



**Brunel**  
University  
London

**8-9 July 2024**

# **Sustainable AI Ecosystems: Adapting to Transforming Business Environment**

**Navigating the AI Nexus  
The 2<sup>nd</sup> International  
Conference**



**SUPPORTED BY**



## ORGANISING COMMITTEES



Chair and Organiser  
**Professor Ashley Braganza**  
Brunel University London



Co-Organiser  
**Dr Pantea Foroudi**  
Brunel University London



Co-Organiser  
**Dr Weifeng Chen**  
Brunel University London

## ORGANISING SUPPORT

Knowledge exchange  
**Dr Ashkan Pak Seresht**  
Brunel University London

# Purpose and scope

**The Second International Conference, titled “Sustainable AI Ecosystems: Adapting to the Evolving Business Environment,” is designed to serve as a pivotal forum for the exchange of ideas and research on the critical issues emerging at the intersection of AI, the Metaverse, and the business world.**

Our aim is to explore the opportunities and challenges presented by these technologies, providing a pathway towards a future that is ethically sound, legally compliant, and technologically advanced. At the heart of the conference is an exploration of the ethical dimensions of AI and the Metaverse, focusing on transparency, fairness, bias, and societal impacts. These discussions will delve into the complexities of ethics and trust in AI deployment, highlighting their crucial role in sustainable technology integration. Additionally, the conference will address technological risks associated with AI and the Metaverse, such as system failures, security breaches, and privacy concerns. A key focus will be on creating reliable, safe, and ethical technologies in these rapidly evolving domains.

The evolving legal frameworks surrounding AI, including intellectual property rights, virtual real estate, digital assets, and avatar rights, represent a significant area of focus. The conference seeks to provide clarity on the legal and regulatory landscapes that are shaping the business applications of AI. Bridging theoretical and practical insights, the event will foster sustainable and responsible development in AI and the Metaverse, encouraging submissions that push the boundaries of current technologies and methodologies. Governance and policy development will also be central themes, as we examine their role in ensuring the ethical growth of AI and the Metaverse and in shaping the future of these technologies. Discussions will include the role of AI in promoting sustainable business practices and environmental stewardship, and the impact of AI on organizational structures, culture, and processes.

Furthermore, the conference will explore the transformative role of AI in branding strategies and communication channels, underscoring the importance of adapting to new marketing paradigms. The convergence of AI with the Metaverse and its reshaping of business practices and models will also be a key area of discussion. We seek contributions from scholars, industry experts, policymakers, and regulators, aiming to foster a multidimensional understanding of these dynamic fields. The insights gathered are intended to guide current and future practitioners and theorists in navigating the complex landscape of sustainable AI ecosystems in business.

# Themes and topics

**Ethical Dimensions of AI and the Metaverse:** Addressing issues of transparency, fairness, bias, societal impacts, and trust-building in AI deployment.

**Technological Risks and Trust in AI and the Metaverse:** Exploring system failures, security breaches, privacy concerns, and the development of reliable, safe, and ethical technologies.

**Legal Challenges and Regulation:** Covering intellectual property rights, virtual real estate, digital assets, avatar rights, and navigating legal frameworks alongside AI business regulation.

**Academia-Industry Dialogue for Innovation:** Bridging theoretical and practical insights for sustainable and responsible AI and Metaverse development, including cutting-edge technologies and methodologies.

**Governance, Policy Development, and Sustainable Growth:** Examining the role of governance and policy in fostering trust, ensuring inclusive, ethical growth, and shaping AI's future.

**Sustainability in AI:** Investigating AI's role in sustainable business practices and environmental stewardship.

**Organizational Change and AI:** The impact of AI on organizational structures, culture, and processes.

**AI and the Metaverse in Business:** Delving into the convergence of AI with the Metaverse and its business implications.

**Branding and Communication in the AI Era:** The role of AI in transforming branding strategies and communication channels.

Your contributions will help shape the dialogue around these critical issues, exploring the intricate tapestry of opportunities and challenges, and providing insights for a future that is ethically sound, legally compliant, and technologically advanced. The provided themes offer a comprehensive guide for potential contributors, covering a wide range of topics relevant to the evolving landscape of AI, the Metaverse, and their impact on various aspects of business and society. Together, these insights will contribute to a more nuanced understanding of these dynamic fields.

# Event venue



Brunel Business School  
Eastern Gateway,  
Kingston Ln, Uxbridge  
UB8 3PN



## FORMAT

English is the language of the colloquium and all related publications.

## PRACTITIONER CONTRIBUTORS

Submit a PowerPoint slide deck with notes that explain the messages

## ACADEMIC CONTRIBUTORS

- Format for extended abstracts
- Length
- Extended abstract 1000 words.

## CONTENTS

- Purpose and objectives of the paper
- Originality - what is new about it?
- Research methodology
- Findings and discussion
- Theoretical and practical implications
- Research limitations
- Conclusions.

## LENGTH

Full-length papers: 6,000 words in total, including references and a maximum of 5 tables/figures. Maximum page length 45 pages including title page, tables, figures and references.

## KEY DATES

- **PAPER SUBMISSION DEADLINE: 15 MAY 2024 AT 23:59 GMT**
- **SUBMISSION NOTIFICATION: 24 MAY 2024**
- **REGISTRATION DEADLINE: 24 JUNE 2024 AT 23:59 GMT**

**Call for abstracts: Sustainable AI Ecosystems: Adapting to Transforming Business Environment**

[Submission link](#)



**Selected speakers will be invited to submit full papers for a proposed special issue.**

Submission link



LinkedIn page



Website



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