

TECHIE TALK

NO.4

VOL. 13
NO. 4,
2023

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SCAMS WITH
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FROM THE HOD'S DESK

- Dr. B. MONICA JENEFER, HOD, DEPT. OF CSE

Greetings!

It gives me immense pleasure in releasing the Nov-Dec edition (Vol.13 NO. 4) of "Techie Talk" - a newsletter from our department through the ACE - Association of Computer Engineering.

Techie Talk aims to keep students informed of the latest technologies through a plethora of articles contributed by the students and faculty members of our department. My heartfelt congratulations to those who have contributed articles and strived to make this newsletter a big success. I would also like to appreciate the Editorial Board for their sincere efforts.

My best wishes to all the students for their academic pursuits.

FROM THE EDITOR'S DESK

- Mrs. M SUMITHRA, ASST. PROFESSOR, DEPT. OF CSE

Dear Readers,
Greetings!

I'm extremely happy to release the Nov-Dec edition (Vol. 13 NO. 4) of Techie Talk. This newsletter presents a wide range of articles on the latest technologies along with snippets of information. This issue highlights the interest, skill and creativity of the students.

It is really heart-warming to see all the contributions from students amidst their busy schedules. The Editorial Board appreciates the time and effort that has been devoted by the different contributors. Suggestions to improve the newsletter format and content are always welcome.



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DISCOVER YOUR IDEAL PLACEMENT: GET THE DETAILS HERE!



VISION AND MISSION OF THE INSTITUTE



Vision:

To impart state-of-the art technical education, including sterling values and shining character, producing engineers who contribute to nation building thereby achieving our ultimate objective of sustained development of an unparalleled society, nation and world at large.

Mission:

Meenakshi Sundararajan Engineering College, Chennai constantly strives to be a Centre of Excellence with the singular aim of producing students of outstanding academic excellence and sterling character to benefit the society, our nation and the world at large.

To achieve this, the college ensures

- Continuous upgradation of its teaching faculty to ensure a high standard of quality education and to meet the ever-changing needs of the society.
- Constant interaction with its stakeholders.
- Linkage with other educational institutions and industries at the national and international level for mutual benefit.
- Provision of research facilities and infrastructure in line with global trends.
- Adequate opportunities and exposure to the students through suitable programs, to mould their character and to develop their personality with an emphasis on professional ethics and moral values.



VISION AND MISSION OF THE DEPARTMENT

VISION:

To achieve academic excellence in Computer Science and Engineering by imparting quality training, encouraging research activities and innovation, inculcating ethical values and preparing the students to face industrial demands, societal needs and technical challenges.

MISSION:

- To provide quality education in theory and application of Computer Science and Engineering.
- To inculcate analytical thinking and innovation within students to become technically competent professionals.
- To prepare students to excel in competitive and challenging careers.
- To generate socially responsible citizens with ethical values for facing industrial and societal challenges.
- To promote research in the emerging areas of technology convergence.

REGULATION 2017:

PROGRAM EDUCATIONAL OBJECTIVES (PEOS):

- Prepare the graduates for a successful career in industry and motivate them for higher education and research.
- Provide graduates with a firm foundation in the principles and practices of computer science and engineering including mathematics, physical sciences, and basic engineering.
- Impart application skills to cover broad range of industrial demands.
- Prepare graduates with ethical values, leadership qualities and entrepreneur skills to contribute to their profession and society.
- Train graduates to be able to use new techniques and skills for professional excellence.

PROGRAM SPECIFIC OUTCOMES (PSOS) :

- Ability to identify, analyse, design and implement computer based system of varying complexities.
- To apply hardware/software methods, open ended programming environments and available tools in emerging technologies for solving real-life and R&D problems
- Employing engineering solution for ground-breaking career paths, to become leading entrepreneur and develop interest for further studies.

REGULATION 2021:

PROGRAM EDUCATIONAL OBJECTIVES (PEOs):

- Apply the technical competence in computer science to solve real world problems, with technical and people leadership.
- Conduct cutting edge research and develop solutions on problems of social relevance.
- Work in a business environment, exhibiting team skills, work ethics, adaptability and lifelong learning.

