

# NEWSLETTER

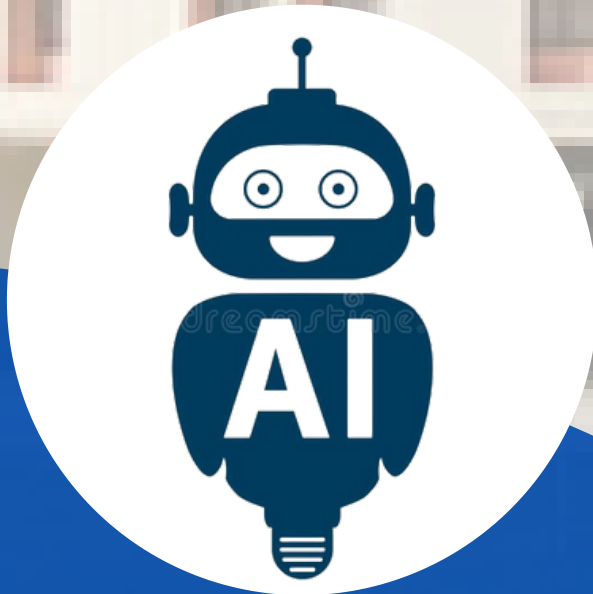


SHRI MAHAVIRA JAINA VIDYALAYA EDUCATION FOUNDATION  
C. K. Shah Vijapurwala Institute of Management



## SAKEHAM

JULY-SEPTEMBER 2023



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## FOREWORD



Greetings to all readers,

An innovative young leader, **Dr. Kerav Pandya**, is working as Director & Professor at C.K. Shah Vijapurwala Institute of Management, Gujarat, India. He has authored **2 books** and more than **40 high quality research papers** publications in renowned national and international journals. He was also invited as resource person for workshops and FDPs by various institutes and Universities.

He is a registered PhD supervisor in Gujarat Technological University (GTU) and has guided 10 PhD scholars. He is a member of “Board of Studies” and PhD expert committee member in GTU. He is associated with various professional bodies and universities at national level. He is the Editor-in-Chief for the management journal SANKALPA, a peer reviewed bi-annual journal since 2011.

He is a lifetime member of Indian Society for Technical Education (ISTE). Apart from this, he is taking leadership role for managing various portfolios including ISO 9001:2015, ACBSP- USA accreditation, NBA accreditation process, NAAC accreditation, IQAC cell etc. His efforts in education field are recognized by various awards in innovation and teaching.

At CKSVIM, we have state-of-the-art infrastructure and facilities that cater to the needs of our students. Our library is well-stocked with books, journals, and online resources that help our students stay updated with the latest trends and developments in their respective fields.

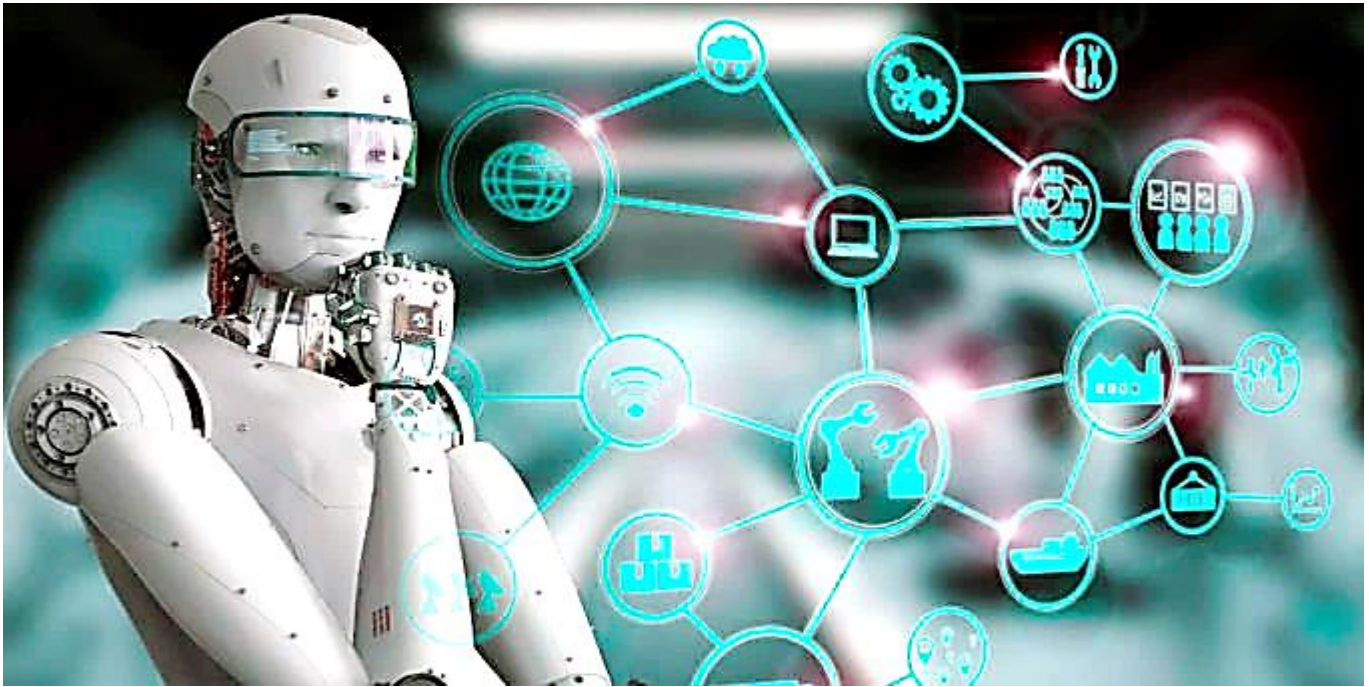
Our college has been consistently ranked among the top management colleges in Gujarat. This is a testimony to the hard work and dedication of our faculty, staff, and students. We have also been recognized for our research and innovation initiatives, which have led to the development of new products and services that benefit society.

We are proud of our alumni who are working in top companies and making a difference in their respective fields. We regularly invite them to share their experiences with our students and inspire them to achieve their career goals.

