KiiT
KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY
Deemed to be University U/S 3 of the UGC Act, 1956
SCHOOL OF MANAGEMENT

ANALYTICS KONCLAVE

5th National
BUSINESS ANALYTICS
KONCLAVE

Theme: Navigating Business Frontiers through Generative Artificial Intelligence

📅 September 21st, 2024   📍 KSOM Auditorium

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🌐 ksom.ac.in/business-analytics-konclave

Introduction

Welcome to the fifth edition of the Business Analytics Conclave, hosted by the KIIT School of Management (KSOM). Over the years, our Conclave has been a platform for insightful discussions, innovative ideas, and transformative insights into business analytics. As we embark on this journey, we are thrilled to present a theme that encapsulates the cutting-edge advancements and transformative potential of Generative Artificial Intelligence (AI) in shaping the future of business.

As we embark on this journey of exploration and innovation, it is imperative to understand the transformative potential of Generative Artificial Intelligence (AI) and its profound impact on the business landscape. Generative AI represents a paradigm shift in how businesses innovate, create, and engage with customers. Unlike traditional AI systems designed for specific tasks, Generative AI can generate new content, images, and scenarios based on patterns learned from vast data. These models enable businesses to unlock new opportunities for creativity, personalization, and efficiency across various industries and applications.

Generative AI empowers businesses to create personalized campaigns, develop innovative product designs, and engage with customers more deeply. Financial institutions leverage Generative AI to forecast market trends, optimize investment strategies, and mitigate risks in a rapidly evolving landscape. In supply chain management, Generative AI enables organizations to optimize inventory levels, streamline logistics operations, and anticipate demand fluctuations with unprecedented accuracy. Human resources departments leverage Generative AI to analyze employee data, identify talent trends, and optimize recruitment and retention strategies. Understanding the ethical considerations and responsibilities associated with using Generative AI is essential. From ensuring data privacy and algorithmic transparency to promoting fairness and accountability, businesses must prioritize ethical principles in developing and deploying AI-driven solutions.

Through insightful discussions, interactive workshops, and hands-on experiences, this year's Business Analytics Conclave aims to explore the transformative potential of Generative AI and its role in shaping the future of business. We invite you to join us as we delve into the possibilities, challenges, and opportunities that lie ahead in the era of Generative Artificial Intelligence.

Business Analytics Conclaves over the years:

The inaugural Conclave on "Transforming Businesses using Data" set the stage for discussions on leveraging data to drive business transformation and innovation. The 2nd National Business Analytics Conclave, with the theme "Demystifying Analytics," delved into the complexities of analytics and demystified its applications across industries and domains. In the 3rd National Business Analytics Conclave, the theme was "Industry, Analytics & Growth in the Next Decade," which explored the future landscape of analytics and its implications for industries in the upcoming decade. The 4th National Business Analytics Conclave, with the theme "Building a Sustainable Inclusive Future: Industrial Challenges & Opportunities in Analytics," addressed the industrial challenges and opportunities in analytics while emphasizing sustainability and inclusivity.

In today's rapidly evolving business landscape, organizations constantly seek innovative solutions to navigate new frontiers and stay ahead of the curve. Generative Artificial Intelligence represents a paradigm shift in how businesses innovate, create, and engage with customers. This year, we have chosen the theme "Navigating Business Frontiers through Generative Artificial Intelligence" to explore the transformative potential of Gen AI-driven innovation and its impact on businesses across industries.

1. Introduction to Generative AI and its Business Applications:

Provide an introductory overview of Generative AI technologies, explaining their fundamental concepts and principles. Highlight the potential business applications of Generative AI across diverse industries, including marketing, finance, operations, human resources, and product innovation.

2. Marketing Campaign Optimization using Generative AI:

Discuss how Generative AI models can optimize marketing campaigns by analyzing customer data, predicting consumer behavior, and generating personalized content and messaging strategies to drive engagement and conversions. Showcase examples of successful marketing campaigns powered by Generative AI and explore best practices for integrating AI-driven insights into marketing strategies.

3. Financial Forecasting and Investment Analysis with Generative AI:

Explore how Generative AI algorithms can forecast financial trends, analyze investment opportunities, and optimize portfolio management strategies to maximize returns and mitigate risks in the financial markets.Provide practical examples and case studies to illustrate how Generative AI can enhance businesses' and investors' financial forecasting and investment decision-making processes.

4. Supply Chain Management and Logistics Optimization using Generative AI:

Examine how Generative AI techniques can optimize supply chain operations, including demand forecasting, inventory management, and route optimization, to enhance efficiency, reduce costs, and improve customer satisfaction.Discuss real-world applications of Generative AI in supply chain management and logistics optimization and explore emerging trends and innovations in the field.

