

NEW WAGE

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Guests attend a seminar, titled 'AI in Action: Transforming the Marketing Landscape with Generative Intelligence,' on the North South University campus on Wednesday. — Press release

NSU discusses role of AI in marketing

Staff Correspondent

THE Office of External Affairs of the North South University on Wednesday organised a seminar, titled 'AI in Action: Transforming the Marketing Landscape with Generative Intelligence,' on its campus, marking a significant milestone in exploring artificial intelligence's role in marketing.

Low Chin Yong, general manager and academic director at the Marketing Institute of Singapore Business

School, delivered a keynote. Known for his profound knowledge in the field, Yong explored the transformative potential of Generative Intelligence in revolutionising modern marketing practices.

An engaging, interactive session followed Yong's talk, where students discussed various approaches and the impact of AI in marketing. The seminar also welcomed a Marketing Institute of Singapore delegation, including its chairman Roger Low Kit Fai.

NSU vice-chancellor

Professor Atiqul Islam commended the initiative, highlighting the relevance and importance of AI in today's marketing landscape. He noted, 'AI in marketing is not just a technological evolution; it's the ingenious fusion of data-driven insights and human creativity.'

Niaz Ahmed, Professor of Marketing and Director of NSU Center for Business Research, extended heartfelt thanks to everyone for their participation and contribution to the event.