

INTERNATIONAL CONFERENCE ON APPLICATION OF AI IN BUSINESS AND TECHNOLOGY (ICABIT)

Volume II



ANNAI VEILANKANNI'S COLLEGE OF ARTS AND SCIENCE



#81/33 VGP Salai, Saidapet, Chennai - 15, Tamilnadu, India.
Phone No - 92821 44444, 96000 26826
E-mail - princyavc@gmail.com, mail4avc@gmail.com
Website - www.annaivelankannis.com

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**INTERNATIONAL CONFERENCE ON APPLICATION
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VOLUME – II

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174. ARTIFICIAL INTELLIGENCE IN MARKETING: EXPLORING CURRENT AND FUTURE TRENDS

Dr. D. Murugesan
Research Guide

Ms.T.Saranya
Research scholar
Department of Commerce
Vels Institute of Science, Technology & Advanced Studies.(VISTAS)
Chennai-600117

Abstract:

This research paper explores the rapidly evolving landscape of artificial intelligence (AI) in marketing and its profound implications for businesses. It examines current trends shaping AI-driven marketing strategies, the challenges that must be overcome, and the myriad of opportunities awaiting organizations willing to embrace this transformative technology. With AI poised to revolutionize how businesses engage with customers, personalize content, analyze data, and optimize campaigns, this paper provides a glimpse into the promising future of AI-powered marketing and its potential to redefine the way businesses connect with their target audiences. The fusion of machine learning and AI with business intelligence has unleashed a wave of exciting trends and opportunities. These advanced technologies are transforming how businesses handle data, uncover insights, and make smart choices. One standout trend is predictive analytics. With the help of machine learning, we can comb through massive amounts of past data to spot patterns and foresee future events accurately. This arms companies with the ability to fine-tune their operations, anticipate what customers want, and minimize potential risks. It's a game-changer. The paper highlights the significant advantages of AI, including its ability to process vast amounts of data in real-time, optimize marketing strategies, and improve efficiency and scalability. However, the paper also addresses critical challenges, such as the lack of "common sense" in AI systems, the ethical concerns surrounding data privacy, and the potential stifling of human creativity. By examining these pros and cons, the paper provides a comprehensive overview of AI's current and future impact on marketing, emphasizing the need for a balanced approach that integrates human expertise with AI-driven insights for sustainable success.

Keywords: Machine learning, Artificial intelligence, Business intelligence, Marketing; Literature Analysis, Technologies.

Introduction:

The landscape of marketing has undergone a seismic transformation in recent years, driven by the inexorable rise of artificial intelligence (AI). As businesses strive to connect with consumers in an increasingly digitized world, AI has emerged as a catalyst for revolutionizing marketing strategies, amplifying the capacity to understand, engage, and persuade target audiences. This introduction sets the stage by providing the essential context, articulating the problem, outlining the research objectives, underscoring the significance of the study, and previewing the structure of this comprehensive exploration.

Artificial Intelligence (AI) is poised to become an integral component of every commercial entity worldwide in the long term. The latest trends in AI-driven automation highlight significant shifts in the AI landscape, as evidenced by the reconfiguration of ideas, interests, and investments in AI adoption by enterprises. This technology has advanced to the point where it can recognize faces and objects, which has far-reaching implications for various business applications. In security, facial recognition technology can accurately identify individuals, while object detection can be employed to distinguish and analyze images.

AI processes human images similarly to how it treats cookies, enabling businesses to offer more personalized services based on customer preferences.

Artificial Intelligence (AI) primarily focuses on user retention and lead conversion in digital marketing. It can guide users in directions that align with a business's goals by utilizing intuitive AI chatbots, intelligent email marketing, interactive web design, and other digital marketing services. Several factors influence the impact of AI on digital marketing. Machine Learning (ML), a subset of AI, involves computer programs that access data and learn independently. ML compiles data from various sources, including social media accounts, menus, online reviews, and websites. AI then leverages this information to create and deliver content that is relevant to the audience. Additionally, AI software enables in-depth online analysis of restaurants and their customers.

