

WEBINAR

BEM Approved CPD/PDP Hours: 2
Ref No: IEM22/HQ/278/T(w)

“Gaining Competitive Advantage for Your Online Businesses through Artificial Intelligence (AI)”

Organised by **CONSULTING ENGINEERS SEPCIAL INTEREST GROUP (CESIG) & AER ASEAN Engineering Inspector - Manufacturing (AEI-MFG)**

Synopsis:

The Internet has made it easy for everyone to create an online business. Thus, competition is stiff among e-commerce players. Artificial intelligence (AI) is a common technology that can help online businesses. Unfortunately, many are thinking that AI is complex, expensive and is more for big companies that having sufficient budget. In reality, AI can be something that is simple and affordable that can be utilized by small online businesses. This talk is caters for small online business owners that would like to enhance their business performance with limited budget. First, an overview of e-commerce industry and AI technology/tool will be discussed. Next, several simple, common and also affordable AI tools will be discussed and demonstrated on how it can improve the business process efficiency and effectiveness. Last, we shall look into the latest trend of e-commerce training or education programmes in the market. More applications of AI can be seen in today's online businesses. AI and deep learning are the foundational future of online business decision making. Do not missed out, get involved with AI in your businesses. This talk is an initial effort to show you how to capitalize on advancements in AI in e-commerce.



Dr CHAN Sai Keong

He is the Dean for Faculty of Business, Information and Human Sciences and also Head of Programme (E-Commerce), Infrastructure University Kuala Lumpur (IUKL). He received the B.A degree (Media Studies) from Universiti Malaya, the MBA degree (Marketing) from Universiti Putra Malaysia and the Doctorate degree (Marketing) from Universiti Teknologi Malaysia. His current research interests include ecological behavior and beliefs, technology acceptance, e-commerce and influencer marketing. He has presented papers at various international and national conferences and published articles in peer-reviewed international journals.

Tuesday | 26 July 2022 | 5.30 PM – 7.30 PM

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