A.V.C. COLLEGE OF ENGINEERING

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Mannampandal, Mayiladuthurai District,Tamilnadu-609305

ESTD: 1996

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

REPORT:

GUEST LECTURE ON

"AI in Retail Industry – Transforming the Future of Business"

Department of Computer Science and Engineering in association with III Cell and IIC organized a guest lecture on "AI in Retail Industry – Transforming the Future of Business" on 6th October 2026 at MBA Seminar Hall. The programme was organized with the objective of providing students with an understanding of the growing role of Artificial Intelligence (AI) in the retail sector and its impact on modern business practices.

The programme started with a Welcome Address delivered by Ms. M. Abinaya, IV CSE Student, who warmly welcomed the resource person, Principal, faculty members, and students.

Dr. R. Sudha, ASP/CSE introduced the guest speaker, Mrs. Nivasini Ganesan, Technical Business Analyst, Fenix Outdoor AB, Sweden, and briefly highlighted her professional experience and expertise. The Felicitation Address was delivered by Dr. P. Balasubramanian, Principal, AVCCE.

The highlight of the programme was the Guest Lecture delivered by Mrs. Nivasini Ganesan, Technical Business Analyst, Fenix Outdoor AB, Sweden. The session focused on the transformative role of Artificial Intelligence in the retail industry. The resource person explained how AI is increasingly being integrated into different stages of the retail business to improve efficiency, customer experience, decision-making, and business performance.

The speaker discussed the application of AI in areas such as customer behaviour analysis, personalized recommendations, demand forecasting, inventory management, sales prediction, supply-chain optimization, and customer service.

The programme concluded with the Vote of Thanks delivered by Mr. B. Manikandan,IV CSE Student. Around 120 students participated and benefitted from this programme.




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