



NEW HORIZON COLLEGE OF ENGINEERING

EVENT NAME: EXPERT TALK

on

Software Engineering in the AI Era: Recommender

Systems and User Behavior Analysis

organized by

Department of MCA

DATE: 28-03-2026

VENUE: B308

1. Brief Description of the Event

The expert talk on Software Engineering in the AI Era: Recommender Systems and User Behavior Analysis aimed to provide participants with a comprehensive understanding of how modern software systems are increasingly driven by Artificial Intelligence (AI). The session focused on the integration of recommender systems and user behavior analytics into software engineering practices, highlighting their role in building intelligent, user-centric applications.

2. Introduction to AI in Digital Marketing

The speaker began by discussing the evolution of software engineering in the age of AI. Emphasis was placed on how intelligent systems are transforming traditional development approaches. Key topics included the role of data in software design, the integration of machine learning models into applications, and the shift towards adaptive and personalized software systems. The discussion also covered how AI enhances software functionality, scalability, and user experience.

3. Recommender Systems and User Behavior Analysis:

A major focus of the session was on recommender systems and their significance in modern applications such as e-commerce, streaming platforms, and social media. The speaker

explained different types of recommendation techniques, including collaborative filtering, content-based filtering, and hybrid approaches. Additionally, user behavior analysis was explored, emphasizing how data such as browsing patterns, clicks, and preferences are used to understand user needs and improve system recommendations. Real-world examples were shared to illustrate how companies leverage these techniques to increase engagement and retention.

4. Participant Engagement

The session was interactive, with participants actively engaging in discussions and Q&A. The speaker shared practical insights, case studies, and demonstrations of how recommender systems are implemented in real-world applications. Participants raised queries on data handling, model accuracy, scalability challenges, and ethical considerations, leading to meaningful discussions on industry practices.

5. Key Takeaways

- Understanding the role of AI in modern software engineering practices.
- Knowledge of recommender system techniques and their applications.
- Insights into user behavior analysis for building personalized systems.
- Awareness of data-driven decision-making in software development.
- Exposure to challenges such as data privacy, bias, and system scalability.

6. Feedback and Outcome:

Participants found the session highly informative and relevant to current industry trends. The speaker's ability to simplify complex concepts like recommendation algorithms and behavioral analytics was appreciated. Attendees expressed increased interest in exploring AI-based software development and confidence in applying these concepts in projects and real-world scenarios.

ACTIVITIES CONDUCTED:

1. Expert Talk on AI-Driven Software Engineering:

- Discussion on the integration of AI in software development life cycle.
- Overview of recommender systems and their role in intelligent applications.
- Techniques for analyzing user behavior and improving user experience.

2. Case Study and Demonstration:

- Real-world examples of recommendation systems used in popular platforms.
- Explanation of how user data is collected, processed, and utilized.

2. Q&A Session:

- Participant questions on implementation challenges, ethical concerns, and tool selection were addressed.
- Discussion on best practices for designing scalable and efficient AI-driven software systems.

NO. OF PARTICIPANTS: 48

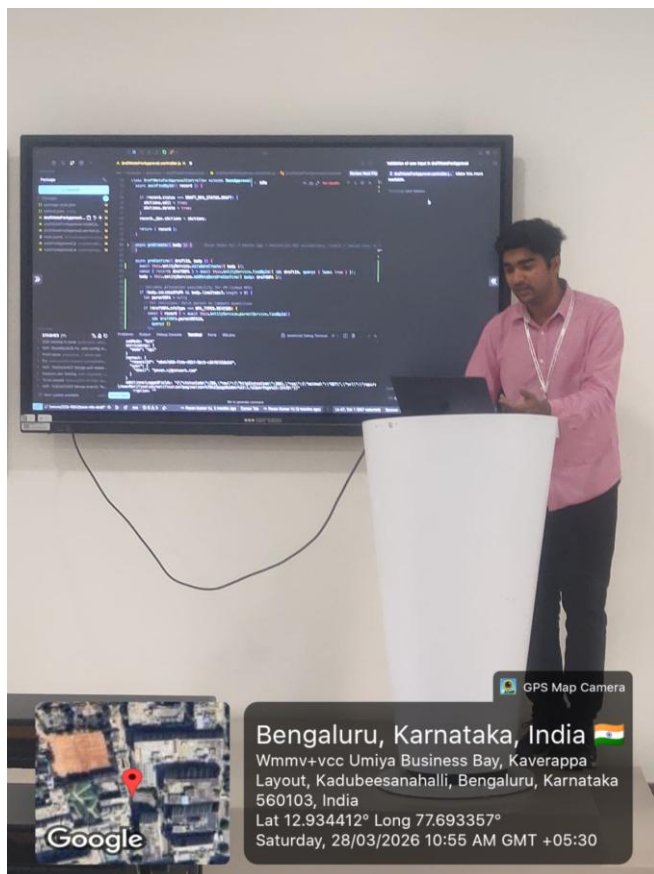
WINNERS (if any, for activities conducted): N/A

