



RSET's
Deviprasad Goenka
management college of media studies
INDIA'S PREMIER MEDIA SCHOOL

DGMC



Date:
7th and 8th
March 2025

5th International Conference

Artificial Intelligence in Interdisciplinary Studies

Conference Collaborators:



Campus Location: DGMC, RSET Campus, Malad West, Mumbai
Mode of Conference: Online

FOREWORD



As a Donor Trustee of Rajasthani Sammelan Education Trust, I congratulate **RSET's Deviprasad Goenka Management College of Media Studies** on successfully organizing **the 5th International Virtual Conference on "Artificial Intelligence in Interdisciplinary Studies."**

This initiative exemplifies our Trust's vision of fostering educational excellence that transcends conventional boundaries. The conference has brought together global thought leaders and emerging scholars to address one of the most transformative technological revolutions of our time.

The papers compiled in this publication represent a significant contribution to the discourse on AI's role in reshaping our professional landscape. I am particularly pleased to see the emphasis on ethical considerations alongside technological innovation.

DGMC continues to make RSET proud through such forward-thinking academic endeavors. I extend my appreciation to **Dr. Ameet Vora** and her dedicated team for their outstanding work in conceptualizing and executing this important intellectual exchange.

May this publication inspire continued exploration and responsible application of artificial intelligence across all disciplines.

Shri Narendra Goenka

Donor Trustee

Rajasthani Sammelan Education Trust

FOREWORD



Going through this publication has been an enlightening experience, as it beautifully reflects the academic depth, research excellence, and forward-thinking approach that define **RSET's Deviprasad Goenka Management College of Media Studies (DGMC)**. This edition is not merely a compilation of research papers but a remarkable scholarly contribution to the ongoing discourse on **Artificial Intelligence (AI) and its interdisciplinary impact**. What makes this initiative even more commendable is DGMC's collaborations with esteemed institutions such as **Lingaya's Lalita Devi Institute of Management & Sciences (India)**, **MISR University for Science and Technology (Egypt)**, and **RSET's Ladhidevi Ramdhar Maheshwari Night College of Commerce (India)**. Additionally, the **publishing partnership with Grand Academia Portal Research Journals (Bodhi Taru)** has further strengthened this academic endeavor, ensuring that the research presented here reaches a wider scholarly audience and makes a lasting impact.

The **5th International Virtual Conference on "Artificial Intelligence in Interdisciplinary Studies"** has successfully created a platform for intellectual dialogue at the intersection of AI and various disciplines, including business, media, education, healthcare, ethics, and governance. The depth of research, critical insights, and innovative perspectives presented in this edition highlight the transformative role of AI in shaping societies and industries. DGMC's commitment to fostering such meaningful discussions and bridging the gap between academia and industry is truly praiseworthy.

As we navigate an era of rapid technological advancements, it is crucial to ensure that progress is guided by ethical considerations, innovation, and academic rigor. Through its dedicated efforts, DGMC continues to play a pivotal role in shaping the academic and research landscape in AI and interdisciplinary studies. I extend my heartfelt congratulations to the editorial team, contributors, and the organizing committee for curating such a thought-provoking and insightful publication. May this initiative continue to inspire scholars, practitioners, and students alike, and may DGMC reach even greater heights in its pursuit of academic and research excellence.

Shri Ashok M Saraf

President

Rajasthani Sammelan Education Trust (RSET)

FOREWORD



It is with immense pride and intellectual excitement that I present the proceedings of the **5th International Virtual Conference on "Artificial Intelligence in Interdisciplinary Studies,"** organized by RSET's **Deviprasad Goenka Management College of Media Studies** in association with our esteemed academic partners.

This compilation represents a convergence of diverse perspectives that collectively illuminate the transformative potential of artificial intelligence across disciplinary boundaries. As we navigate the rapidly evolving landscape of AI, the need for interdisciplinary dialogue has never been more critical. The research papers, panel insights, and keynote addresses contained within these pages reflect the collaborative spirit that defines our approach to understanding complex technological phenomena. The conference explored numerous dimensions of AI application—from its role in revolutionizing business and marketing strategies to its profound impact on media, communication, education, and humanities. Our distinguished speakers from across the globe, representing institutions such as the **University of Philippines, MISR University for Science and Technology, Baylor University, and Ateneo de Manila University,** contributed invaluable insights that have enriched our understanding of AI's multifaceted implications.

Particularly noteworthy were the technical sessions addressing AI in business and finance, ethics and governance, education, healthcare, and sustainability. These sessions underscored that AI is not merely a technological innovation but a societal force that requires thoughtful integration across all aspects of human endeavor. As educators and media professionals, we at DGMC recognize our responsibility to prepare students for a future where AI will be increasingly integrated into professional practices. This conference represents our commitment to fostering critical engagement with emerging technologies while emphasizing ethical considerations and responsible innovation.

I extend my heartfelt gratitude to our academic partners—**RSET's Ladhidevi Ramdhar Maheshwari Night College of Commerce, Lingaya's Lalita Devi Institute of Management & Sciences,** and **MISR University (Egypt)**—whose collaboration made this intellectual exchange possible. I also thank our publishing partner, **GAP Bodhi Taru,** for their support in disseminating these valuable contributions to the wider academic community.

This publication serves not only as documentation of our collective scholarly endeavors but also as an invitation to continue the crucial conversations that were initiated during the conference. As we embrace the possibilities that AI presents, let us do so with a commitment to harnessing its potential for the betterment of humanity, guided by ethical principles and interdisciplinary perspectives.

