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**Exploring Virtual Reality as a Branding Tool for New-Age Management Institutions in the Era of Artificial Intelligence (AI)**

**Abstract:**

Virtual Reality (VR), combined with Artificial Intelligence (AI), is transforming how management institutions present their brands and engage with prospective students, faculty, and stakeholders. Embracing immersive technologies allows new-age business schools to differentiate themselves in an increasingly competitive education sector

**Biography**

**DM Arvind Mallik**, is an innovative educator and Assistant Professor in the MBA Department at PES Institute of Technology and Management (PESITM), Shivamogga. Since 2011, he has been dedicated to transforming education through technology and creative teaching methods, pioneering the use of flipped classrooms and Virtual Reality in management education. He holds a BE in Civil Engineering from Visvesvaraya Technological University and an MBA in Marketing from Manipal University. r. Mallik integrates AI, Neuromarketing, and design thinking into his teaching, focusing on branding, consumer behavior, and strategic management.