



# VELS



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PALLAVARAM, THALAMBUR, PERIYAPALAYAM - CHENNAI

**PROCEEDINGS OF THE TWO-DAY  
NATIONAL SEMINAR  
ON  
INDIAN ECONOMIC PROGRESS  
TOWARDS ACHIEVING THE SDGs**

**IN COLLABORATION  
WITH  
INDIAN ECONOMIC ASSOCIATION**

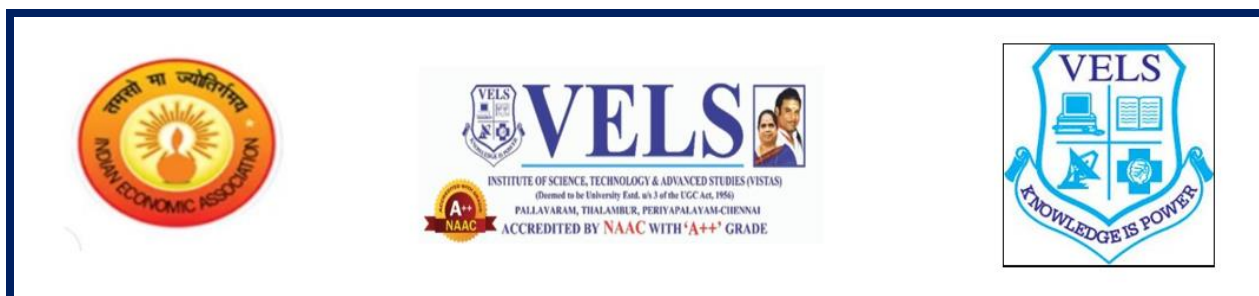
**25<sup>th</sup> and 26<sup>th</sup> April 2025**

**Organized by  
Department of Economics**

**School of Commerce and  
Economics**

**VISTAS**

**Pallavaram, Chennai - 600117**



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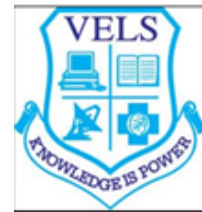
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*M Dinesh Mba Shipping And Logistics Management 2nd Year VISTAS*

*Dr D Anitha Kumari, Associate Professor And Programme Coordinator Mba Shipping And Logistics Management VISTAS*

### **Abstract**

Vessel schedule reliability is crucial for effective global maritime transport, as delays can disrupt trade and supply chains. This study examines key causes of schedule unreliability, including port congestion, weather disruptions, mechanical issues, and regulatory delays. It proposes a strategic framework to mitigate these risks through digital tools like real-time tracking, AIS, IoT sensors, and predictive analytics for proactive voyage planning. Emphasis is placed on predictive maintenance, Just-In-Time port arrivals, and port call optimization to reduce turnaround times. Additionally, flexible fleet structures, standardized operations, and skilled crew support consistent performance. Collaboration among shipping lines, ports, and logistics partners, along with continuous KPI-based monitoring, is essential to improve schedule reliability and overall maritime efficiency.

**Key words:** *Predictive maintenance, Voyage optimization, Port call efficiency, Risk mitigation*

## **Ethical Challenges of AI-Enabled Supply Chain Sustainability Monitoring**

*Smruti Rekha Patro Ph.D Research Scholar VISTAS*

*Dr.V.Shanthi , Assistant Professor Department of Commerce VISTAS*

### **Abstract**

Using AI in commercial operations involves managing enormous amounts of data, which raises serious privacy issues. Legal repercussions and a decline in public trust could result from data breaches or unethical data use. Lack of transparency in decision-making is the primary problem with AI implementation. In order to demonstrate the concrete impact of transparency on stakeholder trust, the researcher in this study examined real-world case studies. Transparent AI algorithms are crucial. This aids in integrating the decision-making processes and keeps them out of the infamous "black box in AI." Transparency is crucial for understanding the underlying mechanics of AI algorithms.

**Keywords:** Decision-making, AI application, and ethical issues.