

**Organizing Secretary,
National Level Seminar,
Department of Business Administration,
Adhiparasakthi College of Arts and Science,
G.B. Nagar, Kalavai – 632 506,
Ranipet District, Tamil Nadu.**

09.00 am–09.30 am – Registration

09.30 am–10.00 am	–	Inauguration
10.00 am–11.30 am	–	Lecture 1
11.30 am–11.45 am	–	Tea Break

11.45 am–01.00 pm – Lecture 2
01.00 pm–02.00 pm – Lunch Break

02.00 pm–03.30 pm	–	Poster Presentation & Best Manager
03.30 pm–04.00 pm	–	Valediction

Patrons : **Tmt. Lakshmi Bangaru Adigalar,**
Vice-President
: **Sakthi Thiru G.B. Anbalagan,**
Managing Trustee
: **Sakthi Thiru G.K. Sathishkumar,**
Director

Chairman : Dr. A. Mohamed Sadiq,
Principal

Organizing Secretary : **Mr. A. Nisar Ahamed**, Head of the Department

Members : **Mr. A. Ashokan**
Mrs. S. Anith Neema
Mr. S. Partheeban

For information, contact

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AIM '23

March 16, 2023



Organized by
Department of Business Administration
Adhiparasakthi College of Arts and Science
(Autonomous)

Reaccredited by NAAC with B++ Grade
Affiliated to Thiruvalluvar University
G.B. Nagar, Kalavai – 632 506,
Ranipet District, Tamil Nadu.

Phone : 04173-242226, Mobile :98406 09369
Fax : 04173-242646
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INVITATION

College Profile:

Adhiparasakthi College of Arts and Science, G.B. Nagar, Kalavai, sponsored by ACMEC Trust (Adhiparasakthi Charitable, Medical, Educational and Cultural Trust), Melmaruvathur, is the first self-financing co-educational College to be started in the State in the year 1988. The College is governed by a council of Educationists, Scientists and Philanthropists. It was affiliated to Madras University till the academic year 2000 - 2001 and was later affiliated to Thiruvalluvar University, Vellore, from the year 2001 - 2002 onwards. The College has been accredited by NAAC with B grade from 2007 and reaccredited with B++ Grade with a CGPA score of 2.83 in 2014. The college has received permanent affiliation from the Thiruvalluvar University during 2008-2009. The College is conferred with Autonomous status from the year 2011-2012. The College is located on the Vellore - Puducherry Highway, about 45 kms from Vellore. Inculcation of character and virtues, besides academic training is our hallmark. Duty, Dignity and Discipline are our watch-words.

Department Profile:

The Department of Business Administration was started in the year 2004. The Department has competent faculty and their culture of blending knowledge and responsibility has enriched the performance of the students.

Theme of the Seminar:

AI marketing uses artificial intelligence technologies to make automated decisions based on data collection, data analysis, and additional observations of audience or economic trends that may impact marketing efforts. AI marketing tools use data and customer profiles to learn how to best communicate with customers, and then serve them tailored messages at the right time without intervention from marketing team members, ensuring maximum efficiency. AI marketing solutions optimize and streamline campaigns while eliminating risk for human error. Marketers can leverage AI to build marketing analytics techniques for targeting the customers which are potential and create customized experiences for their customers.

For many of today's marketers, AI is able to conduct tactical data analysis faster than its human counterparts and come to fast conclusions based on campaign and customer

context. It helps the team members of the organization, give time to focus on strategic initiatives that can then inform AI-enabled campaigns. With the advent of AI and its growth at a high rate, marketers currently have to no longer wait until the end of a campaign to make the decisions, but they can make use of real-time analytics to make better media choices. In a multitude of use cases, AI is being used in marketing initiatives across a broad array of industries including financial services, healthcare, government, retail, entertainment, and more.

“AI is not just heading for our industry, and it will radically change the use of machinery we use in marketing” said by Tim Berners Lee. There are numerous ways businesses can take advantage of Artificial Intelligence and Machine Learning to create a more comprehensive marketing plan. The theme of the Seminar is to bring out the deliberations from academic experts about the uses and applications of Artificial intelligence in India.

Venue:

Seminar Hall, Adhiparasakthi College of Arts & Science (Autonomous) Campus, G.B. Nagar, Kalavai, Ranipet District.

Registration Fee:

- UG / PG: Rs.250, spot registration accepted.
- Research Scholars, Faculty and Industry Participant Rs.300
- Registration fee includes access to all sessions, seminar kit, participation certificate and lunch.

Invited Speakers:

1. Dr. L. Mothilal, M.B.A., Ph.D.

Professor,
Department of Management Studies,
Pondicherry University, Pondicherry.

2. Dr. J. Khaja Sheriff, M.B.A, M.C.A, Ph.D

Professor and Head,
Department of Management Studies,
University of Madras, Chennai.

REGISTRATION FORM

You are requested to kindly fill the given form and send it to the Organising Secretary.

Name :

Designation :

Address :

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City :

Pin Code :

State :

Phone :

Email :

Amount :

Signature :

Note: Photocopy of the Registration form can also be used