



PTVA'S Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)
Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce, Vile Parle (East),
Mumbai – 400 057.
Tel.: 022-31061594/31099598, Email: admin@ptvaim.com, Web: www.ptvaim.ac.in

Session titled "Role of AI in transforming modern-day marketing"

Objective:

- To provide insights into the transformative role of AI in marketing.
- To explore academic and research collaboration opportunities with international institutions.
- To bridge academic learning with global industry practices.

Benefit:

- Enhanced understanding of AI-driven marketing strategies through real-world examples.
- Exposure to global business practices and innovative technologies.
- Opportunities to connect academic concepts with practical applications in marketing.

Description:

On December 13, 2024 , PTVA's Institute of Management hosted insightful interactive sessions with Mr. Ephrem HabteMichael Redda, Associate Professor from North-West University, South Africa, for faculty members and students. The sessions provided an excellent platform for collaborative learning and global knowledge exchange.

Report on Session titled "Role of AI in transforming modern-day marketing"

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During the faculty interaction, Prof. Redda discussed opportunities for collaborative academic and research initiatives, sparking interest in potential future partnerships. For students, he delivered an engaging session on the transformative role of Artificial Intelligence (AI) in modern marketing. Using real-world examples from South Africa, he illustrated how businesses effectively leverage AI tools to better understand customer behavior, personalize marketing campaigns, and make data-driven decisions to stay competitive in today's dynamic market.

Both sessions left the attendees enriched with valuable insights. Faculty members were inspired to explore avenues for academic collaborations, while students gained a deeper understanding of AI's practical applications in the marketing landscape. These interactions emphasized the importance of integrating global perspectives into academic and professional development.



Behmab
Director
PTVA's Institute of Management
Chitrakar Ketkar Marg,
Behind M. L. Dahanukar College,
Vile Parle (E), Mumbai-400 057.