A Report on the Workshop on Artificial Intelligence in Finance Transforming the Future of Financial Services

Resource Person:Mrs. Dr Prathiba Bachu ,Course Leader, Business and Accounting Team Bucks College group Aylesbury,Buckinghamshire,UK.

DATE: 10-01-2026   **TIME:** 12 PM

VENUE: MBA Seminar Hall, Second Floor

PARTICIPANTS TYPE: Students of IYEAR AND II YEAR MBA

NO OF PARTICIPANTS:

Introduction

The School of Management Sciences at Nalla Narasimha Reddy Education Society's Group of Institutions (UGC Autonomous Institution) organized a webinar on **"Artificial Intelligence in Finance: Transforming the Future of Financial Services"** on 10th January 2026 via Google Meet.The session was delivered by **Dr. Prathibha Bachu**, Course Leader, Business & Accounting Team, Bucks College Group, Aylesbury, Buckinghamshire, UK. The webinar aimed to provide participants with insights into how Artificial Intelligence (AI) is reshaping the financial services industry by enhancing efficiency, accuracy, and decision-making capabilities.

The event witnessed active participation from students and faculty members who were eager to understand the evolving role of AI in finance.

Objectives of the Webinar
The primary objectives of the webinar were:
1. To explore the applications of AI in modern financial services.
2. To understand how AI transforms banking, investment, insurance, and risk management.

3. To highlight emerging trends and future opportunities in AI-driven financial systems.
4. To encourage students to develop skills aligned with technological advancements in finance.

Key Highlights of the Session

The session provided a comprehensive overview of Artificial Intelligence and its transformative impact on the financial sector. Dr. Prathibha Bachu explained the fundamentals of AI, Machine Learning, and data analytics, emphasizing how these technologies are integrated into modern financial systems to enhance efficiency and accuracy. She discussed the application of AI in banking operations, including AI-powered chatbots, automated customer service, fraud detection systems, and credit scoring models that improve decision-making processes.

The session further highlighted the role of AI in risk management, where advanced algorithms analyze vast datasets to detect suspicious transactions and minimize financial risks. She also elaborated on algorithmic trading and investment analysis, explaining how predictive analytics, stock market forecasting, and portfolio optimization are powered by AI tools. Additionally, she shed light on FinTech innovations such as digital payments, robo-advisors, blockchain integration, and personalized financial services. Bringing in a global perspective, she shared international best practices and case studies from financial markets in the UK and other countries, offering participants valuable insights into worldwide trends in AI-driven finance.

Learning Outcomes

At the end of the webinar, participants gained a clear understanding of the core concepts of Artificial Intelligence and its applications in financial services. They were able to identify the key areas where AI is transforming banking and financial institutions, including operations, risk management, and investment analysis. The session enabled them to analyze both the benefits and challenges associated with implementing AI in finance, such as improved efficiency alongside ethical and security concerns. Participants also became aware of emerging career opportunities in FinTech and AI-driven financial sectors, recognizing the growing demand for technology-oriented finance professionals. Furthermore, the webinar emphasized the importance of continuous learning and skill development in areas such as data analytics, programming, and financial technologies to remain competitive in the evolving financial landscape.

Conclusion

The webinar on "Artificial Intelligence in Finance: Transforming the Future of Financial Services" was highly informative and insightful. Dr. Prathibha Bachu delivered an engaging session that clearly connected theoretical concepts with practical applications in the financial industry. The session highlighted the growing importance of AI in improving operational efficiency, reducing risks, and providing personalized financial services.

An interactive question-and-answer session at the end allowed students to actively participate, clarify their doubts, and share their thoughts on AI in finance. This interaction made the session more engaging and meaningful. Overall, the webinar was a valuable academic initiative that enhanced participants' knowledge and gave them a better understanding of the future role of AI in the financial sector.

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