

SVKM'S NMIMS

NMIMS EduGenAI

Issue No. 4 | Volume No. 2 | Month of Publication: November, 2025



NMIMS Vision

To be a globally admired University by 2030

NMIMS Mission

Emerge as a Centre of Excellence, best in class in India and Asia, and yearning to be the best in the world by 2030



GenAI
Guidelines
and Policy



Faculty
Development
and Workshops



GenAI-
Enhancing
Teaching-Learning
Process



GenAI-
Progress
Monitoring

Newsletter Team

Dr. Praveen Kumar Loharkar, NMIMS, Shirpur Campus
Dr. Vikas Khare, Asso. Dean, STME, Indore
Dr. Minirani S., MPSTME, Mumbai
Dr. Swapnil Shenvi, KPMSOL, Mumbai
Dr. Kunal Gokhale, SPPSPTM, Mumbai
Prof. Soumya Chakraborty, SAMSOE, Mumbai
Prof. Sanskruti Sachade, SOBA, Mumbai
Dr. Kavita Jain, NSoMASA, Mumbai
Dr. Soumyajit Seth, NMIMS, Hyderabad
Dr. Preeti Agarwal, NMIMS, Navi Mumbai
Ms. Karuna Dhamane, SPA, Mumbai
Dr. Mohit Pahwa, SoL, Chandigarh
Dr. Aditya Bakshi, STME, Chandigarh
Dr. Anwesha Chattopadhyay, NMIMS, Bengaluru



GenAI Anchor Team

Dr. Narayani Ramachandran, Director, NMIMS, Bengaluru
Dr. Anshuman Jaswal, Director, NMIMS, Indore
Dr. Sunita Patil, Director, NMIMS, Shirpur Campus
Dr. Arun Sharma, Director, Navi Mumbai
Dr. Ashwini Deshpande, Asso. Dean, SPTM, Hyderabad
Dr. Vaishali Kulkarni, Asso. Dean, MPSTME, Mumbai
Dr. Preeti Gupta, Asso. Dean, STME, Navi Mumbai
Dr. RajGaurav Mishra, STME, Indore
Dr. Dharmendra Sharma, STME, Indore
Dr. Vanita Sharma, SoC, Chandigarh
Dr. Ami Munshi, MPSTME, Mumbai
Prof. Rajesh Verma, MPSTME, Shirpur
Prof. Ankur Ratmele, STME, Indore

Dr. Koteswararao Anne, Dean, MPSTME, Mumbai
Prof. Amita Vaidya, Director, SAMSOE, Mumbai
Dr. Sudipto Sarkar, Director, MPSTME, Mumbai
Dr. Suman Naredla, Director, MPSTME, Hyderabad
Dr. Jyotsna Singh, I/c Director, NMIMS, Chandigarh
Dr. Venkatadri M., Asso. Dean, MPSTME, Shirpur
Dr. Divya Gautam, NMIMS, Indore
Dr. Neha Chhabra Roy, NMIMS, Bangalore
Dr. Jinal Shah, NMIMS, Navi Mumbai
Prof. Ramprasad Goarty, NMIMS, Bangalore
Prof. Vinayak Mukkavar, STME, Hyderabad
Dr. Sakshi Indolia, STME, Navi Mumbai
Prof. Sneha Thayyil, SAMSOE, Mumbai
Prof. Nandip Vaidya, ASMSOC, Mumbai

Newsletter Team

For contributions and Feedback, email us:
genai.newsletter@nmims.edu

Preface

The November 2025 edition of *EduGenAI* explores how generative and conversational AI technologies are redefining the hospitality landscape. This includes enhancing guest experience, operational efficiency, and service personalization. The cover article, *"Revolutionizing Guest Experience: The Implications of AI-Driven Virtual Assistants in the Hospitality Industry,"* examines how virtual concierges and intelligent automation are reshaping how hotels engage with customers and manage day-to-day operations.

This issue also brings highlights from across NMIMS, including expert talks and faculty-led sessions that demonstrate how our educators are integrating generative AI into teaching, research, and professional development. Our GenAI use-case for this month, *AI Partner for Financial Data Analysis*, showcases how faculty can leverage Microsoft 365 tools to make data interpretation and reflection more interactive and accessible.

As the applications of generative AI continue to expand, *EduGenAI* remains committed to providing a platform that connects innovation with education, thus encouraging thoughtful exploration of technology's potential across disciplines.