GUEST DETAILS: Mr. Pavan Kumar V J

Associate SDE,Zetwerk

Bangalore

PHOTOGRAPHS OF THE EVENT:



POSTER:



Department of Master of Computer Applications

EXPERT TALK

**INDUSTRY EXPERT TALK ON SOFTWARE ENGINEERING
IN THE AI ERA: RECOMMENDER SYSTEMS AND USER
BEHAVIOR ANALYSIS.**



Mr. PAVAN KUMAR V J
Associate SDE, Zetwerk Bengaluru



28th March 2026



10:00 AM to 12:00 PM



B 308, Sardar Vallabhai Patel block

Faculty Coordinator

Dr. M T Vasumathi
Associate Professor
Department of MCA

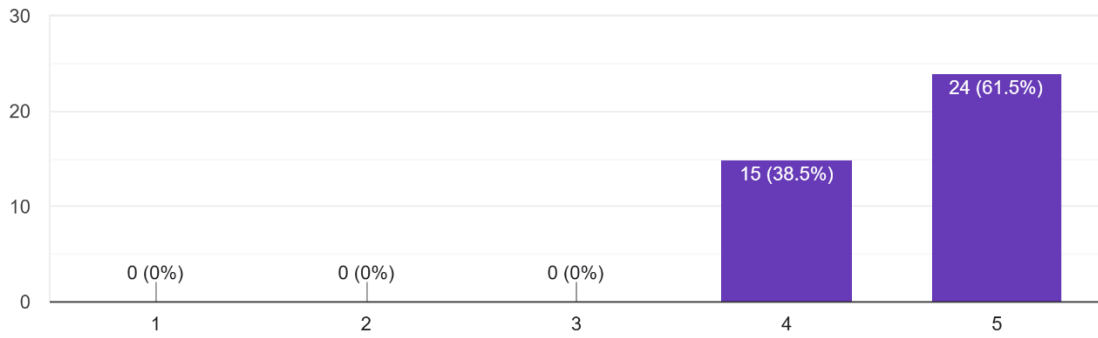
Convenor

Dr. V. Asha
Professor and Head
Department of MCA

FEEDBACK FROM STUDENTS

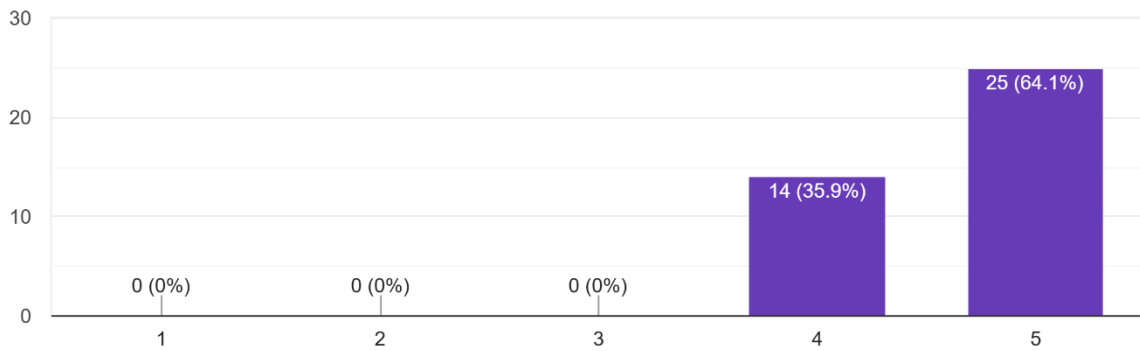
Quality of the Session content

39 responses



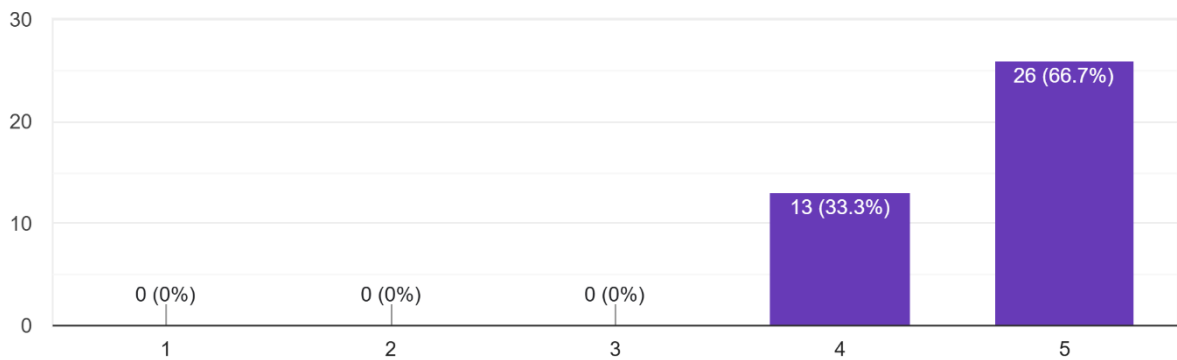
Clarity of the presentation.

39 responses



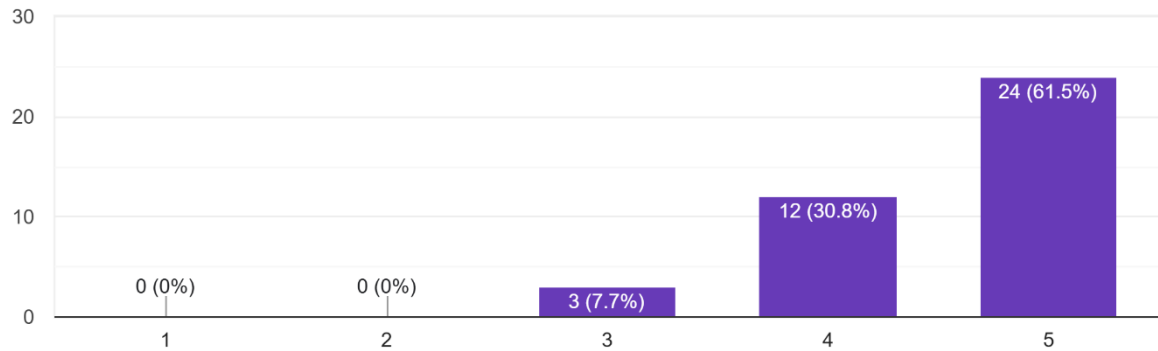
Effectiveness of the examples depicted during the session.

39 responses



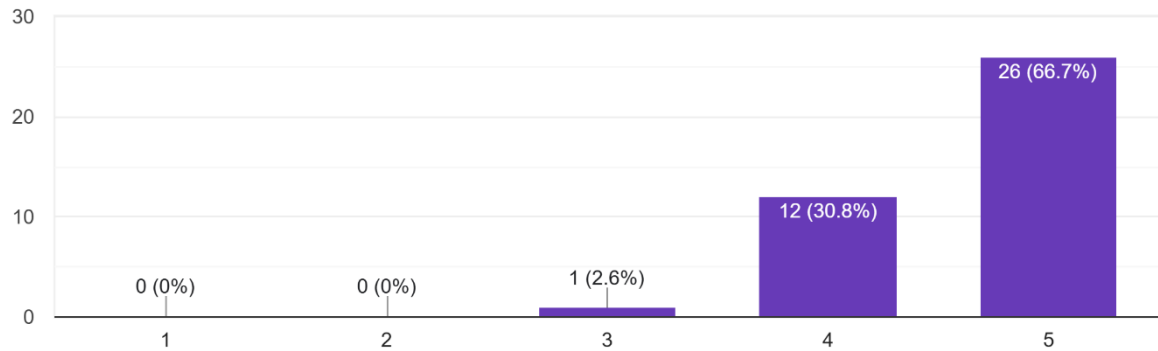
Level of achievements of topics in learning Backend Development.