Digital marketing, enhanced by AI, provides clients with a visually engaging experience across social media and digital platforms such as Facebook and Instagram. These platforms thoroughly analyze user data before presenting them with offers tailored to their specific needs. AI also aids marketers in identifying and forecasting trends, helping companies avoid overspending on digital advertising and ensuring that their budget is efficiently utilized. The ability of a computer to recognize objects, scenes, and activities in

images is known as computer vision. This technology has applications in areas such as medical imaging analysis, facial recognition, public security, and security monitoring. When combined effectively with AI, computer vision enables robots to predict future events and respond proactively based on potential changes.

AI has streamlined the process of building client profiles and understanding the customer journey. It enables brands to quickly and efficiently deliver personalized content tailored to various client profiles at any stage of the marketing funnel and across multiple channels. By analyzing historical data, AI applications in digital marketing can identify the content that is most likely to attract customers back to a site. Additionally, AI can pinpoint which customers are most likely to unsubscribe from a particular service and analyze the common features among those who do. With these insights, marketers can strategically plan future campaigns and implement practices that encourage customer retention.

Background and Context of AI in Marketing

Artificial intelligence, a field of computer science that enables machines to perform tasks that typically require human intelligence, has witnessed monumental advancements in the past few decades. In the context of marketing, AI encompasses a plethora of technologies, such as machine learning, natural language processing, predictive analytics, chatbots, and more.

These technologies empower businesses to harness the colossal volume of data generated in the digital age and convert it into actionable insights, personalized customer experiences, and data-driven decision-making. As consumers' preferences evolve rapidly and the digital ecosystem becomes increasingly complex, AI has emerged as an indispensable tool for marketers.

The ability to process vast datasets, identify patterns, and predict future trends has the potential to redefine the way businesses engage with their audiences. AI-driven marketing not only promises greater efficiency but also the agility to adapt to changing market dynamics swiftly.

Historical Development of AI in Marketing

The historical trajectory of AI in marketing traces back to the late 20th century, when businesses began exploring AI's potential in customer relationship management. Early systems, such as recommendation engines, showed promise for enhancing customer experiences. However, it wasn't until the 21st century that AI in marketing gained significant traction. The proliferation of digital data and advances in computing power catalyzed its

development. By harnessing AI, marketers could analyze vast datasets, segment audiences, and personalize content, marking a significant shift in marketing strategies.

Current State of AI Adoption in Marketing

Today, AI adoption in marketing is pervasive across industries. A survey by Salesforce reveals that 84% of marketers use AI to some extent, with 87% reporting significant improvements in their marketing initiatives. Marketers are employing AI for various purposes, including customer segmentation, predictive analytics, chatbots, and content personalization. The adoption of AI-powered tools like marketing automation platforms has streamlined campaign management, allowing for more efficient resource allocation and improved targeting.

Key AI Technologies in Marketing

AI encompasses a spectrum of technologies, each contributing to different facets of marketing:

- 1) **Machine Learning:** Machine learning algorithms underpin many AI applications in marketing. They enable predictive analytics, recommendation engines, and the automation of routine tasks such as data analysis and lead scoring.
- 2) **Natural Language Processing (NLP):** NLP enables sentiment analysis, chatbots, and content generation. It allows businesses to understand and engage with customers through natural language, leading to more personalized interactions.
- 3) **Computer Vision:** Computer vision technology is used in visual recognition, enabling applications like image recognition for product recommendations and augmented reality for immersive marketing experiences.
- 4) **Predictive Analytics:** Predictive models use historical data to forecast future outcomes. Marketers leverage predictive analytics to anticipate customer behavior, optimize ad campaigns, and minimize risks.

Emerging Trends in AI-Driven Marketing

The rapid evolution of AI continues to shape marketing in several ways:

- 1) **Personalization:** AI enables hyper-personalization by analyzing individual customer data and tailoring marketing messages and product recommendations accordingly.
- 2) **Voice Search Optimization:** As voice-activated devices become ubiquitous, marketers are optimizing content for voice search, changing the way SEO is approached.

Future Prospects and Predictions in AI-Driven Marketing

The future of AI in marketing promises a dynamic and evolving landscape, with several key trends and predictions emerging:

1. AI's Role in Marketing in the Next 5-10 Years

Over the next decade, AI is expected to become even more deeply integrated into marketing strategies. AI-driven personalization will reach new heights, with marketers delivering hyper-relevant content and recommendations. Predictive analytics will become more accurate, enabling businesses to anticipate customer needs with precision. AI will play a pivotal role in automating routine tasks and enhancing customer experiences across various channels, including augmented reality and voice search.

