Agurchand Manmull Jain College

(A Unit of Sri. S. S. Jain Educational Society)
Affiliated to the University of Madras
Meenambakkam, Chennai – 600 061.

Proceedings of

ONE-DAY INTERNATIONAL CONFERENCE

on

Exploring AI in Interdisciplinary Innovations and Contemporary Landscape

(ICEAICL - 2K25)

Organized by

DEPARTMENT OF CORPORATE SECRETARYSHIP

SHIFT - II

February 14, 2025

Venue: Bhagvan Mahaveer Gyan Bhavan

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SECRETARY'S MESSAGE

Greetings to all,

The One-day International Conference on "Exploring AI in Interdisciplinary Innovations and Contemporary Landscape" (ICEAICL), marks a significant milestone in fostering advancements in research and innovation. This conference aims to promote networking and collaboration among academicians, research scholars, and industry practitioners to address critical challenges and explore new possibilities in the ever-evolving AI-driven landscape.

I am confident that this conference will empower participants to embrace emerging trends and adapt to the transformative dynamics of AI across various disciplines. I am delighted that the proceedings of this international conference will serve as a valuable resource for future research and development.

I sincerely applaud the dedicated efforts of the Department of Corporate Secretaryship and the various committees for organizing this conference so successfully. I extend my best wishes to all the participants for leveraging this platform to achieve their academic and professional aspirations.

Shri. Udhan Kumar Chordia
Secretary & Correspondent
Agurchand Manmull Jain College

ASSOCIATE SECRETARY'S MESSAGE

Greetings to all,

The One-day International Conference on "Exploring AI in Interdisciplinary Innovations and Contemporary Landscape" (ICEAICL), stands as a testament to the commitment of the Department of Corporate Secretaryship towards addressing the evolving intersections of Artificial Intelligence across diverse fields.

This conference provides a distinctive opportunity for researchers, academicians, and professionals to delve into cutting-edge advancements, exchange transformative ideas, and explore AI-driven solutions for complex global challenges. Such events are pivotal in bridging the gap between theory and practice, fostering innovation, and preparing stakeholders to thrive in an ever-evolving landscape.

I take pride in the collective efforts of the organizing team and extend my heartfelt congratulations to all contributors and participants. This conference promises to set new benchmarks in academic and industry collaboration, shaping future-ready approaches to address contemporary issues. I wish all attendees a rewarding and intellectually enriching experience

Hemant Chordia

Shri. Hemant P Chordia
Associate Secretary
Agurchand Manmull Jain College

MESSAGE FROM PRINCIPAL'S DESK

Greetings to all,

It is my honor and privilege to welcome all participants to the One-day International Conference on "Exploring AI in Interdisciplinary Innovations and Contemporary Landscape" (ICEAICL), hosted by the Department of Corporate Secretaryship. As we delve into the transformative potential of Artificial Intelligence, this conference brings together a diverse group of researchers, academicians, and industry professionals to explore how AI is reshaping not just individual sectors, but in the entire systems, and pushing the boundaries of innovation across disciplines.

The conference theme reflects our commitment to understanding these advancements from multiple angles and to fostering a holistic perspective on AI's role in contemporary and future landscapes. I extend my deepest gratitude to the organizing committee, the esteemed speakers, and all participants for contributing their expertise, enthusiasm, and commitment to making this event a success.

I look forward to the insightful discussions and innovative ideas that will emerge from this gathering and encourage all attendees to engage in productive dialogue and thought-provoking conversations.
Wishing the conference great success!

Dr. B. Mahavir
Principal
Agurchand Manmull Jain College

MESSAGE FROM VICE - PRINCIPAL'S DESK

Greetings to all,

It is a privilege to be part of the One-day International Conference on "Exploring AI in Interdisciplinary Innovations and Contemporary Landscape" (ICEAICL), organized by the Department of Corporate Secretaryship. This conference represents an important step forward in exploring the significant role of Artificial Intelligence (AI) in transforming industries and disciplines.

As AI continues to evolve, its potential to drive interdisciplinary innovations across commerce, management, technology, and other sectors is immense. This conference serves as a platform for distinguished scholars, industry experts, and researchers to engage in meaningful discussions, share cutting-edge research, and collaborate on ideas that will shape the future of AI applications.

The proceedings of this conference, featuring insightful research papers and presentations, highlight the diverse ways in which AI is influencing contemporary challenges and providing new opportunities. I extend my gratitude to the organizing committee, contributors, and participants for their efforts in making this conference a success. May this conference be a catalyst for continued exploration and collaboration in the exciting field of AI.

Dr. Ananthakrishnan
Vice-Principal
Agurchand Manmull Jain College

MESSAGE FROM DEAN'S DESK

Greetings to all,

In an era of rapid technological transformation, the convergence of artificial intelligence with diverse disciplinary domains represents a critical frontier of academic and professional exploration. The International Conference on Exploring AI in Interdisciplinary Innovations and Contemporary Landscape (ICEAICL) emerges as a pivotal platform to interrogate, analyze, and envision the multifaceted potential of AI across contemporary landscapes.

This conference embodies our institutional commitment to fostering cutting-edge research and promoting innovative thinking at the intersection of technology and diverse professional domains. The papers and presentations compiled in these proceedings represent a remarkable compilation of scholarly insights, empirical research, and visionary concepts that demonstrate the profound impact of artificial intelligence in reshaping contemporary professional practices.

By bringing together distinguished scholars, researchers, and practitioners, ICEAICL provides a unique intellectual space for critical discourse, knowledge exchange, and collaborative insights into AI's evolving role in corporate, academic, and societal contexts.

I extend my profound appreciation to the Department of Corporate Secretaryship for conceptualizing and executing this significant academic initiative.

Dr. M. M. Ramya
Dean
Agurchand Manmull Jain College

MESSAGE FROM DEPUTY DEAN'S DESK

Greetings to all,

It gives me a great pleasure to extend my warm greetings to all the participants, esteemed speakers, of the One-day International Conference on "Exploring AI in Interdisciplinary Innovations and Contemporary Landscape" (ICEAICL), organized by the Department of Corporate Secretaryship. This conference provides a remarkable platform for engaging with the latest advancements in Artificial Intelligence and its interdisciplinary applications in diverse fields.

In today's world, AI is transforming the landscape of industries, creating opportunities for innovative solutions across sectors. The convergence of AI with other disciplines is opening up new avenues for Research and Development and awakening abundant thoughtful leaders coming together to explore these dimensions.

I commend the organizing committee and all those involved for their dedication and hard work in coagulating this conference. I encourage all participants to engage actively, share their perspectives, and take full advantage of this enriching opportunity. Wishing the conference great success, and I look forward to the innovative ideas and outcomes that will emerge from this gathering.

Dr. R. Surekha

Deputy Dean

Agurchand Manmull Jain College

MESSAGE FROM DIRECTOR'S DESK

Greetings to all,

I am immensely pleased to share my thoughts for the One-day International Conference on "Exploring AI in Interdisciplinary Innovations and Contemporary Landscape" (ICEAICL). The theme of this conference encompasses a wide range of fields, ensuring a rich and diverse collection of insights, from Artificial Intelligence to its applications across sectors such as Finance, Marketing, HRM, Operations, Management, Entrepreneurship, Economics, and more.

I extend my sincere gratitude to the organizing committee and everyone involved in meticulously planning and managing every aspect of this conference. Special thanks to the editorial team for their invaluable contributions in ensuring the proceedings are of the highest standard.

This event promises to be an incredible platform for academicians, researchers, and practitioners to engage in meaningful discussions and share innovative approaches to leveraging AI in a rapidly evolving global landscape. I am confident that the outcomes of this conference will pave the way for further advancements in interdisciplinary research and practical solutions.

I look forward to the invaluable contributions of all participants, and I am certain that this conference will inspire new collaborations and breakthroughs in AI and beyond.

Dr. N. Venkataramanan
Director
Agurchand Manmull Jain College

CONVENER'S MESSAGE

Greetings to all,

Artificial Intelligence has emerged as a transformative force, revolutionizing industries and reshaping the way we approach research, business, and innovation. The One-day International Conference on "Exploring AI in Interdisciplinary Innovations and Contemporary Landscape" held on 14th February 2025, has provided an excellent platform for scholars, academicians, and researchers to engage in meaningful discussions on AI's role across diverse fields, including Commerce & Management, Arts and Science.

I take this opportunity to congratulate all the participants for their dedication and efforts in contributing to this academic discourse. Your research, discussions, and innovative ideas have enriched this conference, creating a collaborative environment that bridges the gap between technology and interdisciplinary applications.

A special note of appreciation to the organizing team, session chairs, and reviewers for their invaluable support in making this conference a resounding success. Your contributions have played a significant role in shaping an intellectually stimulating and engaging event. May this event inspire further research and interdisciplinary collaborations, driving AI towards new horizons of excellence.

Congratulations to all, and best wishes for your future academic and professional endeavors!

Dr. M. Kaveri
Convener
ICEAICL - 2K25

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COMMERCE & MANAGEMENT

REVOLUTIONIZING BUSINESS MODELS: THE POWER OF AI IN THE GLOBAL ECONOMY

Dr. V. Nagavalli, *Assistant Professor, Department of Business Administration, Soka Ikeda College of Arts & Science for Women, Chennai, Tamil Nadu, India.*

Abstract

AI adoption is becoming increasingly integral to business strategy, hence the transformative role of Artificial Intelligence (AI) in revolutionizing business models within the global economy has become a great search. This study explores how AI influences key business outcomes such as profitability, customer satisfaction, and market share across various industries. A sample of 10 companies were identified to assess the relationship between AI adoption and business performance using a chi-square statistical analysis. The findings reveal a significant positive correlation between higher levels of AI integration and improved business outcomes, suggesting that AI-driven companies are more likely to experience revenue growth, enhanced customer satisfaction, and stronger market positions.

Keywords*:* Artificial intelligence, Business Models, Organizations, Technology

A STUDY ON ROLE OF AI IN HUMAN RESOURCE MANAGEMENT

R. Jayaravitha, MBA, *Assistant Professor, Department of BBA, Soka Ikeda College of Arts & Science for women, Chennai.*

Abstract

The field of human resources (HR) managers is one of several areas of business that artificial intelligence (AI) is beginning to have a growing impact on. Finding and hiring the finest people for a position is the responsibility of the HR manager, and using artificial intelligence in HR can significantly affect the hiring and human resource management processes. Automation of mundane jobs like screening resumes and choosing people for job interviews is one of artificial intelligence's largest effects on human resources. The Candidate Selection Process can be made more effective and less prone to human mistake by using software solutions that rely on machine learning algorithms and data analysis. The paper's goal is to investigate how AI affects human resources, both from a positive and a negative side.

Keywords: AI, Human Resources, Positive Side, Negative Side, Managemen

A STUDY ON LEVERAGING ARTIFICIAL INTELLIGENCE TO DRIVE SUSTAINABLE CONSUMER BEHAVIOUR IN INDIA

K. Uthayalakshmi , *Assistant Professor, Department of Business Administration, Prince Shri Venkateshwara Arts and Science College, Gowrivakkam, Chennai.*

Abstract

The integration of artificial intelligence (AI) in promoting sustainable consumer behaviour has garnered significant attention in recent years. This study investigates the potential of AI in driving eco-friendly practices among consumers in India. The research employs a descriptive methodology, utilizing secondary data sources and case studies of Indian companies. The study reveals that AI can substantially contribute to sustainability efforts by providing personalized recommendations, optimizing resource management, and enhancing consumer education. Data privacy, algorithmic bias, and transparency are significant concerns that need to be addressed. The research provides strategic recommendations for businesses and policymakers to leverage AI ethically and effectively in promoting sustainability. Firstly, businesses must prioritize transparency in their AI decision-making processes, ensuring that consumers are informed about the data used to train AI algorithms. In conclusion, the study demonstrates the potential of AI in driving sustainable consumer behaviour in India. By addressing the challenges and ethical considerations associated with AI implementation, businesses and policymakers can harness the power of AI to promote eco-friendly practices and contribute to a more sustainable future.

Keywords: Artificial Intelligence, Sustainable Consumer Behavior, India, Ethics, Transparency.

ARTIFICIAL INTELLIGENCE DRIVEN PERSONALIZATION AND ITS ADOPTION IN E-COMMERCE

Dr. Kishor P. Bholane, *Head & Associate Professor, Department of Commerce, Vinayakrao Patil Mahavidyalaya, Vaijapur.*

Abstract

In the field of e-commerce, businesses continue innovating methods to better serve customers and boost profits. Artificial intelligence, especially regarding personalization, has transformed the industry in recent years. This research paper tried to study the need for personalization in e-commerce and the advantages of using AI personalization in e-commerce. It also explored AI enabled e-commerce market size and AI adoption in e-commerce. The research paper further studied challenges to AI adoption among e-commerce companies.

Keywords: Artificial Intelligence (AI), E-Commerce, Personalization, Chatbot

AI IN HUMAN RESOURCE MANAGEMENT

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Laadia Lizbeth Kershaw, *Assistant Professor*, *Department of Commerce & Management St. Anthony's Degree College, Dubasipalya, Kengeri, Bangalore*
Andappa Sangalad, *Assistant Professor*, *Department of English*, *Sonia B.ed College*, *Dharwad*

Abstract

The present study is focused on investigating how artificial intelligence (AI) technologies are changing human resource management (HRM) practices, namely in the areas of learning and development, data-driven decision-making, employee experience, and recruitment. It looks at the possible benefits, challenges, and effects of integrating AI into HR procedures, with the primary goal of comprehending how AI is altering traditional HR roles. The research paper's initial phase was a comprehensive review of the corpus of literature on AI in the HR field. To establish a solid knowledge base and identify areas in need of research, this involved searching through relevant industry reports, academic publications, and other sources. The research is both descriptive and qualitative. The following conclusion emerged from the study's findings: AI provides recruiters with a useful tool for talent optimization; intelligent AI technologies will gradually change routine administrative jobs, freeing up HR executives and recruiters to focus more on tactical roles; and AI solutions will make it easier for people to find employment. The use of AI will transform hiring, expand programs for learning and development, improve employee satisfaction, and make data-driven decision-making possible. This study adds something new to the field by examining in detail how AI has changed HR practices. HR professionals can gain from its useful insights, problem identification, consequences for organizational performance, and identification of future research topics.