We also organize various co-curricular and extracurricular activities that provide our students with opportunities to showcase their talents and develop their skills. These activities help in the overall development of our students and prepare them for the challenges of the real world.

As we continue to strive for excellence, we welcome feedback from our stakeholders, including students, faculty, alumni, and industry experts. Your suggestions and inputs will help us improve our programs and services and achieve our vision of becoming a world-class management institute.

Thank you for your continued support and trust in CKSVIM. We look forward to your continued association with us.



## **Harnessing the Power of AI for Effective Management**

Dear CKSVIM Community,

I hope this message finds you in good health and high spirits. Today, I want to shed light on the pivotal role that Artificial Intelligence (AI) plays in the realm of management.

AI is not merely a technological advancement; it's a transformative force that has the potential to revolutionize how we approach management strategies, decision-making processes, and overall business operations. As we navigate through the complexities of the modern world, integrating AI into our management practices is imperative for several reasons.

Firstly, AI empowers us to make informed, data-driven decisions. By analyzing vast amounts of data and identifying patterns, AI provides insights that can guide strategic planning and resource allocation. This analytical prowess enhances our ability to foresee market trends, customer preferences, and operational efficiencies.

In essence, AI is a catalyst for organizational growth and success in today's dynamic business landscape. It is our collective responsibility to embrace this technology and harness its capabilities to drive CKSVIM towards greater achievements.

Let us continue to stay at the forefront of innovation, integrating AI into our management education and practice, and empowering our students to lead in this AI-driven era.

Best regards,

Prof. (Dr.) Kerav Pandya

Director, C.K Shah Vijapurwala Institute of Management (CKSVIM)



## INDUSTRIAL INTERACTION & GUESTS LECTURE



Figure 1: CKSVIM conducted industrial visit at Jewel Brush Consumer Care Pvt. Ltd.

On September 16, 2023, MBA students from CKSVIM took a special educational trip guided by their teachers, Dr. Rimple Gamadia and Ms. Aashita Agrawal, to Jewel Brush Limited. The main aim was to connect what they learn in class to real manufacturing. During the visit, they saw how brushes are made up close and learned about ensuring top-notch quality for happy customers. They also saw how machines and automation can make work faster and safer. The students now grasp the art of brush making, understanding that it's not just about creating brushes but making excellent ones to please customers. Automation played a crucial role in improving efficiency and safety, and the hands-on experience gained will be invaluable for their future careers.



Figure 2: Expert Lecture on awareness about “Anubandhan Portal Run by State Government”



## STUDENT ACTIVITIES



Figure 3: NMW (National Management of week) Activities



Figure 4: Ganesh Chaturthi



Figure 5: Teachers Day Celebration





Figure 6: Fresher's Party



Figure 7: MBA Batch – 14

## CKSVIM

**A Place Where a Group of Strangers Meets That Turns Out to Be a Beautiful Family at The **End**.**



## CAMPUS NEWS &amp; EVENTS



Figure 8: cksvim has awarded as most innovative college

C.K. Shah Vijapurwala Institute of Management in Vadodara received a special award for being the Most Innovative College of the Year from the London School of Digital Business. The Institute Director, Dr. Kerav Pandya, accepted the award at a ceremony in Pune, Maharashtra, where many education and industry experts were present. This recognition is a big achievement for the institute, showing that their creative approach to education is making a positive impact. Congratulations to them!

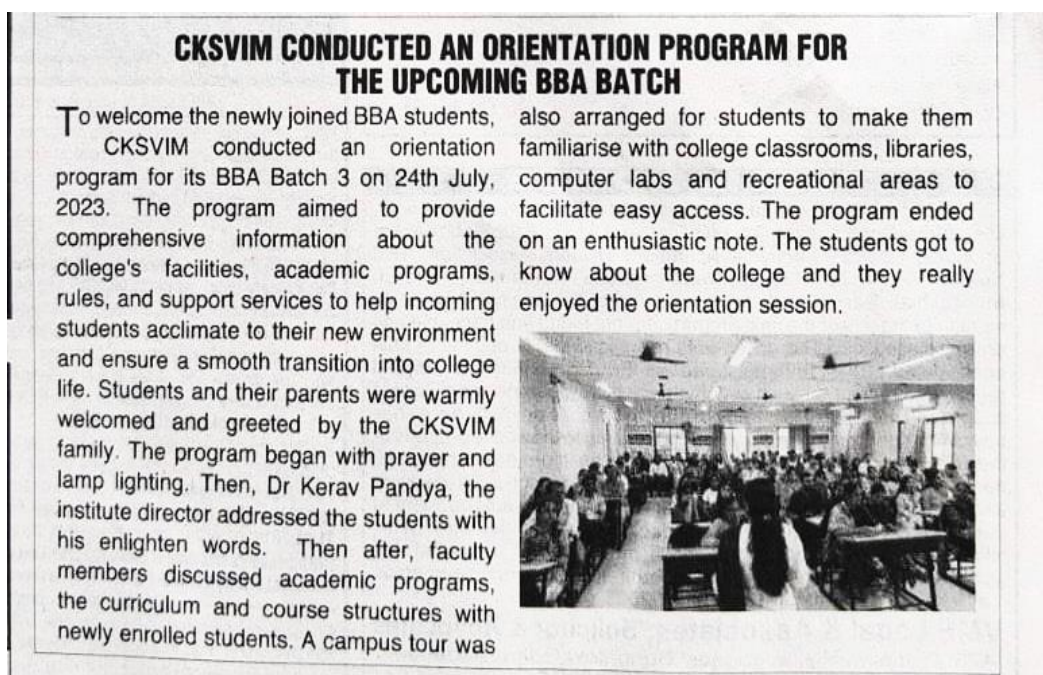


Figure 9: cksvim conduct an orientation program for upcoming BBA batch

CKSVIM held an orientation on July 24, 2023, for new BBA students. They learned about the college's facilities, rules, and courses. The day included a warm welcome, campus tour, and inspiring words from the director, making it an enjoyable start to college life.