With warm regards,

The EduGenAI Newsletter Team

In this edition

- Revolutionizing Guest Experience: The Implications of AI-Driven Virtual Assistants in the Hospitality Industry
- News and Events: October 2025
- GenAI Tools Use-Cases
- Latest Updates and Trends

Revolutionizing Guest Experience: The Implications of AI-Driven Virtual Assistants in the Hospitality Industry

-Dr. Ketan Chande, Associate Professor, SoHM, Navi Mumbai

Introduction

An AI concierge is an **advanced digital assistant** that leverages artificial intelligence to deliver tailored services to hotel patrons, thereby enhancing their overall experience and optimizing operational workflows. The primary functions of an AI concierge include facilitating reservation bookings, suggesting local attractions, and offering support in multiple languages. Additionally, it aids hotels in automating routine tasks, minimizing operational costs, and enhancing overall efficiency.

By the year 2025, it is anticipated that approximately 95 percent of customer interactions will be conducted through automated systems and digital platforms, as per Servion Global Solutions. According to research conducted by Mordor Intelligence, the hospitality sector in India, for instance, is projected to experience significant growth and transformation. The artificial intelligence (AI) market is anticipated to expand significantly, **increasing from USD 247.31 billion in 2024 to USD 475.37 billion by 2029**, largely driven by ongoing technological advancements. Specifically, within the travel and hospitality sector, the global AI market is projected to reach USD 1.2 billion by 2026, growing at a compound annual growth rate (CAGR) of 9.7%, as reported by IndustryArc.

Where is the Intersection of Guest Experience and Artificial Intelligence?

In the contemporary hospitality landscape, there is a pronounced demand for **personalized experiences** that cater to the distinct preferences of individual travelers, many of whom are willing to invest in such tailored offerings. The integration of customized recommendations, services, and amenities is pivotal in crafting memorable experiences that significantly enhance customer satisfaction. **Generative artificial intelligence (AI)** emerges as a powerful tool in this context, facilitating the delivery of **these personalized experiences**.

AI's capability to automate the extraction of insights and subsequent actions is rooted in its ability to analyze extensive datasets and adapt based on user interactions. This technology enables the provision of **bespoke travel recommendations** and the **customization of room settings**, thereby introducing a level of personalization previously unattainable. Such advancements have the potential to transform the approach organizations take towards customer service.

Advantages of Implementing AI in the Hospitality Sector

- The advantages of implementing AI in the hospitality sector are manifold:
- Elevated Customer Satisfaction: AI-driven personalization leads to improved guest experiences.
- Enhanced Emotional Engagement: Establishing stronger emotional connections with brands fosters loyalty.
- Increased Loyalty and Trust: Satisfied customers are more likely to make repeat bookings and refer others.
- Informed Dynamic Pricing Strategies: AI supports revenue management teams by providing insights that inform pricing strategies.

Additional Insights

Recent studies have highlighted the role of AI in improving operational efficiency. For instance, a report by **McKinsey & Company emphasizes that AI can reduce operational costs** by automating mundane tasks such as check-ins and customer inquiries, allowing staff to focus on more complex interactions. Furthermore, AI-driven analytics can help hotels anticipate guest needs, leading to proactive service delivery.

Moreover, the integration of AI with Internet of Things (IoT) devices in hotel rooms can create a seamless environment for guests. Smart room features, such as adjusting lighting and temperature based on guest preferences, can significantly enhance the overall experience (PwC, 2024).

Conclusion

The integration of **AI-driven virtual assistants in the hospitality sector is not just a trend but a transformative shift** that is reshaping guest experiences and operational efficiencies. As the industry continues to evolve, the emphasis on personalized service powered by AI will be crucial in meeting the expectations of modern travellers. Hotels that embrace these technologies will not only enhance customer satisfaction but also secure a competitive advantage in an increasingly digital marketplace.

With the projected growth of the AI market and the increasing adoption of these technologies, the future of concierge services in the hospitality industry looks promising. As AI continues to advance, it will undoubtedly unlock new possibilities for enhancing guest experiences and optimizing hotel operations.

