



**International Conference on Management Growth in Emerging Economies (ICMEE-II 2024)**

**(22<sup>nd</sup> November, 2024)**

**Track 1 – Emerging Trends in Marketing and AI**

**Session Chairs: Dr. Purvi Derashri and Dr. Urvashi Tandon**

**Session Coordinator: Ms. Namita Sharma (+91 988 868 2318)**

**Timings: 11.30 AM – 3.30 PM**

**Zoom Link: <https://zoom.us/j/94842986269?pwd=UIabaUdDHkc3c0rp5IZtHCKqm6ckT3.1>**

**Meeting ID 948 4298 6269**

**Passcode 723787**

| S.No. | Paper ID | Title of Manuscript  | Presenter       | Co-author                      | Time Slot           |
|-------|----------|--|-----------------|--------------------------------|---------------------|
| 1.    | 6        | AI-Driven Innovation in Demand and Consumer Predictive Model in India: Enhancing Recommendation Systems and Reducing Product Returns | Jitendra Charan | Amit Sharma, Rajat Aggarwal    | 11.30 AM – 11.45 AM |
| 2.    | 9        | Revolutionizing Voice Search Interaction through Chatbots and Conversational AI  | Keerthana       | Manoj Govindaraj, Faizul Haque | 11.45 AM- 12 Noon   |

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|----|----|--|------------------------------|---|----------------------------|
| 3. | 11 | <b>Exploring the Emergence of AI-Driven Service Marketing Paradigms: Transforming Customer Engagement and Business Strategies</b>    | <b>Varya N S</b>             | <b>Manoj Govindaraj, Khairul Amir</b>                           | <b>12 Noon – 12.15 PM</b>  |
| 4. | 12 | <b>Revolutionizing Consumer Insights with AI and the Insight Equation Transforming Marketing Strategies</b>                          | <b>Rupigaa K</b>             | <b>M.S.R. Mariyappam, Hendra Syahputra</b>                      | <b>12.15 PM – 12.30 PM</b> |
| 5. | 14 | <b>AI-Driven Consumer Behaviour Insights: Applying the Insight Equation in Modern Marketing</b>                                      | <b>Vandhana N.</b>           | <b>Manoj Govindaraj, Jenifer Lawrence</b>                       | <b>12.30 PM – 12.45 PM</b> |
| 6. | 16 | <b>Voice Commerce Revolution Redefining the Future of Retail and Service Marketing</b>   | <b>Priyadarshini R</b>       | <b>MSR Mariyappan, Premkanth Puwanenthiren</b>                  | <b>12.45 PM – 1.00 PM</b>  |
| 7. | 17 | <b>AI-Driven Insights into Solar Energy Consumer Behaviour: Personalization and Engagement for Green Energy Adoption</b>             | <b>Abhishek Arun Raj</b>     | <b>Ravishankar Krishnan, Wan Nur Fazni, Wan Mohamad Nazarie</b> | <b>1.00 PM – 1.15 PM</b>   |
| 8. | 18 | <b>Enhancing Solar Energy Sales with NLP- Driven AI Solutions- Personalizing Consumer Engagement and Optimizing Customer Service</b> | <b>Shakthimanikandan . S</b> | <b>Ravishankar Krishnan, Navaneetha Krishnan Rajagopal</b>      | <b>1.15 PM – 1.30 PM</b>   |
| 9. | 21 | <b>AI in Retail: Consumer Reactions to Automated Product Recommendations</b>   | <b>Shailak Jani</b>          | <b>Hiren Harsora</b>  | <b>1.30 PM – 1.45 PM</b>   |



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|-----|----|---|----------------------|--------------------------|--------------------------|
| 10. | 32 | <b>Leveraging AI to Drive Consumer's Intention to Purchase Organic Products: a holistic Marketing Approach</b>  | <b>Himani Devi</b>   | <b>Amit Kumar Uniyal</b> | <b>1.45 PM – 2.00 PM</b> |
| 11. | 99 | <b>Assessing Fashion Retail Sales: A Comparative Study of Predictive Models with Focus on CNN-LSTM Hybrid Framework</b>                               | <b>Amita Garg</b>    | <b>Rajnish Rakholia</b>  | <b>2.00 PM – 2.15 PM</b> |
| 12. | 81 | <b>Integration of Artificial Intelligence in Customer Relationship Management Enhancing Customer Experience through Big Data and Machine Learning</b> | <b>Supritha P M</b>  | <b>Geeta Keswaraj</b>    | <b>2.15 PM – 2.30 PM</b> |
| 13. | 87 | <b>Understanding Repurchase Intention with Respect to Online Shopping: Role of Service Quality of AI Tools</b>  | <b>Namita Sharma</b> |                          | <b>2.30 PM – 2.45 PM</b> |