PROGRAM OUTCOMES:

The graduates in Computer Science and Engineering will:

- PO1 : Engineering knowledge: Apply the knowledge of mathematics, science, engineering fundamentals and engineering specialization to the solution of complex engineering problems.
- PO2 : Problem analysis: Identify, formulate, review, research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
- PO3 : Design/development of solutions: Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- PO4 : Conduct investigations of complex problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
- PO5 : Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.
- PO6 : The engineer and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
- PO7 : Environment and sustainability: Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- PO8 : Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
- PO9 : Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- PO10 : Communication: Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
- PO11 : Project management and finance: Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- PO12 : Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

PROGRAM SPECIFIC OUTCOMES (PSOs):

- Exhibit design and programming skills to build and automate business solutions using cutting edge technologies.
- Strong theoretical foundation leading to excellence and excitement towards research, to provide elegant solutions to complex problems.
- Ability to work effectively with various engineering fields as a team to design, build and develop system applications

CBI TO BUST TECH SCAMS

TEAMS UP WITH MICROSOFT AND AMAZON

-MAYA.M
II YR CSE

In the age of technology, scammers have found new and creative ways to target people and steal their money. One of the most common scams in recent years is the tech support scam, where scammers pose as representatives from well-known tech companies and offer to fix non-existent computer problems for a fee. These scams have become a major concern for consumers and companies alike, leading to a collaborative effort between Amazon, Microsoft, and the Central Bureau of Investigation (CBI) of India to bust multiple tech support scams across the country.

The partnership between Amazon, Microsoft, and CBI was formed in response to the growing number of tech support scams targeting Indian citizens. These scams often start with a pop-up message or a phone call claiming to be from a well-known tech company such as Amazon or Microsoft. This cooperation also sets a precedent for other tech companies to partner with law enforcement agencies to protect their customers from fraudulent activities.

The joint operation has already yielded positive results, and it is an example of how companies and law enforcement agencies can come together to protect people from cyber fraud.

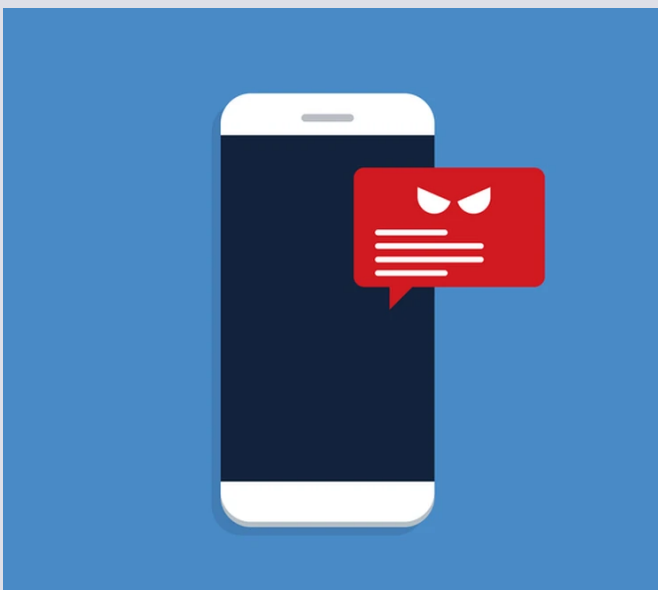
However, it is crucial for individuals to remain cautious and educate themselves about these scams to avoid becoming a victim. The scammers use fear tactics and manipulate unsuspecting individuals into believing that their computer has been compromised, and they need to pay for immediate tech support. Once the victims fall for the scam, they are directed to download a remote desktop application that gives the scammers access to their computer. From there, they can steal personal information, install malware, or make the victim pay for fake tech support services. These scams not only result in financial loss for the victims but also put their personal information at risk.



To combat this issue, Amazon, Microsoft, and CBI have joined forces to investigate and shut down these fraudulent operations. The CBI has carried out raids across multiple cities in India, seizing computers, laptops, mobile phones, and other evidence related to the scams.

With continuous efforts and vigilance, we can hope to see a significant decline in such fraudulent activities in the future.

The partnership has already led to several successful busts of tech support scams in various states across India, including Delhi, Maharashtra, and Rajasthan. According to the CBI, these scams have caused an estimated loss of more than \$200,000 to victims. The collaboration between the three entities has also led to the arrest of several individuals involved in these fraudulent activities. The accused have been charged with various offenses, including cheating, data theft, and violation of the Information Technology Act.



