

Report of Marketing Club Activity
Presentation Session on “The Impact of Generative AI on Retail Supply Chains: Opportunities and Challenges”

(August 2, 2025)

Department of Business Administration
Deen Dayal Upadhyaya Gorakhpur University



The poster is for a Marketing Club Activity presentation. It features the logos of Deen Dayal Upadhyaya Gorakhpur University (DDU) and Category-1 University. The text is centered and uses a mix of blue and red colors for emphasis. It includes the names and titles of the two speakers, Prof. Manish Kumar Srivastava and Dr. Mohd Irfan, with their respective portraits.

 **Department of Business Administration**
Deen Dayal Upadhyaya Gorakhpur University



Marketing Club Activity

Presentation on
"The Impact of Generative AI on Retail Supply Chains: Opportunities and Challenges"
On 02nd August, 2025 at 11:00 am


Prof. Manish Kumar Srivastava
Head


Dr. Mohd Irfan
Marketing Club Coordinator

On **August 2**, 2025, the Department of Business Administration at Deen Dayal Upadhyaya Gorakhpur University organized a Session on "The Impact of Generative AI in Supply Chain Management: Opportunities and Challenges." The event featured insightful presentations from students who showcased their research and understanding of the topic.

The student presentations successfully exposed their peers to the fundamentals of AI and generative AI, demonstrating its transformative applications in the business world, with a special focus on supply chain management. Participants gained valuable insights into how these technologies are revolutionizing logistics and SCM by solving complex problems, enhancing efficiency, and unlocking new opportunities for growth. The presentations highlighted the practical uses of generative AI in areas such as demand forecasting, inventory optimization, route planning, and risk management, showcasing its potential to create more resilient and responsive supply chains.