Figure 10: cksvim student spread traffic awareness in Vadodara city under NMW (National management week)



Figure 11: cksvim student make a "Bhalae ni Diwal" for needy people under NMW (National management week)



## COMPANY ARTICLES



Mr. Rahul Purswani, Digital Marketing Manager at Prakash Chemicals Pvt. Ltd.



<https://www.linkedin.com/in/rahul-purswani-66480b106/>

He is an experienced Senior Digital Marketing Executive with a strong track record in driving brand awareness, strategic thinking, and implementing successful marketing campaigns. With a focus on media marketing, advertising, and social media optimization, he has consistently delivered results and enhanced online presence for various organizations.

## AI and Future Trends: A Transformative Journey

Artificial intelligence (AI) has emerged as a transformative force that is reshaping the world in new ways. AI's impact is evident, from altering sectors to improving everyday life. As we move deeper into the twenty-first century, it is critical to investigate the current status of artificial intelligence and foresee the future trends that will continue to change our environment. This article will look at two significant topics that will shape the AI environment in the future years: AI ethics and AI integration.

**AI Ethics:** A Moral Imperative Ethics is one of the most significant challenges in the area of artificial intelligence. As artificial intelligence systems become more advanced and incorporated into numerous sectors of society, ethical questions about their use have grown in prominence. It is critical that AI technologies are consistent with human values and do not hurt people or society as a whole. Some significant aspects of AI ethics that will continue to evolve are as follows:

**Transparency and Explain ability:** As AI systems become more complex, understanding how they make decisions becomes more difficult. Transparency and explain ability are vital, particularly in critical fields such as healthcare and finance. AI algorithm development that can provide comprehensive explanations for their conclusions is an emerging trend. This not only helps to develop trust, but it also allows people to challenge judgements that were made in error or based on skewed data.

**Bias Reduction:** AI systems are only as good as the data on which they are trained. Biased training data can result in biased and discriminating results. The elimination of bias in AI systems is a primary priority. Future developments will emphasize the development of strategies for detecting and mitigating bias in both data and algorithms, encouraging justice and equity in AI applications.

**Regulatory Frameworks:** Governments and regulatory agencies are beginning to recognize the need for AI industry oversight. Expect the creation of detailed rules governing the usage of AI in numerous industries. These policies will strive to find a balance between encouraging innovation and safeguarding individual rights and societal well-being.

## AI Integration: The Rise of AI-Augmented Ecosystems

AI is evolving from a stand-alone technology to an essential component of many industries and systems. Here are some examples of how AI is being integrated into our daily lives:

**AI in Healthcare:** AI is poised to impact the healthcare industry significantly. AI integration offers improved patient outcomes and more efficient healthcare delivery, from personalized treatment plans to early disease

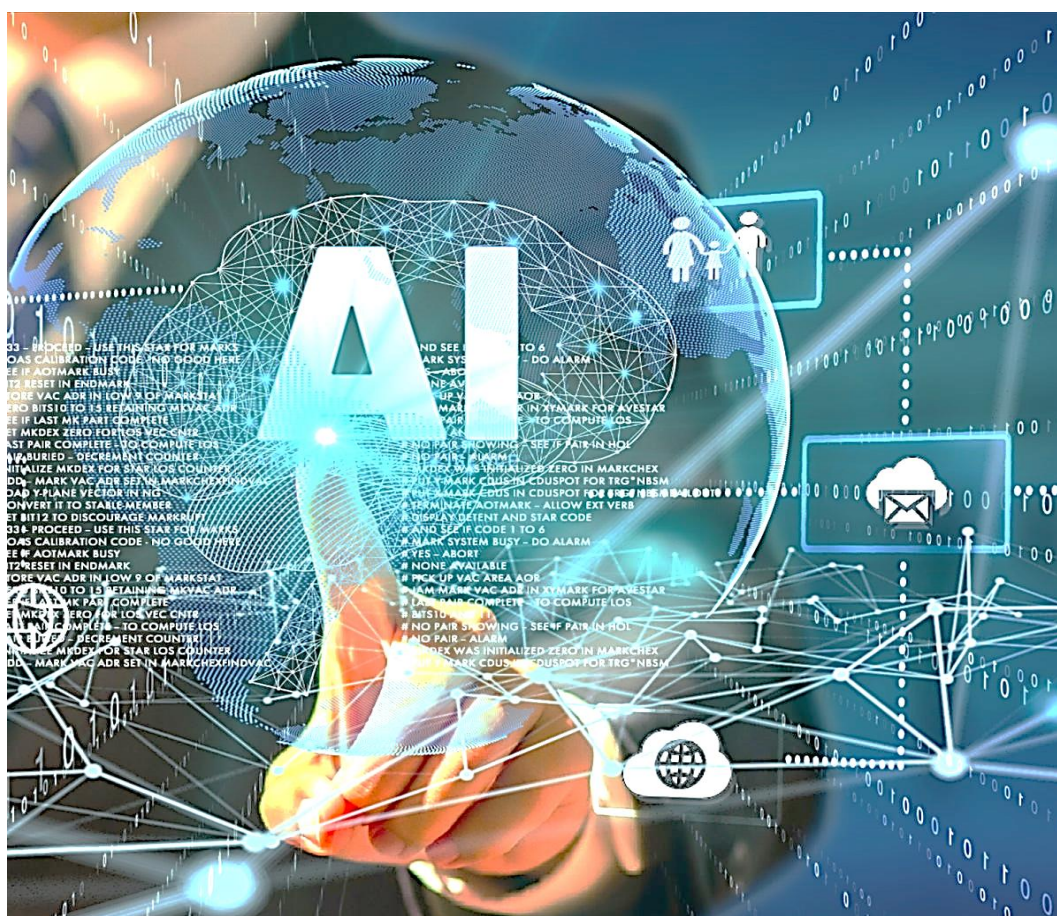
diagnosis via AI-driven diagnostics. In hospitals, AI-powered robots and virtual assistants are utilized for duties such as patient care and administrative labour.

**Autonomous Vehicles:** Self-driving automobiles are at the forefront of AI integration in the transportation sector. Autonomous vehicles use AI algorithms to navigate, make choices in real time, and increase road safety. We should expect to see more autonomous vehicles on our roads as the technology advances, potentially revolutionizing transportation as we know it.

