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**UNIVERSITY**  
Private University established in Karnataka State by Act No.34 of year 2010  
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*Celebrating*  
**25**  
**SILVER JUBILEE**  
years  
*of Alliance Education*



# Online Marketing: More of Artificial Intelligence

**Dr. B. C. Roy Engineering College,  
Durgapur, West Bengal**

**10<sup>th</sup> May 2022, Tuesday  
4 PM to 5 PM**

## Expert Speaker



### **Dr. Vartika Kulshrestha**

Assistant Professor  
Alliance College of Engineering and Design

Dr. Vartika Kulshrestha has been awarded the Doctorate of Philosophy from Banasthali University on "Security in Cloud Computing: Issues, Challenges & Solutions". She completed her MS from University of Bradford, United Kingdom and Bachelors of Engineering in Electronics & Communication Engineering from Dr. Bhim Rao Ambedkar University.

Dr. Kulshrestha has research interests in the fields of distributed ledger technology block chain, smart contracts with the amalgamation of artificial intelligence / machine learning, particularly in climate change / finance, biodiversity & sustainability, green economy and smart energy with, and cyber-physical system. She has presented and published papers in many reputed journals and has filed for multiple patents in the aera of cloud computing. She has won the best paper award in IETE Zonal Seminar-North (National Conference) on ICT in Health Carein 2016 and is a recipient of International Merit Scholarship in MS by the University of Bradford, United Kingdom.

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3	5/9/22 11:12:35	5/9/22 11:13:41	Mihir Sagar	mihiransaj789@gmail.com	8942823971	1st Year
4	5/9/22 11:12:59	5/9/22 11:13:46	Sourabh Kumar Thakur	sourabhthakur984@gmail.com	8360946689	1st Year
5	5/9/22 11:13:08	5/9/22 11:13:48	Sanchita Dutta	sanchitadutta947@gmail.com	6296141947	4th Year
6	5/9/22 11:13:28	5/9/22 11:14:04	MD Zeeshan Khan	zeeshankhan808496@gmail.com	7047350909	1st Year
7	5/9/22 11:14:13	5/9/22 11:15:15	Rohit Ranjan	rohit5202ranjan@gmail.com	8409244055	2nd Year
8	5/9/22 11:15:08	5/9/22 11:15:48	Sonali Debnath	sonaliandsubhajit@gmail.com	8001963323	1st Year
