



IN ASSOCIATION WITH



J. MACK  
ROBINSON  
COLLEGE  
OF BUSINESS

DEPARTMENT OF MARKETING



MICA's 9th International Communication  
Management Conference

# ENHANCING CUSTOMER ENGAGEMENT:

CONNECTING  
AI WITH HUMANS

4-7 January, 2023





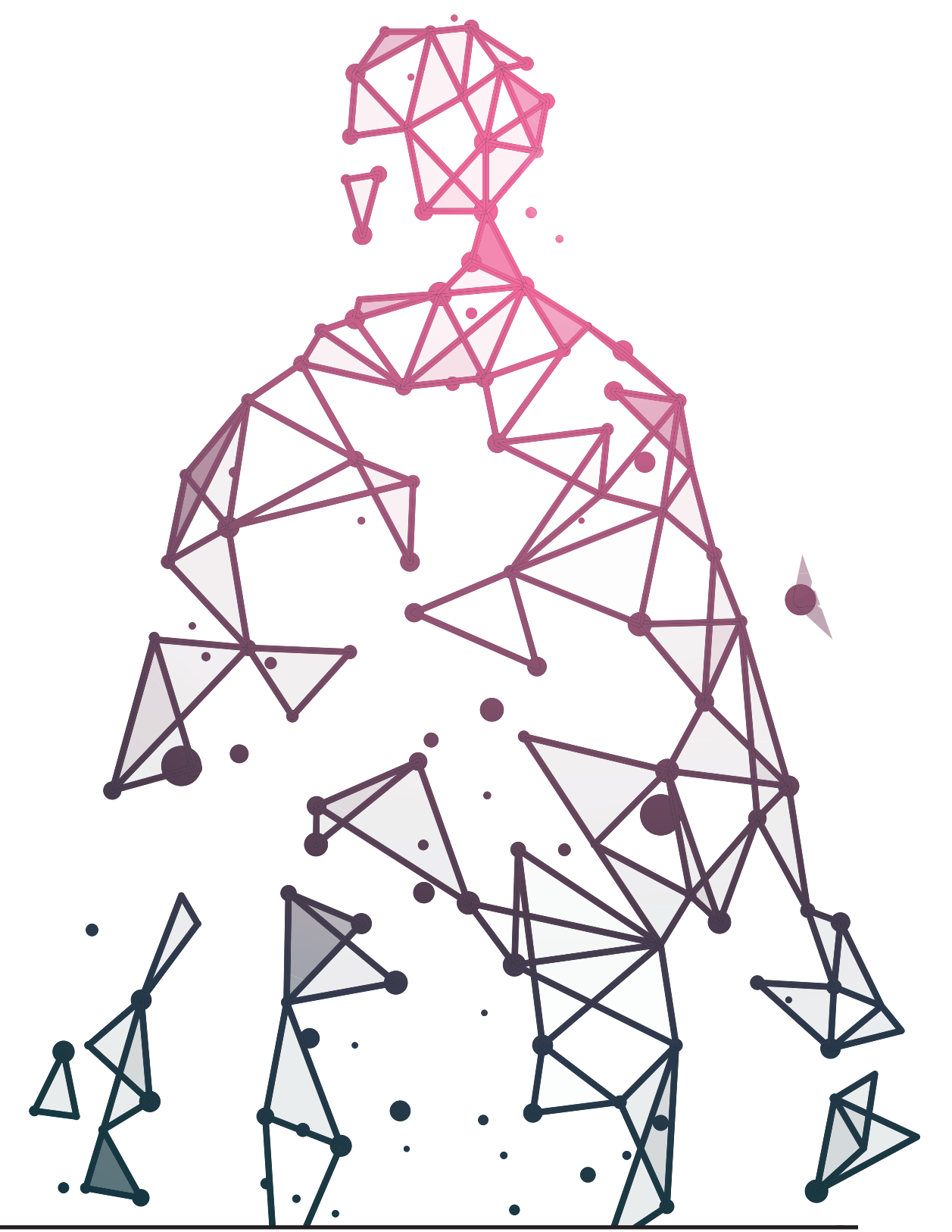
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PRESENTS



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## ENHANCING CUSTOMER ENGAGEMENT: CONNECTING AI WITH HUMANS

4–7 January, 2023

### 5 JANUARY, 2023

#### TIME

#### SESSION

8.30 - 9.30

Registration

9.30 - 11:00

Inauguration Ceremony

**Key Note Address**

Mr. Kamal Bali, President & Managing Director,  
Volvo Group, India

**AUDI**

11:00 - 11.30 Tea Break

11:30 - 13:00

Track 1:

Panel Briefing & Paper Presentation

**AI in Marketing**

**SH 1**

13:00 - 14.00 Lunch Break

14:00 - 16:00

Track 2

Panel Briefing & Paper Presentations

**Social Media, Digital Marketing, and  
Social Commerce with AI Integration**

**SH 2**

16:00 - 16.15 Tea Break

16:15 - 17:45

Academic Panel Discussion

**AI and Customer Engagement: A techno-  
human approach to meaning-making**

Prof. Sridhar Guda, IIM, Kozhikode

Prof. Arpan Kar, IIT Delhi

Prof. Saravana Jaikumar, IIM Calcutta

Prof. Bharathan Kandaswamy, Joint Managing  
Director, Kavithalayaa Productions Pvt. Ltd