**Smart Cities:** With the help of artificial intelligence, cities are becoming smarter. Artificial intelligence-powered solutions are improving traffic management, energy consumption, garbage disposal, and public safety. Smart cities make informed judgements based on data acquired from numerous sensors, resulting in more sustainable and efficient urban environments.

**AI in Education:** Through personalized learning experiences, sophisticated tutoring systems, and automated grading, AI is altering education. AI has the potential to revolutionize how we educate future generations as it continues to adapt to specific student needs.

Artificial intelligence is a revolutionary force transforming our world, not just a technological accomplishment. AI ethics and integration will be the pillars of AI's future development. It will be critical to ensure that AI technologies are created and used properly and ethically in order to foster confidence and protect society. Simultaneously, the incorporation of AI into different businesses and systems promises to improve the convenience, efficiency, and sustainability of our lives. As we continue to investigate the possibilities of AI, it is critical that we stay vigilant and proactive in tackling the ethical and societal concerns it presents while leveraging its potential for human benefit.





## STUDENT ARTICLES



Written by: Vyas Rishabh V., S.Y MBA (Batch-14)

C.K. Shah Vijapurwala Institute of management (CKSVIM)



## The Significance of AI Tools in Today's Corporate World

In today's corporate landscape, AI tools have become indispensable for businesses of all sizes and industries. These tools are revolutionizing the way companies operate by reducing manpower, increasing productivity, and offering numerous advantages. However, they also come with their own set of challenges and implications for the future of work.

### Objective of AI Tools:

AI tools aim to automate tasks, analyze data, improve decision-making, and enhance efficiency in various business operations.

### Advantages of AI Tools:

- 1) **Enhanced Productivity:** AI tools can perform repetitive tasks with speed and accuracy, freeing up human employees to focus on more strategic and creative aspects of their work.
- 2) **Cost Reduction:** Automating routine processes can significantly lower operational costs, as AI tools don't require salaries or benefits.
- 3) **Data Analysis:** AI algorithms can process vast amounts of data quickly, providing valuable insights for better decision-making.

- 4) **Customer Service:** Chatbots and virtual assistants offer 24/7 customer support, improving customer satisfaction and reducing response times.
- 5) **Predictive Maintenance:** AI-powered sensors can predict when equipment needs maintenance, preventing costly breakdowns.

### Disadvantages of AI Tools:

- 1) **Initial Costs:** Implementing AI tools can be expensive, especially for small businesses.
- 2) **Job Displacement:** Some routine jobs may be automated, potentially leading to job loss for those performing these tasks.
- 3) **Data Privacy:** AI tools require access to data, raising concerns about privacy and security breaches.
- 4) **Bias and Fairness:** AI algorithms can inherit biases from training data, leading to unfair outcomes in areas like hiring or lending decisions.
- 5) **Technical Challenges:** Maintaining and updating AI systems can be complex, requiring skilled professionals.

### Future Scope of AI Tools:

The future of AI tools is promising. They are likely to:

- 1) **Expand in Various Industries:** AI will be increasingly adopted in healthcare, finance, manufacturing, and more.
- 2) **Improve Personalization:** AI will enhance customer experiences through personalized recommendations and services.
- 3) **Advance in Natural Language Processing:** AI will better understand and interact with humans, enabling more sophisticated virtual assistants.
- 4) **Ethical AI:** Efforts to address bias and ensure fairness in AI systems will grow.
- 5) **Collaboration:** Humans will work alongside AI tools, creating new roles and opportunities.

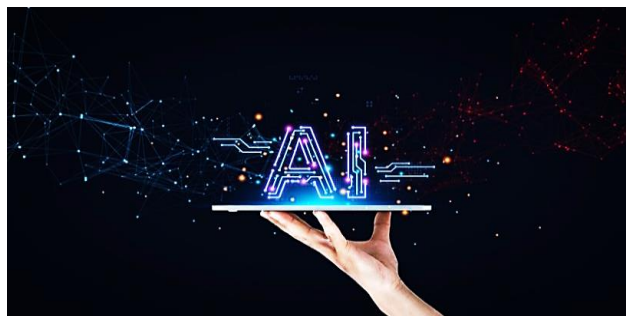
### Challenges of AI Tools:

Challenges include high initial costs, potential job displacement, data privacy concerns, bias mitigation, and ongoing technical maintenance.

### Manpower Reduction and AI Dominance:

While AI can reduce the need for certain manpower in routine tasks, it's unlikely to completely replace all human roles. Instead, AI will complement human skills and create new job opportunities in AI development, maintenance, and oversight.

In simple terms, AI tools are incredibly important in today's corporate world because they help companies save money, work faster, and make better decisions. They can replace some jobs but also create new ones. In the future, AI will be even more helpful and work alongside humans, making our lives easier and our businesses more successful. However, we must be careful to use AI fairly and protect our data.





Written by: Jenil P. Parikh, S.Y MBA (Batch-14)

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## **The impact of machine-readable data & AI/ML in finance**

In recent years, the financial industry has witnessed a profound transformation, driven by the increasing **adoption of machine-readable data and artificial intelligence/machine learning (AI/ML) technologies**. This paradigm shift has ushered in a new era of **efficiency, accuracy, and profitability in finance**. This article delves into the far-reaching implications of machine-readable data and AI/ML in the financial sector.

Traditionally, finance relied on manual data analysis and decision-making processes. However, with advancements in computational power supported by sophisticated hardware and software, machines have gained the ability to process vast amounts of data rapidly. This has enabled the development of high-dimensional, complex models that enhance the evaluation of new information, leading to more robust financial systems.

### **AI and ML in trading and investment:**

The adoption of AI and ML technologies has revolutionized trading and investment decisions. These technologies can analyse enormous datasets in real-time, identifying patterns, trends, and anomalies that human traders might overlook. As a result, AI-driven trading algorithms are becoming increasingly prevalent, enhancing market efficiency and liquidity. Moreover, AI and ML are invaluable tools in risk management. They can assess market conditions, identify potential risks, and provide proactive strategies to mitigate them. This proactive approach minimizes losses and maximizes returns, a crucial factor in the highly volatile world of finance.



