Monthly Newsletter

By the AI Research Centre, Woxsen University

# Career Engine Initiative to Boost Job Readiness at Woxsen University

The AI Research Centre at Woxsen University partnered with the **Asia Society for Social Improvement and Sustainable Transformation (ASSIST)** for the **Career Engine Initiative**. This impactful CSR session focused on enhancing students' **job readiness, communication skills, and critical thinking**.

Delivered by **Karan K., Latika M.,** the initiative featured interactive **mock interviews, role-playing exercises, and real-world scenarios**, equipping students with essential skills to excel in their future careers.

Woxsen remains committed to fostering collaborations that bridge academia and industry, empowering students with industry-relevant skills and practical insights.

Source: LinkedIn
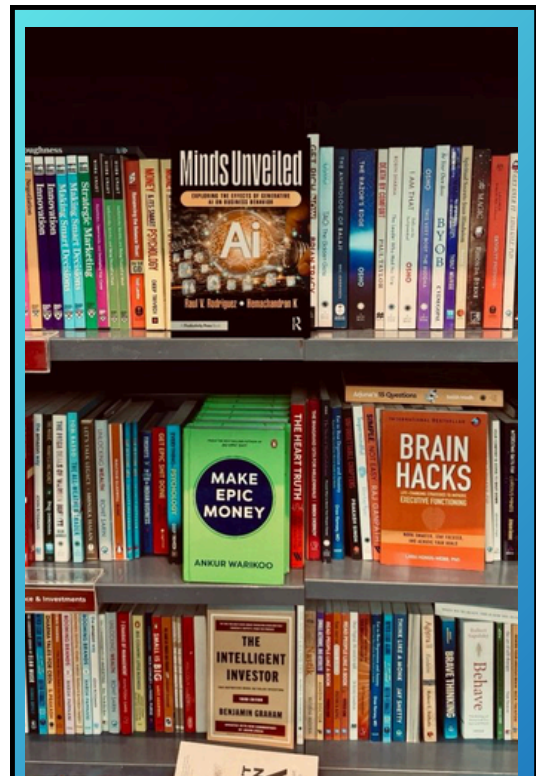
Spot **Minds Unveiled: Exploring the Effects of Generative AI on Business Behavior, edited by Dr. Raul V. Rodriguez and Dr. Hemachandran K** at **Rajiv Gandhi International Airport.** This insightful book has emerged as a go-to reference for understanding the intersection of Psychology, AI, and Business applications—a must-read for curious minds!

Source: LinkedIn

AI-Powered Emotion Recognition Reshapes Customer Experience

The AI Research Centre developed a **Facial Emotion Recognition (FER) system** using **Convolutional Neural Networks (CNNs)** to improve customer interactions. Traditional sentiment analysis methods often overlooked subtle emotional cues, whereas this AI-driven system enabled **real-time detection of expressions**, allowing businesses to personalize responses instantly. Designed for seamless integration with CRM platforms, it **combined facial emotion data with voice analysis** for a comprehensive approach. Prioritizing algorithm transparency and ethical AI deployment, the system set new standards for emotionally intelligent customer engagement.

Source: LinkedIn

Cricket Meets AI: Transforming Player Performance Prediction with Machine Learning

The AI Research Centre at Woxsen University is transforming sports analytics with its **Cricket Player Performance Prediction project**. Using **supervised machine learning algorithms**, this research analyses historical cricket data to uncover performance patterns, predict match outcomes, and **offer actionable insights for team management, coaches, and fantasy cricket enthusiasts**. Future plans include integrating real-time prediction systems and deep learning models, revolutionising cricket strategy. This initiative bridges AI and sports analytics, showcasing how MBA in Business Analytics students can apply data science to real-world challenges, paving the way for the future of AI-driven sports innovation.

Source: *LinkedIn*

AI Research Centre Revolutionized Agriculture with an Advanced Crop Recommendation System

The AI Research Centre is transforming agriculture with an **advanced Crop Recommendation System** that leverages AI, Machine Learning (ML), and IoT to **enhance productivity and sustainability**. By utilising smart sensors, the system conducts **real-time soil analysis, monitors moisture levels, nutrient composition, and pH balance for precise crop recommendations and optimise fertiliser use.** Additionally, AI-driven disease detection models identify early signs of plant diseases, enabling timely intervention and reducing crop losses.

With precision farming capabilities, the system **tailors agricultural practices to environmental conditions**, minimizing costs and ecological impact while maximizing yields. Future enhancements include IoT-enabled mobile applications and AI-powered disease prediction models, providing real-time decision-making tools for farmers. As a pioneering initiative by the AI Research Centre, this project aims to collaborate with industry leaders to drive the adoption of intelligent, sustainable farming solutions, fostering a more resilient agricultural ecosystem.

Source: LinkedIn

## Prof. Manuel Rincon Represents Woxsen at Wroclaw University

Prof. Manuel Rincon from Woxsen University recently delivered a compelling session on **"AI in Business"** at the renowned **Wroclaw University of Economics and Business, Poland**. The session explored how AI is reshaping business landscapes by driving innovation, enhancing decision-making, and revolutionizing customer experiences.