**Moderator:** Prof. Shaphali Gupta, Professor, MICA

**AUDI**

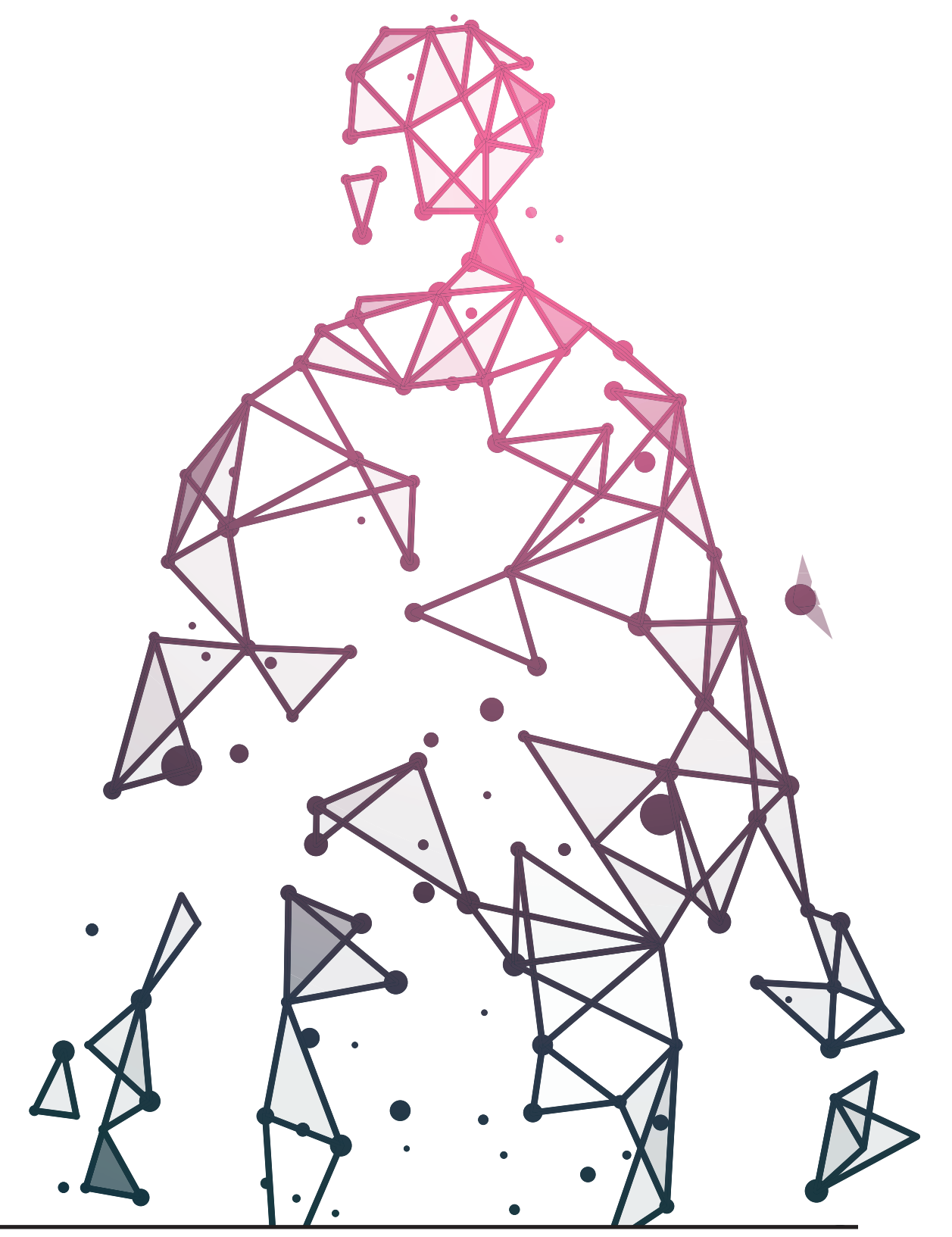
17:45 - 18.00 Tea Break



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## ENHANCING CUSTOMER ENGAGEMENT: CONNECTING AI WITH HUMANS

4–7 January, 2023

### 6 JANUARY, 2023

TIME	SESSION	
9:30 - 11:15	Track 3 Panel Briefing & Paper Presentation <b>AI implementation across sectors</b>	<b>SH 1</b>
11:15 - 12:00	Tea Break	
12:00 - 13:30	Industry Panel Discussion <b>Connecting AI with Humans in the context of Marketing</b> Mr. Manish Makhijani, Global CMI Director, People's Data Centre, Unilever Mr. Manish Mittal, President, Incivus AI Mr. Raj Kapoor, Founder, India Blockchain Alliance	<b>AUDI</b>
13:30 - 14:30	Lunch Break	
14:30 - 16:30	Track 4 Panel Briefing & Paper Presentation <b>Connecting Technology and Humans</b>	<b>SH 2</b>
16:30 - 17:30	Tea Break	
17:30 - 18:30	Poster Presentations	<b>PLAZA, SH 1</b>
18:30 - 17:00	Tea Break	
19:15 - 20:15	Cultural Night, Team Aatman Performance	