## **AI and ML in finance research:**

Finance research has also embraced AI and ML to better understand the economic impacts of these technologies. Researchers are exploring how AI and ML procedures can be applied to established topics and research questions, thereby enriching the field's insights and methodologies.

## **Applications of AI and ML in finance:**

The applications of AI and ML in finance are diverse and far-reaching, influencing every aspect of the industry.

- 1. Risk management:** AI/ML models can predict and mitigate risks by analyzing historical data and identifying potential threats in real-time. This proactive risk assessment safeguards investments and financial stability.
- 2. Fraud detection:** AI/ML algorithms excel at detecting fraudulent activities by recognizing unusual patterns in transactions. This is instrumental in preventing financial losses due to fraud.
- 3. Trading:** AI-powered trading algorithms execute buy and sell orders swiftly and efficiently, taking advantage of market opportunities that humans might miss. This boosts liquidity and reduces trading costs.
- 4. Customer service:** Chatbots and virtual assistants powered by AI enhance customer service by providing quick, accurate responses to inquiries and resolving issues promptly.

## **Sentiment analysis in finance:**

Sentiment analysis is pivotal in measuring market sentiment. There are various approaches to this, including lexicon-based methods, machine learning-based models, and hybrid approaches. Lexicon-based methods use predefined dictionaries to analyse text, while machine learning-based models learn from data. Hybrid approaches combine both methods for enhanced accuracy. The potential applications of sentiment analysis in finance include predicting stock prices and identifying market sentiment shifts, which are valuable for investment decisions.

## **Text mining in finance:**

Text mining involves extracting valuable insights from unstructured text data. Techniques like topic modelling, entity recognition, and sentiment analysis are applied. In finance, text mining aids in predicting stock prices and identifying market trends, providing invaluable information for traders and investors.

## **Deep learning in finance:**

Deep learning, a subset of machine learning, utilizes neural networks to learn from extensive datasets. In finance, deep learning models are employed to predict stock prices, detect fraudulent activities, and identify market trends. However, these models require substantial data and must be managed carefully to avoid over fitting.

## **Natural Language Processing (NLP) in finance:**

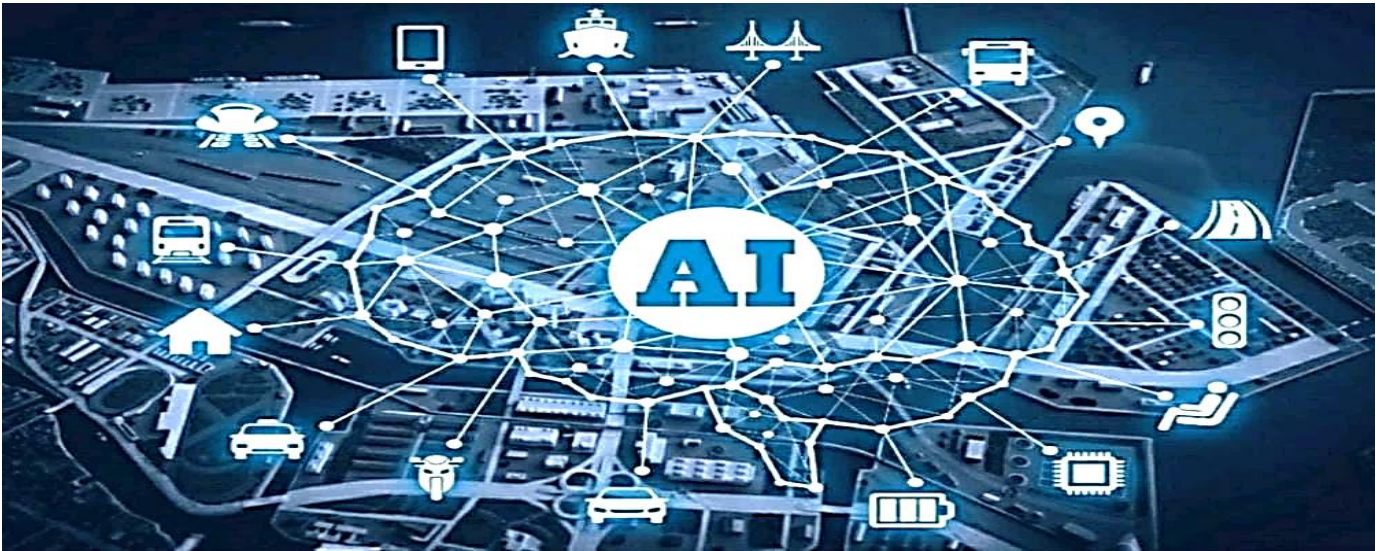
NLP is instrumental in analyzing and understanding human language in financial contexts. It enhances sentiment analysis, text mining, and customer service. NLP tools can decipher complex financial reports and news articles, providing insights that inform investment strategies and decisions. Nevertheless, NLP's effectiveness depends on

access to comprehensive and high-quality data, and there is a need to address potential biases in language processing.

### Conclusion:

Machine-readable data and AI/ML technologies are reshaping the financial industry and research landscape. They have already proven their worth in trading, risk management, fraud detection, and customer service. Key research themes like sentiment analysis, text mining, deep learning, and NLP are continuously evolving, providing new avenues for innovation in finance. As the industry embraces these technologies, it must also address challenges like data volume, quality, and potential biases to realize their full potential. With continued advancements, the financial sector is poised for a future marked by unprecedented efficiency, accuracy, and profitability.





Written by: Azra Attarwala, F.Y MBA (Batch-15)

C.K. Shah Vijapurwala Institute of management (CKSVIM)

## Brief History of AI

### History of AI:

- AI has been around since the 1950s, when Alan Turing created the Turing test.
- In the 1960s, the first chatbot programme, ELIZA, was developed.
- In 1977, IBM's Deep Blue computer beat a world chess champion.
- Apple introduced Siri as a digital assistant in 2011.
- OpenAI, co-founded by Elon Musk, emerged in 2015.