In a joint statement, Amazon and Microsoft have stated that they take the safety and security of their customers very seriously and will continue to work closely with law enforcement agencies to identify and shut down any fraudulent operations. They have also urged customers to be vigilant and report any suspicious activities or calls claiming to be from their companies.

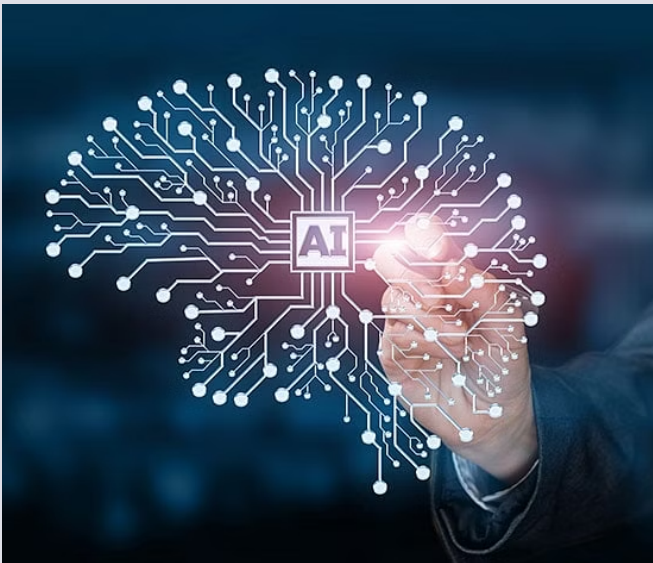
Recognizing the gravity of the issue and the need for a concerted effort to combat tech support scams, Amazon and Microsoft have joined forces with the Central Bureau of Investigation in India.

Both Amazon and Microsoft will provide the CBI with data related to suspicious activities and individuals involved in tech support scams. This data-sharing initiative aims to identify and track down fraudulent operations. The tech giants will actively engage in training and awareness campaigns to educate consumers about the dangers of tech support scams and how to identify them.

This includes raising awareness about legitimate customer support channels. Amazon and Microsoft will collaborate with the CBI to aid in legal actions against scam operators and affiliates. This will involve sharing information to build strong legal cases against those perpetrating these scams. Both companies will work on implementing improved security features and mechanisms in their products and services to better protect users from falling victim to tech support scams. Amazon and Microsoft's collaboration with the Central Bureau of Investigation to combat tech support scams is a commendable step towards enhancing cybersecurity and consumer protection. However, the battle against tech support scams is ongoing, and it requires the continued vigilance of tech companies, law enforcement agencies, and consumers to effectively combat this pervasive issue.

BEHAVIOUR ANALYSIS IN ARTIFICIAL INTELLIGENCE

-CATHERINE MARIA PETER
III YR CSE



Many new AI concepts are being developed to make life more efficient and convenient. There are also many developments in AI for specific purposes like medical diagnosis or self-driving cars. In this article, we will explore three of the latest and most profound developments in the world of artificial intelligence.

Understanding of Human Behaviour

AI is now able to understand human emotions and respond accordingly. It also has the capability to predict human behaviour. For example, some forms of AI can now tell if someone is lying or not.

First, they help us understand how AI can be used for social good and in the future maybe even save lives and prevent crime. Second, they allow us to predict what will happen in the future by using AI to create forecasting models that can tell us about future events or changes in trends.

And finally, they help us understand how people behave and react so that we can improve our own behavior and reactions as well as develop better customer service based on what people want and need. A better understanding of human behavior is crucial in the field of Artificial Intelligence (AI) for several reasons:

Improved User Experience

AI systems that can better understand human behavior can provide more personalized and user-friendly experiences. For example, in virtual assistants or chatbots.

Mental Health and Well-being

AI can be used to monitor and understand human behavior to detect signs of mental health issues or stress.

Predictive Capabilities

AI systems that can analyze and predict human behavior can have applications in areas like marketing, finance, and healthcare. This predictive power can help organizations make better decisions and improve efficiency.