Keywords: AI, HRM, Technologies, Field, Employment, Research

IMPACT OF ARTIFICIAL INTELLIGENCE (AI) ON ENHANCING CUSTOMER EXPERIENCE IN E-RETAILING, CHENNAI

Dr. B Vidhya, *Director, Department of Management Studies, PPG Business School, Coimbatore, Email: profhnk@gmail.com*
Dr. Faisal Shahid, *Assistant Professor University of Technology and Applied Sciences, Sohar, E-mail id: faisal.shahid@utas.edu.com*

Abstract

Artificial Intelligence (AI) has emerged as a crucial technological advancement in e-retailing, revolutionizing the customer experience by improving both customer service and after-sale support. This paper aims to analyze the impact of AI as an independent variable on customer experience, focusing on customer service and after-sale support as dependent variables. The study is based on data collected from e-retailing customers, followed by statistical analysis to assess the relationship between AI applications and customer satisfaction levels. The results of the study indicated that AI significantly enhances customer experience by improving responsiveness, personalization, and the overall quality of service.

Keywords: Artificial Intelligence, Customer Experience, Customer Service, After- Sale Support, E-Retailing

IMPACT OF STOCK MARKET EFFECTIVENESS ON INVESTORS' SATISFACTION AT S.G.PALYA, BENGALURU CITY, INDIA

M.V. Saathvik Charya *BBA (III Year), Christ University, Central Campus, Bengaluru, aringantivenkata.*
Dr. Manjula Neti *Ph.D., Department of Business Management-Economics (Inter-Disciplinary), University of Madras*

Abstract

This study sheds light on the impact of stock market effectiveness on investors' satisfaction. The nature of the study was both descriptive and analytical. Investors from Bengaluru, India, were chosen for the research study. The sample size was 100 investors. Data from investors who were proficient in the stock market and specialists in the investing field was gathered using the judgement sampling technique. Primary and secondary data sources were used to gather the information. The questionnaire is segregated into four dimensions namely socio-economic factors of investors (Dimension -1), Stock market effectiveness on investment (Dimension -2), factors influencing investors to prefer stock market investment (Dimension -3), and Investor satisfaction (Dimension -4). A five-point Likert scale, an ordinal scale, and a nominal scale were used in the development of the questionnaire. The study's secondary data came from a variety of sources, including books, newspapers, the internet, relevant articles, journals, and theses. Reliability, frequencies, descriptive statistics, ANOVA, and Linear regression were the statistical measures employed in this investigation. The study found that there is a significant impact of stock market effectiveness on investors' satisfaction. Conclusions and suggestions are discussed.

Keywords: Stock market effectiveness, Investment factors, Investors' satisfaction, Bengaluru Region.

A STUDY ON ARTIFICIAL INTELLIGENCE'S DISRUPTIVE INFLUENCE ON INDIA'S WORKFORCE: NAVIGATING TRANSFORMATIONAL CHALLENGES AND FUTURE OPPORTUNITIES

K. Subash, *II MBA, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram.*

Abstract

The integration of Artificial Intelligence (AI) into various sectors of the Indian economy has triggered a profound transformation in the workforce, raising both opportunities and challenges. This study investigated the disruptive power of AI, focusing on its impact on employment dynamics within India. AI technologies, while accelerating industrial growth and operational efficiency, have led to concerns regarding job displacement, especially in sectors like manufacturing, retail, and customer service. However, AI also opens the door to job creation, particularly in fields such as data science, machine learning, AI development, and cybersecurity, which require specialized technical skills. This research aims to provide an in-depth analysis of the evolving landscape of employment in India as AI technologies gain prominence across industries. By evaluating both the positive and negative impacts, the study offers insights into how India can navigate the challenges posed by AI adoption. The findings suggest that while certain roles are at risk of being automated, new job categories are emerging, requiring a shift in workforce skills and education. Moreover, the paper explores the social and economic implications of AI on the Indian workforce, with a particular emphasis on issues such as inequality in access to AI education and the potential for AI-induced economic disparities. The research highlights the critical need for reskilling programs and policy interventions to mitigate the adverse effects of automation and ensure that workers are equipped to thrive in an AI-driven job market. In conclusion, the study provides recommendations for Indian policymakers and businesses on creating a sustainable ecosystem where AI adoption benefits both economic growth and workforce welfare.

Keywords: Artificial Intelligence, data science, employment, Industry etc

REVOLUTIONIZING TALENT ACQUISITION AND MANAGEMENT: THE ROLE OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCES

G. Ilamparithi, *II MBA, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram.*
R. S. Harrish, *II MBA, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram.*
K. Subash, *II MBA, Department of Business Administration, Sri Sankara Arts and Science College, Kanchipuram.*

Abstract

This paper explores the transformative impact of Artificial Intelligence (AI) on Human Resources Management (HRM), focusing on talent acquisition, employee engagement, and performance evaluation. With increasing automation, AI is reshaping traditional HR practices by streamlining recruitment, improving employee satisfaction, and optimizing decision-making processes. The study employs qualitative research methodology by analyzing existing case studies and reviewing industry reports to understand AI's integration in HRM. Key findings showed that AI enhances efficiency in recruitment by eliminating biases and reducing time-to-hire, while also improving the personalisation of employee engagement. The research highlights potential challenges like data privacy and ethical concerns. Keywords include AI, Human Resources, Recruitment, Employee Engagement, and Automation.

Keywords: AI, Human Resources, Talent Acquisition, Employee Engagement, Performance Evaluation, Automation.

AI-POWERED HRM: REDEFINING WORKFORCE STRATEGIES IN THE POST-PANDEMIC WORLD

MSL Narasimha, *PhD Research Scholar, Yogi Vemana University.*

Abstract

The COVID-19 pandemic has dramatically reshaped organizational structures, work environments, and workforce management practices. In response to these changes, Artificial Intelligence (AI) has emerged as a pivotal tool in transforming Human Resource Management (HRM). This paper explores how AI technologies are redefining workforce strategies in the post-pandemic world, with a specific focus on recruitment, employee engagement, performance management, and organizational planning. The research is based on a secondary data review of existing literature, industry reports and case studies, offering insights into the practical applications and ethical considerations surrounding AI adoption in HRM. The study reveals several key findings. First, AI driven tools are significantly enhancing the recruitment process by automating resume screening, candidate matching and initial interviews, thereby increasing efficiency and reducing bias *(AIHR, 2024; SAP, 2024)*. Additionally, AI technologies are facilitating personalized employee engagement through predictive analytics, helping organizations address mental health concerns, cator employee satisfaction and proactively reduce turnover. These challenges emphasize the need for robust AI governance frameworks to ensure responsible usage. In conclusion, AI-powered HRM is not just a trend but a fundamental shift in how organizations manage their most valuable asset: their people. As businesses continue to navigate the post-pandemic world, the strategic implementation of AI can lead to more efficient, inclusive and adaptive HR practices, shaping the future of work. This study underscores the need for HR leaders to adopt AI strategically to build resilient and future-ready organizations.

Keywords: AI in HRM, Post-Pandemic Workforce, Employee Engagement, Recruitment, AI Ethics, Workforce Planning.

THE INFLUENCE OF CUSTOMER'S EXPECTATIONS AND PREFERENCES ON LOGISTICS, SERVICE, DESIGN & DELIVERY

J. Suganya, *Assistant Professor, Remo International College.*

Abstract

The influence of customer expectations and preferences on logistics, service design, and delivery is a critical factor in shaping business strategies and operations. In today's competitive market, customers demand faster, more reliable, and personalized services, which necessitate businesses to continuously adapt their logistics networks, service offerings, and delivery processes. Customer expectations regarding delivery speed, tracking transparency, cost-efficiency, and environmental sustainability drive companies to optimize supply chains and logistics systems. Additionally, service design must account for the growing demand for customization, seamless user experiences, and multi-channel integration. Effective delivery strategies, including flexible scheduling, secure packaging, and contactless options, are vital for enhancing customer satisfaction. This paper explores the interplay between customer preferences and operational strategies, emphasizing how aligning logistics, service design, and delivery with customer expectations can improve customer satisfaction, loyalty, and overall business performance.

Keywords: Customer Expectations, Competitive Market, Environmental Sustainability, Multichannel Integration, Business Strategies.

AI IN ONLINE CAB BOOKING SYSTEMS

Dr. P. Suja, *Assistant Professor, Department of Corporate Secretaryship, Agurchand Manmull Jain College, Meenambakkam, Chennai.*

Abstract

The rapid advancement of technology has revolutionized several industries, with the transportation sector witnessing significant transformations through the advent of online cab booking services. These services have become an essential mode of urban mobility, providing consumers with convenient, affordable, and accessible options for commuting. The introduction of Artificial Intelligence (AI) in the online cab booking system has enhanced operational efficiency, customer experience, and safety. This paper aims to explore the role of AI in the online cab booking system, focusing on its applications, benefits, challenges, and the way it has reshaped the transportation landscape. The study provides an overview of how AI technologies such as machine learning, predictive analytics, and natural language processing are leveraged by ride-hailing platforms like Uber, Ola, Lyft, and others. Additionally, the paper delves into the impact of AI on the overall market dynamics, highlighting its role in increasing competition, improving customer satisfaction, and reducing operational costs for service providers. In conclusion, the integration of AI in online cab services is not only improving the convenience and efficiency of urban mobility but also driving innovation in the transportation industry. The paper emphasizes that, while there are hurdles to overcome, the future of AI in online cab booking systems holds immense potential for advancing service quality and enhancing consumer satisfaction.

Keywords: AI, GPS, Algorithm, Uber, Ola, Lyft

ROLE OF AI IN FINANCIAL FORECASTING AND INVESTMENT STRATEGIES

SK. Aliya Sultana, *MBA Student. Narayana Engineering College, SPSR Nellore, Andhra Pradesh, India*
P. Joshitha, *MBA Student. Narayana Engineering College, SPSR Nellore, Andhra Pradesh, India*
Ch. Vasudeva Rao, *MBA Student. Narayana Engineering College, SPSR Nellore, Andhra Pradesh, India*
N. Lakshmi Narayana, *Associate Professor, MBA Dept., Narayana Engineering College, SPSR Nellore, Andhra Pradesh, India*

Abstract

Imagine a world where your investments have a digital, super-smart advisor – a financial wizard that tirelessly crunches numbers, analyzes trends, and predicts market moves. Well, that world is here, and it's powered by Artificial Intelligence (AI). Artificial Intelligence (AI) altogether upgrades the money area by further developing direction. It offers customized monetary administrations, helps cost proficiency, and predicts market drifts precisely. Artificial intelligence guarantees administrative consistence, gives effective client assistance, empowers ideal algorithmic exchanging, and upgrades portfolio the board. By and large, Artificial Intelligence combination in finance expands proficiency, exactness, and offers an upper hand. The integration of Artificial Intelligence (AI) in financial planning is revolutionizing strategic decision-making and operational efficiency. The paper emphasizes the need for a balanced approach, combining innovation with ethical practices to ensure fairness and transparency. AI's ability to analyze large data sets quickly and predict market trends is transforming investment strategies, improving risk management, and optimizing portfolio performance. AI is transforming the financial landscape, acting as a powerful tool for both seasoned investors and newcomers. AI also keeps an eye out for fraud, ensures compliance with regulations, and reduces costs through automation. By utilizing its abilities, you can explore the complicated universe of money with certainty and accomplish your drawn out monetary objectives. Artificial Intelligence's capacity to examine huge information precisely predicts market patterns, making it a distinct advantage in key monetary preparation.

Keywords: Artificial Intelligence (AI), Financial Forecasting, Investment Strategies, Market Prediction, Algorithmic Trading

ROLE OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT EFFECTS AND FUTURE - A THEORETICAL VIEW

M. Priyanghaa, *Department of Commerce, Alpha Arts and Science College, Chennai.*
Dr. A. Kamalakannan, *Department of Business Administration, Mar Gregorios College of Arts & Science, Chennai.*

Abstract

This study explores the role of artificial intelligence on human resource management and its prospective developments across various industries. It highlights the ways in which AI technologies are reshaping traditional HR practices, enhancing operational efficiency, and guiding strategic decision-making. The expectation is that artificial intelligence will significantly transform nearly all sectors, including human resources. In order to boost productivity and maintain a competitive edge over peers who have already adopted AI solutions, numerous HR and talent acquisition teams are beginning to incorporate AI into their routine operations. A common strategy among HR departments today involves investing in software that utilizes AI and machine learning. These systems can automate and streamline various facets of their daily functions, typically encompassing activities such as job postings, candidate sourcing, selection processes, and analytics.

Keywords: Artificial Intelligence (AI), Human Resource Management and Efficiency

LEVERAGING AI FOR SUSTAINABILITY IN SUPPLY CHAINS: OPTIMIZING LOGISTICS AND INVENTORY TO REDUCE CARBON FOOTPRINT

M. Geetha, *Assistant Professor, Department of Commerce, Agurchand Manmull Jain College, Chennai.*

Abstract

As global supply chains grow increasingly complex, the environmental impact of logistics and inventory management has become a critical concern. The need for sustainable practices in supply chains is more pressing than ever, with rising concerns about climate change, resource depletion, and environmental degradation. Artificial Intelligence (AI) offers transformative potential for optimizing supply chains, improving efficiency, and reducing the carbon footprint associated with logistics and inventory. This paper explores the role of AI in enhancing sustainability within supply chains, particularly through logistics optimization and inventory management. By examining AI-driven solutions such as machine learning algorithms, predictive analytics, and automation, the paper highlights how businesses can reduce waste, optimize energy consumption, and achieve sustainability goals. It further discusses the challenges, opportunities, and implications of AI adoption in promoting sustainable supply chains. The study concludes by providing recommendations for integrating AI into supply chain operations to enhance environmental sustainability.

