



**Navigating the AI Nexus:
The 2nd International
Conference**

8-9 July 2024

Virtual Event



**Sustainable AI Ecosystems:
Adapting to Transforming
Business Environment**





Sustainable AI Ecosystems: Adapting to Transforming Business Environment

The 2nd International Conference, titled "Sustainable AI Ecosystems: Adapting to the Evolving Business Environment," is designed to serve as a pivotal forum for the exchange of ideas and research on the critical issues emerging at the intersection of AI, the Metaverse, and the business world. Our aim is to explore the opportunities and challenges presented by these technologies, providing a pathway towards a future that is ethically sound, legally compliant, and technologically advanced. At the heart of the conference is an exploration of the ethical dimensions of AI and the Metaverse, focusing on transparency, fairness, bias, and societal impacts. These discussions will delve into the complexities of ethics and trust in AI deployment, highlighting their crucial role in sustainable technology integration. Additionally, the conference will address technological risks associated with AI and the Metaverse, such as system failures, security breaches, and privacy concerns. A key focus will be on creating reliable, safe, and ethical technologies in these rapidly evolving domains.

The evolving legal frameworks surrounding AI, including intellectual property rights, virtual real estate, digital assets, and avatar rights, represent a significant area of focus. The conference seeks to provide clarity on the legal and regulatory landscapes that are shaping the business applications of AI. Bridging theoretical and practical insights, the event will foster sustainable and responsible development in AI and the Metaverse, encouraging submissions that push the boundaries of current technologies and methodologies. Governance and policy development will also be central themes, as we examine their role in ensuring the ethical growth of AI and the Metaverse and in shaping the future of these technologies. Discussions will include the role of AI in promoting sustainable business practices and environmental stewardship, and the impact of AI on organizational structures, culture, and processes.

Furthermore, the conference will explore the transformative role of AI in branding strategies and communication channels, underscoring the importance of adapting to new marketing paradigms. The convergence of AI with the Metaverse and its reshaping of business practices and models will also be a key area of discussion. We seek contributions from scholars, industry experts, policymakers, and regulators, aiming to foster a multidimensional understanding of these dynamic fields. The insights gathered are intended to guide current and future practitioners and theorists in navigating the complex landscape of sustainable AI ecosystems in business.



Themes and Topics:

- Ethical Dimensions of AI and the Metaverse: Addressing issues of transparency, fairness, bias, societal impacts, and trust-building in AI deployment.
- Technological Risks and Trust in AI and the Metaverse: Exploring system failures, security breaches, privacy concerns, and the development of reliable, safe, and ethical technologies.
- Legal Challenges and Regulation: Covering intellectual property rights, virtual real estate, digital assets, avatar rights, and navigating legal frameworks alongside AI business regulation.
- Academia-Industry Dialogue for Innovation: Bridging theoretical and practical insights for sustainable and responsible AI and Metaverse development, including cutting-edge technologies and methodologies.
- Governance, Policy Development, and Sustainable Growth: Examining the role of governance and policy in fostering trust, ensuring inclusive, ethical growth, and shaping AI's future.
- Sustainability in AI: Investigating AI's role in sustainable business practices and environmental stewardship.
- Organizational Change and AI: The impact of AI on organizational structures, culture, and processes.
- Branding and Communication in the AI Era: The role of AI in transforming branding strategies and communication channels.
- AI and the Metaverse in Business: Delving into the convergence of AI with the Metaverse and its business implications.

Your contributions will help shape the dialogue around these critical issues, exploring the intricate tapestry of opportunities and challenges, and providing insights for a future that is ethically sound, legally compliant, and technologically advanced. The provided themes offer a comprehensive guide for potential contributors, covering a wide range of topics relevant to the evolving landscape of AI, the Metaverse, and their impact on various aspects of business and society. Together, these insights will contribute to a more nuanced understanding of these dynamic fields.