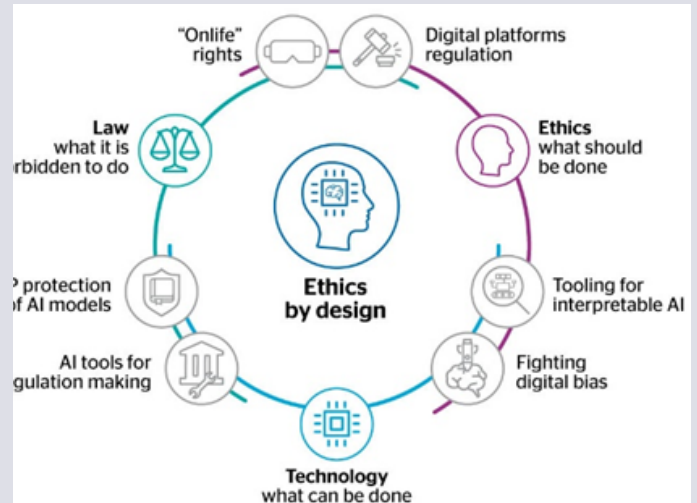
| AI ETHICS

Ethics is a set of moral principles which help us discern between right and wrong. The ethics of artificial intelligence is the branch of the ethics of technology specific to artificially intelligent systems. It is sometimes divided into a concern with the moral behavior of humans as they design, make, use and treat artificially intelligent systems, and a concern with the behavior of machines AI ethics is a system of moral principles and techniques intended to inform the development and responsible use of artificial intelligence technology.

As AI has become integral to products and services, organizations are starting to develop AI codes of ethics. The rapid rise in artificial intelligence (AI) has created many opportunities globally, from facilitating healthcare diagnoses to enabling human connections through social media and creating labour efficiencies through automated tasks.

However, these rapid changes also raise profound ethical concerns. These arise from the potential AI systems have to embed biases, contribute to climate degradation, threaten human rights and more. Such risks associated with AI have already begun to compound on top of existing inequalities, resulting in further harm to already marginalised groups. To account for the nature of these agents, it has been suggested to consider certain philosophical ideas.

-IVANA STEVE III YR CSE



Artificial intelligence and machine learning (AI/ML), often imagined as self-driving cars or human-like robots, are flourishing at the enterprise level as practical business use cases increase. Many companies rely on AI/ML to expedite internal processes, automate mundane tasks, and reduce human error.

Machine ethics (or machine morality) is the field of research concerned with designing Artificial Moral Agents (AMAs), robots or artificially intelligent computers that behave morally or as though moral. The standard characterizations of agency, rational agency, moral agency, and artificial agency, which are related to the concept of AMAs. Many industries use AI heavily, including finance, healthcare, travel, customer service, social media, and transportation. Due to its ever-growing utility in so many industries, AI technology has far-reaching

implications for every aspect of the world and therefore needs to be regulated.

There are five main ethics of AI :AccountabilityThe first pillar of ethical AI is accountability. Relying on AI can speed up internal processes and ensure faster workflows, but only if it is accountable and dependable. The AI/ML must be trustworthy, based on the processes it's designed to complete, to be valid.

Reliability -In a similar vein, AI must be reliable. Data sources are constantly changing, and as new sources of data are added, outputs from AI/ML must also be monitored and validated. As AI/ML is increasingly deployed, the reliability of algorithms becomes even more critical considering the vast array of processes that leverage AI/ML across the enterprise.

Explainability ensures that AI and ML models are understood and can be explained across departments and organizations. The benefits of AI at an enterprise level become irrelevant if the technology cannot be translated, which could result in confusion and siloed processes.



While a lot of public perception around artificial intelligence centers around job loss, this concern should be probably reframed. For example, when we look at the automotive industry, many manufacturers, like GM, are shifting to focus on electric vehicle production to align with green initiatives. The energy industry isn't going away, but the source of energy is shifting from a fuel economy to an electric one.

Artificial intelligence should be viewed in a similar manner, where artificial intelligence will shift the demand of jobs to other areas. There will need to be individuals to help manage these systems as data grows and changes every day. There will still need to be resources to address more complex problems within the industries that are most likely to be affected by job demand shifts, like customer service.

Security Tech security is a growing concern as ransomware attacks threaten organizations and protected data. Protecting AI models against these attacks is essential, and CIOs need to understand the potential risks and how they may impact the technology in use.