9	5/9/22 11:15:08	5/9/22 11:15:54	SAURABH KUMAR	saurabh8239398238@gmail.com	8239398238	2nd Year
10	5/9/22 11:16:38	5/9/22 11:16:45	AMISHA KUMARI	manshamisha2001@gmail.com	7479889539	2nd Year
11	5/9/22 11:16:14	5/9/22 11:16:57	Krishna kumar thakur	thakurkrishna90123@gmail.com	7050409262	2nd Year
12	5/9/22 11:17:55	5/9/22 11:18:37	Saloni Kumari	salonigupta0003@gmail.com	7050939341	1st Year
13	5/9/22 11:14:57	5/9/22 11:18:42	AMAN KUMAR	amanramdih@gmail.com	9508890182	1st Year
14	5/9/22 11:18:02	5/9/22 11:18:59	Avijit Dey	adey2860@gmail.com	9475631975	2nd Year
15	5/9/22 11:18:08	5/9/22 11:19:02	Rahul Ghosh	abdrahuldgp@gmail.com	6295532609	2nd Year
16	5/9/22 11:18:33	5/9/22 11:19:07	SHUBHAM GUPTA	shubhamgupta952311@gmail.com	6200674540	2nd Year
17	5/9/22 11:21:00	5/9/22 11:21:57	ABHINAB MONDAL	mondalabhinab3@gmail.com	9474956792	2nd Year
18	5/9/22 11:22:30	5/9/22 11:23:59	Amit Mandal	7209amit@gmail.com	7479655013	2nd Year
19	5/9/22 11:23:28	5/9/22 11:24:05	Apoorva	31vats2009@gmail.com	8102986503	1st Year
20	5/9/22 11:24:23	5/9/22 11:24:56	RAVI KUMAR	ravirkcom8@gmail.com	7091967711	1st Year
21	5/9/22 11:26:41	5/9/22 11:27:16	Mayank Kumar	mayankstar364@gmail.com	8340472868	1st Year
22	5/9/22 11:26:46	5/9/22 11:27:20	Shivam Lodh	shivamlodh@gmail.com	8617249714	1st Year
23	5/9/22 11:28:03	5/9/22 11:28:37	Mohammad Imran Mallick	mohammadimran98649@gmail.com	7667180237	1st Year
24	5/9/22 11:31:44	5/9/22 11:32:23	ATANU GUCHHAIT	guchhaitatanu45@gmail.com	7477760289	1st Year
25	5/9/22 11:44:38	5/9/22 11:45:51	SATYAM VATSA	satyamvats1414@gmail.com	9065738513	2nd Year
26	5/9/22 11:45:39	5/9/22 11:46:38	Priyam raj	spriyam156@gmail.com	7857068778	2nd Year
27	5/9/22 11:48:45	5/9/22 11:49:25	Bithi Mukhopadhyay	bithimukhopadhyay2002@gmail.com	8535896211	2nd Year
28	5/9/22 11:49:08	5/9/22 11:50:09	Kumar Mayank	Kumarmayank11122004@gmail.com	7488099010	1st Year
29	5/9/22 11:49:15	5/9/22 11:51:27	Kaustav Dey	kaustavdey332@gmail.com	6296026988	1st Year
30	5/9/22 11:51:59	5/9/22 11:52:53	SOHAM BONDYAPADHYAY	yoyosoham628@gmail.com	8617045058	1st Year
31	5/9/22 11:52:40	5/9/22 11:53:20	Saniya parween	saniyaparween2726@gmail.com	6200272762	1st Year
32	5/9/22 11:52:58	5/9/22 11:53:24	Yogesh kumar	yogeshi108989@gmail.com	8965035406	1st Year