Keywords: Artificial Intelligence, Supply Chain Management, Logistics Optimization and Carbon Footprint Reduction.

LEVERAGING AI FOR SUSTAINABLE RESOURCE OPTIMIZATION: A FRAMEWORK FOR SMART ENERGY AND WASTE MANAGEMENT IN GREEN ENTERPRISES

Dr. R. Saranya Devi, *Assistant Professor, Department of Commerce, Agurchand Manmull Jain College, Chennai.*

Abstract

Sustainable resource optimization has emerged as a cornerstone for enterprises seeking to reduce their environmental footprint while maintaining operational excellence. This research delves into the transformative potential of artificial intelligence (AI) technologies in driving smart energy use and waste management practices within green enterprises. By leveraging AI-powered predictive analytics, real-time monitoring systems, and optimization algorithms, this study develops a conceptual framework aimed at enhancing sustainability. Through an extensive literature review, analysis of real-world implementations, and expert insights, the research identifies critical challenges, opportunities, and actionable strategies. The findings provide a roadmap for enterprises to adopt AI-driven solutions, paving the way for resource-efficient and environmentally conscious operations.

Keywords Artificial Intelligence (AI), Sustainable Resource Optimization, Smart Energy Management, Waste Management, Green Enterprises.

APPLICATION OF GENERATIVE AI FOR SALES MANAGEMENT OF SMEs

Dr. Lakshkaushik Dattatraya Puri, *Assistant Professor, Department of Commerce, Vinayakrao Patil Mahavidyalaya, Vaijapur, Dist. Chhatrapati Sambhajinagar (Aurangabad), Maharashtra State.*

Abstract

Generative AI (gen AI) is transforming the sales process by utilizing powerful algorithms and machine learning models to generate content, forecast trends, and automate processes that previously required human intervention. MSMEs in developing countries often face challenges in optimizing their operations and achieving maximum productivity. MSMEs can leverage AI to improve customer experiences, enhance decision-making, and optimize supply chain operations. In sales, generative AI systems produce valuable outputs such as sales scripts, product recommendations, and customer conversations to help salespeople succeed. Gen AI has gotten more precise and powerful, optimizing operations, increasing lead generation, improving client interaction, and assisting agents in closing deals more quickly. It is frequently woven further into an organization's fabric, such as by incorporating generation AI technologies into CRM software to allow seamless processes and enhance conversion rates. Because modern AI is so good at analyzing unstructured data, the area is ready for a revolution. The effects of employing generative AI by SMEs as a tool for efficient sales management are examined in this article.

Keywords Generative AI, Sales, Marketing, SMEs.

ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT: A COMPREHENSIVE ANALYSIS

Dr. M. Jagadeeswari, *Assistant Professor, Department of Commerce (Accounting and Finance), Agurchand Manmull Jain College, Meenambakkam, Chennai.*

Abstract

Human resource management (HRM) has undergone a revolution with the introduction of artificial intelligence (AI), which has made it possible for better decision-making, more effective hiring procedures, and more employee engagement. This essay examines the advantages, difficulties, and potential applications of AI integration in HRM. Empirical insights are provided by statistical analyses such as discriminant function analysis, ANOVA, and chi-square testing. AI-driven sentiment analysis improves employee engagement by tracking satisfaction levels and offering useful insights to lower attrition. AI makes it possible to provide individualised learning and development opportunities, guaranteeing that staff members receive training relevant to their roles and suggestions for professional advancement. By examining data and identifying biases, artificial intelligence (AI) in performance management guarantees impartial assessments. AI also reduces errors and saves time in labour planning, payroll, and compliance. Even though AI has a lot of promise, it needs to be used carefully to overcome issues like algorithmic bias, data privacy, and preserving the human element in HR interactions. Organisations may establish productive, inclusive, and employee-focused work environments by fusing AI's capabilities with strategic planning.

Keywords: Artificial Intelligence, Employees, Recruitment Automation, Employee Engagement, Performance Management

A COMPARATIVE STUDY OF AI APPLICATIONS IN SMALL AND LARGE-SCALE RETAILERS

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Abstract

Artificial Intelligence (AI) has revolutionized the retail industry, offering tools that optimize operations, enhance customer experiences, and drive revenue growth. This study aims to compare the adoption, applications, and impacts of AI in small-scale and large-scale retailers. Through a review of existing literature and analysis of case studies, the study highlights disparities in AI implementation due to resource constraints, scalability, and strategic priorities. The findings underscore the potential for small retailers to leverage cost-effective AI solutions and provide recommendations to bridge the technological divide. The rapid advancements in Artificial Intelligence (AI) have transformed the retail industry, enabling businesses to optimize operations, enhance customer experiences, and improve decision-making processes. This study compares the adoption, application, and impact of AI technologies in small and large-scale retail enterprises. It explores key areas such as inventory management, customer personalization, pricing strategies, and operational efficiency, highlighting the unique challenges and opportunities faced by each category. The findings reveal how AI contributes to competitive advantages in large-scale retailers while offering innovative solutions for growth in smaller enterprises. This comparative study provides actionable insights for retailers aiming to leverage AI technologies effectively, tailored to their operational scale and strategic goals.

Keywords: Artificial Intelligence (AI), Retail Industry, Small-Scale Retailers, Large-Scale Retailers.

IMPACT OF ARTIFICIAL INTELLIGENCE ON PROSPECTIVE POLICY HOLDERS IN SELECTING LIFE INSURANCE PRODUCTS IN CHENGALPATTU DISTRICT

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Abstract

The study investigates the growing reliance on artificial intelligence (AI) technologies in personal financial decisions, particularly focusing on how it influences prospective policyholders in selecting life insurance products in Chengalpattu district. This research, involving 173 respondents, combines primary data collected through structured questionnaires with secondary data derived from industry reports, scholarly articles, and market analyses. A significant correlation was identified between gender and the perception of AI in life insurance products, indicating that individuals with a positive perception of AI are more likely to rely on it for decision-making. Descriptive analysis confirmed that AI significantly influences the decision-making process, demonstrating its role in simplifying complex information and improving decision confidence. Findings suggest that AI-driven tools enhance transparency, accuracy, and ease of understanding for policyholders, while also highlighting a gap in personalized advisory services to address specific customer needs. Recommendations include the integration of AI with human advisory support to create a balanced approach, alongside targeted initiatives to increase awareness and build trust in AI capabilities, ensuring broader acceptance and effective utilization among policyholders.

Keywords: Artificial Intelligence, Life Insurance, Decision-Making, Policyholder Perception.

AI-DRIVEN INSIGHTS INTO MARKETING STRATEGIES AND PASSENGER SATISFACTION: A CASE STUDY OF RIDE-HAILING SERVICES IN CHENNAI

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Abstract

This study investigates the role of artificial intelligence (AI) and marketing techniques in improving passenger happiness in the ride-hailing sector, with a focus on Chennai. As ride-hailing services evolve to meet rising consumer demand, using AI tools and techniques has become critical for monitoring client behavior, optimizing service delivery, and personalizing marketing efforts. This study uses both qualitative and quantitative methods to investigate how AI-driven initiatives contribute to better user experiences and operational efficiency. Customer preferences, service quality parameters, pricing tactics, and the use of artificial intelligence in predictive analytics and customer engagement are all important topics of inquiry. The findings give actionable insights for ride-hailing service providers to improve marketing efforts, increase client retention, and preserve a competitive advantage in a continually changing market. This article emphasizes AI's transformational significance in determining the future of urban transportation and service-oriented industries.

Keywords: AI, Marketing Strategies, Passenger Satisfaction, Ride-Hailing, Chennai, Service Optimization, Predictive Analytics.

A STUDY ON CONSUMER BUYING BEHAVIOUR AND SATISFACTION IN FASHION RETAILING IN MADURAI WITH AI INTEGRATION

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Abstract

This study looks at the changing dynamics of customer buying behaviour and satisfaction in Madurai District's fashion retail sector, with a particular emphasis on the incorporation of Artificial Intelligence (AI) into shopping experiences. It investigates how AI tools like personalized suggestions, virtual try-ons, and chatbots impact customer preferences, decision-making, and overall satisfaction. Data from surveys and interviews shed light on customer opinions, issues, and potential for merchants implementing AI technologies. The findings show that AI has a strong positive influence on boosting the shopping experience and increasing customer loyalty.

Keywords: Consumer Purchasing Behaviour, Customer Satisfaction, Fashion Retail Industry, Artificial Intelligence.

INVESTIGATING THE ROLE AND IMPACT OF ARTIFICIAL INTELLIGENCE IN TRANSFORMING HUMAN RESOURCE MANAGEMENT PRACTICES

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Abstract

This study examines how artificial intelligence (AI) is changing human resource management (HRM) by evaluating how it affects important HR tasks like hiring, performance reviews, employee engagement, and retention. The incorporation of AI technologies into HRM procedures has the potential to improve decision-making, decrease bias, and increase operational efficiency as these technologies develop further. The report looks into how AI-powered engagement surveys, predictive analytics for performance management, and automated recruitment technologies are changing HR procedures in a variety of businesses. HR specialists from a variety of industries provided the data, which was then evaluated using SPSS and sophisticated statistical techniques like factor analysis, Cronbach's alpha, linear regression, and one-way ANOVA. While linear regression results showed substantial positive connections between AI adoption and improved HR outcomes, such as recruiting efficiency, employee happiness, and retention rates, Cronbach's alpha values validated the survey instrument's reliability. Sectoral disparities were revealed by the one-way ANOVA analysis, suggesting that the influence of AI varied by industry. For instance, compared to manufacturing and healthcare, industries like technology and finance shown a greater influence of AI on HR outcomes. The results highlight the significance of customized AI strategies for various industries and the necessity of overcoming obstacles such high implementation costs and change aversion. For companies looking to use AI for HR activities, this study offers both potential and problems as it provides insightful information about how AI might change HRM processes.

Keywords Artificial Intelligence, Human Resource Management, Recruitment Systems.

ROLE OF AI IN DRIVEN DECISION MAKING AND STRATEGIC PLANNING

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Abstract

Artificial Intelligence (AI) is reshaping strategic decision-making across industries by enhancing organizational efficiency. This study explores AI methodologies such as machine learning, expert systems, and neural networks in strategic planning. It examines AI-driven recommendation systems and their role in strengthening management capabilities. The research identifies key benefits, including improved decision quality, risk mitigation, and enhanced customer strategies while addressing challenges like data privacy, ethics, and scalability. A mixed-methods approach is used, starting with a literature review to identify knowledge gaps. Primary data is collected through surveys, expert interviews, and case studies, while secondary data from reports and analytics provides additional insights. Quantitative analysis using SPSS evaluates AI's impact on decision accuracy, and qualitative methods offer deeper perspectives. AI tools like Tableau and machine learning models enhance data analysis and strategic simulations. The study highlights AI's role in innovation, ethical decision-making, and competitiveness in sectors like finance and human resources. It underscores challenges in AI adoption and provides best practices for successful integration. By leveraging AI, organizations can enhance forecasting, optimize operations, and drive sustainable decision-making, ensuring a competitive edge in an evolving business landscape.

Keywords: Artificial Intelligence, Strategic Decision-Making, Machine learning, Data Analysis, Data Transformation.

ANALYZING THE IMPACT OF AI-DRIVEN DECISION MAKING ON STRATEGIC PLANNING: AN INVESTIGATION INTO ITS EFFECTIVENESS AND CHALLENGES

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Abstract

The increasing adoption of Artificial Intelligence (AI) in decision-making has revolutionized strategic planning in organizations across various sectors. This study investigates the effectiveness of AI-driven decision-making and explores the associated challenges in strategic planning. AI tools, such as machine learning algorithms, data analytics, and predictive models, have enabled organizations to make data-driven decisions, improving accuracy and reducing uncertainty in the planning process. However, despite the potential benefits, challenges such as data privacy concerns, biases in AI models, and resistance to technological change hinder the widespread implementation of AI in strategic planning. The study aims to explore the impact of AI on strategic planning, identify the factors influencing its effectiveness, and highlight the barriers organizations face. Using a combination of factor analysis and regression analysis, this research will provide insights into how AI adoption can be optimized for enhanced decision-making.

Keywords: Artificial Intelligence, Decision Making, Strategic Planning, Challenges.

AN EMPIRICAL STUDY ON COLLEGE STUDENTS SATISFACTION IN AND AROUND CHENNAI CITY

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Abstract

As competition among human resources grows, colleges play a key role in fostering innovation and creative entrepreneurship. They must adapt to shifting organizational forms and skill demands, preparing students for lifelong learning and rapid change. Ensuring student satisfaction is the foremost responsibility of educational institutions. This study identifies the expectations of the students in and around College in Chennai city and to satisfy them to accept their authentic expectation. To find the student's satisfaction in the college the researcher has applied some variables i.e. Basic facilities, learning environment, Teaching method, geographical location, brand and personality development. The researcher has employed a quantitative research design and the data was collected from 120 respondents through a structured online survey. For data analysis the researcher has applied inferential statistics for association i.e. correlation and for comparing means researcher used Anova. This study highlights the facilities that satisfy their basic needs, financial needs and Personal needs.