Privacy Protecting customer data, especially when AI is used in data-sensitive industries or business processes such as healthcare and banking sectors, must be top of mind for CIOs. CIOs must ensure that the AI technology has measures to protect sensitive data and provide business and customer privacy.

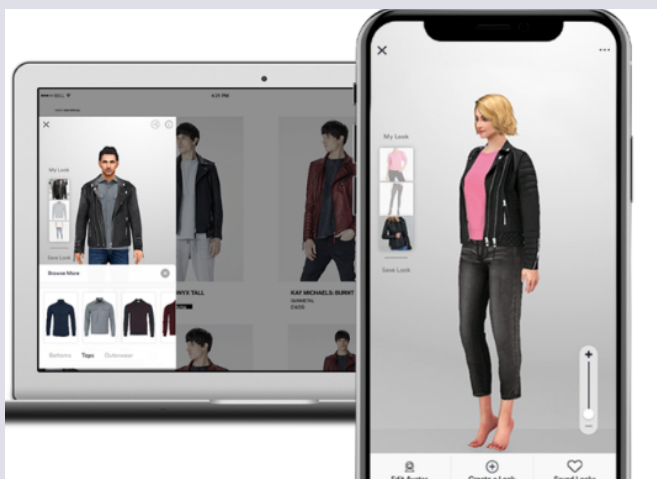
VIRTUAL TRIAL ROOMS

REDEFINING THE SHOPPING EXPERIENCE

-SULAKSHA B K
III YR CSE

In the landscape of the retail industry, virtual trial rooms have emerged as a revolutionary concept. It's predicted that the global virtual fitting room market will grow from \$4.03 billion in 2022 to \$14.87 billion by 2029. That's a compound annual growth rate of 13.44%. These digital environments are reshaping the way shopping is done, effectively bridging the divide between online and in-person retail experiences. Known as virtual fitting rooms, these technological marvels empower customers to try on clothing and accessories right from the comfort of their homes, employing cutting-edge technologies like augmented reality (AR) and virtual reality (VR).

VFRs (Virtual Fitting Rooms) can create accurate 3D models of shoppers and meaningfully query retail digital catalogs, filter out non-fitting items and allow customers assess the styling and matching aspects in real time.



The simulation method in is based on six pieces of Bezier curved surfaces and generates a 3D dress model by using 32 pieces Bezier curved surfaces. In addition, the method reaches satisfying simulation results quickly. The key aspects of Virtual Prototyping and enabling technologies in the fashion industry are discussed in along with their benefits and shortcomings. All essentials for duplicating a garment in 3D are extracted from a photo. A magnet-based interior nodes insertion method and Delaunay-based triangulation are used to produce uniform garment meshes. The back and front garment meshes are then automatically seamed around a virtual mannequin based on the mass-spring model.

The clothing animation framework in integrates several key clothing animation techniques. In addition, an interactive system is set up on the three-tier architecture that provides users with basic functionalities including cloth animation, human model editing and clothing simulation. The interactive editor provides a set of intuitive tools for animators to design a rich variety of human shapes and cloth animation. As a prototype system for clothing animation and virtual dressing, it is fast, reliable and expandable.

Based on this analysis they develop a geometric method for sketch-based modeling of garments which obtains more realistic results than previous techniques. The effectiveness of this method is demonstrated on a variety of inputs while validation of the approach was performed via a user study where viewers were asked to compare the believability of our outputs versus previous ones. The fast 3D garment simulation method introduced in generates 3D clothing models by using several pieces of Bezier curved surfaces based on body data. The work proposes the spatial analytic geometry algorithm by which determines the positions of control points. Furthermore, the cutting piece is simulated by fitting quadratic Bezier curves.

A system that allows users to interactively control their 3D model at home using a commodity depth camera. The model can then be augmented with (downloaded) virtual clothes, resulting in private, enjoyable, virtual try-on experience. As a first step, the user needs to create his or her 3D using a multi-camera setup that captures him or her in a fraction of a second, after which a 3D model is created. The model is subsequently transmitted to the user's home system to serve as a realistic avatar for the virtual try-on application. The system provides free viewpoint high-quality rendering with smooth animations and correct occlusion, and therefore improves the state of the art in terms of quality.