### AI, Machine Learning, and Deep Learning:

- AI aims to make machines think like humans.
  - Machine learning is about computers learning from data to make predictions.
- ❖ There are three main types of machine learning:
1. Supervised learning (learning from labelled data).
  2. Unsupervised learning (finding hidden patterns in data).
  3. Reinforcement learning (learning from trial and error).

### Future of AI:

- AI is driving automation and efficiency in various industries.
- It enables personalization in marketing, healthcare, and education.
- In healthcare, AI helps with disease detection and personalized treatment.
- AI improves education through personalized learning and automation.



- AI accelerates scientific research by analyzing large datasets.
- AI creates jobs in machine learning and related fields and opens up new business opportunities.

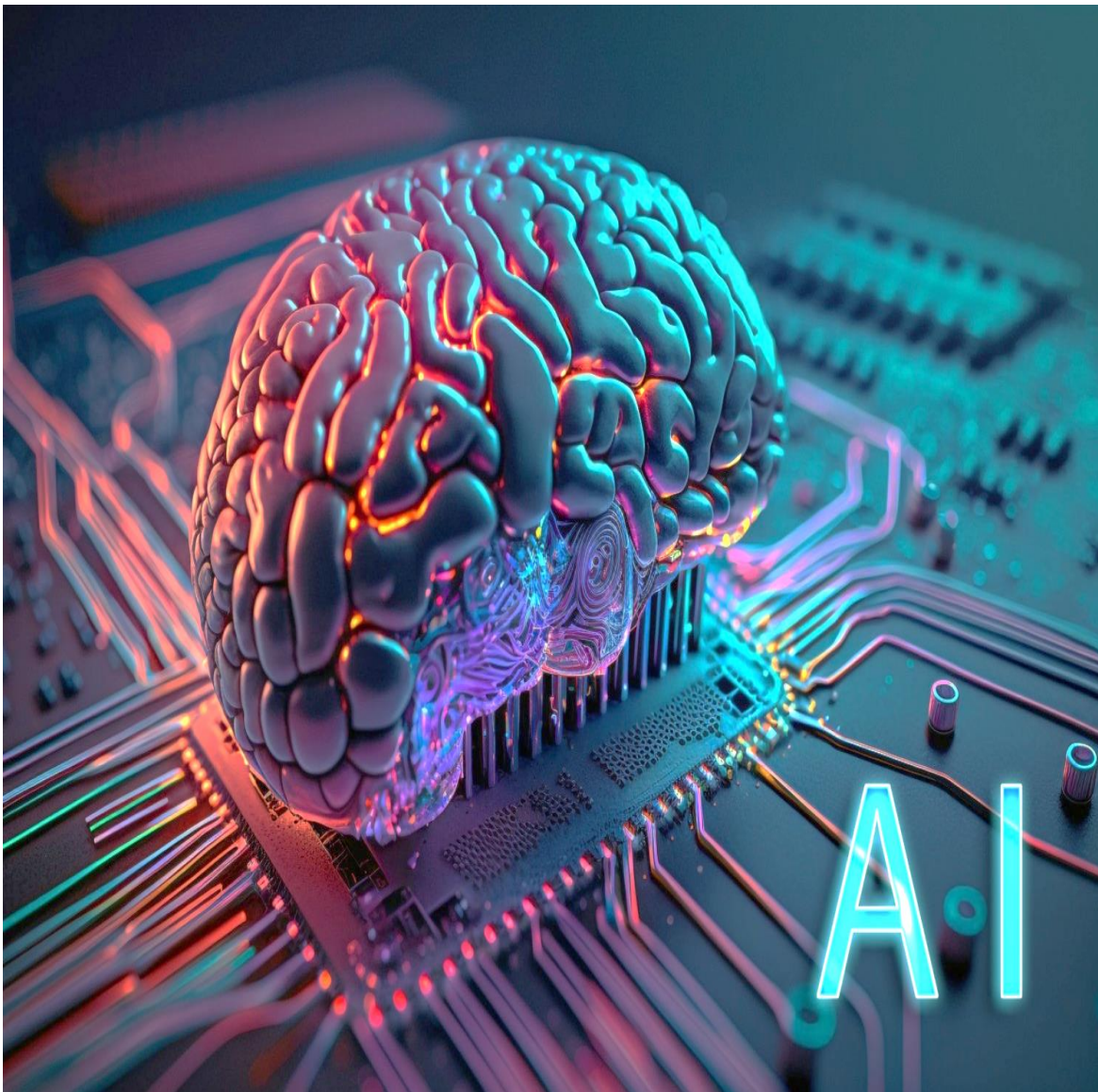
**Conclusion:**

The future of AI is promising but needs careful management.

Balancing innovation and ethical responsibility is crucial.

We should learn and adapt, just as AI does, to make the world better.

In simple terms, AI has a long history; it's about making machines think like humans, and it's used in various ways to make our lives easier and better, but we need to be responsible in how we use it.





Written by: Darshi Shah H., F.Y MBA (Batch-15)

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## “AI Tools in Finance”

### AI-Powered Chatbots and Virtual Assistants:

- **Objective:** To handle customer inquiries, automate routine tasks, and improve customer service.
- **Pros:** 24/7 availability, quick response times, and cost-effective customer support.
- **Cons:** Limited ability to handle complex issues, initial setup costs.
- **Future Potential:** Likely to become more sophisticated and widely used.
- **Impact on Manpower:** Reduces the need for human customer support agents in handling routine queries.

### Automated Data Entry and Processing:

- **Objective:** To reduce manual data entry, minimize errors, and streamline financial data management.
- **Pros:** Improved accuracy, time savings, and reduced human error.
- **Cons:** Initial setup costs, reliance on data quality.
- **Future Potential:** Expected to continue evolving with enhanced data extraction capabilities.
- **Impact on Manpower:** Reduces the need for data entry personnel.



## Fraud Detection Systems:

- **Objective:** To identify and prevent fraudulent financial activities.
- **Pros:** Early detection of fraud, enhanced security, and reduced financial losses.
- **Cons:** False positives, complexity in setting up robust systems.
- **Future Potential:** Likely to improve in accuracy and adaptability.
- **Impact on Manpower:** Reduces the need for dedicated fraud detection teams.