Registration:

<https://events.teams.microsoft.com/event/ea3d804c-ab75-4091-8d69-cca196b95335@4cad97b1-5935-4103-a866-57ad98a1517e>

Read more about the event: <https://www.brunel.ac.uk/research/Centres/AI-Social-and-Digital-Innovation/AI-Nexus/Sustainable-AI-Ecosystems-Adapting-to-Transforming-Business-Environment/Navigating-the-AI-Nexus-The-2nd-International-Conference>

Microsoft Teams [Join the meeting now](#) Meeting ID: 393 809 616 266 Passcode: qLp4TZ

Programme (PhD Colloquium)

8 July, 2024	
9.00-9.10am	Welcome note by Dr Yousra Asaad
9.10-9.30am	Keynote Speaker: Professor Suraksha Gupta <i>Moderator: Dr Yousra Asaad</i>
9.30-9.50am	Keynote Speaker: Dr Sena Ozdemir Title: How to create more interesting research ideas? <i>Moderator: Dr Yousra Asaad</i>
9.50-11.10am	<i>Moderator: Dr Ashkan PakSeresht</i> Giusy Sica , Universitas Mercatorum, Italy Title: Can virtual co-creation spark real-world projects? Exploring Social Innovation in the Metaverse Giovanni Spatola , Mercatorum University, Italy Title: Bridging Theory and Practice: Analyzing Nike and Microsoft's Strategic Integration of Immersive Technologies in the Metaverse for Sustainable Consumer Engagement. Yasaman Yazdanpanah , Aston Business School, UK Title: The role of Agnosticism and Bricolage in the relationship of the organizational improvisation and internationalisation of INVs Nazifa Shikdar , Brunel Business School Title: Role of AI in fair recruitment
11.10-11.20am: Tea/Coffee Break	
11.20-11.40am	Keynote Speaker: Professor Brian Chabowski Title: AI literature from an MDS perspective <i>Moderator: Dr Pantea Foroudi</i>
11.40am-12.40pm	<i>Moderator: Dr Yousra Asaad</i> Chloe Wheeler , Canterbury Christ Church University, UK Integrating Artificial Intelligence into Balanced Scorecard: UK Pharmaceutical Companies' Perspectives

	<p>Ali Edisen, Birmingham City University, UK Title: Integration of AI for augmented business practices within the manufacturing value chain: A Case Study and Comprehensive Review</p> <p>Ritu Bagga, Brunel University London, UK Title: AI's impact on organisational structures, culture, and processes, current challenges, potential opportunities, and future research directions.</p>
12.40pm – 1pm Lunch	

Programme (Conference Day 1)

8 July, 2024	
1.00-1.10pm	<p>Welcome note Professor Ashley Braganza, Dean of Brunel Business School, UK</p> <p><i>Moderator: Dr Pantea Foroudi</i></p>
1.10-1.30pm	<p>Keynote Speaker: Lord Kulveer Ranger</p> <p><i>Moderator: Dr Pantea Foroudi</i></p>
1.30-1.50pm	<p>Keynote Speaker: Ilona Sara Kawka, Digital Trade and Customs Specialist</p> <p><i>Moderator: Dr Pantea Foroudi</i></p>
1.50-3.10pm	<p>AI, Ethics, and Metaverse: Transforming Business Practices</p> <p><i>Moderator: Dr Yousra Asaad</i></p> <p>Dr Dinara Davlembayeva Title: Distributive and procedural fairness in customer-chatbot interaction</p> <p>Professor David Hagenbuch Title: Questions are the Key to AI and Ethics</p> <p>Nida Shamim Title: Metaverse for transforming healthcare</p> <p>Zixin Tian Title: User-centred design of virtual immersive environments for management of lower-limb motor symptoms with Parkinson's Disease patients</p>
3.10-3.20 Break	

