

Impact of Artificial Intelligence and Digital marketing towards developing business foundation online.



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Abstract:

The Artificial Intelligence and Digital marketing together are shifting the move to online business rapidly. The online business and smart strategy to improve the business from offline to online is many businesses entrepreneurs' dreams.

Technology which is gaining a momentum is deriving business towards more and more target audience and generating leads among them is always challenging deal. The talk will cover how the AI and digital marketing together working to benefit the stakeholder who are showing their faith in technology.

Short Bio:

Vijender Kumar Solanki, Ph.D. is an Associate Professor in Computer Science & Engineering, CMR Institute of Technology (Autonomous), Hyderabad, TS, India. He has more than 15 years of academic experience in network security, IoT, Big Data, Smart City and IT. He is member of ACM and Senior Member IEEE.

He has authored or co-authored more than 75 research articles that are published in various journals, books and conference proceedings. He has edited or co-edited 15 books and Conference Proceedings in the area of soft computing.

He received Ph. D in Computer Science and Engineering from Anna University, Chennai, India in 2017 and ME, MCA from Maharishi Dayanand University, Rohtak, Haryana, India in 2007 and 2004, respectively.

He is the **Book Series Editor** of Internet of Everything (IoE): Security and Privacy Paradigm, CRC Press, Taylor & Francis Group, USA ; Artificial Intelligence (AI): Elementary to Advanced Practices Series, CRC Press, Taylor & Francis Group, USA

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For more details, please visit <https://www.sites.google.com/site/vijenderkrsolanki>