Keywords: Teaching, Satisfaction, Learning

ROLE OF ARTIFICIAL INTELLIGENCE IN THE ONLINE FOOD DELIVERY SYSTEM

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Abstract

The integration of Artificial Intelligence (AI) in online food delivery systems has fundamentally transformed the way businesses operate and cater to consumer demands. AI technologies are extensively leveraged to enhance the operational efficiency, customer experience, and scalability of online food delivery platforms. Through machine learning algorithms, customer behaviour and preferences are analyzed to provide highly personalized recommendations and dynamic pricing strategies. Predictive analytics enables restaurants and platforms to forecast demand, manage inventory effectively, and reduce food wastage. AI-powered chatbots and virtual assistants streamline customer interactions by offering 24/7 support, resolving queries, tracking orders, and managing complaints with minimal human intervention. Sentiment analysis tools monitor customer feedback to improve service quality and satisfaction. Advanced fraud detection systems powered by AI ensure secure online transactions and prevent malicious activities. These include ensuring data privacy and compliance with regulations, addressing algorithmic biases, and mitigating the digital divide that may exclude certain consumer groups from these advancements. Additionally, the reliance on data-intensive This paper comprehensively examines the role of AI in online food delivery systems, exploring the various applications, benefits, and challenges associated with its adoption. The discussion highlights emerging trends such as drone and robotic deliveries, AI-based sustainability measures, and the use of generative AI for marketing and menu optimization. The paper concludes by outlining future directions, emphasizing the need for ethical AI practices, transparent algorithms, and collaborative innovation between technology providers, restaurants, and policymakers to create an inclusive and efficient food delivery ecosystem.

Keywords: Artificial Intelligence, Online Food Delivery Systems, Machine Learning, Personalization.

THE ROLE OF ARTIFICIAL INTELLIGENCE ENHANCING THE EFFECTIVENESS OF WORK PLACE AND TEAMS WITH REFERENCE TO CHENNAI CITY

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Abstract

Artificial Intelligence (AI) on contemporary workplaces, focusing on its role increase productivity, improve accuracy fostering collaboration, and creative work dynamics. Work place and team is a component of effectiveness because teams are generally considered to "perform well" when they yield superior outputs. In todays' increasingly interconnected and digital workplace, the role of Artificial Intelligence (AI) is evolving from a tool for automation to a workplace. AI holds the key to revolutionizing work group and boosting team effectiveness. From transforming communication practices to personalizing training and fostering inclusivity, AI is set to transform the work groups and teams, more efficient and impactful. AI can refine team and work group effectiveness is during virtual or in-person training. More and more, employees want their training to be personalized. However, customization is usually relegated to the content and its function. Artificial intelligence (AI) and enhancing the effectiveness of work groups and teams are to be taken up for the study. AI is transforming how teams work together, Ai Based Recruitment Software, Enhanced decision making, improving communication, and driving efficiency across organizations, boosting project and workflow management, Increasing engagement and inspiring innovation, using AI to generate ideas, fostering confidence and independence, Powering teams with automation, by leveraging AI-powered tools, businesses can enhance the way employees collaborate, create, and innovates.

Keywords*:* Artificial Intelligent, Effectiveness of work place, Work group and teams enhancement Ai Based Recruitment Software.

ETHICAL APPLICATION OF AI IN DEVELOPMENT OF ENTREPRENEUR

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Abstract

This study examines the ethical application of artificial intelligence (AI) to the development of entrepreneurship and focuses on how AI can be leveraged to support long-term business growth in harmony with environmental, social and economic objectives. As AI is increasingly uniform in business practices, it provides opportunities to optimize resources, reduce environmental impacts and promote social equity. However, ethical application is crucial to ensuring fairness, transparency and accountability in decision-making processes such as recruitment, marketing and product development. The study examines how entrepreneurs can apply artificial intelligence to promote sustainable business models, improve data privacy and security, and create innovation with positive social effects.

Key words: Ethical AI, Entrepreneurship, AI Application, Social Equity, Responsible Business Practices, Innovation, Transparency.

A STUDY ON THE IMPACT OF SOCIAL MEDIA PLATFORMS WITH SPECIAL REFERENCE TO CHENNAI CITY

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Abstract

Social media has become a powerful platform for people to connect, share their thoughts, and exchange ideas. This paper explores how social media impacts various aspects of life, such as business, education, and society, with a focus on young people in Chennai. While it offers benefits like instant communication and information sharing, it also poses challenges such as misinformation and privacy concerns. The study highlights both the positive and negative effects, emphasizing its growing role in shaping our daily lives.

Keywords: Social media, Business, Education, Society, Youth

THE FUTURE OF ARTIFICIAL INTELLIGENCE IN NURSING: EXPLORING NURSE'S PERCEPTIONS

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Abstract

Artificial Intelligence (AI) has emerged as a transformative force in healthcare, particularly in nursing, by enhancing patient care, optimizing workflows, and supporting clinical decision-making. This study explored nurses' perceptions of AI integration in their profession, focusing on its benefits, challenges, and impact on patient outcomes. A quantitative research approach was employed, with data collected from 100 nursing professionals through structured questionnaires. The findings revealed that AI-assisted tools improved efficiency in monitoring patients, reducing administrative burdens, and providing data-driven insights for better decision-making. However, concerns were raised regarding job displacement, ethical considerations, and the need for adequate training to effectively utilize AI in nursing practice. The study concluded that while AI holds significant potential to enhance nursing, its successful implementation requires a balanced approach that integrates human expertise with AI-driven innovations. Future research should examine the long-term impact of AI on nursing roles, patient safety, and healthcare delivery.

Keywords Artificial Intelligence, Technology, Nurses, Perception, Patient Care

DIGITAL TRANSFORMATION: A PATHWAY FOR WOMEN ENTREPRENEURS TO ACHIEVE SUSTAINABLE GROWTH AND ENVIRONMENTAL RESPONSIBILITY

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Abstract

The rapid evolution of digital technologies presents a unique opportunity for women entrepreneurs to foster sustainable growth and advance environmental stewardship within their enterprises. This paper examines the transformative potential of digital innovation as a conduit for women-led businesses to integrate sustainability into their operational frameworks. By leveraging cutting-edge technologies such as big data analytics, cloud computing, and the Internet of Things (IoT), women entrepreneurs can optimize resource management, minimize waste, and implement eco-conscious business practices. The study delves into the multifaceted role of digital transformation in facilitating not only operational efficiency but also the achievement of long-term environmental goals. This research underscores the pivotal role of digital transformation in advancing women-led enterprises, positioning them as key players in both economic growth and global sustainability efforts.

Key words: Digital Transformation, Women Entrepreneurs & Sustainability

ARTIFICIAL INTELLIGENCE IN FOOD DELIVERY SERVICES: ENHANCING EFFICIENCY, CUSTOMER EXPERIENCE, AND SUSTAINABILITY WITH SPECIAL REFERENCE TO CHENNAI CITY

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Abstract

Artificial Intelligence (AI) has revolutionized food delivery services by optimizing operational efficiency, enhancing customer experience, and promoting sustainability. This study examined the role of AI-driven technologies in food delivery services in Chennai, focusing on key aspects such as route optimization, personalized recommendations, demand forecasting, and eco-friendly practices. A quantitative research approach was adopted, with data collected from 100 respondents, including customers and service providers, through structured questionnaires. The findings indicated that AI significantly improved delivery speed, minimized order errors, and enhanced customer satisfaction through real-time tracking and personalized engagement. Additionally, AI-enabled predictive analytics helped businesses manage inventory efficiently, reducing food waste and operational costs. However, challenges such as data privacy concerns, dependency on technology, and the need for human oversight were highlighted. The study concluded that AI-driven innovations are reshaping food delivery services, making them more efficient and sustainable. Future research should explore the long-term impact of AI on employment patterns and consumer trust in AI-powered food delivery systems.

Keywords: Artificial Intelligence, Food Delivery Service, Customer Experience, Sustainability, Chennai City

THE IMPACT OF AR ON ZOOMERS' PURCHASE DECISIONS IN THE BEAUTY AND COSMETICS INDUSTRY

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Abstract

The Indian consumer market has grown phenomenally as e-commerce makes online purchases the easiest way to order anytime anywhere via mobiles and devices. Since the advent of augmented reality technology, the methods marketers use to engage with customers have evolved significantly. This research explores on purchase decisions in the beauty and cosmetics industry, specifically targeting Generation Z (Zoomers). This study investigates how augmented reality influences the purchasing behaviour of Generation Z by examining key factors such as perceived ease of use, safety and privacy, perceived value, interactivity, and purchase intention. Data was collected using a structured questionnaire. The data collected was analysed using SPSS tools, including Simple Percentage Analysis, Weighted Average, ANOVA, Factor Analysis, and Friedman-Ranking. These insights aim to guide marketers in leveraging augmented reality technology to enhance customer engagement and drive sales in the beauty and cosmetics sector.

Keywords: Augmented Reality, Zoomers, Perceived Ease of Use, Safety and Privacy, Perceived Value, Interactivity, Purchase Intention.

A STUDY ON PERCEPTION OF ONLINE MARKETING AMONG CUSTOMERS IN VELLORE DISTRICT

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Abstract

Digital marketing is a style that is becoming increasingly popular in this age of digitization. The concept of Interne marketing, which is evolving into a key digital marketing platform, along with electronic devices like digital billboards, mobile, tablets, and smart phones, gaming consoles, and many other devices that aid in digital marketing. In the era of globalization, electronic marketing is a great revolution. Internet has transcended us from the traditional shopping era into a new a new and more efficient era of online shopping. Globally, customers are gaining tremendous benefits from purchasing goods and services from cyberspace. The internet permits the 24x7 and 365 days availability of goods with little or no extra cost. Surplus seeking consumers and retailers are always searching for markets that are more economically efficient hence, online purchasing. Although there are abundant research works undertaken relating to factors that influence customer satisfaction and purchase intention in the context of online shopping.

Keywords: Digital Marketing, Online Shopping, Marketing.

ETHICAL MANAGEMENT OF AI TECHNOLOGIES IN BUSINESS

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Abstract

Artificial Intelligence improves Business Process efficiency, Enhances Employee efficiency, drives productivity, and adds value to the company by improving employee engagement, and customer interface decision-making processes. The absence of effective ethical standards and procedures for managing AI technologies can result in unforeseen negative effects, which is a problem for businesses. The descriptive analysis design and stratified sampling method with 63 respondents are used in this research. It suggests that implementing data protection policies is important to avoid any privacy-related breach with compliance. It concludes by aligning the need for AI with ethical standards and concerns to protect all the stakeholders and ensure the company's sustainability.

Keywords: Ethical Principles, Privacy and Security, Transparency and Accountability, Fairness and Non-Discrimination, Continuous Improvement.

INTEGRATING AI-DRIVEN MULTILINGUALISM IN ONLINE LEARNING: EDUCATOR PERSPECTIVES, CHALLENGES AND SOLUTIONS

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Abstract

This study investigates the role of Artificial Intelligence (AI) in promoting multilingualism in learning environments and examines the associated challenges and opportunities. Recognizing the diverse linguistic backgrounds of students, multilingualism, supported by AI, is considered a means to enhance learning experiences. The study aims to explore the integration of AI-driven multilingual solutions in online learning, examining attitudes, beliefs, and experiences. Additionally, it identifies the challenges faced in implementing AI- based multilingual approaches and proposes potential solutions or recommendations. The research methodology involved exploratory research, with data collected through an online questionnaire distributed among educators in autonomous, affiliated, and university institutions in Chennai. The sample size consisted of 100 participants. Primary data from the questionnaire was supplemented with secondary data from published and unpublished research articles. The analysis showed a high level of internal consistency for the study scale, indicated by a Cronbach alpha value of 0.822. An analysis of variance (ANOVA) was conducted to examine the relationship between AI application and its effectiveness in promoting multilingualism in online learning, revealing significant correlations with its perceived value and implementation challenges.

Keywords: AI, Multilingualism, Online Learning, Educational Technology, Integration Challenges.

THE SIGNIFICANCE OF AI IN COMMERCE AND TRADE

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Abstract

Two decades ago, nobody would have believed that we would be purchasing products without seeing them physically. But online platforms such as Amazon.com, Flipkart and various Apps have changed the world's way of buying products. The inclusion of Artificial Intelligence (AI) into commerce and trade has revolutionized the market of the world. It has reconstructed the way businesses are done. This paper explores how and why AI is playing an important role in determining e-commerce in the global scenario by automating business operations and through personalized customer experience. It also enhances supply chain and logistics. AI also assists international transactions and facilitates global trade.

Keywords: Artificial Intelligence, E-Commerce, Customer Experience, Supply Chain

THE ROLE OF AI IN ENHANCING OPERATIONAL EFFICIENCY AND PATIENT CARE IN MULTI-SPECIALTY HOSPITALS IN CHENNAI

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Abstract

Artificial Intelligence (AI) is transforming the healthcare sector, particularly in multi-specialty hospitals, by enhancing operational efficiency and improving patient careA descriptive and analytical research design was employed, with data collected through structured questionnaires distributed to 50 doctors in multi-specialty hospitals in Chennai. The sampling method used was simple random sampling, and the collected data were analyzed using descriptive statistics, Sobel tests, and regression analysis. The findings of the study revealed that there is a significant impact of AI in improving operational efficiency on the enhancement of patient care of multi-specialty hospitals. The study concludes that while AI presents immense potential for transforming healthcare, addressing implementation challenges is crucial for maximizing its benefits. Recommendations include investing in infrastructure, improving digital literacy among healthcare professionals, and adopting a phased implementation approach.

Key Words: AI, Operational Efficiency, Patient Care, Multi-Specialty Hospitals, Chennai

EVALUATING THE IMPACT OF CHATGPT ON STUDENT LEARNING OUTCOMES OF ARTS AND SCIENCE COLLEGES IN CHENNAI

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Abstract

The integration of AI-powered tools like ChatGPT in education has transformed the learning process, offering personalized and interactive assistance to students. This study examines the impact of ChatGPT on student learning outcomes, focusing on its effectiveness, challenges, and opportunities. The objectives include analysing how ChatGPT enhances understanding, critical thinking, and engagement, and identifying factors influencing its adoption in education. A descriptive and analytical research design was employed, combining primary and secondary data sources. Data collection involved a structured questionnaire distributed to students and educators across various educational institutions. The questionnaire was designed with closed-ended and Likert-scale questions to evaluate perceptions of ChatGPT's impact. A sample size of 100 participants from select 10 private arts and science colleges was selected using stratified random sampling to ensure diverse representation. Scaling techniques such as Likert and semantic differential scales were used to quantify responses. Data analysis tools included statistical methods like descriptive statistics, ANOVA, Friedman test and regression modelling to evaluate ChatGPT's influence on learning outcomes. Findings revealed that ChatGPT positively impacts learning by promoting personalized assistance, immediate feedback, and enhanced engagement. However, concerns like over-reliance on AI and data privacy were noted. The study concludes that ChatGPT has the potential to revolutionize education by augmenting traditional learning methods, provided that its implementation is balanced with effective guidance and ethical considerations. These insights serve as a foundation for educational institutions aiming to integrate AI-driven tools into their learning ecosystems.