5. Human Resource Analytics and Talent Management with Generative AI:

Explore how Generative AI models can analyze employee data, identify talent trends, and generate predictive insights to optimize organizational recruitment, performance management, and talent development strategies.Discuss the ethical considerations and privacy concerns associated with using Generative AI in human resource analytics and talent management and explore strategies for mitigating risks and ensuring responsible AI deployment.

6. Ethical Considerations and Responsible AI Deployment:

Discuss the ethical implications of using Generative AI technologies in business contexts, including data privacy, algorithmic bias, and responsible AI deployment issues.Provide guidelines and best practices for ensuring ethical decision-making and governance in AI-driven business applications and highlight the importance of transparency, accountability, and fairness in AI systems.

7. Innovation with Generative AI:

Explore how Generative AI technologies can be leveraged to drive entrepreneurship and innovation, including startup opportunities, emerging business models, and disruptive innovations in various industries.Showcase examples of successful startups and entrepreneurs leveraging Generative AI to create novel products, services, and business models and discuss strategies for fostering a culture of innovation and experimentation within organizations.

8. Building Generative AI Applications:

Gain practical experience building and deploying generative AI applications using popular frameworks such as TensorFlow and PyTorch. This immersive experience empowers you to translate theoretical knowledge into practical proficiency, equipping you with the expertise needed to innovate in the realm of artificial intelligence.

9. Deep Learning Architectures for Generative AI:

Dive deep into the architecture and training techniques of deep learning models, including variational autoencoders and recurrent neural networks, for generative tasks. Gain a comprehensive understanding of how these models operate, from their fundamental components to their intricate interplay during training.

10. Data Visualization and Storytelling with Generative AI:

Explore how Generative AI techniques can visualize complex datasets, uncover patterns, and communicate insights effectively through compelling data-driven narratives and visualizations. Learn to craft compelling narratives and visualizations that not only communicate findings effectively but also captivate audiences, driving understanding and inspiring action.

Who should attend?

Attending the analytics conclave can be an excellent opportunity to learn about the latest developments in the field, connect with other professionals and researchers, and gain valuable insights that can help to advance your career or business. The event is designed to provide a platform for networking, learning, and sharing knowledge on the latest developments, trends, and opportunities in analytics. Additionally, attendees can explore emerging technologies and innovative methodologies shaping the future of analytics, staying ahead of the curve in a rapidly evolving landscape.

In general, those who should attend the analytics conclave are:

- Professionals in analytics-related fields, such as data analysts, data scientists, and business intelligence professionals.
- Researchers and academics working in the analytics field, including those in computer science, statistics, economics, and other related fields.
- Students and recent graduates interested in pursuing a career in analytics.
- Executives and decision-makers interested in leveraging analytics to drive business outcomes.
- Entrepreneurs and startup founders who are looking to incorporate analytics into their business strategy.

SPEAKERS AT PREVIOUS BUSINESS ANALYTICS KONCLAVES

Mr. DEEPAK SHARMA
Analytics, Strategy & Operations Leader

Mr. NITIN GUPTA
Senior Director, Head
- Enterprise Analytics, Data & AI
VISA

Dr. SUNIL KUMAR
Head of Data Science & Analytics
for International Service Support Group
Lenovo

Mr. DEB KUMAR MAJUMDER
Partner, Data & Technology
Transformation Leader
IBM Consulting - CIC

Mr. SANJAY KAR
Head of Analytics
Equifax India

As KIIT has a wide spectrum of programs, each of the programs gives us the opportunity to invite & interact with the industry mentors & thought leaders. These events give immense scope to both Industry & students to interact & share their views. These are excellent platforms for the students to understand the practicalities of the corporate world directly from the stalwarts & know what corporates are looking for outside the classroom teaching.

Konfidant

Every KSOM student is attached to a corporate mentor, the objective is to provide KSOM students with life skills, help them achieve professional & personal goals, make them industry-ready and support them to realize their full potential. It's a unique corporate mentorship program at KSOM. It's a two day workshop involving more than 20 corporate bigwigs in a one-on-one interaction with KSOM students. These corporate mentors will assume mentorship of their respective mentees and guide them in their career while making them confident and aware of general & specific industrial practices.

KOEDUCATE

KSOM has another unique initiative called "KOEDUCATE" where-in elective sessions across specializations are co-facilitated by internal faculties and corporate experts from the industry. This special initiative enriches course content and delivery by cashing-in on the knowledge of both the faculty and corporate expert and enhances focus on the practical application of concepts studied in the courses

Kurio℃ity
'A CITY OF RESEARCHERS'

The Business Research Fair of KSOM is an innovative platform for conducting research and analyzing behaviour of individuals (consumers, influencers and others) in association with corporates and how these impact business processes.

Konfluence

The indigenous outbound programme at KSOM, which happens to be the last two days of the MBA induction programme which gives exposure to the students to work on some live assignments & interact with the people directly to get an idea of how the business works.