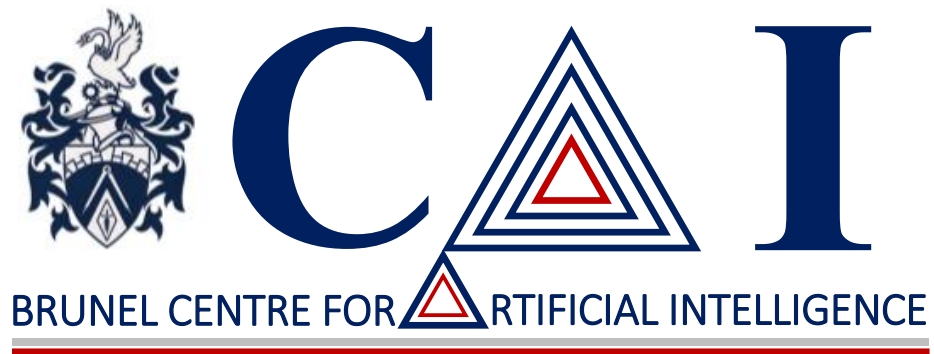
3.20-4pm	<p>Panel Discussion: Bridging the gap between academia and practice in AI <i>Moderator: Dr Pantea Foroudi</i></p> <p>Nicholas Pollard, Director, Strategic Alliances, Nuix</p> <p>Batool Zaidi, Excelify Solutions</p> <p>Professor Tatiana Kalganova, Director of Brunel AI center</p> <p>Professor Carlos Flavian, Zaragoza Business School, Spain</p> <p>George Panou, Digital Transformation Expert</p>
4-5.20pm	<p>AI, Sustainability and Environmental Impact <i>Moderator: Dr Ashkan PakSeresht</i></p> <p>Dr Waleed Yousef, Jubail Industrial College, Saudi Arabia Can Food Sustainability Makes Us Happy?</p> <p>Dr Nawaf Al-Ghanem, Brunel Business School, UK UNSDGs in Contemporary Firms: The power of Artificial Intelligence in addressing Business Sustainability Challenges in the context of Bahrain Energy Industry</p> <p>Pufan Ho Title: Brand Avatars and Their Role in Cultivating Sustainable Consumption and Brand-Customer Relationships: An Examination through the AIDRA Model</p>
5.20-5.5.40	<p>Keynote Speaker: Professor David A. Schweidel, Professor of Marketing, Emory Business School, USA</p> <p><i>Moderator: Dr Pantea Foroudi</i></p>
<p style="text-align: center;">Look forward to meeting you tomorrow</p>	

Programme (Conference Day 2)

9 July, 2024	
9-9.10am	Welcome note: Dr Pantea Foroudi
9.10-9.30am	Keynote Speaker: Lord Tim Clement-Jones Title: AI regulation and standards <i>Moderator: Dr Pantea Foroudi</i>
9.15-9.30am	Keynote Speaker: Dr Ali Yavari <i>Moderator: Dr Ashkan PakSeresht</i>
9.30-10.45am	Organised by K J Somaiya College of Engineering and K J Somaiya Institute of Management, Somaiya Vidyavihar University, Mumbai, India <i>Moderator: Dr Satyendra Upadhyay and Dr Vandana Satam</i> Dr Neelkamal More Title: Comparative Exploration of Transfer Learning in Deep Learning Networks for Autism Detection Dr Ninad Mehendale Title: AI in Autonomous vehicle for Indian road scenario Sandesh Jadhav Title: Cybersecurity measures in Artificial Intelligence Models Dr Kavita Kelkar Title: AI in Virtual Learning Hemanth Murali Title: The Future of Advertising: Harnessing Generative AI for Ad Creatives
10.45-10.55 Break	
10.55-11.35am	Panel Discussion: Strategies for Developing Successful Grant Proposals: A Comprehensive Guide <i>Moderator: Dr Yousra Asaad</i> Professor David Fuschi Dr Shona Paterson, Brunel University London Professor Ainurul Rosli, Brunel University London