33	5/9/22 11:54:45	5/9/22 11:59:11	Chaitali Saha	chaitalisaha2003@gmail.com	8972342847	1st Year
34	5/9/22 12:00:33	5/9/22 12:02:28	Sabyasachi kumbhakar	sabyasachik121@gmail.com	9117295804	1st Year
35	5/9/22 12:00:44	5/9/22 12:02:38	Sabyasachi kumbhakar	sabyasachik121@gmail.com	9117295804	1st Year
36	5/9/22 12:04:01	5/9/22 12:04:45	ANSHU LAL GUPTA	ulgupta712@gmail.com	9563567851	1st Year
37	5/9/22 12:02:37	5/9/22 12:05:13	SUJAN MANDAL	Sujanmandal75510@gmail.com	9641854949	1st Year
38	5/9/22 12:04:18	5/9/22 12:05:20	BHAIRAB MAHATO	Bhairabmahato7384@gmail.com	7384443196	1st Year
39	5/9/22 12:09:41	5/9/22 12:10:33	AMIT PAL	amitpal731201@gmail.com	7679640268	1st Year
40	5/9/22 12:14:39	5/9/22 12:15:37	Niti Raj	sk7300596@gmail.com	6206848392	1st Year
41	5/9/22 12:18:10	5/9/22 12:18:49	ABHISEK KARFORMA	karformaabhisek2003@gmail.com	8918761400	1st Year
42	5/9/22 12:19:58	5/9/22 12:20:43	Priyajit Dutta	tdatta612@gmail.com	8918965903	1st Year
43	5/9/22 12:24:00	5/9/22 12:24:45	Subrata Bit	sbit794@gmail.com	7584852300	1st Year
44	5/9/22 12:27:13	5/9/22 12:28:06	Mohd Noorain Ahmad Ni	noorainahmad10@gmail.com	9110029200	2nd Year
45	5/9/22 12:45:04	5/9/22 12:46:46	Ritabrata Mandal	ritabratamandal13@gmail.com	9836275813	1st Year
46	5/9/22 12:51:06	5/9/22 12:51:37	Sanoj Kumar	sanojkumartelwa@gmail.com	6203061291	1st Year
47	5/9/22 13:06:45	5/9/22 13:07:37	Angel	angelnex786@gmail.com	6206963029	2nd Year
48	5/9/22 13:23:09	5/9/22 13:24:15	Sahil Alam	sahil.nabagram@gmail.com	7479244340	1st Year
49	5/9/22 13:24:36	5/9/22 13:25:09	Sahil Alam	sahil.nabagram@gmail.com	7479244340	2nd Year
50	5/9/22 13:24:05	5/9/22 13:25:31	Narendra Singh	narendrasingh4048@gmail.com	7384328378	1st Year
51	5/9/22 13:26:07	5/9/22 13:26:59	Deepanshu Kumar Singh	deepanshu7209904662@gmail.com	7209904662	2nd Year
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53	5/9/22 14:03:21	5/9/22 14:04:15	INDRAJIT KHAN	Khanindrajit29@gmail.com	7810959522	1st Year
54	5/9/22 14:19:54	5/9/22 14:20:34	SUNANDA	sunandapatra21@gmail.com	8670831475	3rd Year
55	5/9/22 14:20:17	5/9/22 14:20:54	Anwasha Samanta	anweshasamanta442000@gmail.com	8875273278	3rd Year
56	5/9/22 14:20:44	5/9/22 14:21:21	MONIDEPA GHOSH	monidepaghosh@gmail.com	8927819190	3rd Year
57	5/9/22 14:20:00	5/9/22 14:21:24	AYAN BANERJEE	ayanbanerjee905@gmail.com	9732083521	3rd Year
58	5/9/22 14:20:58	5/9/22 14:21:36	Pratik Kumar Singh	singhpratik1103@gmail.com	8789768408	3rd Year
59	5/9/22 14:26:02	5/9/22 14:26:37	SUBHADIP CHATTERJEE	subhadip0999@gmail.com	7908621613	3rd Year
60	5/9/22 14:25:59	5/9/22 14:26:49	NIKHIL KUMAR GUPTA	masternikhilgupta@gmail.com	7320074515	3rd Year
61	5/9/22 14:26:17	5/9/22 14:27:54	Debagnik Paul	debagnik200110@gmail.com	7679699622	3rd Year
62	5/9/22 14:28:13	5/9/22 14:29:06	Saikat Ray	raysaikat123@gmail.com	6295856535	3rd Year
63	5/9/22 14:30:49	5/9/22 14:32:10	ANKOOR GORAI	ankoorgorai@gmail.com	8101054821	1st Year