MDP & Consulting

KIIT School of Management under the banner of Research, MDP & Consulting (RMC) offers short duration Management Development Programs. The main objective of the program is to provide specific training to corporate executives at different levels of the organizational hierarchy in both private and public sector enterprises.

KIIT School of Management (KSOM), Bhubaneswar is one of the top B Schools of India with a ranking of 31 as per NIRF, MHRD, Government of India, 2021. KSOM is a part of KIIT Deemed to be University, which has been ranked 601 – 800 in THE World University Rankings 2023 and ranked 151-200 in THE Young University Rankings. KSOM also got the best B School of Odisha by Times Business Awards in 2020.

The MBA program of KIIT School of Management (KSOM) is approved by All India Council of Technical Education (AICTE), Government of India. It is also accredited by the National Board of Accreditation (NBA) of AICTE. KSOM has been awarded Life Membership by Association of Management Development Institutions in South Asia (AMDISA). It is also in the process of attaining SAQS Accreditation.

80% faculty are from industry or with Ph.D. & over half the faculty are from institutions such as IIMs, IITs, TISS, MDI, XLRI and other premier institutes. Specializations are offered in Business Analytics,

Marketing, Finance, HR and Operations. KSOM has two Super MBA programs – 2 years super specializations in niche areas like Business Analytics and Supply Chain Management. 100+ recruiters visit the campus for hiring every year. It has a strong industry connect with more than 100 corporate interactions (conclaves, seminars, webinars, conferences, guest lectures) per year. The 35 acres fully WiFi enabled campus has students from more than 10 countries and has an amazing campus life with dedicated student clubs and societies, Knowledge Dialogue Series and sports events.

KSOM's MBA program is a mix of classroom learning along with role-plays, business simulation (first school to inculcate this as part of pedagogy), conclaves, guest lectures, corporate mentoring, live consultancy projects, seminars, a structured summer internship program, regular workshops, club activities, student research undertaken by students and jointly working with the industry through partnership and tie-ups.

About KIIT
(Kalinga Institute of Industrial Technology)

The Kalinga Institute of Industrial Technology (KIIT) Deemed-to-be-University is synonymous with academic excellence. It has redefined professional education in the country and set benchmarks in teaching pedagogies and research outputs.

The Education Ministry's NIRF 2023 has placed it as the 16th best university in the country, awarding high scores in parameters such as teaching, learning resources and graduation outcome.

It ranks in the cohort of 601-800 globally in the prestigious World University Rankings 2023. It is also India's first QS 5 Stars Rated University. It was awarded 5 Stars assessing from all the categories of QS criteria. KIIT became the first private varsity in Odisha and eastern India to enter into the prestigious QS BRICS University Rankings for 2018 being ranked 251-300 in the ranking list. KIIT University has achieved '251 – 300' rank in the report published on November 2022. Ranked 8th among reputed private institutions in India, KIIT is the youngest university in the country to figure in this prestigious ranking.

The remarkable growth of KIIT is rooted in the principles espoused time and again by KIIT Founder Dr. Achyuta Samanta. They are sustained focus on quality education and research with specific attention to universal access to education and equity.

The premier institute is spread over 25 sqkm. of academic township, and offers courses on almost all engineering disciplines, including medicine, management, rural management, law, architecture, biotechnology, fashion technology and other domains. In 2021, KIIT was ranked No. 1 among the top self-financing institutions in the country in the Atal Ranking of Institutions on Innovation Achievements (ARIIA), the second time in a row.

KIIT Deemed to be University has been placed in the rank band of 201-250 in the overall category among Asian universities by Times Higher Education (THE) ranking of Asia's best universities for 2022. With this accolade, KIIT has emerged as the best in Eastern India, performing at par with the prestigious institutions in India like the IITs, NITs and other reputed universities.

Dr. Achyuta Samanta, a visionary philanthropist is the founder of KIIT & KISS Universities. He comes from a very humble background with a vision to eradicate poverty through education. He lost his father when he was only 4 years old & went through acute poverty in his childhood. However, he was determined to change his future by education and later when he became a professor, he took it upon himself to provide quality education to thousands of poor children for changing their future. He developed a unique model of social transformation by building side by side two great academic institutions - Kalinga Institute of Industrial Technology for the well-to-do, and Kalinga Institute of Social Sciences for the poor.

This unique symbiotic model has grown over the last 25 years into two distinct universities, the KIIT University - running in self financing mode providing education to over 35000 students in subjects ranging from engineering to BioChemistry, from Law to Social Science, from Management to film making and the KISS University with over 35000 students from pre primary to Post Graduation level out of which 25000 are in University campus in BBSR and remaining 15000 are in satellite campuses in distinct tribal hinterlands of the country. Over 22 nobel laureates and over 100 Heads of States have visited KISS and applauded the development model.

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