2. The Role of AI in Marketing during Post-Pandemic Recovery

The COVID-19 pandemic accelerated the adoption of digital technologies, and AI played a crucial role in helping businesses adapt to changing consumer behaviors. In the post-pandemic era, AI will continue to be instrumental in recovery efforts. Marketers will rely on AI to drive digital transformation, optimize e-commerce experiences, and navigate the evolving demands of a post-pandemic market.

3. Potential Disruptive Technologies on the Horizon

Beyond the current AI capabilities, emerging technologies like quantum computing, edge AI, and advanced natural language understanding are on the horizon. Quantum computing could revolutionize data processing, enabling marketers to tackle complex problems with unprecedented speed. Edge AI will bring AI capabilities to edge devices, offering real-time, on-device processing for enhanced personalization. These technologies have the potential to disrupt marketing strategies and reshape the industry landscape.

4. The Evolving Relationship Between AI and Human Creativity in Marketing

AI is evolving from a tool for automation and analysis to one that collaborates with human creativity. AI-generated content, such as copywriting and design, will become more sophisticated, freeing marketers to focus on strategy and innovation. The challenge will be to strike a balance between the efficiency of AI and the unique human touch in marketing that fosters emotional connections with customers.

Statement of the Problem

However, with the promise of AI in marketing also comes challenges and complexities. The burgeoning volume of data raises concerns about data privacy and security. Ethical considerations regarding the use of AI, potential bias in algorithms, and the need for regulatory compliance have garnered attention.

Moreover, businesses face the challenge of bridging the skills gap, finding talent proficient in AI technologies, and integrating AI seamlessly into their marketing strategies. This research paper aims to dissect the multifaceted landscape of AI in marketing,

acknowledging both its transformative potential and the hurdles that must be surmounted for businesses to harness it effectively.

Research Objectives

The primary objectives of this research are as follows:

1. To analyze the current state of AI adoption in marketing.
2. To identify and explore emerging trends in AI-driven marketing.
3. To examine the challenges and ethical considerations associated with AI in marketing.
4. To evaluate the opportunities and benefits that AI presents for businesses in the marketing domain.
5. To provide insights into prospects and predictions regarding AI's role in marketing.

Significance of the Study

Understanding the future of AI in marketing is of paramount significance for businesses across industries. The insights derived from this study can guide organizations in formulating strategies that leverage AI effectively, ensuring they remain competitive in a rapidly evolving landscape. Moreover, by addressing ethical considerations and challenges, this research contributes to the responsible and sustainable integration of AI into marketing practices.

Structure of the Paper

This research paper is organized into distinct sections, each dedicated to a critical aspect of AI in marketing. Beginning with a comprehensive literature review, it explores historical developments, current trends, and case studies to provide a holistic view of the subject. Subsequently, the paper delves into the trends, challenges, and opportunities associated with AI in marketing. It concludes with a forward-looking perspective on the future of AI in marketing. Throughout the paper, real-world examples and data-driven insights are presented to support the arguments and findings.

REVIEW OF LITERATURE:

Marcello et al. (2021). The study is the first to present an integrated view of the body of knowledge on artificial intelligence (AI) as published in marketing, consumer research, and psychology literature. By employing a systematic literature review with a data-driven approach and quantitative methodology (including bibliographic coupling), the study offers an overview of the emerging intellectual structure of AI research within these three areas of literature. The researchers identified eight topical clusters: (1) memory and computational logic; (2) decision-making and cognitive processes; (3) neural networks; (4) machine learning and linguistic analysis; (5) social media and text mining; (6) social media content

analytics; (7) technology acceptance and adoption; and (8) big data and robots. Additionally, a total of 412 theoretical lenses used in these studies were identified, with the most frequently used being: (1) the unified theory of acceptance and use of technology; (2) game theory; (3) theory of mind; (4) theory of planned behavior; (5) computational theories; (6) behavioral reasoning theory; (7) decision theories; and (8) evolutionary theory. Finally, the study proposes a research agenda aimed at advancing scholarly debate on AI within the three literatures, emphasizing the cross-fertilization of theories across fields and addressing neglected research topics [1].

