

IIMC

IIM Calcutta
Alumni Association
Chennai



Invite you for a talk on

How AI is Reshaping Business Strategy: Myths and Realities

By Venky Shankar, Ph.D.

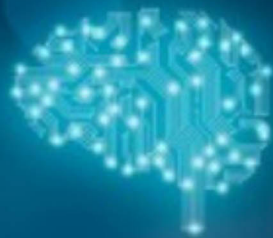
Coleman Chair Professor Of Marketing, Director Of Research,
Center For Retailing Studies, Mays Business School



www.venkyshankar.com

**Thursday, August 9, at 6.00 PM at
MMA Management Center, Pathari Road,
off Anna Salai, Chennai 600006**

High Tea at 5.30 PM, Main Program 6.00 to 7.30 PM



PROGRAMME

5.30 pm Registration & High Tea

6.00 pm Welcome & Opening Remarks **Mr Balraman Jayaraman**
President, IIMC Alumni Association, Chennai &
Co-Founder & President, Congruent Solutions P Ltd

Introduction of the Speaker **Mr Ajay Jain**
Vice President
IIMC Alumni Association, Chennai

Address by the Speaker on **Dr Venkatesh (Venky) Shankar**
"How AI is Reshaping Business
Strategy: Myths and Realities"
Coleman Chair Professor of Marketing
Director of Research, Center for Retailing Studies
Mays Business School, Texas A&M University

Q & A Session

Closing Remarks

Mr Ajay Jain

7.25 pm Vote of Thanks

Gp Capt R Vijayakumar (Retd), VSM
Executive Director
Madras Management Association

Complimentary for
MMA & IIMCAA Members/Invitees

In Partnership with



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High Tea: 5.30 pm
Programme Overleaf