



# INTEGRAL UNIVERSITY



**DEPARTMENT OF BUSINESS MANAGEMENT**

**FACULTY OF COMMERCE & MANAGEMENT**

**CELEBRATES**

**“WORLD CONSUMER RIGHTS DAY 2024”**

**ON**

**17<sup>TH</sup> MARCH, 2024**

**EVENT: INTER DEPARTMENTAL QUIZ**

**ON THE THEME**

**“FAIR AND RESPONSIBLE AI FOR CONSUMERS”**

**LINK FOR QUIZ: [HTTPS://FORMS.GLE/3ED8DF59JWT9TNBL8](https://forms.gle/3ED8DF59JWT9TNBL8)**

**CONVENORS**

**PROF. ADEEL MAQBOOL**

**PROF. SYED SHAHID MAZHAR**

**VICE DEAN, FCM**

**HEAD, DBM**

**FACULTY CO-ORDINATOR**

**DR. AISHA BADRUDDIN**

## **Report on World Consumer Rights Day 2024**

World Consumer Rights Day is celebrated globally on March 15<sup>th</sup> every year to raise awareness about consumer rights and to advocate for fair and responsible practices in the marketplace. In light of this important day, the Department of Business Management, Integral University organized an inter-departmental quiz focused on the theme of "Fair and Responsible AI for Consumers." The entire event was convened by Prof. Adeel Maqbool, Vice Dean of Faculty of Commerce & Business Management and Prof. Syed Shahid Mazhar, Head of Department of Business Management and coordinated by Dr. Aisha Badruddin, Associate Professor in Department of Business Management.

The primary objective of the event was to educate students about the implications of artificial intelligence (AI) on consumer rights and to foster a deeper understanding of the importance of fair and ethical AI practices in the realm of consumer protection.

The event took place online, accessible to all registered students via the link <https://forms.gle/3eD8DF59jWT9tNBL8>. The quiz consisted of multiple-choice questions, covering various aspects of AI's impact on consumer rights, ethical considerations, and regulations. Students from various departments across the university actively participated in the online quiz competition. The event garnered enthusiastic involvement, reflecting the students' keen interest in understanding the intersection of AI and consumer rights.

The quiz questions were meticulously crafted to cover a wide range of topics related to AI and consumer rights, including: Ethical considerations in AI development and deployment, Consumer data privacy and protection in the era of AI, the role of regulatory bodies in ensuring fair AI practices, Impacts of AI algorithms on consumer decision-making processes and Case studies highlighting instances of AI bias and discrimination in consumer services.

The event proved to be highly successful in achieving its objectives. It provided students with a platform to engage in meaningful discussions about the ethical implications of AI on consumer rights. Moreover, it encouraged students to think critically about the role of technology in shaping the consumer landscape and the importance of advocating for fair and responsible AI practices.

In conclusion, the inter-departmental online quiz organized by the Department of Business Management, Integral University on World Consumer Rights Day 2024 served as a valuable educational initiative. By raising awareness and fostering dialogue on the theme of fair and responsible AI for consumers, the event contributed to empowering students to become informed advocates for consumer rights in the digital age.