It utilizes cheap hardware which makes it appealing to a wide audience. The interactive garment design tool in enables interactive bidirectional editing between 2D patterns and 3D high-fidelity simulated draped forms, providing for a continuous, interactive, and natural design modality in which 2D and 3D representations are simultaneously visible and seamlessly maintain correspondence. Artists can now interactively edit 2D pattern designs and immediately obtain stable accurate feedback online, thus enabling rapid prototyping and an intuitive understanding of complex drape form. Finally, examines augmented reality solutions for e-commerce to show that it is possible to define a strong platform for marketing products and for advertising promotions. The approach is based on introducing computer vision in a hands-free augmented reality setting. The proposed framework is prepared to operate in two different environments: personal computers and public street marketing places.

The present article reviews successful examples of VFRs and discusses fundamental technologies behind some of these shopping and advertising tools, many of which employ full body scans to offer only pieces of clothing with a satisfactory fit and at the same time facilitate the styling and matching aspects of shopping.

CYBER SECURITY'S NEXUS

**-HARINIESWARI.V
IV YR CSE**

In the fast-paced world of technology, the convergence of Artificial Intelligence (AI) and cybersecurity stands as a pivotal frontier. This article navigates through the intricate relationship between these two dynamic fields, shedding light on the multitude of challenges, exciting opportunities, and pressing ethical dilemmas that emerge when AI and cybersecurity merge. It underscores the ever-increasing importance of this synergy in an era where digital threats loom large.

Challenges in AI-Driven Cyber security:

The implementation of AI for cybersecurity, though promising, is not without its share of challenges. Data privacy remains a central concern, as AI systems require access to vast troves of sensitive data, raising issues of privacy and compliance with regulations like GDPR. Adversarial attacks, where malicious actors manipulate AI algorithms, pose a significant risk. Additionally, the need for robust algorithms that can withstand evolving threats is an ongoing challenge.



To illustrate, recent high-profile data breaches and cyberattacks have exposed the limitations of AI systems in detecting and mitigating sophisticated, well-concealed threats.

Opportunities and Innovations:

Within this challenging landscape, AI offers a wealth of opportunities to bolster cybersecurity measures. AI-driven threat detection systems are becoming increasingly adept at identifying even the most subtle anomalies in network traffic and user behavior. Moreover, machine learning algorithms have the remarkable capability to adapt and learn in real-time, making them a dynamic defense against the ever-evolving tactics employed by cybercriminals. The speed and accuracy of AI-driven security measures hold the potential to transform the way organizations protect their digital assets.

Ethical Implications of AI in Cybersecurity:

This article delves deep into the ethical considerations that arise when integrating AI into cybersecurity practices. Algorithmic bias, transparency, and accountability are areas of paramount concern.

Striking the right balance between autonomous AI systems and human oversight is crucial to navigate these ethical waters.

AI systems can inadvertently perpetuate biases in threat assessment, which could have far-reaching consequences, underscoring the need for fairness and transparency in algorithm development and deployment. Moreover, the potential misuse of AI for malicious purposes is a growing concern, raising questions about the responsible use of these technologies.

Case Studies and Success Stories:

To illustrate the real-world impact of AI in cybersecurity, this article features a selection of case studies and success stories. These examples demonstrate how organizations and cybersecurity firms have effectively harnessed AI to safeguard their networks and data. They reveal instances where AI algorithms detected and prevented cyber attacks, minimizing potential damage and financial loss. By analyzing these cases, readers gain insights into the strategies and tactics employed to successfully employ AI in cybersecurity.

The Future of AI in Cybersecurity:

The article concludes by peering into the future of AI in cybersecurity. It predicts that AI technologies, such as natural language processing and reinforcement learning, will play pivotal roles in revolutionizing threat intelligence and incident response. This section also touches upon ongoing research areas, such as quantum computing and AI-powered threat prediction, hinting at the transformative potential of these technologies. The future of AI in cybersecurity is bright, but it demands ongoing research, interdisciplinary collaboration, and a strong emphasis on ethical guidelines to ensure the responsible and secure integration of AI into our digital landscape.

This comprehensive article seeks to inform and inspire readers about the intricate fusion of AI and cybersecurity, stressing the importance of these two fields working in concert to ensure a resilient and secure digital future.