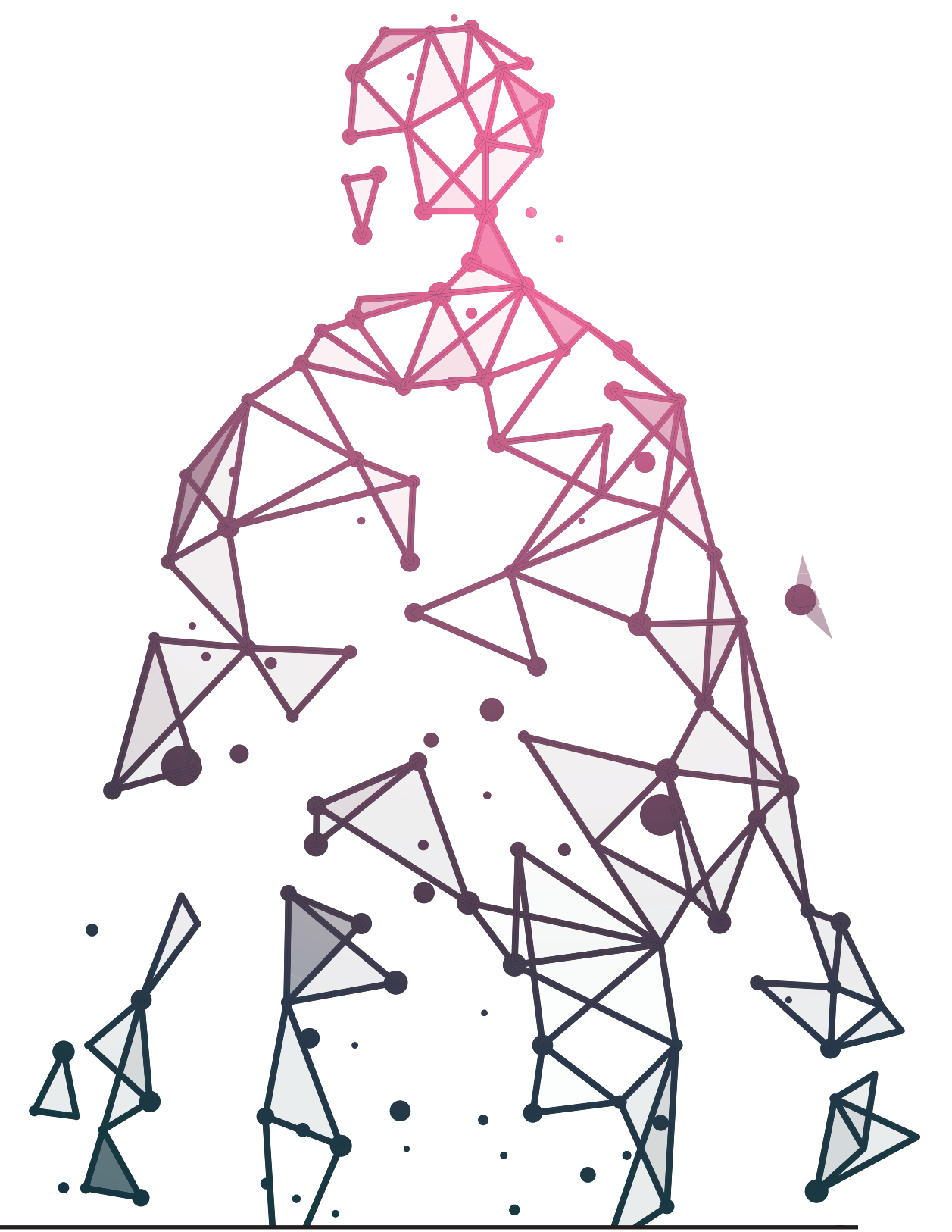
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## ENHANCING CUSTOMER ENGAGEMENT: CONNECTING AI WITH HUMANS

4–7 January, 2023

### 7 JANUARY, 2023

**TIME**

**SESSION**

**9:30 - 11:00**

**Track 5**  
**Panel Briefing & Paper Presentation**  
**AI Intervention in Governance, Planning,  
and Policy Framework**

**SH 1**

11:00 - 11:30 Tea Break

**11:30 - 13:00**

**Valedictory Function**  
**Welcome Speech**  
**Distribution of Awards for Best Papers**  
**Mr. Abhishek Gupta**  
Chief Customer Officer, Clevertap  
**Concluding Note**  
**Prof. Shailendra Raj Mehta**  
President and Director, MICA  
**Concluding Note**  
**Prof. Githa Heggde**  
Dean, MICA  
**Conference Highlights**  
ICMC Co-chairs, MICA  
**Vote of Thanks**  
Registrar, MICA

**AUDI**

13:00 - 14:00 Lunch Break