

An Expert Talk on

"The Role of Artificial Intelligence in Marketing"



Organized by

Department of Commerce and Management

Introduction

The event titled "The Role of Artificial Intelligence in Marketing" was organized by the Department of Commerce and Management on February 3, 2025. **Dr. Suhail Ahmad Butt**, VIT School of Business, VIT University, Andhra Pradesh. A prominent scholar in the field of marketing and AI, served as the resource person for the event.

The session aimed to explore the transformative potential of Artificial Intelligence (AI) in the marketing domain, focusing on how businesses can leverage AI technologies to enhance their marketing strategies, improve customer experiences, and drive overall business growth.

Objectives of the Event

- 1. To provide an overview of AI technologies applied in marketing.
- 2. To discuss the implications of AI on consumer behavior and decision-making.
- 3. To highlight case studies and real-world examples of successful AI implementation in marketing.

Overview

The comprehensive presentation encompassed several key areas:

1. Understanding AI in Marketing

- ✓ Dr. Butt began with a foundational explanation of Artificial Intelligence, defining key terms such as machine learning, natural language processing, and neural networks.
- ✓ He outlined the evolution of AI technologies and their increasing integration into marketing strategies.

2. Applications of AI in Marketing

- ✓ The discussion included various applications of AI in marketing, such as customer segmentation, personalized marketing, chatbots, predictive analytics, and recommendation systems.
- ✓ Case studies on companies like Amazon and Netflix were presented to illustrate AI's effectiveness in enhancing customer engagement through tailored experiences.

3. Impact on Consumer Behavior

- ✓ Dr. Butt emphasized how AI influences consumer behavior by providing personalized experiences that lead to increased customer satisfaction and loyalty.
- ✓ The role of AI in gathering and analyzing consumer data to understand market trends and preferences was also discussed.

4. Challenges and Ethical Considerations

- ✓ The session addressed the challenges of implementing AI in marketing, including data privacy concerns, the need for transparency, and the potential for bias in decision-making algorithms.
- ✓ Dr. Butt urged marketers to adopt ethical AI practices to build trust and avoid potential backlash from consumers.

5. Future of AI in Marketing

- ✓ Looking forward, Dr. Butt discussed emerging trends in AI, such as the use of augmented reality (AR) in marketing campaigns and the integration of AI with the Internet of Things (IoT).
- ✓ He encouraged attendees to stay updated on technological advancements and continuously adapt their marketing strategies accordingly.

Outcomes & Conclusion

- ➤ The participants could explore the intersection of AI, data analytics, and marketing.
- Case studies and real-world examples were discussed

The seminar concluded with a Q&A session, allowing participants to engage directly with the resource person exploring the nuances of AI in marketing

PHOTO GALLERY



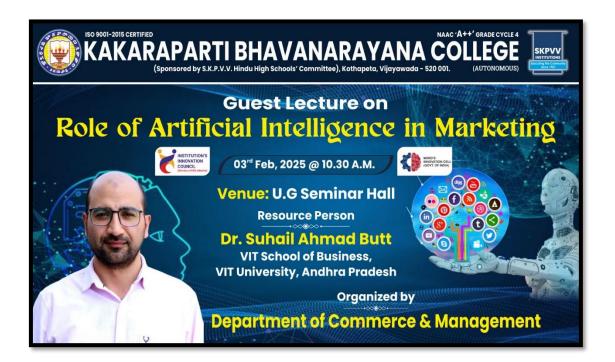
Dr. Suhail Ahmad Butt, VIT School of Business, VIT University, Andhra Pradesh. Delivering his message



Students gathering during Guest Lecture



Felicitation to the chief Guest after the Guest Lecture



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