Prof. Rincon shared **real-world applications of AI in finance, marketing, and supply chain management**, providing valuable insights to the global academic community. His presentation underscored Woxsen University's dedication to advancing AI-driven innovations and its commitment to shaping the future of business.

Source: Linkedin

Experience Woxsen University with the Virtual Campus Tour
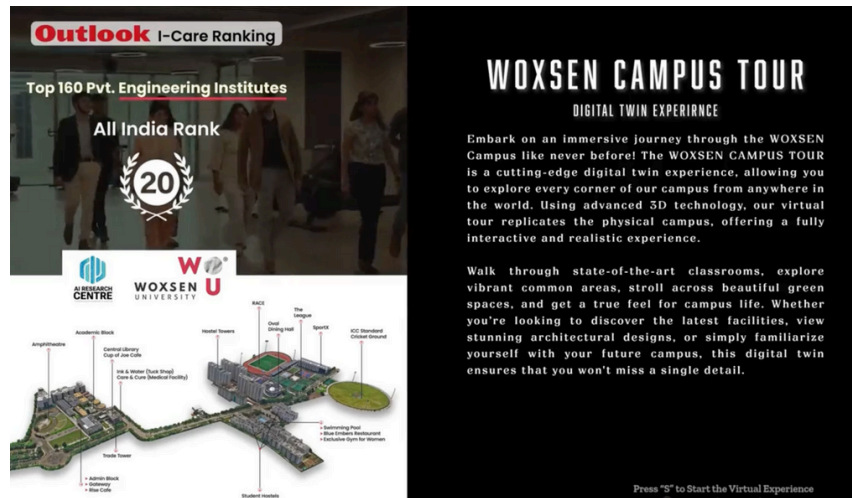
The AI Research Centre at Woxsen University introduces a cutting-edge **Virtual Campus Tour**, offering an **immersive and interactive experience** for prospective students, parents, and visitors. This virtual walkthrough allows users to **explore world-class campus facilities**, learn about academic programs and university policies, and **gain valuable insights**—all from the comfort of their homes. Designed to **enhance accessibility and engagement**, the initiative reflects Woxsen's commitment to innovation in education. As AI-driven immersive experiences continue to evolve, the AI Research Centre welcomes collaborations to push the boundaries of virtual environments and the Metaverse.

Source: LinkedIn

■ **PATENTS AND RESEARCH PUBLICATIONS**

AI and Emotional Intelligence in Global Marketing: New Book Explores Entrepreneurial Decision-Making

A new book, **Decoding Global Marketing Decisions: Leveraging AI and Emotional Intelligence for Entrepreneurial Success**, is set to be published by **CRC Press, part of the Taylor & Francis Group**. Led by **Prof. Thomas Heinrich Musiolik,** it features contributions from esteemed experts **Prof. Dr. Hemachandran K and Prof. Dr. Raul Villamarin Rodriguez** from Woxsen University, along with **Prof. Dr. Jose Esteves from Porto Business School.**

The book explores the role of AI and emotional intelligence in shaping digital consumer behaviour and strategic decision-making, offering practical strategies, case studies, and AI-driven insights. A Call for Papers (CFP) will be announced soon, inviting further contributions to this critical discussion.

Source: LinkedIn

Research Sheds Light on the Medicinal Properties of a Rare Himalayan Plant

A study led by **Dr. Riya Bhattacharya** has been published in **CABI, a Scopus Q1 journal under Springer Nature** with an impact **factor of 4.9**. Titled **"Novel Essential Oil Extraction from Himalayan Hypericum oblongifolium Wall. Plant Species and Its Analysis,"** the research examines the essential oil composition of Himalayan Hypericum oblongifolium Wall. from Himachal Pradesh, India. The findings reveal a unique chemical profile with potential **therapeutic applications,** contributing to advancements in natural product research. The research, supported by **Dr. Debajyoti Bose, Vijaylaxmi, and Mohammed Ziyad**, with guidance from **Dr. Raul Villamarin Rodriguez, Dr. Hemachandran K, and Dr. S.V.N. Pammi**, advances natural product research and explores applications in pharmaceuticals and healthcare.