DIGITAL MARKETING

STRATEGIES FOR SUCCESS IN 2023

- VAISHNAVI R
IV YR CSE

In the fast-paced world of digital marketing, staying up-to-date with the latest trends and strategies is key to success. With each passing year, the landscape continues to evolve, driven by technological advancements, changing consumer behaviors, and shifting market dynamics. In this article, we will explore the state of digital marketing in 2023 and provide valuable insights and strategies to help businesses thrive in this dynamic environment. Navigating the Digital Marketing Landscape Digital marketing has become an integral part of modern business strategies. As we enter 2023, businesses must navigate through an ever-changing digital landscape to effectively reach.

The Rise of Video Marketing

Video marketing has evolved and remains highly pertinent. Short, engaging videos, live streams, and advertisements on platforms like TikTok and YouTube enable wider audience outreach. Crafting your brand's narrative through compelling video content is essential for modern digital success. Innovative video strategies, mobile-friendly content, and interactive storytelling have become central to capturing consumer attention and fostering brand loyalty. Harness the power of visual storytelling to engage, inform, and entertain your audience, driving higher conversion rates and brand recognition. Don't miss the opportunity to tap into this dynamic and ever-expanding digital landscape for maximum impact.



Content Is Still King

Compelling, relevant content continues to be the driving force behind successful digital marketing. Leverage various content formats, including videos, podcasts, infographics, and interactive content, to engage your audience. Prioritize content that adds value and addresses the pain points of your target market.

Personalization

Consumers expect personalized experiences. Use data and AI-driven tools to segment your audience, create tailored content, and provide personalized recommendations. A positive customer experience can drive customer loyalty and advocacy.

Social Media Advertising

Social media platforms are more than just places to connect with friends. They're powerful advertising and e-commerce channels.

Voice Search and AI Assistants

Voice search is on the rise, with devices like smart speakers becoming commonplace. Optimize your content for voice queries, and consider creating voice apps or skills to reach users through AI assistants like Siri and Alexa.

Influencer Marketing 2.0

Influencer marketing is entering a more mature phase. It's prudent to explore collaborations with micro-influencers and nano-influencers, individuals with smaller but deeply engaged, specialized followings. Authenticity and shared brand values are pivotal in forging these partnerships. Micro-influencers' ability to connect on a personal level with their audiences can yield more genuine endorsements and stronger connections, ultimately driving more effective and targeted marketing efforts. This shift towards authenticity and alignment with influencers who genuinely resonate with your brand's ethos can lead to more authentic and successful influencer campaigns.

Data Privacy and Compliance

Privacy regulations are continuously tightening on a global scale, requiring businesses to adapt and ensure compliance with frameworks such as GDPR in Europe and CCPA (California Consumer Privacy Act) in the United States. Upholding the highest standards in data handling and privacy safeguards not only ensures legal compliance but also strengthens your brand's integrity and credibility.

It is imperative to respect user consent, prioritize data protection, and employ transparent practices for building trust with customers. In this evolving landscape, making privacy a central pillar of your digital marketing strategies is essential to navigate the future successfully.

Search Engine Optimization (SEO)