Liye Ma (2020). Artificial intelligence (AI) agents powered by machine learning algorithms are rapidly transforming the business landscape, sparking significant interest among researchers. In this paper, the authors review and advocate for the use of machine learning methods in marketing research. They provide an overview of common machine learning tasks and methods, comparing them with the statistical and econometric methods traditionally employed by marketing researchers. The authors argue that machine learning methods are capable of processing large-scale and unstructured data and have flexible model structures that deliver strong predictive performance. However, they also acknowledge that these methods may lack model transparency and interpret-ability. The paper discusses notable AI-driven industry trends and practices and reviews the emerging academic marketing literature that utilizes machine learning methods. More importantly, it presents a unified conceptual framework and a multi-faceted research agenda. From five key aspects of empirical marketing research—method, data, usage, issue, and theory—the authors propose several research priorities. These include extending machine learning methods and integrating them as core components in marketing research, using these methods to extract insights from large-scale unstructured, tracking, and network data, employing them transparently for descriptive, causal, and prescriptive analyses, using them to map customer purchase journeys and develop decision-support capabilities, and connecting these methods to human insights and marketing theories. The authors emphasize that opportunities abound for machine learning methods in marketing, and they hope that their multi-faceted research agenda will inspire further work in this exciting field [2]

bid Haleem et al. (2022). Artificial Intelligence (AI) holds immense potential in the field of marketing. It enhances the proliferation of information and data sources, improves software's data management capabilities, and enables the design of complex and advanced algorithms. AI is transforming the way brands and consumers interact. The application of AI technology varies significantly depending on the nature of the website and the type of

business involved. Marketers can now focus more effectively on customers and address their needs in real time. By leveraging AI, marketers can swiftly identify the content to target specific customers and determine the optimal channels and timing for engagement, utilizing data collected and generated by AI algorithms. When AI is employed to personalize user experiences, consumers feel more comfortable and are more likely to purchase the offered products or services. Additionally, AI tools can be used to analyze the performance of competitors' campaigns and uncover insights into their customers' expectations. Machine Learning (ML), a subset of AI, allows computers to analyze and interpret data without explicit programming. ML aids in problem-solving by improving the performance and accuracy of algorithms as they are fed more data. For this research, relevant articles on AI in marketing were sourced from Scopus, Google Scholar, Research Gate, and other platforms. These articles were thoroughly reviewed, leading to the development of the paper's theme. This paper seeks to review the role of AI in marketing, exploring its specific applications across various marketing segments and their impact on the transformation of the marketing sector. Finally, the paper identifies and analyzes critical applications of AI in marketing [3].

Leonardo et al. (2024). A growing body of research on Intelligent Systems and Artificial Intelligence (AI) in marketing has demonstrated that AI can mimic human behavior and perform tasks in an "intelligent" manner. Given the increasing interest in AI among marketing researchers and practitioners, this review aims to provide an overview of the development of the marketing and AI research fields. By reviewing 164 articles published in Web of Science and Scopus indexed journals, the article establishes a context specific research agenda. Through the application of Multiple Correspondence Analysis (MCA), the study identifies several research avenues, including the adoption, use, and acceptance of AI technology in marketing, the importance of data protection and ethics, the role of institutional support for AI in marketing, and the impact of AI on the labor market and marketers' skillsets [4].

METHODOLOGY:

Our journey began with a retrospective glance at the historical development of AI in marketing, tracing its evolution from nascent experimentation to a formidable force shaping marketing strategies today. It unveiled the present state of AI adoption in marketing, highlighting the widespread integration of AI technologies into businesses' core operations. We delved into key AI technologies in marketing, from machine learning and natural language processing to visual recognition and predictive analytics. These technologies enable businesses to achieve unparalleled personalization, data-driven decision-making, and operational efficiency. The exploration of emerging trends showcased AI's transformative

power: personalization that redefines customer engagement, predictive analytics guiding foresight, chatbots and virtual assistants revolutionizing customer interactions, and voice search optimization reshaping search engine dynamics. Content generation and curation, marketing automation, visual recognition, and social media analysis are further facets of the AI-driven marketing landscape. We investigated the challenges and ethical considerations in this AI-driven era. Data privacy and security, ethical AI usage, bias mitigation, regulatory compliance, skill gap challenges, and integration complexities pose significant hurdles for businesses looking to harness AI's potential responsibly. The opportunities and benefits of AI in marketing are profound. From bolstering customer engagement and retention to optimizing decision-making through data insights, businesses stand to reduce costs, gain competitive advantages, expand marketing channels, and achieve scalability and 24/7 availability. Real-world case studies underscored AI's tangible impact, providing evidence of its transformative potential.