Bibliography

- Hope, G. (2017, March 10). *AI will power 95% of customer interactions by 2025*. AI Business. <https://aibusiness.com/automation/ai-will-power-95-of-customer-interactions-by-2025?>
- Mordor Intelligence. (n.d.). *Hospitality Research Reports and Market Analysis*. Retrieved November 11, 2025, from <https://www.mordorintelligence.com/market-analysis/hospitality>.
- IndustryARC. (n.d.). *Travel & Hospitality AI Market Size Report, 2024-2030* [Report]. Retrieved November 11, 2025, from <https://www.industryarc.com/Report/18662/travel-hospitality-ai-market.html>.
- Almasi, S., Cosmas, A., Cowan, S., & Ellencweig, B. (2023, September 27). *The promise of travel in the age of AI*. McKinsey & Company. Retrieved November 11, 2025, from <https://www.mckinsey.com/industries/travel/our-insights/the-promise-of-travel-in-the-age-of-ai>.
- PwC Australia. (n.d.). *The smart connection: Hospitality and the Internet of Things*. Retrieved November 11, 2025, from <https://www.pwc.com.au/digitalpulse/connecting-customers-smart-hotels-iot.html>.
- Economic Times. (2023). AI-enhanced virtual assistants: The future of concierge services in hospitality. Hospitality Economic Times. https://hospitality.economictimes.indiatimes.com/news/speaking-heads/ai-enhanced-virtual-assistants-the-future-of-concierge-services-in-hospitality/116701476?utm_source=top_news&utm_medium=tagListing.
- EHL Hospitality Insights. (n.d.). AI in hospitality. EHL Hospitality Insights. <https://hospitalityinsights.ehl.edu/ai-in-hospitality>.



News and Events

Faculty Spotlight

Topic: *Expert Talk on Essential Tools for Transformative Research at Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon*

Dr. Venkatadri Marriboyina, Associate Dean, MPSTME, Shirpur Campus **assisted by Dr. Praveen Kumar Loharkar and Dr. P. Srikanth**, both Assistant Professors at MPSTME, Shirpur Campus delivered an engaging session on ***Essential Tools for Transformative Research*** at the Faculty of Management Studies Research Centre, **Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon** on **October 4, 2025**.

The talk was designed for Ph.D. scholars and highlighted how **Generative AI** can enhance the quality and efficiency of research while maintaining ethical standards. Participants gained valuable insights into integrating AI tools into various stages of scholarly work, from literature review to data analysis and presentation.



Topic: *Resource Person: 'Generative AI for Teachers and Hands-on Session'*

CS (Dr) Swapnil Shenvi, Assistant Professor, Kirit P. Mehta School of Law, was invited as a Resource Person on **October 28, 2025** to deliver a session on '**Generative AI for Teachers and Hands-on Session**' at **St. John College of Humanities and Sciences (Autonomous), Palghar**. This was a part of the Faculty Development Programme titled '**Developing the Next Generation Teachers 3.0**'.



A total of 35 teachers engaged in practical implementation of Gen AI in the teaching-learning process. The 5-hour training session included training on more than **15 AI tools to enhance the teaching-learning process**.

GenAI Tools Use-Case

Use Case: AI Partner for Financial Data Analysis

Course Example:

Financial Analytics / Investment Decision-Making

Objective:

Students collaborate with an AI partner (using **Microsoft Copilot and Teams tools**) to **analyze stock or company financial data, generate insights, and reflect on their findings**; all within Microsoft Teams.

Step-by-Step Implementation

Step 1: Create the Lab Channel

1. In your **course Team**, create a **new channel named "AI Financial Analysis Lab."**
2. Post a **welcome message explaining the activity**:
"In this lab, you'll explore **financial performance data with help from our AI partner** in Teams. You'll analyse patterns, interpret results, and reflect on your findings."

Step 2: Prepare the Dataset

1. Upload a simple Excel file titled "Financial Data.xlsx" to the channel's Files tab.
 - Example contents:
 - ✓ Company, Year, Revenue, Profit Margin, Debt Ratio, EPS
 - ✓ Include 4–5 companies over 3 years.
2. Instruct students to download a copy to explore.

Step 3: Guide Students to Use Copilot in Excel or Teams

1. Ask students to open the **Excel file in Teams or Excel Online**.
2. In the **Copilot pane**, they can type prompts such as:
 - "Summarize revenue growth trends for each company."
 - "Which company shows the highest improvement in profit margin from 2022 to 2024?"
 - "Create a chart showing debt ratio changes over time."
 - "Identify any potential red flags in financial stability."
3. Students capture **Copilot's responses and visual outputs** in a short report (**Word or Teams message**).

Step 4: Collect Reflections with Microsoft Forms

1. Create a Form titled "**Financial Analysis Reflection.**"
2. Add questions like:
 - What key trend did you identify in the dataset?
 - How did the AI help you interpret the data?
 - Did you agree with the AI's conclusions? Why or why not?
 - What further data would improve your analysis?
3. Share the Form link in the Teams channel for submission.

