



**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**  
**COLLEGE OF SCIENCE AND HUMANITIES**  
**DEPARTMENT OF COMMERCE**



**SUMMARY REPORT OF**  
  
**ROLE OF AI IN BUSINESS TRANSFORMATION**

**Organised by**  
  
**DEPARTMENT OF COMMERCE**

**FACULTY COORDINATORS:**

- Dr S. Tamilarasi
- Dr A. Thilagaraj

**EVENT STUDENT COORDINATORS:**

- Shreya Nandini R K
- Kishore Charan
- Chaithanya N

**DATE:** 15<sup>th</sup> September 2023

**TIME:** 11:50 A.M. to 12:40 P.M.

**VENUE:** Room No. 324, 3<sup>rd</sup> Floor Polytechnic Block



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**PRESENTS**

**A SEMINAR ON**

**ROLE OF AI IN  
BUSINESS  
TRANSFORMATION**



**SPEAKER**

**PROF. DR. M.H. THOWFEEK**

**CHAIR PROFESSOR & HEAD  
DEPARTMENT OF  
MANAGEMENT & IT  
FACULTY OF MANAGEMENT  
& COMMERCE**

**DATE: 15.09.2023**

**TIME: 11:50 TO 12:40 PM**

**VENUE: VPT BUILDING, ROOM 324**

**FACULTY COORDINATORS:**

**DR. S. TAMILARASI**

**DR. A. THILAGARAJ**

# **ROLE OF AI IN BUSINESS TRANSFORMATION**

## **REPORT:**

Dr M. H. Thowfeek, Chair Professor and Head of the Management and IT Department from the Southeastern University of Sri Lanka, delivered a keynote speech on the profound influence of Artificial Intelligence (AI) on business transformation. This address was meticulously organized by the esteemed Faculty Coordinators Dr S. Tamilarasi and Dr A. Thilagaraj. This set took place on the 15th of September 2023, from 11:50 AM to 12:40 PM, in Room 324 of the VPT Building.

Throughout the session, Dr. M. H. Thowfeek embarked on a comprehensive exploration of several pivotal themes intertwined with the assimilation of AI in business transformation. These encompass the catalytic role of AI-powered automation, the strategic implications of data-driven decision-making processes, the pivotal aspect of personalization and its impact on customer experiences, the transformative potential of innovation fuelled by AI, and the pertinent challenges and ethical considerations entwined with AI adoption.

This discourse is poised to underscore the seismic impact of AI across multifarious business sectors. From the optimization of routine operations to the augmentation of customer engagement and the cultivation of innovation, AI technologies herald a transformative tide enabling organizations to sustain competitiveness and adapt adeptly to the evolving contours of market dynamics.

Concurrently, the dialogue will navigate the exigency of navigating challenges such as safeguarding data privacy and mitigating algorithmic bias to ensure the judicious and equitable deployment of AI technologies.

In conclusion, Dr. M.H. Thowfeek's forthcoming keynote speech augurs to furnish invaluable insights into the transformative prowess of AI within the realm of business practices. Enthusiasts attending the session are primed to glean a nuanced comprehension of the myriad opportunities and challenges attendant to AI integration, along with pragmatic directives for harnessing AI to cultivate sustainable growth and prosperity in the digital epoch. Furthermore, the trajectory forward necessitates concerted endeavours encompassing workshops, collaborative research endeavours, and synergistic alliances with industry stakeholders to optimize the dividends of AI and adeptly navigate its evolutionary trajectory.

## GALLERY