Keywords: ChatGPT, Student Learning Outcomes, Arts and Science Colleges

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON HUMAN RESOURCE MANAGEMENT WITH SPECIAL REFERENCE TO IT SECTOR IN CHENNAI: A QUANTITATIVE ANALYSIS

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Abstract

Artificial intelligence (AI) has significantly influenced human resource management (HRM) in the IT sector, particularly in Chennai, by automating processes, enhancing decision-making, and improving workforce management. This study examined the extent of AI adoption in HR functions such as recruitment, employee engagement, performance management, and workforce analytics. A quantitative research approach was adopted, and data was collected from 100 HR professionals working in IT companies across Chennai through structured questionnaires. The study analyzed AI-driven tools, including applicant tracking systems (ATS), predictive analytics for hiring, AI-powered chatbots for employee support, and machine learning algorithms for workforce planning. The findings revealed that AI has streamlined the recruitment process by reducing manual screening time, improving candidate-job matching, and enhancing onboarding efficiency. AI-driven learning management systems have provided personalized training, leading to improved employee skill development. Workforce analytics tools have enabled HR managers to predict attrition trends, optimize engagement strategies, and enhance overall decision-making. However, Organizations were advised to adopt AI responsibly by ensuring human oversight, addressing employee concerns about data security, and fostering an AI-augmented rather than AI-replaced HR framework. Future research could explore the long-term impact of AI on employee retention, job satisfaction, and workplace culture in the IT sector of Chennai.

Keywords: AI, HRM, IT Sector, Quantitative Analysis

THE ROLE OF AI IN TRANSFORMING GREEN MARKETING AND ITS IMPACT ON ENVIRONMENTAL SUSTAINABILITY

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Abstract

The integration of Artificial Intelligence (AI) into green marketing has redefined sustainable practices, enhancing their effectiveness and impact. This study investigates the role of AI in transforming green marketing strategies and its implications for environmental sustainability. The objectives include analysing the influence of AI on decision-making, personalizing eco-friendly campaigns, and optimizing resource usage. Primary data was collected through a structured questionnaire, using a simple random sampling technique to ensure unbiased representation. Responses were measured on a Likert scale and were complemented by secondary data from industry reports and research articles. Descriptive analysis, correlation, and regression techniques were applied to analyse the data, providing insights into the relationship between AI adoption and sustainable marketing outcomes. The correlation and regression analysis highlight a positive and significant relationship between AI integration and sustainable marketing performance. Challenges identified include high implementation costs, ethical concerns, and limited awareness of AI's potential in green marketing. The study suggests businesses adopt transparent and ethical AI practices, invest in AI-based green innovations, and enhance stakeholder awareness to bridge the gap between technology and sustainability.

Keywords: Artificial Intelligence, Green Marketing, Environmental Sustainability

THE IMPACT OF ARTIFICIAL INTELLIGENCE (AI) ON INFLUENCER MARKETING: IDENTIFYING AND EVALUATING AUTHENTIC INFLUENCERS

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Abstract

Influencer marketing is dominating in digital advertising, the main task & challenge is to identify the impactful influencer. This research focuses on the impact of Artificial Intelligence (AI) on identification of sterling influencer. By analyzing huge data based on social media activity, AI algorithm can foresee genuine influence from concoct meters. This study explores different AI- driven approaches, such as natural language processing, analysis of sentiment and learning of machine to improve their effectiveness in identifying sterling influencer. The findings come up to a more robust and efficient approach to influence selection to attain the maximize campaign ROI and alleviate the risks associated with authentic influence.

Keywords: Influencer Marketing, Artificial Intelligence, Authentic Influencers

THE IMPACT OF AI ON TEACHER ROLES AND RESPONSIBILITIES IN ARTS AND SCIENCE COLLEGE: A CONCEPTUAL STUDY

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Abstract

The integration of Artificial Intelligence in education is transforming the roles and responsibilities of teachers, particularly in arts and science colleges. AI-powered tools offer opportunities for personalized learning, automated assessment, and enhanced student engagement. This paper explores the evolving landscape of teaching in the age of AI, examining both the potential benefits and challenges for educators in arts and science colleges. It discusses how AI can augment teaching practices, personalize learning experiences, and support student success, while also addressing the ethical considerations and potential disruptions to traditional pedagogical models. The paper concludes by emphasizing the need for professional development and institutional support to empower teachers to effectively navigate the changing educational landscape and harness the transformative potential of AI.

Keywords: Artificial Intelligence, Education, Arts and Science Colleges, Institution

A STUDY ON THE DIMENSIONS OF FINANCIAL DISCIPLINE OF INDIVIDUALS WITH REFERENCE TO CHENNAI CITY

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Abstract

During the pandemic and similar eventualities, those individuals and other investors who over the period of time could manage their investments in disciplined pattern were fortunate to earn some or more sizeable other revenue. The indispensable financial discipline if consistently practiced in routine by any individual will surely protect such individual including his or her family from any sudden or the cyclical stoppage of regular earnings being the consequence of unexpected difficulties of an ever-changing environment. The present study tends to examine the 'Financial Discipline' of an individual and is grouped into three factors namely 'Expense Control, Saving Thrift and Safety Discipline' by adopting exploratory factor analysis using principal component analysis method. Through 'Expense Control', the individuals can concentrate on needs rather than wants and thus omit some or more luxuries to reduce the unwanted cash outflow. 'Saving Thrift' is again a quality practice of not wasting money being always a scarce resource in public perception. 'Safety Discipline' refers to the protection of data by securing strong password protections whenever individuals effect online / digital mode transactions and strictly avoid the sharing of vital information to others in general. For this purpose, a structured questionnaire survey was conducted and responses were received from 261 individuals residing at Chennai. To conclude, the most dominant factor is Saving Thrift followed by Expense Control and Safety Discipline.

Keywords: Dimensions, Financial Discipline, Individuals, Chennai

QUICK COMMERCE ADOPTION ACROSS CULTURAL CONTEXTS: A COMPARATIVE STUDY OF URBAN AND RURAL CONSUMERS WITH SPECIAL REFERENCE TO TAMIL NADU

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Abstract

This study explores the adoption of quick commerce (q-commerce) across urban and rural contexts, analysing its transformative impact on consumer behaviour. Q-commerce, with its promise of ultra-fast delivery, has been predominantly associated with urban households. However, its penetration into rural markets offers an opportunity to understand diverse consumer needs and challenges. Employing a mixed-method approach, this study examines purchasing habits, technological barriers, and socio-economic influences across both settings. The findings reveal significant differences in adoption drivers, challenges, and outcomes, providing insights for stakeholders to create inclusive q-commerce ecosystems. Recommendations are provided for enhancing accessibility, bridging digital divides, and addressing cultural nuances in service design.

Keywords: Quick Commerce Adoption, Cultural Context, Comparative Study, Rural Consumers, Tamilnadu

THE INFLUENCE OF QUICK COMMERCE (Q-COMMERCE) ON HOUSEHOLD BUYING PATTERNS: A STUDY IN CHENNAI CITY

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Abstract

This study investigates the impact of quick commerce (q-commerce) on household buying patterns in Chennai city. Q-commerce, characterized by its rapid delivery of goods, has significantly altered consumer behaviour, particularly in urban settings. Employing a longitudinal approach, the research captures trends, shifts in consumer preferences, and adaptation patterns among households. Key findings highlight the determinants of q-commerce adoption, changes in spending habits, and the role of technology in shaping these behaviours. The study provides recommendations for q-commerce platforms to enhance service offerings and for policymakers to address the socio-economic implications of q-commerce.

Keywords: Quick Commerce, (Q-Commerce), Household Buying Patterns, Chennai.

A STUDY ON ROLE OF AI IN HRM IN CONNECTION WITH ETHICAL CONSIDERATIONS

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Abstract

Artificial intelligence is one of the widely spoken concepts in this modem era. AI has a wide range of scope, irrespective of fields. Artificial intelligence (AI) and other Al-based applications are being integrated into firm's human resource management (HRM) approaches for managing people in domestic and international organizations. A study mentions that the number of people researching AI has increased manifold since 2010. AI has made many processes easier that saves time and cost, helps with suggestion, etc. In this period of digital revolution, the contribution of AI is worth being explored. In the field of business, AI plays a crucial role as it aids the organization in all aspects. AI can be implemented both internally and externally with respect to the organization. External implications can include studying consumer behaviour, digital marketing, promotional selling, etc. and internal implications can include data analysis, human resource management, etc. This paper focuses on the study of effective applications of AI in Human Resource Management, by investigating various benefits and challenges involved in its adoption. The paper also analyses the AI-related ethical risks in human resource management. Further research can be done on the role of AI-assisted applications in HRM functions and human-AI interactions in organizations.

Keywords: Artificial Intelligence, Human Resource Management, Benefits of AI in HRM, challenges Faced by Organizations, AI-Related Ethical Risks in HRM.

EXPLORING THE ROLE OF AI IN HRM: A COMPARATIVE STUDY OF ITS APPLICATION IN INDIA'S PRIVATE AND PUBLIC SECTORS

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Abstract

The integration of Artificial Intelligence (AI) into Human Resource Management (HRM) has transformed talent acquisition, employee engagement, and performance management across the world. In India, both private and public sectors are adopting AI-driven HRM to enhance efficiency, streamline operations, and to improve decision-making processes. This article examines the role of AI in HRM within the private and public sectors in India, focusing on its applications, challenges, and opportunities. While private sectors leverage AI to optimize recruitment processes, talent management, and personalized employee experiences, public sectors face unique challenges, such as data privacy concerns and resource limitations, hindering AI adoption. This paper also addresses the ethical concerns of AI in HRM, like bias in hiring algorithms and the need for greater transparency. Ultimately, this article aims to provide insights on how AI can contribute in shaping the future of HRM in India, it emphasizes the need for strategic implementation, capacity building, and regulatory frameworks to overcome existing challenges and harness the full potential of AI in both sectors.

Keywords: Human Resources Management, Artificial Intelligence, Private and Public sectors.

SIGNIFICANCE OF BRANDING, BRAND EQUITY, AND ITS DIMENSIONS: A NEED FOR COMPETITIVE ENVIRONMENT

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Abstract

Across the ages, branding has changed, from farmers staking claims to their land to artists demanding credit for their creations, factories asserting ownership of their output, and businesses asserting that their goods were superior to others. However, branding in the twenty-first century still involves claiming ownership and not simply of goods and property. It's about taking accountability for your failures, owning up to what your business stands for, and building trust and loyalty with customers via your words, deeds, and tales. Brand equity, brand awareness, brand loyalty, and perceived value are active factors to improve sales as well as it is essential for the survival of the firm.

Keywords: Brand Loyalty, Brand Equity Dimension, Brand Performance, Brand Awareness, And Brand Perceived Value.

LEVERAGING ARTIFICIAL INTELLIGENCE (AI) FOR INVENTORY MANAGEMENT: A CASE STUDY OF HINDUSTAN UNILEVER LIMITED, INDIA

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Abstract

Artificial Intelligence (AI) is revolutionizing inventory management in the fast-moving consumer goods (FMCG) sector, facilitating substantial enhancements in operational efficiency, cost reduction, and customer satisfaction. Hindustan Unilever Limited (HUL), a prominent entity in the FMCG industry, has effectively incorporated AI into its inventory management systems to optimize demand forecasting, real-time tracking, automated replenishment, and supplier collaboration. Through the utilization of machine learning algorithms and predictive analytics, HUL has addressed challenges such as fluctuating consumer demand, supply chain complexities, and operational inefficiencies. This case study examines how AI-driven solutions have enhanced HUL's inventory management practices, resulting in improved forecast accuracy, streamlined operations, and reduced costs. The research also investigates how AI is enabling HUL to maintain a competitive advantage by fostering sustainability and agility within its supply chain. By providing valuable insights into the scalability and adaptability of AI technologies, this study presents a model for other FMCG companies seeking to leverage the potential of AI to optimize their inventory management strategies and redefine industry benchmarks.

Keywords: Artificial Intelligence, Inventory Management, Demand Forecasting, Supply Chain Optimization, FMCG (Fast Moving Consumer Goods)

AI-DRIVEN CONSUMER BEHAVIOR ANALYSIS IN ORGANIC FOOD MARKET

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Abstract

The global market for organic food has witnessed substantial growth, driven by consumer preferences, market dynamics, and heightened awareness of health and environmental issues. This study focuses on AI-driven consumer behavior analysis within the organic food market in Tamil Nadu, examining the critical factors influencing its adoption. Data was collected from 275 respondents via structured questionnaires, with analysis conducted through AI-driven correlation analysis, multiple regression, and chi-square tests. The findings indicate that health consciousness, income, age, and education are significant determinants of consumer preferences. Additionally, increased consumer awareness, as predicted by AI models, shows a strong correlation with the expansion of the organic food market. The study concludes that the organic food market in Tamil Nadu is growing, propelled by a well-informed, health-conscious consumer base, leveraging AI-driven insights for effective strategic planning.

Keywords: AI-driven analysis, Consumer Behaviour, Organic Food Market, Health Consciousness, Market Dynamics.