64	5/9/22 14:31:05	5/9/22 14:32:38	Soumali Samanta	soumalisamanta3@gmail.com	9382917636	3rd Year
65	5/9/22 14:39:53	5/9/22 14:40:30	ASHMITA KUNDU	ashmitakundu2001@gmail.com	9732243555	3rd Year
66	5/9/22 14:46:40	5/9/22 14:47:39	Abhishek	abhisomu94@gmail.com	6295363614	3rd Year
67	5/9/22 15:08:36	5/9/22 15:11:24	ANKIT RAJ	ankitraj.brec@gmail.com	7667978970	2nd Year
68	5/9/22 15:14:11	5/9/22 15:15:59	Nilotpal Banerjee	neelbanerjee1212@gmail.com	7908070882	3rd Year
69	5/9/22 15:23:39	5/9/22 15:25:00	Barsha Ghosh	barsha03072002@gmail.com	9883949128	2nd Year
70	5/9/22 15:25:16	5/9/22 15:27:30	Khetranath Dey	khetranathdey08@gmail.com	8001741669	2nd Year
71	5/9/22 15:35:29	5/9/22 15:36:19	Vivek Kumar	vivekkumarvk0037@gmail.com	6206592496	3rd Year
72	5/9/22 16:00:29	5/9/22 16:01:17	Priyanka Mandal	mandalpriyanka910@gmail.com	9472745878	2nd Year
73	5/9/22 16:05:08	5/9/22 16:05:59	Suvam pal	suvampal350@gmail.com	9382957198	1st Year
74	5/9/22 16:06:20	5/9/22 16:06:57	Saikat Saha	saikatsaha798@gmail.com	8617818128	1st Year
75	5/9/22 16:05:48	5/9/22 16:11:25	MANISH KUMAR	Manishpes1@gmail.com	8271848885	1st Year
76	5/9/22 16:23:35	5/9/22 16:25:43	Dibyam Dey	dibyam8247@gmail.com	8900573127	2nd Year
77	5/9/22 16:31:35	5/9/22 16:32:40	ARYAN GUPTA	aryangupta9761@gmail.com	6299360067	1st Year
78	5/9/22 16:31:40	5/9/22 16:32:45	ARYAN GUPTA	aryangupta9761@gmail.com	6299360067	1st Year
79	5/9/22 16:35:30	5/9/22 16:36:02	ARYAN GUPTA	aryangupta9761@gmail.com	6299360067	1st Year
80	5/9/22 16:39:06	5/9/22 16:39:44	Atanu Guchhait	guchhaitatanu45@gmail.com	7477760289	1st Year
81	5/9/22 16:43:55	5/9/22 16:45:56	Rakesh Akhuli	rakeshakhuli2003@gmail.com	7551038377	2nd Year
82	5/9/22 16:47:11	5/9/22 16:47:57	RITIKA GORAI	www.rtkgorai16@gmail.com	7061871214	2nd Year
83	5/9/22 16:53:03	5/9/22 16:56:14	MEGHA KESH	meghalisa176@gmail.com	9679146504	2nd Year
84	5/9/22 17:04:23	5/9/22 17:05:00	Mimo Patra	joydeepatra18101999@gmail.com	6296914378	2nd Year
85	5/9/22 17:36:44	5/9/22 17:37:11	ROHIT SHARMA	rohitjamdagni1530@gmail.com	7982106617	2nd Year
86	5/9/22 17:40:18	5/9/22 17:41:03	Aisha Agarwal	aisha02agarwal@gmail.com	8392043622	2nd Year
87	5/9/22 17:50:11	5/9/22 17:50:13	Priyanka Manna	Mannapriyanka097@gmail.com	9547521610	1st Year
88	5/9/22 17:56:15	5/9/22 17:57:18	KANKAN CHATTERJEE	chatterjeekankan287@gmail.com	9434522007	1st Year
89	5/9/22 18:03:22	5/9/22 18:04:21	Rahul Kumar	rk1842687@gmail.com	7991108165	3rd Year
90	5/9/22 18:03:46	5/9/22 18:05:34	SHOUVIK MONDAL	mondaltumpa2003@gmail.com	9547133284	1st Year
91	5/9/22 17:58:46	5/9/22 18:14:03	Anindita Das	anindita.june.20@gmail.com	7551002902	2nd Year
92	5/9/22 18:59:29	5/9/22 19:01:30	Ratul goswami	ratulgoswami1234@gmail.com	6297271534	1st Year
93	5/9/22 19:04:54	5/9/22 19:06:12	Bijoy Narayan Ganguly	bijoynarayanganguly@gmail.com	8001874718	3rd Year
94	5/9/22 19:11:16	5/9/22 19:12:45	Saptiva Goswami	saptivagoswami@gmail.com	6295321359	1st Year