39 responses



Rate the relevance of the topic to future study and work.

39 responses



M. T. Vasumathi

FACULTY COORDINATOR

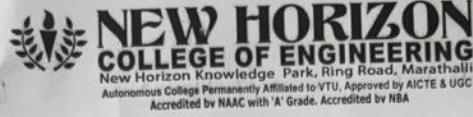
Dr M T Vasumathi

HOD-MCA

Dr V. Asha

ATTENDANCE

Industry Expert Talk – Software Engineering in the AI Era :
Recommender Systems and User Behavior Analysis
DATED: 28.03.2026



DEPARTMENT OF MCA
AY 2025-26

ATTENDANCE SHEET OF PARTICIPANTS

Industry Expert Talk

Software Engineering in the AI Era : Recommender Systems and User
Behaviour Analysis.

RESOURCE PERSON: Mr. Pavan Kumar V J

Associate SDE

ZETWERK., Bangalore

DATE: 28.03.2026

TIME: 10.00 AM to 12:00 PM

PARTICIPANTS: STUDENTS SEM IV

VENUE: B308, MCA Dept

SERIAL NO	USN NO	NAME	SIGNATURES
1	INH24MC056	Kavya GM	Kavya
2	INH24MC041	Deekshitha.R.A	Deekshitha
3	INH24MC153	Naishnavi VP	Naishnavi
4	INH24MC147	Thripthi.M.V	Thripthi
5	INH24MC015	Amritha Kumari T-J	Amritha
6	INH24MC053	Kanishka.B	Kanishka
7	INH24MC135	Suma Patil	Suma
8	INH24MC032	Bhavya.M	Bhavya
9	INH24MC039	Dakshayini Erand	Dakshayini
10	INH24MC029	Bhagavati	Bhagavati
11	INH24MC063	Lekhana G	Lekhana
12	INH24MC090	Nikitha P	Nikitha

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14	INH24MC017	Aniketh Kumar B	
15	INH24MC166	VENKATESH . P	
16	INH24MC050	Jaweriyah Mohammadi	
17	INH24MC058	KIRAN . P	
18	INH24MC092	Nischitha KN	
19	INH24MC085	Naymin . B	
20	INH24MC089	Nikitha . G . S	
21	INH24MC069	Medhushree GR	
22	INH24MC043	Disha Dey	
23	INH24MC033	Brindu Reddy C	
24	INH24MC104	R. Manogna	
25	INH24MC082	Narendra Singh	
26	INH24MC083	Nayana Reddy	
27	INH24MC087	Nidish Mishra	
28	INH24MC111	Saanthak Kehri	
29	INH24MC112	Sohil Rajesh	
30	INH24MC095	P. Delli Babu	
31	INH24MC094	Nitish Kumar	
32	INH24MC051	Jayath Nair	
33	INH24MC067	Madhu . G . N	
34	INH24MC102	Praveethum KM	
35	INH24MC159	Vishwas	
36	INH24MC127	Shubhshakti	

Industry Expert Talk – Software Engineering in the AI Era :
 Recommender Systems and User Behavior Analysis
 DATED: 28.03.2026

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37	1NH24MC132	Sudha patel	
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39	1NH24MC148	Uday.c	
40	1NH24MC123	Sharfari Gurnali	
41	1NH24MC163	Zubair Alam	
42	1NH24MC054	Lakshma GA	
43	1NH24MC036	Chintha Jayanth	
44	1NH24MC037	Chintha Venka tesh	
45	1NH24MC157	Vinay Kumar. K	
46	1NH24MC079	Daggaraj. A	
47	1NH24MC046	GOMESH. R	
48	1NH24MC108	Ravi Shankar	

EVENT COORDINATOR

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