SCOPE OF THE STUDY:

The future of AI in marketing is not merely a technological advancement but a paradigm shift in how businesses engage with their customers. By understanding the trends, surmounting challenges ethically, seizing opportunities, and fostering a culture of innovation, businesses can harness the full potential of AI and chart a course toward enduring success in an increasingly digital world.

CONCLUSION:

The implications of AI in marketing are profound, offering both significant advantages and notable challenges. On the positive side, AI can vastly enhance efficiency by automating tasks like data analysis, personalization, and customer service. It enables marketers to leverage vast amounts of data for highly targeted campaigns, improving customer experiences and optimizing marketing spend. AI's ability to process and analyze data faster than humans leads to better decision-making, real-time insights, and scalability. However, the adoption of AI in marketing also comes with challenges. The absence of "common sense" in AI systems means that without careful oversight, campaigns may lack human empathy and cultural sensitivity, leading to tone-deaf messaging. Privacy concerns also arise as AI relies heavily on data collection, making it crucial for firms to navigate ethical and regulatory boundaries. Additionally, the risk of over-reliance on AI could lead to a loss of creative innovation, as models focus more on historical patterns than groundbreaking ideas. Therefore, while AI is a powerful tool, its success in marketing hinges on a careful balance between technological automation and human intuition.

About the College

Annai Velankanni's Educational and Cultural Society, Saidapet, Chennai-15, was found in 1988, to cater the educational needs of student community in and around Chennai. The Society has established Schools and Colleges in Saidapet, Nedungundram and Potheri. The Management was nurturing the idea for a long time, to start a College for Students at Saidapet and suburban areas in order to enable them to continue their higher education in a conducive atmosphere.

Arts and Science College was started in 2000 at Saidapet, Approved by the Govt. of Tamilnadu G.O. No.296/Dt. 10/07/2000, G.O.No. 26/ Dt. 09/02/2004. Affiliated to the University of Madras and accredited by NAAC. Our motto is to endeavor and enlighten, empowered by faith and power. The students of AVC will stand firm and strong, amidst life's storms and go ahead with confidence.

With the Holy blessings of Annai Velankanni Mada, our Founder Chairman Dr.S.Dharanaj and Dr. Dolphin Devaraj, Vice- Chairman the Group of Institutions has been strengthening its developmental activities, in bearing fruits of empowering especially women for the betterment of the society. The believers of today's transformation in education; our Secretary Dr.D. Dev Anand and Dr. Sudeep Dev Anand our Joint Secretary provides the necessary thrust in all the developmental activities of the institution.

Our vision is "to make Quality higher education affordable and accessible to learners, especially to the first generation and underprivileged section of the society". The College strongly believes in transforming average learners into academic achievers.

Annai Velankanni's College for Arts and Science proudly enters its silver Jubilee year, marking 25 years of excellence in education and societal contribution. From its humble beginnings to becoming a reputed center of learning, The journey has been progressing into continuous growth, innovation and achievement.

To honor this significant milestones, we are delighted to announce the hosting of an international conference on Application of AI in Business and Technology, scheduled on 22.08.2025.

Glimpse of the Conference

The International Conference on Application of AI in Business and Technology (ICAIBT), organized by the School of Commerce and Management Studies, held on 22nd August 2025 at Annai Velankanni's College of Arts and Science.

It aimed to bring together Academicians, Researcher Scholars, Industrialists and Students to explore the transformative role of Artificial Intelligence in Business and Technology. The event featured publication of papers on topics such as AI-driven Finance, Digital Marketing, Data Analytics, Blockchain, Corporate Governance, Automation, and Business Innovation.

The day was marked with thought-provoking keynote addresses, technical sessions, paper presentations and interactive discussions. Renowned experts delivered their addresses, setting the tone and shared the insights of the conference theme, and the conference served as a platform for exchanging ideas, fostering innovation, and building collaborations for the future of AI in business.

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