Dr. Ameer Vora

Principal

RSET's Deviprasad Goenka Management College of Media Studies

FOREWORD



It is with great pride and appreciation that I extend my sincere gratitude to **Deviprasad Goenka Management College of Media Studies (DGMC)** and all collaborating institutions for organizing the **5th International Virtual Conference on "Artificial Intelligence in Interdisciplinary Studies."** Ladhidevi Ramdhar Maheshwari Night College of Commerce (LRMC) is honored to be an academic partner in this esteemed initiative, which brings together leading minds to explore the ever-expanding impact of Artificial Intelligence across disciplines.

The rapid advancements in AI have reshaped industries and academia alike, making it imperative for scholars, researchers, and professionals to engage in discussions that address both opportunities and challenges. This conference stands as a testament to the power of interdisciplinary collaboration in fostering innovation, ethical considerations, and knowledge-sharing.

I extend my heartfelt appreciation to the distinguished speakers, panelists, and researchers who will be contributing to this event. Their insights and expertise will undoubtedly enrich the discourse, paving the way for meaningful developments in AI applications across commerce, humanities, science, and beyond.

On behalf of **LRMC**, I extend my best wishes for the success of this conference. May this event serve as a platform for intellectual growth, global networking, and groundbreaking research that benefits academia and society.

Looking forward to continued collaborations in the future.

With best regards,

Dr. Preeti Oza

Principal

Ladhidevi Ramdhar Maheshwari Night College of Commerce (LRMC)

Mumbai, India

FOREWORD



At the turn of this century, AI has witnessed a transitional phase in innovation that has altered the very nature of technology and the core functioning of interdisciplinary research. Sailing out of the conventional boundaries of Computer Science and Engineering, its presence and effect are all-pervasive, from media to healthcare, from you and me to creative jobs. Examining how AI transforms research, innovation, and problem-solving across several disciplines is essential at this juncture of human intellect and machine intelligence.

This journal, 'Artificial Intelligence in Interdisciplinary Studies,' provides a forum to explore AI's significant influence in several fields. AI contributes immensely to innovation, handling multiple simultaneous complex data wrangling and sorting to provide a Midas touch to the creative facets of highly nuanced art forms like filmmaking. This journal aims to present a bouquet of disciplines woven by the common thread of AI and show how AI is amalgamating our behavior, creativity, and interaction.

As we voyage into the zestful perimeter, striking the equilibrium between scientific progress and ethical issues is significant. It would not be wrong to say that incorporating AI into interdisciplinary studies offers virtue and vice, Pandora's Box, which needs to be calibrated with the highest standards of morals and ethics.

Undoubtedly, this journal will act as a yardstick for scholars, researchers, and AI connoisseurs, inculcating greater discussion around AI's transformative potential. I hope all of you dive deep into the subject matter presented herein and it acts a catalyst for all of us to expand the zenith of knowledge and creativity in this continually evolving environment.

Prof. (Dr.) Pranav Mishra

Director,

Lingaya's Lalita Devi Institute of Management and Sciences

New Delhi - 110047

FOREWORD



While artificial intelligence (AI) continues to evolve, its effect increases surpassing computer science and engineering, impacting fields of life as diverse as marketing, medicine, social sciences and education. The Fifth Virtual Conference of “Artificial Intelligence in Interdisciplinary Studies” can be regarded as a dynamic platform for scholars, practitioners and researchers from different fields and disciplines to explore how artificial intelligence transforms those respective fields of life. By fostering interdisciplinary discussion, this conference tends to uncover new perspectives, innovative metrics, and critical perceptions on the chances and challenges that artificial intelligence presents today.

The role of artificial intelligence in interdisciplinary studies is becoming crucial as it tends to reshape industries and redefine types of human interactions in different areas of life. This conference brings together researchers, thought leaders and practitioners from different fields and integrates thought schools to explore the artificial intelligence potential across various disciplines, which hopefully will pave the way for groundbreaking visions and future collaborations.

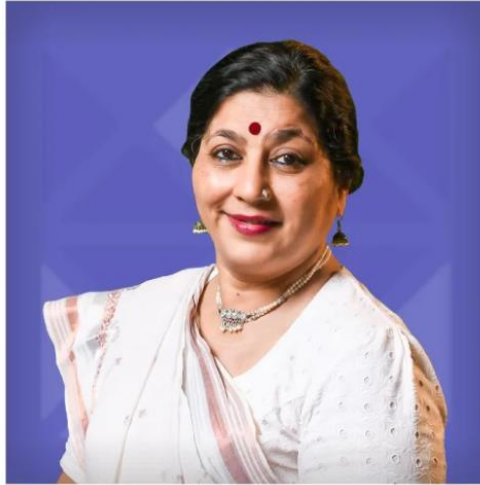
This conference can be regarded as a kind invitation to engage in meaningful and insightful discussions that bridge technical expertise with diverse voices in order to cultivate a deeper understanding of the significance of the role played by artificial intelligence interdisciplinary fields.

Best Regards,

Prof. Dr. Amani Omar Elhusseini

Misr University for Science and Technology-Egypt.

Chief Editor



Dr. Ameer Vora

Associate Editors



Nilanksha Sachdev



Divya Narang Tinna

Reviewers



Dr. Nisha Dahiya



Dr. Jisha Vijay