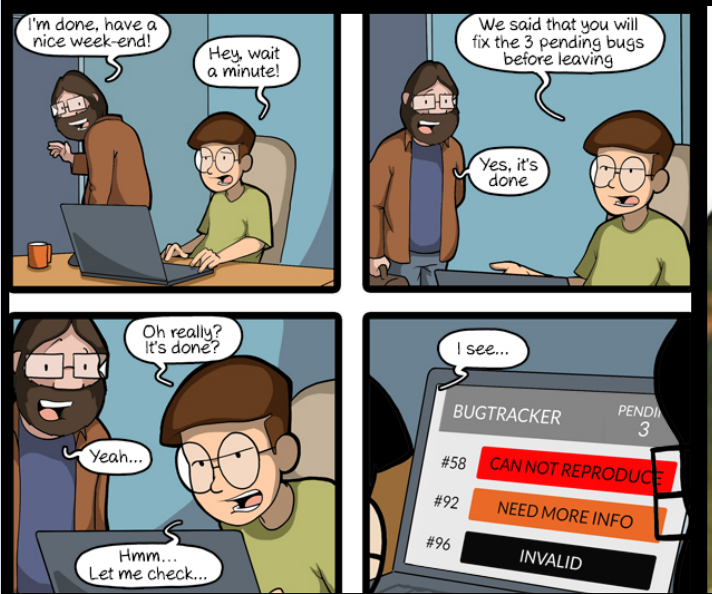
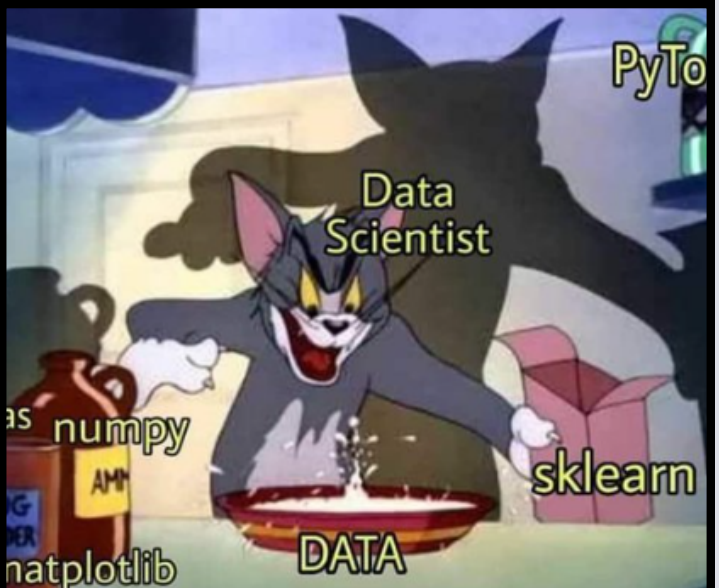
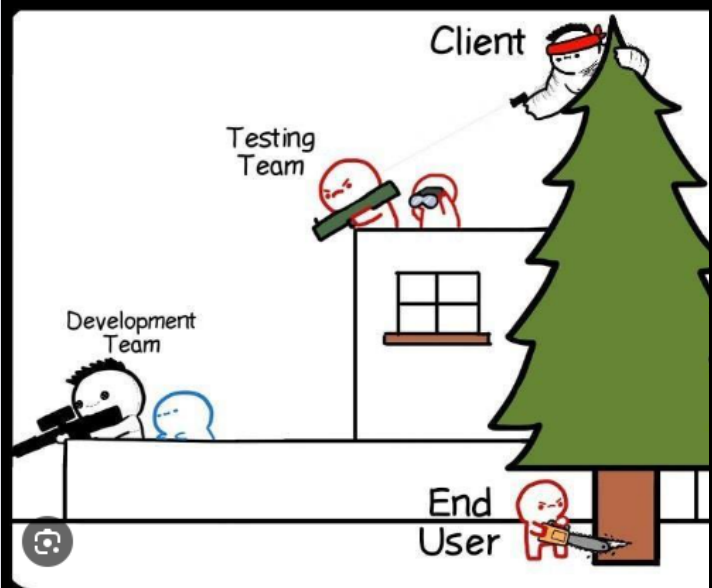
SEO remains a fundamental pillar of digital marketing. However, the game has evolved. In 2023, focus on creating high-quality, user-centric content that answers specific questions and optimizes for voice and mobile search. Long-tail keywords, featured snippets, and structured data are critical for SEO success.

Adapting to the Future of Digital Marketing

As digital marketing continues to evolve, adaptability and staying informed are vital. In 2023, it's important to be proactive in embracing new trends and technologies while maintaining a focus on providing value to your audience. By implementing these strategies, businesses can thrive in the ever-changing digital marketing landscape and connect with their target audience effectively.



Webcomic Wonders



PLACEMENT DETAILS

BATCH 2020-2024

UST GLOBAL	4
TATA ELXSI	3
SURVEY SPARROW	1
JMAN GROUPS	1
EMBED UR	1
KAAR TECHNOLOGIES	7

BATCH 2021-2025

KAAR TECHNOLOGIES INTERN	3
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PLACEMENT BULLETIN

Total Number of Students	60
Total Number of Students Placed	17
Placement Percentage till October 2023 (Batch : 2020 - 2024)	28.33 %

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YOUR FEEDBACK IS APPRECIATED !

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