Source: LinkedIn
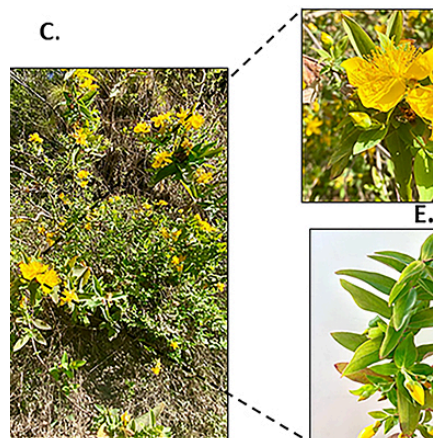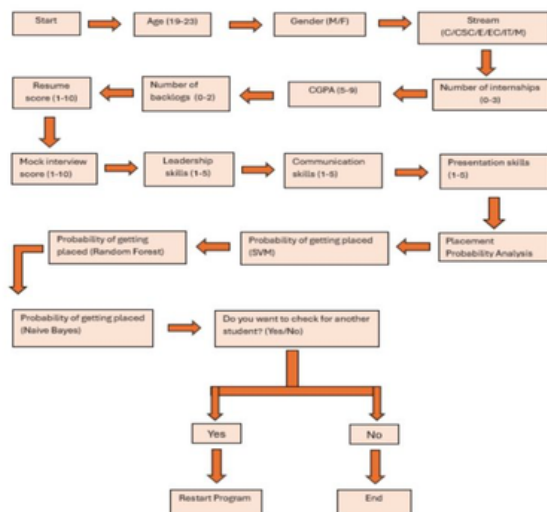
Bridging Academia and Industry with AI

The AI Research Centre presents **CampusFit**, an AI-driven platform **revolutionizing student career planning** through **predictive analytics**. This smart dashboard **analyzes academic and extracurricular data to generate a Placement Probability Score**, offering valuable employability insights. Academic institutions gain data-driven curriculum enhancements, while recruiters benefit from pre-aligned candidate profiles, streamlining hiring. Powered by Machine Learning models like Logistic Regression, Random Forest, SVM, and Naive Bayes, CampusFit integrates Python-based real-time data processing, shaping the future of AI-driven career decisions.

Source: LinkedIn

Patent Secured for Smart Indoor Farming Innovation

A groundbreaking innovation, **"An Intelligent Indoor Crop Management System and a Method Thereof"**, has been officially published as an **Indian Patent (Application No: 202441043412)**. Developed at the AI Research Centre at Woxsen University, this advanced system integrates **Unmanned Aerial Vehicles (UAVs) and Automated Guided Vehicles (AGVs)** to enhance indoor crop management through **AI-powered real-time video analysis and autonomous navigation.** With **fully autonomous monitoring, real-time obstacle detection, AI-driven crop insights,** and a **cost-effective, scalable approach to precision agriculture**, this technology addresses key challenges in **urban and controlled-environment farming.** The AI Research Centre welcomes collaborations with industry leaders, agritech startups, and research organizations to bring this innovation to real-world applications, shaping the future of AI-powered smart farming.

Source: LinkedIn

Our Vision

To become a globally recognized hub for pioneering AI research and innovation, driving transformative solutions that address real-world challenges and contribute to societal welfare.

Our Mission

To advance the field of artificial intelligence through cutting-edge research, interdisciplinary collaboration, and ethical development, fostering an environment that attracts top talent and cultivates partnerships with industry, academia, and government.

Global Footprint

About Us

Welcome to the AI Research Centre at Woxsen University, a renowned hub committed to pushing the boundaries of AI research and development. Situated in a vibrant academic setting, our facility is dedicated harnessing the revolutionary power of AI technologies to transform industries and improve social well-being. Our AI Research Centre boasts a team of professors, researchers, Executive Fellows, and students who are deeply involved in cutting-edge areas such as Machine Learning, Natural Language Processing, Computer Vision, Robotics, Blockchain, Cybersecurity, and the Metaverse. Our aim is to create innovative AI solutions that address practical issues, promoting advancement across various industries.

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AI RESEARCH CENTRE

Our Projects

- Student Skill Enhancement (Meta + Gen AI) Game
- Metaverse Odyssey (SDG) VR
- Transcripts Verification System using Blockchain
- Woxsen Campus Mart
- Woxsen Campus Tour VR
- Mobile Bargaining System Using AI in Metaverse
- Iron Man Suit for Fire Detection
- Blockchain Stock Exchange
- Necrobotics
- Real time weather monitoring
- Healthcare management system

TRY DEMO

Core Pillars

- Research and Development Division
- Product Development Division
- Technical Documentation / Research Publication Division

Strategic Partners

Our Niche

- Artificial Intelligence and Machine Learning
- Robotics, Necrobotics
- IoT and Embedded Systems
- Virtual and Augmented Reality - Metaverse
- Software and Web Development
- Quantum Computing
- Natural Language Processing / LLM Models
- Biomedical Signal Processing
- Human Computer Interaction
- Blockchain and Web3
- Geospatial Information

Esteemed Members

AI Research Centre, Woxsen University

DR.RAUL V. RODRIGUEZ
VICE PRESIDENT
WOXSEN UNIVERSITY

DR. HEMACHANDRAN K
DIRECTOR
AI RESEARCH CENTRE

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CHIEF TECHNOLOGICAL
SCIENTIST

DR. SHYAM JOSHI
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DIRECTOR OF EXECUTIVE
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SENIOR RESEARCH
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PROF.ARUN KUMAR SINGH
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SCIENTIST

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RESEARCH SCIENTIST

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