## Predictive Analytics Tools:

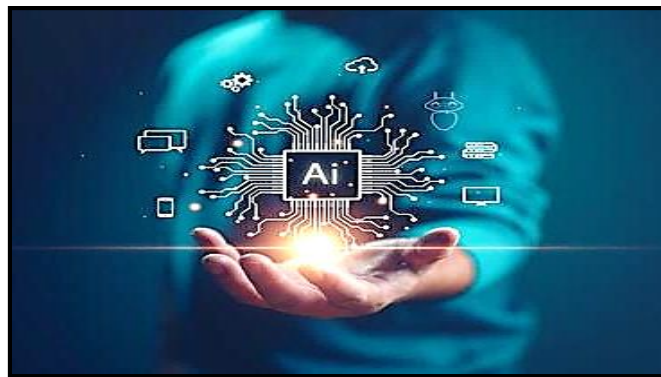
- **Objective:** To forecast financial trends, market behavior, and investment opportunities.
- **Pros:** Informed decision-making, improved investment strategies, and risk mitigation.
- **Cons:** Reliance on historical data, potential inaccuracies in predictions.
- **Future Potential:** Expected to become more precise and valuable.
- **Impact on Manpower:** May reduce the need for some financial analysts.

## Expense Management Software:

- **Objective:** To automate expense tracking, categorization, and reporting.
- **Pros:** Simplified expense management, improved financial visibility.
- **Cons:** Initial setup and training requirements.
- **Future Potential:** Likely to become a standard tool for businesses.
- **Impact on Manpower:** May reduce administrative workload for finance teams.

Overall, these AI tools aim to make financial processes more efficient, accurate, and cost-effective. While they may reduce the need for some routine tasks, they also create opportunities for finance professionals to focus on higher-value activities like strategic decision-making and analysis. As AI technology continues to advance, these tools are expected to play an increasingly important role in the finance industry.





Written by: Shah Udit Y., F.Y MBA (Batch 15)

C.K. Shah Vijapurwala Institute of Management (CKSVIM)



## "Artificial Intelligence (AI) and Its Impact on Various Aspects of Life."

"As **Albert Einstein** once said, '**Imagination is more important than knowledge.**' In a world driven by innovation and creativity, these words hold profound meaning. In this article, we will explore the power of imagination and its role in shaping the future of technology, art, and human progress."

Ever since the earth came into existence something new has been developing every day. Be it in any work, knowledge, faith or in any other way, it is growing daily. So today we are going to talk about an emerging modern invention that has been influencing your life to some extent since the last decade. It is none other than AI Technology.

Artificial Intelligence (AI) technology is developed by a diverse range of individuals, organizations, and entities across the globe. The roots of AI can be traced back to the mid-20th century when early computer scientists and mathematicians began to explore the concept of machines that could simulate human intelligence. Artificial Intelligence (AI) is a field of computer science that has evolved over several decades and has been shaped by the contributions of many researchers and innovators. It does not have a single founder or discoverer like some scientific discoveries. Instead, AI has developed through the collective efforts of numerous individuals and organizations over time.

### Here's how AI technology can contribute to this evolution:

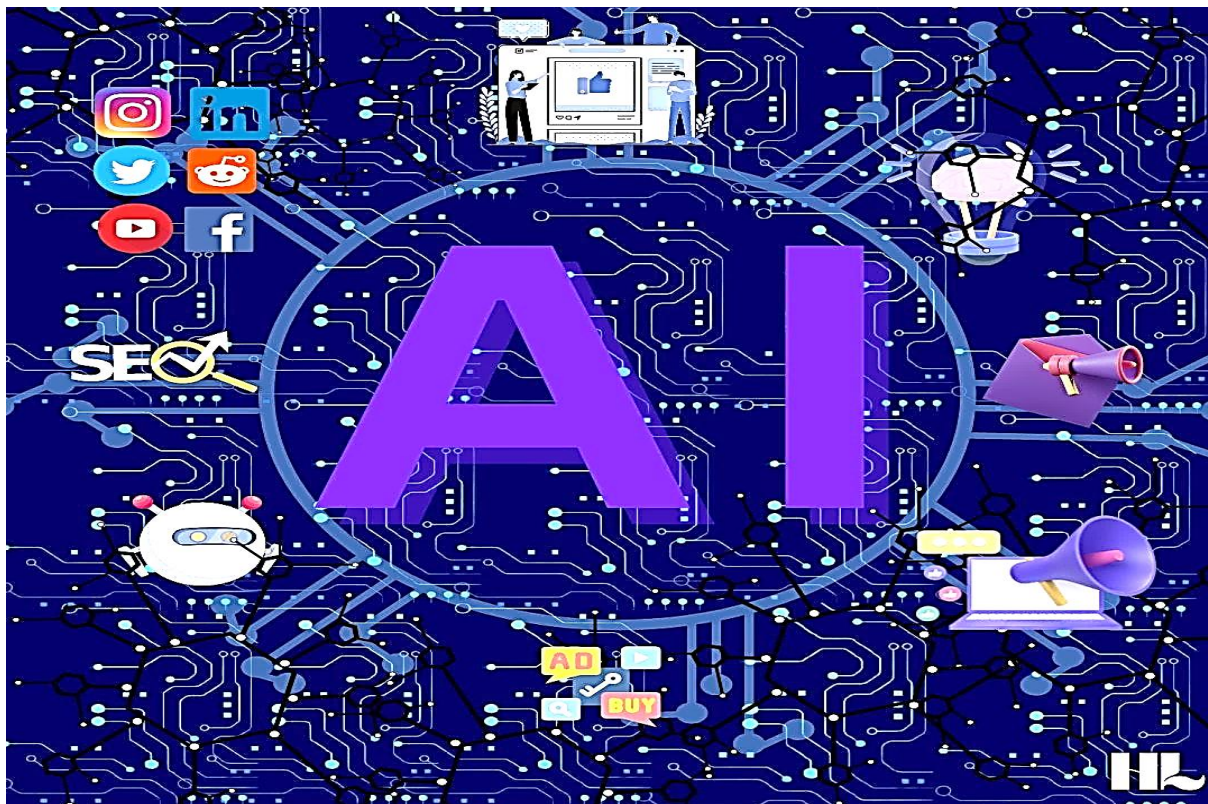
1. **Automation and Efficiency:** AI-powered automation can streamline and optimize various processes, reducing the need for human intervention in repetitive and mundane tasks.
2. **Data Analysis:** AI can process vast amounts of data quickly and accurately, providing insights that were previously unattainable.
3. **Personalization:** AI can analyse user behaviour and preferences to provide personalized experiences and recommendations.
4. **Predictive Analytics:** Machine learning algorithms can predict future events or trends based on historical data.
5. **Improving Safety:** AI technology, particularly in the context of autonomous vehicles and industrial automation, has the potential to enhance safety.

