# M P BIRLA INSTITUTE OF MANAGEMENT

Associate Bharatiya Vidya Bhavan

25 years of Excellence

**Internal Quality Assurance Cell**

**In Association with Marketing Mavericks (Marketing Club)**

**WEBINAR**

## SENTIMENT ANALYTICS IN THE ERA OF GENERATIVE AI



**Resource Person**

### Dr. A. S. Gokula Krishnan

**Professor - Domain Head - Analytics | HR | SCM | Entrepreneurship, and Research Supervisor (PhD) Department of MBA and Research Centre, Surana College**

**Saturday, July 12, 2025, 9.30 am to 12.00 noon**

**Online Platform : Zoom**

**Meeting ID: 937 4721 6500**

**Passcode: 123456**

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## WEBINAR SERIES 2025

## Topic: Sentiment Analytics in the Era of generative AI




**Speaker**

**Dr. A. S. Gokula Krishnan**

**Professor - Domain Head - Analytics | HR | SCM | Entrepreneurship, and Research Supervisor (PhD)**

**Department of MBA and Research Centre, Surana College**