

Newspaper Clippings

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KRISTU JAYANTI COLLEGE HOSTS INTERNATIONAL CONFERENCE ICMBC 2025

The Department of Commerce PG organized The International Conference on Metaverse in Business and Commerce: Trends, Challenges and Opportunities (ICMBC 2025) in collaboration with Birmingham City University, United Kingdom and EuroMid Academy of Business and Technology, Turkey.

The highlight of the inauguration was the speech delivered by the Chief Guest, Mr Owais Rasool Bhat, Executive Director, Audit Partnership, emphasizing on the evolution of metaverse and AI transforming the retail sector by enhancing customer engagement, building brand awareness, and enabling innovative marketing strategies without geographical limits. Guest of honor, Mr Matthew Coe, Manager, Audit partnership highlighted that leveraging AI and machine learning to process vast datasets is crucial for deriving actionable insights and optimizing operations.

A major highlight of ICMBC 2025 was its meticulously curated sessions, led by renowned experts in the field. Sessions delved into areas like- Digital Twinning and Redefining Asset Lifecycle Management, Innovations in Metaverse- AR, VR and Beyond, Quantum and AI Driven Innovation for Sustainable Development by Leveraging Metaverse and Metaverse- Shaping the Future of Enterprises. The conference gave opportunities for paper presentation and Scopus indexed paper publications.