11.35am-12.55 pm	<p>AI Integration and Its Impact</p> <p><i>Moderator: Dr Weifeng Chen</i></p> <p>Dr Christine YM Fong, Tilburg University, Netherlands Title: Employees proactive usage of generative AI at work: A job crafting perspective</p> <p>Dr Reza Marvi, Aston Business School, UK Title: Past, Present, and Future of AI in Marketing</p> <p>Dr Amee Kim, Canterbury, UK Laminating the Wave: Integrating AI and User Security in the Korean Gaming Industry</p> <p>Deep Sagar Verma Title: Metaverse Cryptocurrency, Non-fungible Tokens, Fashion Brands, Trust in the Metaverse, Brand Trust, Rug Pull Scams.</p>
12.55-1.25 Lunch	
1.25-2.05pm	<p>Panel Discussion: Bridging the gap between academia and practice in AI</p> <p><i>Moderator: Dr Pantea Foroudi</i></p> <p>Dr Nisreen Ameen, Royal Holloway, University of London and Director of the Digital Organisation and Society Research Centre;</p> <p>Radhika Madlani, Director of Insight & Innovation in the UK</p> <p>Sharon Constancon, Director of Genius Methods</p> <p>Dr Uche Onyekpe, Machine Learning Expert, Ofcom Scotland</p>
2.05-3.25pm	<p>AI for Sustainable Performance and Economic Growth</p> <p><i>Moderator: Ashkan PakSeresht</i></p> <p>Dr Umer Iftikhar, National Defence University, Pakistan Title: A New Approach to Sustainable Organisational Performance by Building Artificial Intelligence Capabilities: Moderating and Mediating Role of Industry Dynamism and Open Innovation.</p> <p>Dr Giles Robertson Title: AI Revolution at speed: are marketers lagging in the dog year's race? Are marketers ready for the AI?</p> <p>Professor Maria T. Cuomo Title: Designing AI- driven digital transformation processes from a knowledge management perspective: an experimental study</p>

	<p>Heiman Alwadi, Birmingham City University, UK Title: AI as a Catalyst for Economic Growth: Redefining Industry Boundaries and Enhancing Global Competitiveness</p> <p>Deep Sagar Verma Title: Democratising Content Creation: The Role of YouTube in Rural Empowerment</p>
3.25-3.35 Break	
3.35-4pm	<p>Meet the Editors – Panel Discussion</p> <p><i>Moderator: Dr Pantea Foroudi</i></p> <p>Professor Fevzi Okumus, Rosen College of Hospitality Management, USA Editor in Chief: International Journal of Contemporary Hospitality Management</p> <p>Professor Pawan Budhwar, Aston Business School, UK Editor in Chief: Human Resource Management Journal</p> <p>Professor Giampaolo Viglia, Portsmouth Business School, UK Editor in Chief: Psychology and Marketing</p>
4-5.20pm	<p>Panel Discussion: The role of AI in disclosing environmental performance in the fashion industry</p> <p>Organised by Bournemouth University and Nottingham Trent University</p> <p><i>Moderator: Dr Kaouther Kooli and Dr Padmini Nagirikandalage</i></p> <p>Sid Gosh, Bournemouth University</p> <p>Ilke Cicekli, Bournemouth University</p> <p>Osikhuemhe Okwilagwe, Bournemouth University</p> <p>Hanan AlDammam, Bournemouth University</p> <p>Ben Binsardi, Wrexham University</p> <p>Eranda Abeyasinghe, Wrexham University</p> <p>Tanya Vidanagama, Coventry University</p>
5.20-5.30 Closing and Award session Best PhD Presentation Award Best presentation Award Best Industry Impact Award	



The conference Team

Professor **Ashley Braganza**, Founder

Dr **Pantea Foroudi**, Conference Director

Dr **Weifeng Chen**, Conference Director

Dr **Ashkan Pak Seresht**, Director Practice and Knowledge exchange

Dr **Yousra Asaad**, Director Research

Dr **Dongmei Zha**, PGR Director

Dr **Georgios Batsakis**, Advisor

Professor **Shireen Kanji**, Advisor

Dr **Eliza Kania**, Event branding design and communication

Maryam Bababeigmoradalivandi, Conference Convenor