95	5/9/22 19:20:39	5/9/22 19:22:12	Bikram Rajak	rajakbikram49@gmail.com	8348044534	1st Year
96	5/9/22 19:30:43	5/9/22 19:31:10	Suraj Kumar	surajkr739@gmail.com	8987871601	3rd Year
97	5/9/22 19:53:45	5/9/22 19:58:05	Shivam Kumar	shivam142002@gmail.com	9110194396	3rd Year
98	5/9/22 20:01:29	5/9/22 20:01:56	Sumantra Bandyopadhyay	sumantrab.04@gmail.com	9735117726	1st Year
99	5/9/22 20:02:13	5/9/22 20:02:34	Sumantra Bandyopadhyay	sumantrab.04@gmail.com	9735117726	1st Year
100	5/9/22 20:17:03	5/9/22 20:17:47	Manish Kumar Singh	ms7794219@gmail.com	8617697398	1st Year
101	5/9/22 20:18:18	5/9/22 20:19:10	Rupsa Mandal	mandalrupsa@gmail.com	8617892736	2nd Year
102	5/9/22 20:58:17	5/9/22 20:59:21	AKASH MAHATO	akash417744@gmail.com	7432049524	2nd Year
103	5/9/22 21:01:14	5/9/22 21:01:50	Bithi Mukhopadhyay	bithimukhopadhyay2002@gmail.com	8535896211	2nd Year
104	5/10/22 0:23:22	5/10/22 0:23:46	Soumyadeep Garai	soumyadeepgarai123@gmail.com	8346818433	1st Year
105	5/10/22 7:51:34	5/10/22 7:52:42	Emad	emadulhaque78@gmail.com	9523811530	1st Year
106	5/10/22 7:58:08	5/10/22 7:59:23	HARIOM SHARAN	hariomsharan1566@gmail.com	6299687703	1st Year
107	5/10/22 8:00:08	5/10/22 8:01:55	HARIOM SHARAN	hariomsharan1566@gmail.com	6299687703	1st Year
108	5/10/22 9:54:26	5/10/22 9:55:11	Arkadyuti Mahato	mahatoarkadyuti@gmail.com	7602167481	2nd Year
109	5/10/22 10:04:32	5/10/22 10:05:06	ABIR MUKHERJEE	abirmukherjee2002@gmail.com	9647282624	1st Year
110	5/10/22 10:07:40	5/10/22 10:09:17	Ashish Raj	bhagatashish19@gmail.com	9162396015	4th Year
111	5/10/22 10:08:20	5/10/22 10:11:05	Pallabi Mukherjee	pallabimukherjee2003@gmail.com	9609753797	1st Year
112	5/10/22 10:13:04	5/10/22 10:13:42	Pallabi Mukherjee	pallabimukherjee2003@gmail.com	9609753797	1st Year
113	5/10/22 10:29:24	5/10/22 10:30:26	Adrija Roy	adrijar018@gmail.com	9832265612	1st Year
114	5/10/22 10:30:12	5/10/22 10:30:36	Anmol Kumari Singh	richakajusingh@gmail.com	8864011827	1st Year
115	5/10/22 10:29:59	5/10/22 10:31:55	Susmita kundu	kundususmita2002@gmail.com	9382468613	1st Year
116	5/10/22 10:31:25	5/10/22 10:32:06	NITIN CHOWDHURY	nitinchowdhury8081@gmail.com	7265903149	2nd Year