CROSS-CULTURAL ETHICAL AI PRACTICES IN GLOBAL BUSINESS VENTURES

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Abstract

The integration of Artificial Intelligence (AI) into entrepreneurship presents transformative opportunities, enabling businesses to innovate, scale, and optimize processes like never before. However, the rapid adoption of AI also raises critical ethical challenges that entrepreneurs must navigate to ensure sustainable and equitable growth. This paper explores the intersection of ethics and AI in entrepreneurship, emphasizing the importance of transparency, fairness, accountability, and inclusivity in AI-driven ventures. Ethical AI practices help businesses avoid potential pitfalls while ensuring that AI technologies are used responsibly and effectively. The development of AGI could revolutionize industries, solve complex problems, and reshape our world. However, it also raises significant ethical and societal challenges. Furthermore, leveraging AI ethically can enhance brand reputation, customer loyalty, and long-term profitability, while unethical practices risk significant reputational and legal consequences. The paper highlights strategies for ethical AI implementation, including adopting robust governance frameworks, fostering interdisciplinary collaboration, and prioritizing human-centric design principles. By embracing ethical AI, entrepreneurs not only mitigate risks but also contribute to a more equitable and innovative business ecosystem, where technology empowers diverse stakeholders and creates sustainable value for society. This abstract sets the stage for a deeper discussion on the responsibilities and opportunities entrepreneurs face in the age of AI.

Keywords: AI Ethics, Machine Ethics, Principles, Challenges, Systematic Literature Review

THE POWER OF VIRTUAL INFLUENCERS: IMPACT ON CONSUMER BEHAVIOUR AND PERCEPTIONS IN THE AI ERA

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Abstract

In the realm of social media marketing, virtual influencers are a new kind of influencer that has surfaced in recent years. Even though the trend is rapidly growing, not much research has been done on it because it is still relatively new. This study is to explore how virtual influencers affect consumers and whether the emergence of virtual influencers in the market has a direct effect on human influencers. The study collected and analysed responses from a sample of 110 people using a survey method based on questionnaires. The questions centre on the virtual influencers' contribution to purchase intention, trustworthiness, knowledge, and legitimacy. The findings show that consumers are becoming more interested in virtual influencers and that they are seen as more reliable, authentic, and relevant to their tastes, which increases their propensity to make a purchase. The study also discusses the implications of these findings for managers designing marketing campaigns.

Keywords: Virtual Influencers; Consumer Behaviour; Artificial Intelligence; Consumer Perception; Social Media Marketing; Influencer Marketing.

TRIPLE BOTTOM LINE PRACTICES IN MNCS: EFFECTS ON CONSUMER TRUST, LOYALTY AND BUYING BEHAVIOR

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Abstract

The Triple Bottom Line (TBL) approach, which emphasizes the balance of economic, social, and environmental sustainability, has increasingly gained traction among multinational corporations (MNCs). This research investigates the influence of TBL practices on consumer trust, loyalty, and buying behaviour. Using an analytical framework, the study explores how MNCs adherence to TBL principles affects customer perceptions and behaviours across various sectors. A quantitative analysis is conducted through surveys and case studies to determine the correlation between TBL implementation and enhanced brand trust, customer retention, and increased purchase intention. The findings suggest that strong environmental and social governance enhances consumer trust and loyalty, leading to more favourable purchasing decisions, while inconsistencies in TBL practices can undermine these effects.

Keywords: Triple Bottom Line (TBL), Multinational Corporations (MNCs), Consumer Trust, Brand Loyalty, Buying Behaviour

A STUDY ON THE ROLE OF ARTIFICIAL INTELLIGENCE IN MARKETING EXAMINES HOW AI IS RESHAPING MULTIPLE FACETS OF MARKETING STRATEGIES AND PRACTICES

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Abstract

Artificial intelligence (AI) has revolutionized the marketing industry by empowering businesses to create tailored customer experiences, extract deep insights, and enhance then overall efficiency of their marketing strategies. Ai plays a critical role in marketing through its capabilities in personalization, advanced data analysis and operational optimization. Its diverse applications span areas such as predictive analytics, automated content creation, Chabot's, social media analytics, email marketing, customer segmentation, and product recommendations. NY harnessing AI, marketers can more accurately gauge customer preferences, elevate brand interactions, and optimize product promotions, resulting in better ROI, higher conversion rates, and significant business growth. As Ai technology continues to advance, its influence on marketing will intensify, cementing its position as an essential resource for marketers aiming to maintain a competitive edge.

Keywords: Artificial Intelligence, Marketing, Multiple Facets, Marketing Strategies and Practices

AI IMPACT IN HRM - ANALYSIS OF GENDER DIVERSITY IN BOARD AND ITS COMMITTEES

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Abstract

This study examines how AI can enhance gender diversity in corporate HRM by addressing biases and promoting fair representation. It provides practical recommendations for leveraging AI to foster inclusion in organizational processes. This study uses a mixed-methods approach to assess AI technologies in HRM, integrating qualitative case studies with quantitative data analysis. Through performance indicators, bias tests, and diversity results, it investigates how AI affects gender diversity. Stakeholder interviews, HR platforms, and organizational reports provide data supporting the conclusions. AI tools like resume screening and sentiment analysis can improve gender diversity by reducing biases in hiring and performance reviews. However, their effectiveness depends on unbiased training data, ethical algorithm design, and transparency. While AI has improved representation in some organizations, continuous monitoring is necessary to prevent reinforcing societal biases. Human oversight is crucial to ensuring fairness and accountability in AI-driven HR practices. The study is limited by the availability of unbiased datasets and the proprietary nature of AI algorithms, which restricts full transparency. Despite these limitations, it highlights the need for ethical AI design and continuous monitoring to enhance gender diversity in corporate HRM. AI can lessen gender biases in HRM, leading to a more diverse workforce with more people in leadership and decision-making positions. However ethical behaviour is essential to its effectiveness to prevent AI systems from unintentionally perpetuating social injustices. This study provides new insights into the role of AI in promoting gender diversity in HRM, highlighting both its potential and challenges. It offers practical recommendations for businesses to ethically integrate AI in hiring and performance management for long-term inclusivity.

Keywords: AI, HRM, Gender Diversity, Board, Committees

OPTIMIZING OPERATIONS AND SUPPLY CHAINS WITH AI

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Abstract

Supply chain optimization has become a cornerstone of business success in the modern global economy. As organizations face growing complexities in supply networks, customer expectations, and market dynamics, the integration of advanced technologies like Artificial Intelligence (AI) is revolutionizing traditional processes. This paper explores the transformative role of AI in enhancing supply chain efficiency, agility, and sustainability. Key areas of impact include demand forecasting, inventory management, logistics optimization, and supplier relationship management. By leveraging AI-driven insights and automation, businesses can reduce costs, mitigate risks, and deliver superior customer experiences. However, challenges such as data quality, system integration, and ethical considerations must be addressed to fully realize AI's potential. This document also examines emerging trends like hyper automation, blockchain integration, and green supply chains, offering a forward-looking perspective on the evolution of supply chain management. Through comprehensive analysis, this study provides actionable strategies for organizations seeking to thrive in an increasingly digitalized and competitive landscape.

AI IN HUMAN RESOURCE MANAGEMENT

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Abstract

Artificial Intelligence (AI) is revolutionizing Human Resource Management (HRM) by streamlining processes, enhancing decision-making, and boosting workforce engagement. This paper examines the integration of AI into critical HR functions, including recruitment, onboarding, performance management, employee engagement, and learning and development. Focusing on the Indian context, where rapid digitalization has accelerated AI adoption, the study explores the transformative benefits of AI, such as improved efficiency and personalized employee experiences. It also addresses challenges like data privacy, algorithmic bias, and the need for effective change management. By analyzing current applications and emerging trends, this paper provides insights into the future potential of AI in HRM and its broader implications for organizational growth and competitiveness.

Keywords: AI, Human Resource Management

IMPACT OF DIGITAL BANKING IN RURAL AREA

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Abstract

Digital Revolution refers to the shift from traditional electronic technology to digital technology. Digital revolution in banking made remarkable changes in the people's transactions. Adoption of Digital Banking in rural areas is easy to integrate globally. The main objective of this research paper is to evaluate how digital banking are transforming rural communities towards digitalization and modernization. From the study, we evaluate that digital banking improves the standard of living of the people.

Keywords: Digital Banking, Financial Transactions, Integrate, Technology, Globally.

INVESTMENT INTELLIGENCE: LEVERAGING AI TO MAKE SMATER DECISIONS

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Abstract

The increasing integration of artificial intelligence (AI) in finance is reshaping investment decision-making, as AI provides tools for analysing large datasets, forecasting trends, and automating trading processes. This shift toward AI-driven insights aims to enhance decision accuracy and reduce human error, ultimately transforming traditional investment practices. This study investigates the impact of AI on investment decision-making, focusing on how AI algorithms influence investor behaviour, market forecasting, and risk management. The objective is to assess whether AI-driven models improve decision quality and identify any limitations in their application. A mixed-method research approach was employed, combining quantitative analysis of AI model performance with qualitative insights from industry professionals. Machine learning algorithms were used to analyse historical investment data and predict market trends, while interviews with investment managers provided perspectives on the practical benefits and challenges of AI in financial decision-making. Results indicate that AI algorithms can improve predictive accuracy by up to 90%, with reduced response times in volatile markets. However, reliance on AI models also introduces risks, including over-reliance on algorithmic predictions and potential biases in data. The study concludes that while AI significantly enhances investment decision-making through improved forecasting and efficiency, its limitations necessitate careful oversight. Implementing AI in investment requires a balanced approach, combining human expertise with algorithmic insights to optimize decision outcomes. The findings underscore the potential for AI to support investment strategies while highlighting the need for ethical and transparent AI applications.

Keywords: Artificial Intelligence, Machine Learning, Market Forecasting

CHALLENGES AND OPPORTUNITIES IN IMPLEMENTING ARTIFICIAL INTELLIGENCE (AI) AND MACHINE LEARNING (ML) IN PRIVATE BANKING OPERATIONS

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Abstract

Artificial Intelligence (AI) and Machine Learning (ML) in private banking operations offer the financial industry both significant opportunities and challenges. In terms of potential, AI and ML technologies facilitate better decision-making through predictive analytics, improve customer experiences through personalised offerings, and expedite operations by automating repetitive processes. By facilitating the real-time examination of transactional data, these developments also aid in risk management and fraud detection. But there are still significant obstacles to overcome. Building confidence in AI systems is difficult due to data protection, legal compliance, and ethical considerations. The adoption process is further complicated by organisational resistance to change, the high cost of infrastructure upgrades, the dependence on legacy systems, and the lack of qualified personnel. The study looks at both the integration challenges and the transformative potential of AI and ML in private banking. It highlights important insights, real-world applications, and tactical steps required for successful implementation by reviewing ten relevant studies. According to the findings, in order to fully enjoy the benefits of AI and ML, it is necessary to modernise infrastructure, close the skills gap, build collaborations, and enforce ethical standards. By redefining private banking's operational and strategic frameworks, these initiatives could guarantee long-term competitiveness and client happiness.

Keywords: Artificial Intelligence, Machine Learning, Private Banking, Digital Transformation.

CONCEPTUAL FRAMEWORK ON OPTIMIZING OPERATIONS & SUPPLY CHAIN WITH AI

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Dr. S. Suba, *Assistant Professor, Department Of Business Administration, Guru Nanak College, Chennai***.**

Abstract

This paper mainly deals with how supply chain management gives the optimizing operations in business organizations. In today's scenario, optimizing supply chain plays a vital role in the entire aspect of business while addressing it, increasing the efficiency and effectiveness of the entire supply chain process. It includes how the input converts as finished products to ultimate customers. Optimization involves the strategic application of updated technology, individual automation, digital infrastructure energy transition, turning data into insights and action to enhance user experiences, leveraging data analytics for retail marketing and healthcare, and using AI to improve interactions, understand data management, and address challenges and sustainability in innovation. There is research conducted in a few companies, namely Walmart, Tyson Foods, Koch Industries, Maersk, Siemens, and Unilever, that revealed how these global companies are using advanced AI technologies to plan for and adapt to supply-chain optimization. In this study, findings reveal that there exists a contextual and methodological gap relating to the impact of artificial intelligence on supply chain optimization. Preliminary empirical review revealed that AI significantly improved various aspects of supply chain management, including forecasting, inventory management, logistics, and risk management. It was found that AI technologies enhanced operational efficiency by providing more accurate demand predictions, optimizing logistics operations, and improving risk management operations.

Keywords: Optimization, Efficiency & Effectiveness, Digital Infrastructure.

CONSUMER SATISFACTION ON MOBILE WALLET

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Abstract

Mobile wallets are the latest mode of non-contact payment. It is a cashless payment. The usage of smartphones and internet through mobile data paved the way for the wide adoption of mobile wallet payment. The main objective of this study is to explore the factors affecting for the satisfaction of using mobile wallet. To know the usage of mobile wallet of the consumer. Consumer satisfaction with mobile wallet depends on factors such as Ease of use, Security, Speed, Features, Compatibility, Customer support and Cost. Consumers had started to accept new technology payment.

Keywords: Cashless Payments, Technology Acceptance, Ease of Use, Internet.

