



Osmania University

INVITATION

DISTINGUISHED ALUMNI LECTURE SERIES #2

**“An Artificial Intelligence Approach for Online
Product Reviews and Review Synthesis”**

By

Prof. Praveen K. Kopalle

Signal Companies' Professor of
Management & Marketing
Tuck School of Business
Dartmouth College, USA

**On 21st July, 2022 (Thursday) at 10:00 AM
At Tagore Auditorium, OU**

President

Prof. D. Ravinder

Hon'ble Vice-Chancellor, OU

Guests of Honor:

Prof. P.Laxminarayana

Registrar, OU

Prof. B.Reddy Naik

OSD to Vice Chancellor, OU

Co-Convenor

Prof D. Sriramulu

Principal, UCC & BM, OU

Convenor

Prof. Sriram Venkatesh

Principal, UCE, OU



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Program Schedule

- 10:00 AM:** Inviting Dignitaries on to the Dias
Dr. Suma Bindu, Assistant Professor(C), English, UCE, OU
- 10:05 AM:** Welcome Address by
Prof. P. Laxminarayana, Registrar, Osmania University
- 10:10 AM:** About the OU Distinguished Alumini Lecture series by
Prof. D. Ravinder, Vice-Chancellor, Osmania University
- 10:20 AM:** Introduction of Speaker
- 10:25 AM:** Talk by
Prof. Praveen K. Kopalle
Signal Companies' Professor of Management & Marketing,
Tuck School of Business, Dartmouth College, USA
- 11:50 AM:** Remarks by
Prof. B. Reddy Naik, OSD to VC, Osmania University
- 11:55 AM:** Concluding Remarks by
Prof. Sriram Venkatesh Principal, UCE, OU
- 12:00 PM:** Vote of Thanks by
Prof D. Sriramulu, Principal, UCC & BM, OU



Osmania University

(Accredited by NAAC with A Grade)



PROF. PRAVEEN K. KOPALLE

Signal Companies' Professor of Management & Marketing, Tuck School of Business, Dartmouth College, USA



JULY 21, 2022

10:00 AM - 12:00 PM



TAGORE AUDITORIUM,
OSMANIA UNIVERSITY

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About the Speaker:

Praveen Kopalle is Signal Companies' Professor of Management & Professor of Marketing, Area Chair, Marketing at the Tuck School of Business, Dartmouth College, USA. Praveen received his Ph.D. from Columbia University, MBA from IIM, Bangalore, and B.E. from Osmania University. His teaching and research interests are in Marketing, Statistics, Machine Learning, Artificial Intelligence, Pricing, new products/innovation, promotions, customer expectations, and e-commerce. He is the recipient of many prestigious awards such as Lifetime Achievement Award from the American Marketing Association for contributions in retailing, 2018 & 2015 Teaching Excellence Award in Core Curriculum at Tuck.