



Department of Management Studies

Guest Lecture

Next-Gen Enterprises: Integrating AI Tools for Competitive Advantage

The Guest Lecture on “Next-Gen Enterprises: Integrating AI Tools for Competitive Advantage” was successfully held on 6th July 2025 at Falconry Seminar Hall, exploring the transformative role of Artificial Intelligence (AI) in modern business environments.

The event featured a keynote address by Dr. Bharath Chandrashekar, Head of Human Resources at IP Infusion Software India Pvt Ltd, who provided valuable insights into AI-driven talent acquisition, performance management, and data-driven decision-making in enterprises.

Key take-aways of the Program

AI as a Strategic Enabler: Participants explored how AI transforms business models, from predictive analytics to customer personalization—emphasizing AI not just as a tool, but as a competitive edge.

Case-Based Learning: Real-world case studies of companies like Amazon, Tesla, and Indian start-ups using AI-driven Automation, NLP, and computer vision were analyzed, inviting audience opinions on their future scalability.

Hands-on Tool Demonstration: Dr. Bharath Chandrashekar engaged students with live demos of AI tools like ChatGPT, Tableau, and Microsoft Copilot, showcasing how even non-tech professionals can harness AI in decision-making.

AI Ethics and Human-Centric Design: Interactive debate on bias in AI, job displacement myths, and the importance of ethical AI frameworks, encouraging students to frame their own AI policy ideas for organizations.

Dr. Bharath Chandrashekar finally discussed on the emerging roles like AI Product Manager, Prompt Engineer, and AI Compliance Officer, followed by a quiz and open Q&A to help participants align their careers with AI integration.

Special Acknowledgements

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Photographs