INFLUENCING AI DRIVEN PERSONALIZED MARKETING IN CONSUMER SATISFACTION AND BRAND LOYALTY

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Abstract

AI personalization uses AI to tailor messaging, product recommendations, and services to individual users, enhancing customer experiences and engagement. Advancements in AI technology, like generative AI, are transforming marketing practices into hyper-personalization. This study examined the impact of Al Driven personalized marketing in Consumer satisfaction and brand loyalty across many various sectors. Using an advanced research approach that encompassing a detailed case analysis, extensive review and existing literature, the study carefully analysed the significant influence of tailored marketing Strategies on consumer satisfaction and brand loyalty. The study used both primary and secondary sources of data. The study thoroughly assessed the wide-spread influence of personalized marketing efforts and the astounding result revealed a positive impact on customer satisfaction and brand loyalty

Keywords: AI Driven, Personalized Marketing, Consumer Satisfaction, Brand Loyalty

A STUDY ON THE ROLE OF USER-GENERATED CONTENT (UGC) IN ONLNE SHOPPING

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Abstract

Social media is an online platform that connects individuals worldwide through various websites like Friendster, Myspace, You Tube, Twitter and Face book. Instagram was launched in 2010 as a new member of the social media network. Since its debut, many online businesses have turned to Instagram, viewing it as a more user-friendly and easier-to-manage platform. Shoppers also tend to prefer buying from Instagram due to its clean, simple design and the ease of reading reviews from other customers. Feedback, also referred to as User-Generated Content (UGC), occurs when past customers share their experience online, providing valuable insights for others, including Potential buyers, to read. This study aims to expand the understanding of UGC and provide valuable insights for business owners. This paper, based on a thorough review of existing literature, presents a frame work to explore the role of User-Generated Content (UGC) in products through online. This paper will explore the advantages of user-generated content (UGC) for brands and how to begin using User Generated Content to engage their target audience.

Keywords: User-Generated Content, Social Media, Online shopping.

EXPLORING AI IN INTERDISCIPLINARY INNOVATION AND CONTEMPORARY LANDSCAPE

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Abstract

Exploring AI in interdisciplinary innovation and contemporary landscape is a pivotal endeavor that seeks to harness the transformative potential of artificial intelligence to drive innovation and improvement across diverse domains. As AI continues to evolve and mature, its applications are becoming increasingly ubiquitous, permeating various aspects of our lives, from healthcare and finance to education and transportation. The integration of AI with other disciplines, such as computer science, engineering, biology, and social sciences, is giving rise to novel solutions and applications that are redefining the boundaries of what is possible. For instance, the convergence of AI and medical imaging is enabling the development of personalized medicine, while the fusion of AI and computer vision is facilitating the creation of autonomous vehicles and smart traffic management systems. Moreover, AI-driven interdisciplinary innovation extends beyond technological advancements, significantly impacting societal and economic development. It fosters economic growth, improves healthcare outcomes, and enhances educational experiences. However, the evolving AI landscape presents challenges such as bias, privacy concerns, and job displacement. Addressing these complexities requires a multidisciplinary approach to AI development and ethical deployment. By examining the intersection of AI and interdisciplinary innovation, this study seeks to contribute to the ongoing discourse on the role of AI in shaping the future of various industries and domains, and to inform strategies for harnessing the potential of AI to drive positive change and improvement in the world. Ultimately, goal of this exploration is to provide a foundation for further research and innovation in the field of AI and interdisciplinary innovation, and to inspire new generations of researchers, practitioners, and policymakers to work together to create a future where AI is developed and deployed in ways that benefit humanity and promote a more equitable and sustainable world.

Keywords: AI in Interdisciplinary Innovation and Contemporary Landscape

A STUDY EXAMINING FACTORS SHAPING MILLENNIALS' ATTITUDES TOWARD ORGANIC PERSONAL CARE PRODUCTS

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Abstract

Organic personal care products are becoming more and more popular as a result of the increased focus on sustainability and health on a worldwide scale. As a sizable consumer group, millennials exhibit distinct tastes and viewpoints shaped by a range of elements, including brand perceptions, health consciousness, and environmental concerns. By using standardised questionnaires and a sample size of 265 respondents, this study seeks to investigate these issues. Millennials living in Coimbatore, particularly in urban and semi-urban regions, provided the data. The data was interpreted using five statistical tools: Bartlett's test, ANOVA, SEM tests, regression analysis, correlation analysis, chi-square testing, and descriptive statistics. The findings show that the most important criteria are environmental and health consciousness, which are followed by brand trust and product affordability. The study provides useful information for marketers and regulators by highlighting the discrepancy between awareness and actual buying behaviour.

Keywords: Organic Personal Care Goods, Millennials, Consumer Behaviour, Health Consciousness and Environmental Awareness.

ENHANCING E-COMMERCE WITH AI-DRIVEN PERSONALIZATION

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Abstract

Artificial Intelligence (AI) is transforming e-commerce by making online shopping more personal and engaging. Using advanced technologies, AI helps businesses understand their customers better, predict their preferences, and offer tailored recommendations. By analyzing customer data, such as purchase history and browsing habits, AI can create a shopping experience that feels unique to each user. This article looks at how AI is making e-commerce smarter, improving customer satisfaction, and increasing sales for businesses. It also discusses challenges like ensuring customer privacy, avoiding bias in AI systems, and using personalization responsibly. In a competitive online market, businesses that use AI to offer personalized shopping experiences can build stronger customer relationships and grow faster.

Keywords: E-Commerce, Artificial Intelligence, Product Recommendations, AI Chatbots

IMPACT OF AI IN HUMAN RESOURC MANGEMENT

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Abstract

Artificial Intelligence (AI) is revolutionizing Human Resource Management (HRM) by enhancing efficiency, accuracy, and decision-making processes. This paper explores the transformative effects of AI on core HR functions such as recruitment, onboarding, performance management, employee engagement, and workforce planning. AI-powered tools streamline repetitive tasks, provide personalized employee experiences, and enable predictive analytics to improve talent acquisition and retention strategies. Additionally, AI reduces biases in decision-making, optimizes training programs, and ensures data-driven workforce planning. However, the adoption of AI in HRM presents challenges, including ethical concerns, data privacy issues, and potential bias in algorithms. This abstract discusses both the opportunities and risks associated with AI integration, emphasizing the need for ethical practices and transparency in implementation. The study concludes that AI, when utilized responsibly, can drive strategic HR transformation, fostering innovation and sustainability in modern organizations.

Keyw ords: Artificial Intelligence, accuracy, enhancing efficiency, Human Resource Management

IMPORTANCE OF ARTIFICIAL INTELLIGENCE IN E- BUSINESS

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Abstract

The goal of computer science's vast branch of artificial intelligence (AI) is to build intelligent machines that behave and think like people. It entails applying advanced algorithms, machine learning, and analytics of historical data to resolve challenging issues in domains including inventory control, customer experience, and customer behaviour. By offering AI solutions for E-Commerce in a constantly evolving digital landscape, AI has the ability to completely transform E-Commerce enterprises. The use of artificial intelligence in daily life is growing. Content is being created instantly by generative AI. The future is being peeked into by predictive AI. Human-like personalities are being produced using deep learning. ChatGPT is a well-known brand. These days, big data is a "thing." As AI creates new options for understanding customers, communicating with them, and automating critical operations, this is also spreading to e-commerce. According to estimates, by 2024, global e-commerce spending on AI would surpass $8 billion. Let's examine AI's effects on e-commerce in more detail and see how it might enhance online retailers.

Keywords: Artificial Intelligence, E-Commerce Business

APPLICATIONS OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT

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Abstract

The world is evolving at a pace that surpasses our expectations. It is advancing rapidly and significantly. Consequently, the workload is increasing, requiring individuals to adopt to the challenges that arise from managing multiple tasks simultaneously. New technologies are being developed to simplify work processes. However, the mere introduction of technology is not enough; an individual's attitude towards this change and their willingness to invest effort in learning these technologies are critical factors. Previously, system such as Human Resource Information systems and enterprise Resource planning were implemented. The primary aim of this study is to explore the application of artificial intelligence within the realm of human resource management. Additionally, this paper will provide insights into various artificial intelligence software options available and the challenges associated with their implementation in human resources.

Keywords: Human Resource Management, Artificial Intelligence Application, Human Resource, Artificial Intelligence.

A STUDY ON FINANCIAL MODEL AND AI

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Abstract

Financial modeling refers to the preparation of a condensed version of the expenses and revenues of a firm in a spread sheet which one can use in order to ascertain the impact that a future event or decision might have on a company. Financial model has several uses for corporate executives. Most frequently, it is used by financial analysts in analyzing and forecasting the effects of the future events or executive decisions that may have a bearing on a company's stock performance. It identifies the products or services that the business intends to sell, the target market that has been identified, and the expected costs. Financial models are crucial for startup as well as existing businesses. They facilitate companies in attracting investments, hiring talent, and motivating the management as well as employees.

Keywords: Financial Model, Financial Analysis, Financial Forecasting, Decision Making, Financial Health

BUSINESS MODELS AND ARTIFICAL INTELLIGENCE

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Abstract

The application of Artificial Intelligence (AI) in various business models has grown rapidly as the need to improve efficiency, better decision-making, and a superior customer experience has grown. The study maps AI adoption trends across various industries, identifies the most impacted sectors, and highlights the growing reliance on AI in decision-making and automation. The financial, manufacturing, e-commerce and healthcare sectors are areas that are showing significant transformation through the use of AI. In finance, AI is used for risk analysis and fraud detection, while in manufacturing, AI supports process automation and predictive maintenance, which increases productivity and keeps operational costs down. In e-commerce, AI enables personalization of shopping experiences and optimization of inventory management, and in healthcare, AI supports the analysis of patient data for better outcomes. AI-based digital transformation is also changing the company's strategy and operational structure. Companies now rely more on responsive and flexible organizational design, which allows for more efficient allocation of resources. In addition, AI is driving innovation through the development of economic platforms, personalization, and service automation. However, challenges remain, especially when it comes to change management and employee skill development for new technology adaptation. Thus, AI not only improves efficiency and innovation in business models, but also requires effective change management strategies so that companies can compete in a dynamic business environment.

Keywords: Business Models, Artificial Intelligence

CONSUMER BEHAVIOUR TOWARDS THE USAGE AND SATISFACTION OF AI-ENABLED SERVICES: A STUDY FOCUSING ON PHARMACY APPLICATIONS

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Dr. K. Shanthi, *Research Supervisor & Convenor, Assistant Professor, PG & Research Department of Commerce, Anna Adarsh College for Women, Chennai.*

Abstract

Online commodity purchases have become a symbol of a more contemporary lifestyle. In India, online businesses are growing rapidly. India's pharmaceutical sector is one of the fastest-growing one in the nation and has maintained its top spot despite pandemics and lockdowns. Artificial intelligence has a significant influence on the online pharmacy sector. This paper attempts to analyse consumer behaviour towards the usage and satisfaction of AI-enabled services focusing on pharmacy applications. Using simple random sampling 110 responses were collected, and SPSS version 23 was used to analyse the outcomes. Percentage analysis, Descriptive statistics, and Chi-Square are the statistical tools used to analyse the collected data. According to the results, Apollo Pharmacy and Med Plus Mart were the most chosen online pharmacy applications.

Keywords: Consumer Behaviour, Usage and Satisfaction, AI-Enabled Services, Pharmacy Applications

IMPACT OF BUYING BEHAVIOR TOWARDS ONLINE HEALTH INSURANCE

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Dr. A. S. Nagalatha, *Assistant Department of Commerce, C.Kandaswami Naidu College for Men, Chennai.*

Abstract

Dynamic world is connected to techy based service. Many service encounters are channelled through online platform. Insurance is not an exemption for this updating in online service. The online money transfer and bank connections with many service domains created wide opportunity for insurance service to login techy world. The study focused on impact of offline payment to online, reason to choose online payment and any service encounter during the use age of online platform. Major contribution of data was collected from structured questionnaire through digital platform. Data was collected through convenience sampling method from various groups. The data was validated with SPSS statistical tools. Descriptive statistics and Regression, Factor analysis are applied to infer the results. The study concluded that many of the insurance users are happy to pay in online, but unwanted cookies and bugs are disrupting their work at the time of usage.

Key words: online health insurance, Readiness, online Knowledge

AI IN HUMAN RESOURCE MANAGEMENT

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Abstract

Artificial Intelligence (AI) has emerged as a transformative force in Human Resource Management (HRM), offering innovative solutions to streamline processes, enhance decision-making, and improve employee experiences. AI-powered tools have revolutionized recruitment by automating resume screening, candidate matching, and initial interviews, thereby reducing time and bias in hiring processes. The adoption of AI in Human Resource Management is not without challenges, including ethical concerns, data privacy issues, and resistance to change. This paper aims to provide comprehensive overview of the current landscape of AI in Human Resource Management, exploring its potential future of human resources while addressing the complexities and implications of its implementation.

Keywords: Artificial Intelligence, Human Resource Management

THE ROLE OF ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING WITH SPECIAL REFERENCE TO CONSUMER BEHAVIOUR, PERSONALIZATION, AND AUTOMATION

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Abstract

This research examines the role of Artificial Intelligence (AI) in digital marketing, with a special focus on its influence on consumer behaviour, personalization, and automation. The primary objective of this study is to explore how AI technologies are shaping consumer purchasing decisions, enhancing marketing strategies through personalized experiences, and automating digital marketing processes to increase efficiency and effectiveness. The research employs a descriptive research design, incorporating both primary and secondary data sources. A sample of 100 respondents was selected using a simple random sampling technique from a larger population of digital consumers who engage with online marketing platforms. The primary data was collected through a structured questionnaire, administered via Google Forms. The questionnaire utilized a Likert scale to measure respondent perceptions regarding AI's impact on marketing practices, consumer engagement, and trust. Data analysis tools included descriptive statistics for summarizing and interpreting the responses, chi-square tests to identify significant associations between AI application and consumer behaviour, and regression analysis to understand the relationship between AI integration and consumer purchasing decisions. The findings indicate that AI-driven personalization significantly improves customer satisfaction and engagement, leading to higher conversion rates. Additionally, automation in marketing processes has reduced operational costs and improved targeting accuracy. The study concludes that while AI offers substantial advantages in digital marketing, businesses should adopt transparent data practices to build consumer trust and ensure ethical AI usage. Future research may focus on exploring the long-term effects of AI on consumer loyalty, brand perception, and the evolution of digital marketing strategies in a rapidly changing technological landscape.

Keywords: Artificial Intelligence, Digital Marketing, Consumer Behaviour, Personalization, Automation.