Artificial intelligence

Ai

AI

Not yet

Web development

Mtech

AI

Web development

MBA

Mtech

Ai

..

M.TECH

Neural network technology

AI

No

Computer Science and Engineering

Not interest

AI

Engineering

Artificial Intelligence and Machine Learning

Machine learning

M Tech

Yes

App developer

App development

Web design

Mba

Artificial intelligence

Software engineer

Durgapur

M. Tech in ELECTRICAL ENGINEERING



Artificial intelligence and machine learning

M-TECH in EE

M-TECH in EE

Computer science

M-tech in EE

AI

M. Tech in electrical engineering

MBA

M.tech

Android development

Na

Mtech

AI Development

M tech

Mba

Artificial intelligence

Artificial intelligence

Ethical hacking

Btech

Deep Learning

Yes

Yes

Ai

Machine learning

ML, IOT

Cloud Computing

Machine Learning

MBA IN HR

Cloud Computing

Data Science and IOT

WEB SEARCH

Artificial Intelligence

MACHINE LEARNING

Machine learning ,Web development and Artificial Intelligence

DATA SCIENCE

Cyber security

Machine Learning and Artificial Intelligence

Machine learning & Artificial intelligence

B tech

MBA

Artificial intelligence

MI

Artificial intelligence

AI

M-tech

M-tech

M-tech

Yes

machine learning, machine vision

Engineering

Computer Science

MI & AI

Android Development

Computer science and engineering

Phd

Programming

Masters degree

Mechanical

Network security , Distributed systems/cloud security

Web development

Programming

Artificial intelligence



Kolkata

Artificial Intelligence

Yes

Cyber

Cyber security

Yes

Analyst

Software development

MBA

MBA or Mtech

B.tech

m.tech

M.TECH

Artificial Intelligence

Artificial intelligence

Deep learning

M.Tech

M.Tech

Masters in Biomedical Engineering































Engineering

Engineering

BTECH

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## Participants (24)

- |    |                               |   |
|----|-------------------------------|---|
| R  | Rajib (me)                    |    |
| AU | Alliance University (Host)    |    |
| VK | Vartika Kulshrestha (Co-host) |    |
| SS | Sanath Shenava (Co-host)      |    |
| RN | Redmi Note 8                  |     |
| AK | ABHISEK KARFORMA              |     |
| A  | Abhishek                      |     |
| AR | Adrija Roy                    |     |
| AK | Ajay kumar Jha(AIML)          |     |
| AK | Alok Kumar                    |     |
| AG | Atanu Guchhait                |     |
| AB | AYAN BANERJEE                 |     |
| BR | Bikram Rajak                  |     |
|    |                               |     |

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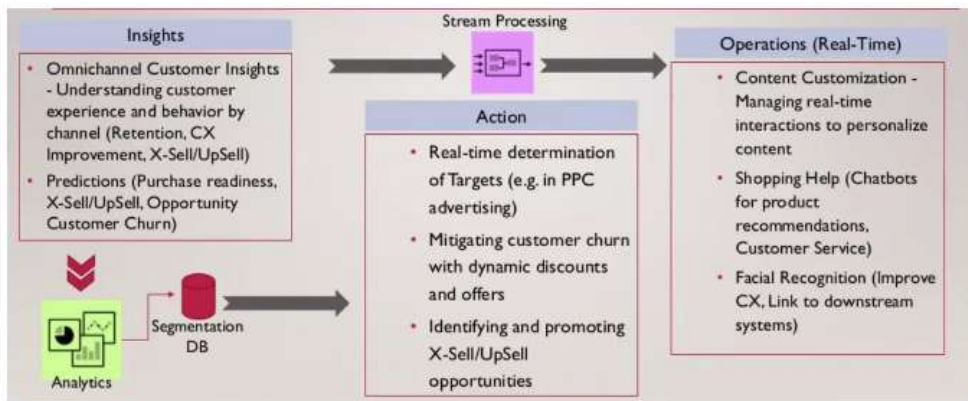
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## Participants (24)

AG	Atanu Guchhait		
AB	AYAN BANERJEE		
BR	Bikram Rajak		
CS	CHAITALI SAHA		
J	JOYDEEP		
NR	Niti raj		
R4	Raj 4B (10604)		
SK	Sabyasachi kumbhakar		
SR	Saikat Ray		
S	Saptiva		
S	Sooraj		
SM	Sujan Mandal		
SK	Susmita Kundu		
AG	ANKOOR GORAI		

[Invite](#)

# What is AI doing in Online Marketing?



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## Marketing Automation and Personalization

- Marketing automation and personalization with artificial intelligence is a combination that brings out a unique level of **customization in marketing**.
- Businesses can gain a significant edge in the war for clients, driving up **sales and revenue in the post-pandemic era**.
- Marketers can use AI solutions to **automate pay-per-click (PPC) advertising, display advertising, conversion rates, search engine marketing (SEM), keyword research, SEO, social media marketing (SMM) and website analytics**.

