



ACHARYA INSTITUTE OF GRADUATE STUDIES
(NAAC Re-accredited 'A+' and Affiliated to Dr. Manmohan Singh Bengaluru City University)
Soladevanahalli, Bengaluru-560107

DEPARTMENT OF MBA

Report Submission: 17/03/2026

Semester: ODD

Academic Year: 2025-26

Venue: MBA Auditorium, Acharya Institutes

Event Date: 16/03/2026

Time:10:00 AM to 01:00 PM

Duration: 3:00 Hours

TYPE OF EVENT: WORK SHOP

EVENT NAME: AI & ROBOTICS FOR NEXT -GEN BUSINESS: STRATEGY, INNOVATION AND COMPETITIVE ADVANTAGE

Target Audience: Faculty of Acharya

Number of Participants: 47

Objectives:

1. To understand the role of AI and Robotics in transforming modern business models.
2. To examine strategic applications of AI in decision-making, cost optimization, and customer engagement.
3. To explore innovation opportunities enabled by automation and intelligent systems.
4. To analyze real-world case studies of AI-driven competitive advantage across industries.
5. To equip participants with practical insights for integrating AI and robotics into business strategy.

Program Introduction:

The Department of MBA is organizing a Pre-International Conference Workshop on “AI & Robotics for Next-Gen Business: Strategy, Innovation and Competitive Advantage.” The objective of this workshop is to provide participants with insights into how Artificial Intelligence and Robotics are transforming modern business practices and shaping the future of organizations. In today’s rapidly evolving digital economy, AI and robotics are playing a crucial role in enhancing operational efficiency, improving decision-making, and driving innovation across industries. This workshop aims to familiarize participants with emerging technologies, strategic applications, and competitive advantages that businesses can achieve through the effective adoption of AI and robotics.

The program will bring together academicians, researchers, industry experts to explore the practical implications of these technologies in areas such as business strategy, automation, data-driven decision making, and digital transformation. Through expert sessions and



discussions, participants will gain valuable knowledge about integrating AI and robotics into business models to remain competitive in the global market.

This workshop also serves as a platform to prepare participants for the upcoming International Conference, encouraging research discussions, knowledge sharing, and collaborative learning among scholars and professionals.

Theme of the Event:

The theme focuses on the transformative role of Artificial Intelligence (AI) and Robotics in shaping the future of businesses. It highlights how organizations can use advanced technologies to develop innovative strategies, improve operational efficiency, and gain a competitive advantage in the rapidly evolving digital economy. The theme also emphasizes the importance of integrating AI-driven solutions and robotic automation into business models to enhance productivity, support data-driven decision-making, and drive sustainable growth in the global business environment.

Resource Person:

Dr. Sangeetha Menon
Regional Publishing Manger
Emerald Publishing, Emerald
smenon@emerald.com

Detailed Report

The Department of MBA organized a Pre-International Conference Workshop on the theme “AI & Robotics for Next-Gen Business: Strategy, Innovation and Competitive Advantage.” The objective of the workshop was to provide participants with insights into the emerging role of Artificial Intelligence (AI) and robotics in transforming modern business environments. The program aimed to create awareness among faculty members, researchers about the growing importance of AI-driven technologies in strategic decision-making, innovation, and sustainable competitive advantage.

The workshop was conducted as a preparatory academic event for the upcoming International Conference. It focused on helping participants understand how AI and robotics are influencing different areas of business such as operations, marketing, finance, and human resource management. The program also emphasized the importance of integrating advanced technologies into business models to enhance productivity, efficiency, and organizational performance in the digital era.



