



## HRIT University, Ghaziabad One Day National Conference

On

**"AI FOR COMPETITIVE ADVANTAGE: TRANSFORMING BUSINESS, COMMERCE,  
AND HOSPITALITY THROUGH ANALYTICS"**  
Saturday, 21<sup>st</sup> February, 2026

Organised by:  
Faculty of Management Studies & Commerce  
Faculty of Hotel Management & Home Science

### About HRIT

HRIT began its academic journey in 2005 under the guidance of visionary technocrat Dr. Anil Aggarwal, Former Member of Parliament (Rajya Sabha). In 2024, HRIT attained university status as HRIT University and continues to transform the educational landscape of the NCR region.

HRIT University is transforming education with collaboration of IIT Kharagpur and IBM. HRITU comprehensive offerings include Engineering programs in Computer Science, AI & ML, Data Science & Cloud Computing, Electronics, Mechanical, and Civil Engineering, alongside Pharmacy, Hotel Management, Business Administration, Arts, Computer Applications, Commerce, Physical Education, Life Science, Agricultural Science, Basic Science, Social Science & Humanities and Law.

Set against a lush green campus, HRIT combines cutting-edge infrastructure with a vibrant learning environment. Our distinguished faculty features IIT Kanpur-educated professors, renowned academicians and industry experts who enrich the student experience with insights from the forefront of research and practice. We prioritize global readiness, with specialized trainers in IELTS communication enhancing student's skills for international opportunities. Our curriculum is designed to adapt to a rapidly changing world, emphasizing emerging fields like engineering, data science and AI. Strategic industry partnerships ensure real-world exposure, making our graduates highly competitive in the job market. At HRIT University, we empower students to become future leaders and innovators, equipped to thrive in a dynamic global landscape.

### About Faculty of Management Studies and Commerce

The Faculty of Management Studies and Commerce (FOMSC) at HRIT University offer a wide range of industry-oriented undergraduate and postgraduate programmes, including BBA (Hons.), B.Com. (Hons.), BBA Aviation, M.Com, and MBA, designed to meet the evolving needs of the business and commerce sectors. The faculty is strongly committed to excellence in teaching, research and professional development, supported by continuously updated curricula that reflect contemporary industry practices and emerging global trends. FOMSC adopts innovative teaching pedagogies, experiential learning approaches and research-driven instruction to enhance students' analytical, managerial, and decision-making capabilities. Backed by a team of highly qualified and experienced faculty members, modern academic infrastructure and a collaborative learning culture, the faculty provides a vibrant and intellectually stimulating environment that encourages critical thinking, academic inquiry, interdisciplinary research and meaningful scholarly exchange.

### About Faculty of Hotel Management and Home Science

The Faculty of Hotel Management and Home Science is dedicated to empowering students with knowledge, skills and values essential for success in professional and personal life. By fostering creativity, leadership, ethical practices and innovation. The faculty prepares students to excel in the diverse and ever-changing fields of hospitality and home science. Learning within the faculty extends beyond classrooms through hands-on training, industry interaction, research engagement and community service. The faculty strongly believes in holistic education that nurtures technical competence along with social sensitivity and emotional intelligence.

### About the Conference

Artificial Intelligence (AI) and advanced analytics are reshaping the way organizations compete and create value in an increasingly digital economy. This conference aims to explore how AI-driven tools and data analytics are transforming business strategies, commercial operations, financial systems and the hospitality sector by enabling smarter decision-making, operational efficiency and enhanced customer experiences. The conference will provide a multidisciplinary platform for academicians, industry experts, researchers and students to deliberate on emerging trends, practical applications and future opportunities of AI across sectors. Emphasis will be placed on innovative use cases, ethical adoption of AI and skill development aligned with national priorities and industry needs. Through scholarly discussions and knowledge exchange, the conference seeks to contribute to sustainable growth, innovation and competitive advantage in business, commerce, and hospitality.

### Call for the Paper

Authors are invited to submit original, unpublished research papers aligned with the conference themes and tracks. All submissions will be subject to a peer-review process. The Easy Chair system will be used for managing paper submissions and reviews. The conference aims to promote knowledge exchange, interdisciplinary collaboration, and innovation for sustainable growth and competitive advantage across sectors.

- The paper should not exceed from permitted length, 3000 words.
- The research paper proposal should be submitted through email: [ncbch2026@hrituniversity.edu.in](mailto:ncbch2026@hrituniversity.edu.in)
- In case of Co-author at least one author should register to present the accepted paper in the conference.
- Author with multiple papers have to register separately for each paper.
- Registration fee once paid will not be refunded.
- Registration fee will include conference kit, certificate, lunch and high-tea.
- Mode of paper presentation: Offline/Online

### Tracks and Themes

- Track1 - Artificial Intelligence in Business Strategy
- Track2 - AI in Hospitality and Tourism Excellence
- Track3 - Ethical AI, Governance & Policy Implications
- Track4 - Innovation and Business Transformation
- Track5 - Technology, Digitalization and Industry 4.0
- Track6 - Green hospitality: AI solutions for sustainable operations
- Track7 - Entrepreneurship and Start-Up Growth
- Track8 - Finance, Economics and Growth Analytics
- Track9 - Marketing, Consumer Behavior and Competitive Strategy
- Track10 - Human Resource Development and Organizational Growth

### Organizing Committee

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- Dr. Anil Agrawal, Hon'ble Chancellor.
- Dr. Anjul Agrawal, Hon'ble Pro Chancellor.
- Dr. Vaishali Agrawal, Hon'ble Managing Director.

#### Patron

- Dr. D. K. Sharma, Hon'ble Vice Chancellor

#### Conference Chair

- Dr. Anubhav Kumar, Chairperson, Dean Academics

#### Convenor

- Prof (Dr.) Nirdosh Agarwal, Dean, Faculty of Management of Studies and Commerce

#### Co-Convenor

- Prof (Dr.) Monalisha Dash, Dean, Faculty of Home Management & Home Science

#### Coordinator

Prof (Dr.) Suman Lata  
Senior Faculty, Management of Studies  
and Commerce

#### Co-Coordinator

Dr. Jyoti Tyagi  
Associate Professor, Management of Studies  
and Commerce

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Dr. Manoj Kumar	- Professor, ITS College, Mohan Nagar, Ghaziabad
Dr. Indraneel Bose	- Associate Professor & Head- Hotel Management
Mr. Rahul Agarwal	- Executive Director, Ghaziabad Management Association

### Organizing Team Members

• Dr. Shivam Agarwal	• Dr. Rupanjali Acharya
• Mr. Raj Kumar Teotia	• Ms. Rashmi Tyagi
• Mr. Ravi Shanker Shrivastava	• Mr. Sharad Vajpai
• Dr. Navneet Sharma	• Mr. Akshay

### Important Dates

• Call for Papers	- 15 December 2025
• Submission of full length paper	- 5 February 2026
• Acceptance	- 10 February 2026
• Date of the Conference	- 21 February 2026

Candidates have to send their paper to  
Email: [ncbch2026@hrituniversity.edu.in](mailto:ncbch2026@hrituniversity.edu.in)

### Conference Fee Structure

• Industry Professionals	- ₹ 1500
• Faculty Members	- ₹ 1000
• Research/Scholars (PhD, M.Phil Candidates)	- ₹ 1000
• Students (UG/PG Programs)	- ₹ 500

### Contact Details:

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