Step 5: Use Copilot for Instructor Feedback 📢

1. In Teams or Outlook, **open Copilot and paste student responses** (or export them from Forms).
 - **Ask Copilot to:**
"Summarize common insights and misconceptions from student analyses, and draft short feedback points for the class."
 - Post Copilot's summary in the Teams channel to spark group discussion.

Learning Outcomes

- Students practice financial reasoning (trend analysis, ratio interpretation, risk assessment).
- They learn how to question AI-generated conclusions, not just accept them.
- The instructor saves time compiling and summarizing insights.
- Entire workflow stays within Microsoft 365 tools (Teams, Excel, Forms, and Copilot).

Optional Enhancements

- Include a second dataset (e.g., **market indices**) and **ask Copilot to find correlations**.
- Have teams compare their findings and discuss discrepancies.

Latest Updates and Trends

- **Academic integrity and generative AI take centre stage:** Cornell University has hosted a faculty-panel event on Nov 12 focused on how professors can set clear expectations around generative AI use by students. **Read more at:** [Academic integrity and generative AI focus of PWGIA event | Cornell Chronicle](#).
 - **Two-thirds of students use generative AI weekly:** A 2025 study shows that about 85 % of students say they've used generative AI for coursework in the past year, and 55 % used it for brainstorming or as a tutor. **Read more at:** [Students Who Lack Academic Confidence More Likely to Use AI](#).
 - **Micro-course on generative AI literacy for academic librarians:** Clarivate and LibTech Insights launched a free eight-week newsletter-based "Generative AI Literacy Essentials" programme aimed at **academic library staff**. **Read more at:** [LibTech Insights and Clarivate announce AI Literacy Micro-course for Academic Librarians | ALA](#).
 - **Survey of researchers split on AI writing science papers:** A poll of ~5,000 researchers found diverging views on when it is acceptable to **involve generative AI in academic writing and what level of disclosure is required**. **Read more at:** <https://www.nature.com/articles/d41586-025-01463-8?>
 - **Generative AI widens the gender gap in academic research:** A recent study reports that male researchers are benefiting more from generative AI tools, gaining a productivity advantage over female counterparts, raising equity concerns. **Read more at:** [Why generative AI is widening the gender gap in academic research](#).
-

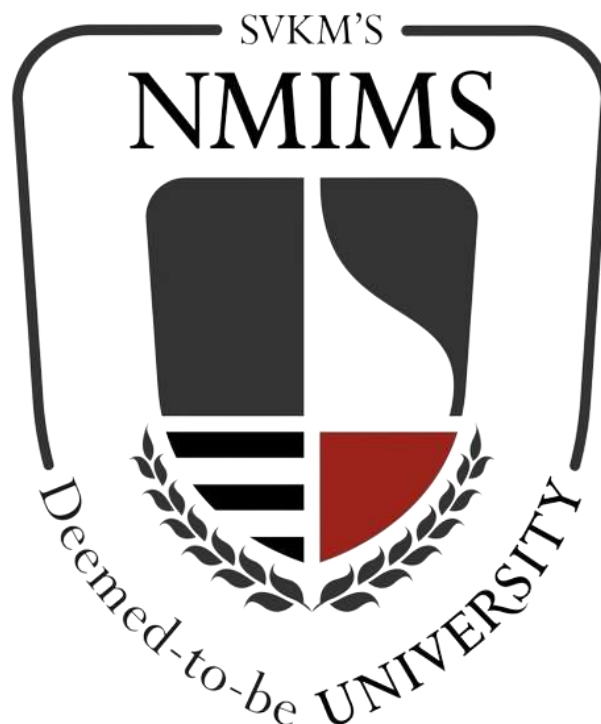
Reference Links

- [Artificial Intelligence \(AI\) in the Hospitality Industry: A Review Article | International Journal of Computing Sciences Research](#)
- [AI in Hospitality: Advantages and Use Cases | NetSuite](#)
- [AI in the hospitality industry: Artificial intelligence for hotels](#)
- [AI in hospitality: Use cases, applications, solution and implementation](#)

Keep up with the latest in Generative AI through the EduGenAI Newsletter; your trusted source for scholarly perspectives, recent advancements, and new research trends.

Warm regards,

The EduGenAI Newsletter Team



Your feedback on the Newsletter and contributions are valuable! Please share your feedback and ideas with your school's newsletter team or send them to genai.newsletter@nmims.edu by the 25th of every month.
