

## KRISTU JAYANTI COLLEGE HOSTS 18TH EDITION OF KRISYM, <sup>22.01.2025</sup> THE SILVER JUBILEE INTERNATIONAL CONFERENCE

The 18th edition of KRISYM, the Silver Jubilee International Conference organised by the School of Management at Kristu Jayanti College (Autonomous), Bengaluru, concluded recently. Held in collaboration with Trinity Western University, Canada, and the Euromid Academy of Business and Technology, Turkey, the event had the theme "The Future of Business Resurgence: Embracing AI and Automation." The 2 day conference brought together global experts, scholars, industry professionals, and students to discuss how artificial intelligence and automation are reshaping business paradigms. At the inauguration, Dr Aloysius Edward J, Dean, Faculty of Commerce & Management, warmly welcomed the participants and set the tone for the conference, followed by a Prelude from Dr D Ravindran, the Conference Convener.

Fr Dr Augustine George, Principal of Kristu Jayanti College in his Presidential Address, emphasised the transformative power of AI in the business realm. Dr Philip G Laird, Vice President-Innovation at Trinity Western University, delivered a thought-provoking Keynote Address, advocating for AI integration in daily life. Ms Inbal Ston, Deputy Chief of Mission, Consulate General of Israel to South India, provided insights into Israel's global leadership in AI innovation. The day also featured engaging technical and plenary

sessions with Prof Jonathan Michael, Trinity Western University and two plenary sessions conducted on a hybrid mode with 375 papers presented by MBA students and external delegates.

The second day had insightful sessions by Dr Imbenzi George, Dr Doug Atha from Trinity Western University and Ms Deepa Ramachandran, Director of Product Management at Nokia, The event concluded with a grand valedictory ceremony featuring Mr Jonas Brunschwig, Consul General of Switzerland and CEO, Swissnex in India, as the Guest of Honor. The dates and theme for the next conference were unveiled during the valedictory ceremony that is a signature tradition. Dr Aloysius Edward announced that KRISYM 2026 will continue its collaboration with Trinity Western University. Dr Philip G. Laird revealed that the conference will be held on January 16 and 17, 2026, under the theme "Digital Horizons: Redefining Global Business Paradigms for Viksit Bharat @ 2047."

**Campus Reporter - Ms Maria Babu Thomas**

