future Skills & Upskilling Strategies
- Human–AI Collaboration in Organizations

### **Who can attend**

Research Scholars, Faculty members, Students from all disciplines.

### **Resource Person**

Industry, NGO, Govt. Sector, Academics , Professionals.

### **Registration**

**Registration Deadline: 20 April 2026 | For queries or collaboration call +919694728369**

## **CHIEF PATRON**

**Mr. DEEPAK GUPTA**  
(Hon'ble Chairperson, Jagannath University)

## **PATRON**

**Prof. V.K. Agarwal**  
(Pro Chancellor, Jagannath University)

## **CO-PATRON(s)**

**Mr. Tanmay Pattnayak**  
(Registrar, Jagannath University)

**Prof. (Dr.) O.P. Sharma**  
(Pro-President, Jagannath University)

## **ORGANIZING TEAM**

**Convener : Dr. Shilpi Khandelwal**  
(HoD, Faculty of Management Studies)

### **Co-Conveners**

**Dr. Deepika Taparia**  
(Associate Professor, FMS)

**Ms. Smita Kaushik**  
(Assistant Professor, FMS)

### **Student Coordinators**

**Shivam Singh # 9352257635**

**Ayush Shrimal # 9828081807**

**Aakansha #8102015884**

**Vanshika # 9672270127**

**Arin # 6350047993**

**Zaid # 7877996542**

## **DAY 1 – AI-Driven Innovation in Business**

### **Keynote Session**

**Topic :** *AI as a Growth Engine: Transforming Marketing, Finance & Operations*

### **Speaker Session**

**Topic::** *Data-Driven Decision Making in Modern Enterprises & Digital Transformation Roadmap for Indian Businesses*

### **Hands on Workshop**

**Theme :** *“Smart Work with Smart Tools: Learn, Experiment & Build”*

- Everyday AI tools for assignments & projects
- Creating impactful PPTs with AI tools
- Storytelling for business ideas
- Confidence & delivery techniques
- Smart productivity hacks

## **DAY 2 – Leadership & Future Workforce**

### **Speaker**

**Topic::** *Future Skills & Career Opportunities in AI-Enabled Businesses*

### **Hands on Workshop**

**Theme :** *“Freelancing & Earning Online with Digital Skills”*

- Platforms & opportunities
- Social media strategy
- Building a personal brand
- Monetizing skills (content, design, marketing)