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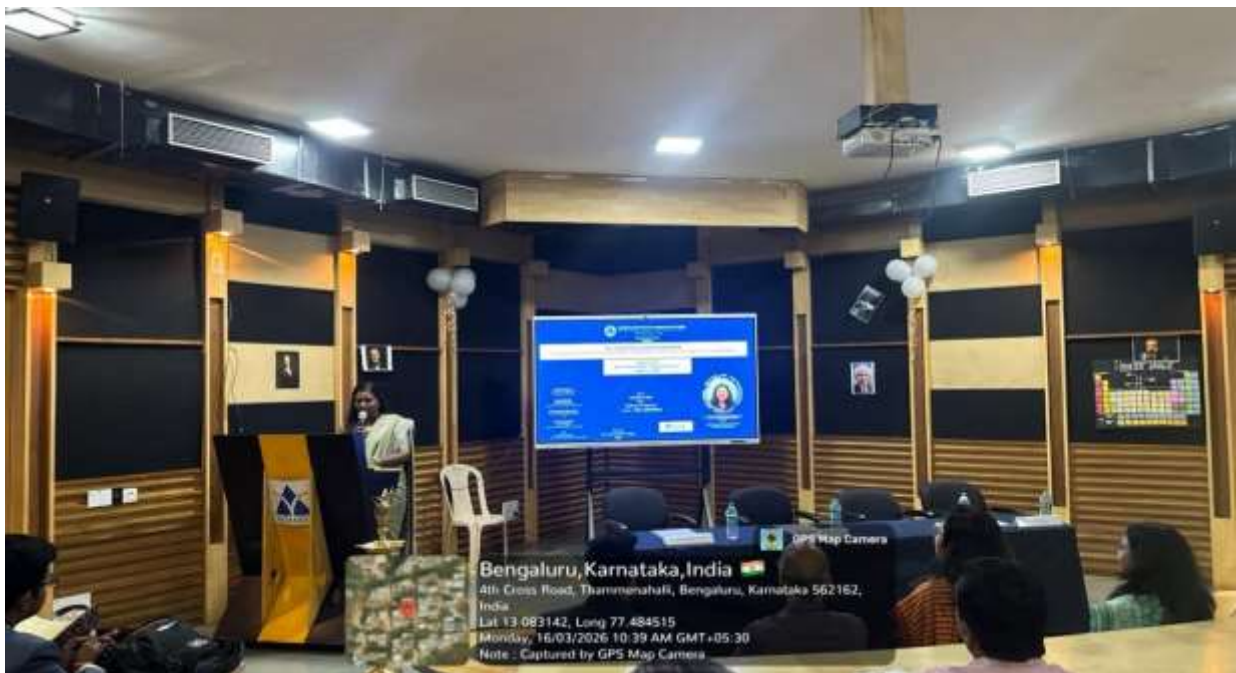
The resource person for the workshop was Dr. Sangeetha Menon, Regional Publishing Manager, Emerald Publishing, Emerald. She delivered an insightful and informative session highlighting the importance of research publications and the role of reputed academic publishers in disseminating quality research. During her session, she explained how researchers and academicians can convert their research work into high-quality journal articles that meet international publishing standards.

Dr. Sangeetha Menon also discussed the process of selecting appropriate journals, preparing manuscripts, and avoiding common mistakes in academic writing. She provided valuable guidance on maintaining research ethics, ensuring originality, and following proper citation and referencing practices. Her session was highly interactive and helped participants understand the significance of publishing research in reputed indexed journals.

The workshop was very beneficial for faculty members as it provided practical knowledge about academic research, publication opportunities, and the application of AI and robotics in business practices. Participants actively engaged in discussions and clarified their queries regarding research writing and publishing.

Overall, the workshop was successful in achieving its objectives and served as an excellent platform for knowledge sharing and academic interaction. It also motivated participants to contribute quality research papers to the upcoming International Conference.

Photos:



Inviting the Guest by Ms. Jency Fernandez



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Invocation song by I MBA student Ms. Sneha



Lightening the Lamp by Dr. Gurunath Rao Vaidya, Dr. Kiran L Maney, Ms. Sangeeta Menon, Dr. P.Venkaiah Babu and Ms. Jensy Fernandez



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Presidential Address by the Principal, Prof. Gurunath Rao Vaidya



Guest Profile reading by Mr. Akash Krishna



Ms. Sangeeta Menon interacting with faculties in Pre conference workshop



Ms. Sangeeta Menon Explaining Article Preparation process to Faculties



Faculty Participated in Pre conference workshop



Q & A Session



Token of Appreciation to Ms. Sangeeta Menon by Prof. Gurunath Rao Vaidya

Outcomes:

1. Explain how AI and robotics reshape traditional business models into smart, data-driven enterprises.
2. Identify strategic areas where AI can improve productivity, efficiency, and profitability.
3. Evaluate business opportunities and risks associated with AI adoption.
4. Design innovative business strategies leveraging AI tools and automation technologies.
5. Develop a framework for gaining sustainable competitive advantage through intelligent technologies.

Conclusion:

The Pre-International Conference Workshop on “AI & Robotics for Next-Gen Business: Strategy, Innovation and Competitive Advantage” was highly informative and beneficial for all participants. The session provided valuable insights into the emerging role of artificial intelligence and robotics in modern business environments and highlighted their importance in driving innovation, efficiency, and competitive advantage.

The guidance shared by Dr. Sangeetha Menon, Regional Publishing Manager, Emerald Publishing, was particularly valuable as it helped participants understand the significance of academic research, quality publications, and ethical research practices. Her practical suggestions on



manuscript preparation and journal selection motivated faculty members to focus on producing high-quality research work.

Overall, the workshop successfully achieved its objectives by enhancing the knowledge of participants and encouraging them to actively contribute to research and academic publications. It also served as an excellent preparatory platform for the upcoming International Conference and inspired participants to engage in collaborative learning and research activities.

Audience Feedback Summary:

