

A Report on Alumni Guest Lecture
"Unlocking Growth: AI Technologies for Smart Marketing and Empowering Entrepreneurs"
Organized by Department of Management Studies
on 12.11.2024



Report Submitted by: Dr. K. S. Krishna, Associate Professor, Department of Management Studies.
Resource Person Details: Tasleem Kousar, Investor Engagement Manager, Tablon Company, Dubai.
Venue: Seminar Hall-B
Time: 10:15 AM to 1: 15 PM
Attendance: 110 students I semester MBA
Mode of Conduct: Offline
Report Received on 26.11.2024

The Department of Management Studies conducted a Alumni Guest Lecture on “Unlocking Growth: AI Technologies for Smart Marketing and Empowering Entrepreneurs” on 12th November 2024.

Inaugural Session:

The session commenced at 10:15 AM and continued until 1:00 PM in Seminar-B. Miss Pramodini, a final-year MBA student, welcomed the dignitaries, including Dr. Krishna, Dr. Poonam Sahoo, Dr. Akhilesh, and the esteemed alumni guest speaker, Miss Tasleem Kousar, onto the dais. Following the introduction, Dr. Krishna shared a few words on the central theme behind organizing the Alumni Guest Lectures and emphasized how these sessions provide valuable career insights and mileage for junior MBA students.

Miss Tasleem Kousar, the alumni guest speaker, then took the stage and delivered an insightful talk on “Unlocking Growth: AI Technologies for Smart Marketing and Empowering Entrepreneurs,” shedding light on how AI can drive business growth and empower entrepreneurs.

The Alumni Guest Lecture delves into the transformative impact of artificial intelligence (AI) on marketing, emphasizing its potential to empower entrepreneurs. It explores how AI technologies can significantly enhance the marketing strategies of businesses, with a particular focus on small and medium-sized enterprises (SMEs) and start-ups. The lecture highlights how AI can help these businesses optimize their marketing efforts, streamline customer engagement, and create personalized experiences, ultimately driving long-term and sustainable growth. By leveraging AI, entrepreneurs can improve decision-making, increase operational efficiency, and gain a competitive edge in today's dynamic market landscape. AI helps businesses automate marketing tasks, such as content creation, email campaigns, and social media management, freeing up valuable time and resources. Additionally, AI-powered tools enable better customer engagement through chatbots, predictive analytics, and personalized recommendations, fostering stronger relationships and increasing conversions. With AI's ability to optimize advertising, enhance customer experiences, and improve cost efficiency, entrepreneurs can scale their businesses more effectively, stay competitive, and maximize ROI. By integrating these technologies, entrepreneurs can unlock new opportunities for growth, drive smarter marketing strategies, and build more agile, customer-centric businesses.

Objectives of the Guest Lecture

- **Analyse AI Tools in Marketing:** Identify and evaluate the various AI technologies currently used in marketing, such as machine learning, natural language processing (NLP), chatbots, predictive analytics, and customer segmentation tools.
- **Understanding AI's Role in Entrepreneurial Growth:** Investigate how AI can support entrepreneurs in scaling their businesses, improving customer acquisition, retention, and driving operational efficiency.
- **Develop AI-Driven Marketing Strategies:** Provide practical insights into how AI can be applied to create more personalized, data-driven marketing campaigns.
- **Assess Impact on Decision-Making:** Understand how AI influences decision-making in marketing, including pricing strategies, customer insights, and product recommendations.
- **Evaluate Challenges and Barriers:** Investigate the common challenges faced by entrepreneurs when integrating AI technologies into their marketing strategies and the solutions to overcome them.

The key takeaways from the Lecture include:

The guest lecture will connect the transformative power of artificial intelligence (AI) with the practical needs of entrepreneurs, providing valuable insights into how AI can reshape marketing strategies and empower business growth. Key information shared during the lecture will include:

- **AI in Marketing:** Attendees will learn about various AI tools—such as machine learning, natural language processing (NLP), chatbots, and predictive analytics—and how they can be used to enhance customer segmentation, personalize marketing efforts, improve content creation, and make data-driven decisions in marketing strategies.
- **Empowering Entrepreneurs:** The lecture will explore how AI helps entrepreneurs automate time-consuming tasks, improve operational efficiency, and gain deeper
- **Insights into customer behaviour:** This enables small and medium-sized businesses (SMEs) and startups to compete more effectively with larger corporations, scale operations, and enhance their overall business performance.
- **Benefits and Outcomes:** The lecture will highlight the many benefits of using AI in marketing, such as improved marketing performance, cost efficiency, innovation, and more personalized customer experiences. Entrepreneurs will gain insight into how leveraging AI-driven marketing strategies can lead to better customer acquisition, increased ROI, and long-term business growth.
- **Challenges and Solutions:** The lecture will also address the common obstacles entrepreneurs face when adopting AI, including high costs, technical complexity, and limited expertise. Practical solutions will be shared to help overcome these challenges, making AI tools more accessible and actionable for entrepreneurs, regardless of the size of their business.

By the end of the guest lecture, attendees will have a comprehensive understanding of how AI can be integrated into marketing efforts, empowering entrepreneurs to drive sustainable growth, enhance customer engagement, and gain a competitive edge in today's fast-paced digital landscape.

Vote of Thanks:

The vote of thanks was proposed by Miss Lakshmi Anshu, a third-semester student from the Department of Management Studies, to Ms. Tasleem Kousar, Investor Engagement Manager at Tablon company, Dubai, for graciously sharing her valuable time and insights on the topic "Unlocking Growth: AI Technologies for Smart Marketing and Empowering Entrepreneurs." Her enlightening talk has undoubtedly provided a wealth of knowledge to our students. This alumni guest lecture has proven to be an invaluable opportunity for the juniors, offering them important career insights. It also highlights the strength of MIT's alumni network in supporting and guiding students across specialized fields, empowering them with the tools and knowledge for future success.

A sincere thank you to **Dr. Yuvaraj Sir** for facilitating the event, ensuring all arrangements were in place, and providing unwavering support to the coordinators, making this Alumni guest lecture a seamless and successful experience.

We also extend our gratitude to **Dr. Kamal Basha**, Vice Principal Administration, for his valuable time and continued encouragement. Your support has been instrumental in making this program a success.

Our sincere thanks to **Dr. K.V. Geeta Devi** for her unwavering support and cooperation, which played a pivotal role in the success of this program.

We are deeply grateful to **Dr. Akhilesh Kumar** and **MS. Poonam Sahoo** for their participation in the felicitation of the resource person, which added color and significance to this program, making it both memorable and impactful.

We extend our sincere gratitude to **Dr. K.S. Krishna**, the coordinator of this program, for his exceptional efforts in organizing and ensuring the timely completion of this guest lecture. His dedication to fostering students' interest in Marketing specialization has been truly commendable. We look forward to more such insightful events under your guidance, Sir.

Outcomes of the Lecture:

The Alumni guest lecture is expected to yield the following key outcomes:

- **Comprehensive Framework:** A practical framework outlining how entrepreneurs can effectively adopt and implement AI technologies in their marketing strategies, from data collection and analysis to campaign execution and optimization.
- **Actionable AI Marketing Strategies:** A set of actionable recommendations for small businesses to incorporate AI into their marketing efforts, with clear examples of tools, platforms, and techniques.
- **Increased Awareness and Adoption:** Enhanced awareness of the potential of AI technologies among entrepreneurs, helping them understand the tools available and how to use them effectively to drive business growth.
- **Improved Marketing Outcomes:** Case studies or real-world examples of businesses that have successfully integrated AI in their marketing strategies, demonstrating measurable improvements in customer acquisition, engagement, and sales.
- **Clear Understanding of Challenges:** Identification of the key barriers and challenges entrepreneurs face in adopting AI technologies, along with practical solutions and best practices to overcome them.
- **Guidance on Ethical and Responsible AI Use:** Ethical considerations and best practices for using AI in marketing, ensuring entrepreneurs deploy AI in a way that respects customer privacy and adheres to legal and regulatory standards.