6. **Healthcare Advancements:** AI can assist in diagnosing diseases, analyzing medical images, and predicting patient outcomes.
7. **Natural Language Processing (NLP):** NLP technology enables machines to understand and generate human language.
8. **Scientific Discovery:** AI can analyse complex scientific data, accelerating discoveries in fields such as genomics, drug discovery, and materials science.
9. **Environmental Impact:** AI can be used to monitor and manage environmental factors, such as climate change, air quality, and wildlife conservation.
10. **Education and Training:** AI-driven educational platforms can personalize learning experiences, offer feedback, and adapt to individual student needs, potentially revolutionizing education.

In conclusion, artificial intelligence is not just a technological advancement; it represents a profound transformation in the way we live, work, and interact with the world around us. From revolutionizing industries through automation and data analysis to enhancing personalized experiences and advancing scientific discoveries, AI's potential seems limitless.







Written by: Janhavi Thakkar Y., F.Y MBA (Batch 15)

C.K. Shah Vijapurwala Institute of Management (CKSVIM)

## "Revolutionizing Marketing: The Impact of AI in the Digital Age"

AI tools in the marketing field of India are used to improve advertising and customer engagement. Their advantages include:

AI tools have been significantly reshaping employment in marketing. They enable:

- 1. Data Analysis:** AI processes vast amounts of data quickly, allowing marketers to make data-driven decisions and create more targeted campaigns.
- 2. Personalization:** AI can tailor marketing messages and content to individual preferences, enhancing customer engagement.
- 3. Chatbots:** AI-powered chatbots handle routine customer inquiries, freeing up human marketers for more strategic tasks.
- 4. Predictive Analytics:** AI predicts future trends and customer behaviors, helping marketers anticipate market shifts.
- 5. Content Generation:** AI can create marketing content, from product descriptions to social media posts, saving time and resources.

**6. Ad Campaign Optimization:** AI optimizes ad placements, keywords, and budgets in real time for better ROI.

**7. Customer Insights:** AI analyzes customer feedback and social media mentions to gain insights into sentiment and preferences.

However, this shift also requires marketers to adapt, acquiring new skills and focusing on strategic aspects while AI handles routine tasks. The job landscape in marketing is evolving, with a growing demand for professionals who can harness AI's potential for better results.

While AI has numerous benefits for the marketing field, it can also have negative effects in India and other regions if not used responsibly or if its implementation is not carefully managed:

**1. Job Displacement:** AI can automate many routine marketing tasks, leading to concerns about job displacement. This is a global issue, but in countries like India, where employment is a significant concern, it can be particularly worrisome.

**2. Data Privacy Concerns:** The use of AI in marketing often involves collecting and analyzing large amounts of personal data. Mishandling this data can lead to privacy breaches and regulatory issues, as seen with India's Personal Data Protection Bill.

**3. Bias and Fairness:** AI algorithms can perpetuate biases if not properly trained and monitored. In India, where diversity is a strength, AI bias can lead to unfair targeting or discrimination in marketing campaigns.

**4. Digital Divide:** Not all businesses in India have the resources to adopt advanced AI marketing tools. This can exacerbate the digital divide, favoring larger corporations and potentially harming smaller businesses.

**5. Over-reliance** on AI can lead to a lack of creativity and a reduced focus on human-driven marketing strategies, which can be detrimental in a market as diverse as India.

**6. Trust Issues:** Consumers may become wary of AI-driven marketing if they feel their data is being misused or if they perceive that AI is impersonal. Trust is crucial in Indian markets, which are often relationship-driven.

**7. Regulatory Challenges:** India is working on developing robust regulations for data privacy and AI. Navigating these evolving regulations can be challenging for businesses.

In summary, while AI has the potential to transform marketing in India positively, it also poses challenges that need to be carefully addressed to ensure ethical, inclusive, and effective use of AI in the marketing field.





## ACADEMIC ACHIEVEMENTS



Figure 12: MBA Students of CKSVIM shine at "Anusandhan 2023" – A state-level Summer Internship Project (SIP) competition

MBA students from CKSVIM took part in "Anusandhan 2023," a state-level competition for their Summer Internship Projects (SIP). This event was organized by Gujarat Technological University's Graduate School of Management Studies (GSMS). Out of 50 participants who came from different parts of Gujarat, Jenil Parikh stood out by securing the 3rd position. For this achievement, Jenil received a cash prize of Rs. 2,000 and a certificate of achievement. Each participant in the competition was recognized for their valuable contributions with a participant certificate. Dr. Kerav Pandya, the director of CKSVIM, always encourages the students to take initiative. His motivation and guidance are instrumental in their success. Students at CKSVIM are fortunate to have his support and guidance as they pursue their academic and professional endeavors.



Figure 13: First Position in NMW (National Management week)

## ACTIVITY CLUBS









# EVENTS GALLERY









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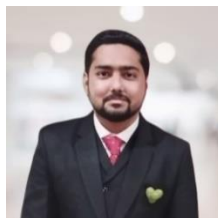
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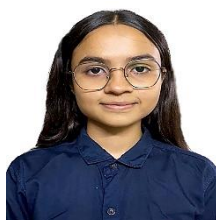
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