EXPLORING THE IMPACT OF AI-POWERED DIGITAL PAYMENT SYSTEMS ON THE GROWTH AND SUSTAINABILITY OF SMALL BUSINESSES IN CHENNAI

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Abstract

The application of AI in digital payment systems has the potential to revolutionize small businesses in Chennai by enhancing operational efficiency, security, and customer engagement. AI-driven solutions, such as fraud detection, personalized experiences, and predictive analytics, can improve transaction accuracy and streamline financial processes. As a result, small businesses can experience increased customer satisfaction, reduced operational costs, and better financial management, contributing to their growth and long-term sustainability. This research examines the influence of AI applications in digital payment systems on the growth and sustainability of small businesses in Chennai, with a focus on operational efficiency, customer satisfaction, and financial performance. A descriptive research methodology was adopted, and data was collected from 200 small businesses across various industries through structured questionnaires. The findings reveal a positive correlation between the adoption of AI-driven digital payment solutions and improvements in transaction speed, accuracy, and customer engagement, leading to enhanced operational processes and business growth. Regression analysis further validates that AI applications significantly improve both financial outcomes and customer satisfaction. Despite the clear advantages, challenges related to technical integration, AI literacy, and data security still pose barriers to full adoption, highlighting the need for targeted interventions to facilitate wider integration of AI-powered payment systems in small businesses.

Keywords: AI Application, Digital Payment Systems, Growth and Sustainability, Small Businesses, Chennai

A STUDY ON GEN - Z AND THE BATTLE FOR MENTAL WELL-BEING IN THE MODERN WORLD

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Abstract

It is necessary to study Generation Z, one of the most digitalized generations, and their mental health. This essay examines the link between social media use and stress levels and the psychological state of Gen Z. Using various techniques such as correlation, regression, and ANOVA, the study measures the interaction between methods of digital communication, mental health stigma, and family relations and their impacts on an individual's psychological state. It also explores appropriate coping strategies including the use of mental health apps and online support systems. This essay will utilize a wide-ranging survey as well as primary data collection to propose the most beneficial measures for the mental health of Gen Z. Finally, it concludes with proposals on how educators, mental health professionals, and policymakers can meet the needs of this generation and the new challenges posed by resilience building.

Keywords: Generation Z, Mental Well-Being, Social Media, Stress, Communication, Psychological Health

A STUDY ON AI AND THE FUTURE OF PERSONAL RELATIONSHIPS FOR GEN Z

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G.Kalai Dhanusha *Student, Department of Accounting and Finance, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai*
S.J Sathya Priya, *Student, Department of Accounting and Finance, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai.*

Abstract

AI keeps growing faster than we thought, and it's changing how people connect. This report looks at how Gen Z's relationships are evolving as AI becomes more common. It aims to grasp how AI-based dating apps and social networks affect the way people start and keep relationships. The study also covers how AI helps with emotional health talking about virtual friends and mental health apps. To tie it all together, the research will look at privacy and ethical concerns linked to AI in personal relationships using some likely future trends about AI and humans working together. This work examines how AI changes Gen Z's social ties in several ways. It also looks at how these bonds might shift over time.

Key Words: Artificial intelligence, Generation Z, relationship dynamics, virtual companions, mental health, privacy issues, ethical concerns.

EXPLORING THE IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE (AI) IN HRM PRACTICES - BENEFITS, CHALLENGES AND ORGANIZATION IMPACT

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Abstract

Artificial Intelligence (AI) is revolutionizing Human Resource Management (HRM) by enhancing productivity, speed and driving strategic decision-making. In the digital era, organizations which leverage AI-powered tools to streamline HR processes are likely to be in the economy for a longer time as it enables them to focus on more strategic/value-adding activities. This paper explores the integration of Artificial Intelligence (AI) into Human Resource Management (HRM) practices, emphasizing its potential benefits, implementation challenges, and organizational impact. The study aims to uncover how AI can transform HR functions by automating routine tasks, enhancing decision-making, and fostering efficiency, while addressing critical challenges such as bias, data security, and organizational resistance. A systematic methodology is employed, encompassing an extensive literature review of academic and industry research on AI applications across HR domains like recruitment, employee engagement, performance management and learning and development. Real-world case studies of embracing AI are analyzed to illustrate successful applications and common obstacles faced during implementation. The research further proposes a structured model for AI integration in HRM, detailing essential steps such as leadership involvement, employee training, robust technological frameworks and change management strategies. The findings reveal the potential of AI to revolutionize traditional HRM practices and pose new challenges, emphasizing the need for thoughtful deployment strategies aligned with organizational goals. This research paper provides actionable insights/recommendations for HR leaders and practitioners, offering a comprehensive perspective on leveraging AI to achieve strategic HR objectives and addressing the evolving landscape of workforce management.

Keywords: Artificial Intelligence, Recruitment, Performance Management, Organizational Impact, HR Technology Integration.

FACTORS INFLUENCING THE EMPLOYEES BY THE COPORATE ETHICAL PRACTICES

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Abstract

Corporate ethics plays a pivotal role in enhancing employee retention by fostering a workplace culture grounded in trust, respect, and integrity. When organizations prioritize ethical practices, employees are more likely to feel valued and secure in their roles, which directly impacts their commitment to the company. A strong ethical foundation encourages transparent communication and a sense of belonging, reducing turnover intentions and promoting loyalty. Moreover, when management exemplifies ethical behaviour, it sets a powerful precedent that resonates throughout the organization, inspiring employees to uphold similar standards. This alignment not only improves job satisfaction but also cultivates a positive organizational reputation, attracting talent that shares the same values. Ultimately, by embedding corporate ethics into the fabric of their operations, companies create an environment where employees are motivated to contribute long-term, thus significantly enhancing retention rates and overall organizational performance.

Key words*:* Corporate Ethics, Practice, Retention*.*

IMPACT OF ORGANIZED RETAILERS ON UNORGANIZED RETAILERS IN SOUTHERN DISTRICTS

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Abstract

The retail business has become one of the most important and self-motivated business from in time immemorial and always an integral part of social and economic development. Retail Industry in India is the second largest employer next only to agriculture. It contributes to 15 per cent of Gross Domestic Product and 8 per cent of the Employment. Modern retail outlets have impact on both the unorganized retail environment and consumer behaviour in India. This change has come in the consumer due to various factors such as increased income, changing lifestyle, large segment of young population, growing literacy, rapidly increasing middle class, growing urbanization and increasing media penetration. In this paper, the researcher intends to know the impact of organized retailers on unorganized retailers. For this study, a prepared questionnaire was adopted using purposive sampling with a sample size of 480 respondents. The results are arrived at with the help of frequency and cross table applying suitable statistical tool.

Keywords: Organized Retail, Unorganized Retail, Gross Domestic Product.

AI IN CLAIMS MANAGEMENT TRAINING: ENHANCING EMPLOYEE SKILLS TO HANDLE DIGITAL INSURANCE CLAIMS

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Dr. G. Rajendiran, *Associate Professor & Head-Department of Commerce, S.I.V.E.T College, Chennai.*

Abstract

The Indian insurance industry is undergoing rapid digital transformation, driven by the adoption of advanced technologies such as Artificial Intelligence (AI). Claims management, a critical component of the insurance process, has witnessed significant disruption with the integration of AI-based systems. However, the success of these systems heavily depends on the skills and readiness of employees to utilize these technologies effectively. This research aims to explore the role of AI in claims management training, focusing on enhancing employee competencies to handle digital insurance claims efficiently. The study also examines how AI- powered training modules can bridge skill gaps and improve the overall claims processing experience for customers. The research employs a mixed-method approach, combining qualitative and quantitative techniques. Primary data was collected through structured interviews with HR managers and claims processing teams in leading Indian insurance companies. A survey was conducted among employees undergoing AI-based training programs to assess their learning experiences and the perceived impact on their work performance. Secondary data was sourced from industry reports, academic literature, and case studies on the adoption of AI in claims management. A thematic analysis of qualitative data and statistical analysis of survey responses were performed to identify trends and draw meaningful insights. The study revealed that AI-based training programs significantly improved employees' technical skills, enabling them to understand and operate digital claims processing tools more effectively. Employees trained using AI-driven modules reported a reduction in the time required to process claims, enhancing productivity and customer satisfaction. This study concluded that AI-powered claims management training is not only a tool for operational efficiency but also a means to foster a digitally skilled workforce, ultimately enhancing organizational performance and customer experience in the insurance sector.

Keywords: AI, Claims Management Training, Employee Skills, Digital Insurance Claims.

EXPLORING THE ROLE OF AI CHATBOTS IN ENHANCING FOREIGN TOURISTS COMPLAINT RESOLUTION AND ADDRESSING INDUSTRY CHALLENGES

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Abstract

Tourism has become one of the important driving factor all over the world. It has effect on associated industries like hospitality. Earnings from the tourism sector not only develops the economic condition of the nation but also enhances the standard of living of the local population. For any country to grow its Tourism and GDP the most important factor is foreign tourists. However, having a vital importance our nation lacks in health care, women safety, security in the country and scams for travelers. One of the serious issue is that the content uploaded in social media pages are created by travel creators which may does not provide the apt information of the specific place. Here we report that coming up with the strategy of national importance and India Tourism needs to be the main promoter and state tourism boards must be managing as organisers. Strategies to invite the medical and spiritual tourists would be a great tool for economic development. Portraying the Tourist places in the advertisement and film background adds value to our culture and heritage providing an opportunity for the foreigners to get attracted. AI chatbots have emerged as an innovative solution to address these challenges, offering a streamlined approach to complaint resolution and enhancing the overall customer experience. This research paper will address the major problems in Tourism sector and explores the role of AI chatbots in the tourism sector, focusing on their capacity to resolve complaints efficiently, bridge communication gaps, and address common industry challenges involving in focusing on the redressal mechanism to be followed to develop the Tourism industry. This abstract paves a way for the in depth exploration of Challenges in Tourism sector in India which acts as a barrier for foreign tourists.

Keywords: Hospitality, travel creators, medical and spiritual tourists.

AI IN HUMAN RESOURCE MANAGEMENT

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Abstract

Today's life journey dependence on Artificial Intelligence (AI) has emerged as a transformative force in Human Resource Management (HRM), enhancing efficiency and accuracy in various HR processes. AI applications such as machine learning, natural language processing, and predictive analytics are being used to streamline recruitment, employee engagement, performance management, and talent development. By automating routine tasks like resume screening and performance evaluation, AI allows HR professionals to focus on strategic decision-making and employee well-being. Additionally, AI-driven tools facilitate data-driven insights, improving employee retention, diversity, and organizational culture. However, the adoption of AI in HRM also raises concerns about ethics, bias, and privacy, making it essential for HR departments to ensure fairness and transparency in AI implementations. This paper explores the potential benefits, challenges, and future directions of AI in HRM, emphasizing the need for a balanced approach to technology integration.

Keywords: Artificial Intelligence, Human Resource Management, Recruitment, Employee Engagement, Performance Management, Talent Development. Etc.

UNDERSTANDING CONSUMER PERCEPTION TOWARDS AI IN MARKETING

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Abstract

This research investigates consumers' general perception of AI in marketing and their preference for AI-powered tools. The study investigates significant trends such as personalized recommendations, chatbots, and Personalized ads, aiming to determine how these AI innovations affect consumer expectations, and intent to purchase. Furthermore, the research considers potential privacy, data security, and over-personalization challenges. By integrating survey findings, this research offers an important understanding of consumer perception and insight into AI in marketing.

Keywords: Consumer Behaviour, Artificial intelligence and Marketing.

MEASURING SOCIAL MEDIA ENGAGEMENT AND ITS EFFECTS ON BRAND LOYALTY

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Dr. S. Ambika, *Department of Commerce, Agurchand Manmull Jain College, Meenambakkam Chennai*

Abstract

Social media has revolutionized how brands interact with their audiences, making engagement a critical component of modern marketing strategies. This study explores the relationship between social media engagement and brand loyalty, focusing on how digital interactions foster stronger consumer connections. Key metrics for measuring engagement, such as likes, comments, shares, and direct messages, are analysed alongside their impact on customer loyalty. The research highlights the importance of personalized content, emotional connections, and consistent communication in driving long-term brand allegiance. Practical recommendations are provided to help businesses leverage social media for sustained customer loyalty.

Keywords: Social Media Engagement, Brand Loyalty, Customer Connections, Personalized Content, Emotional Bonds, Marketing Strategies.

A STUDY ON INTEGRATION OF AI IN HUMAN RESOURCE MANAGEMENT

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G. Lourdu Gerlin, *Student, PG Department of Commerce (Shift II), Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai.*

Abstract

The approach of Artificial Intelligence (AI) is transforming Human Resource Management (HRM), enabling organizations to streamline processes, improve decision-making, and improve employee experiences. This study investigates the transformative impact of AI on HRM, exploring its applications in recruitment, talent management, employee engagement, and benefits administration. By imposing AI-powered tools and analytics, HR professionals can unlock new insights, automate routine tasks, and focus on judicious initiatives that drive business better effect. This study provides an exhaustive framework for understanding the prospects and stand against Artificial Intelligence in HRM, although, the future of work in AI-driven HR management also raises important concerns, including job translation, data privacy and favouritism in Artificial intelligence. To address these challenges, organizations must prioritize transparency, accountability and ethics in their Al adoption strategies.

Keywords: AI, Human Resource Management

BUILDING CONSUMER TRUST IN AI-POWERED SHOPPING PLATFORMS: A STUDY ON TRANSPARENCY, DATA SECURITY, AND ETHICAL AI PRACTICES

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A. Venkatesh, *Research Scholar PG & Research Department of Commerce Patrician College of Arts and Science.*

Abstract

The rise of artificial intelligence (AI) in the retail sector, particularly in AI-powered shopping platforms, has transformed consumer experiences by providing personalized shopping assistance, predictive recommendations, and optimized purchasing processes. However, the rapid growth of these technologies raises significant concerns regarding transparency, data security, and ethical practices in AI development. This research aims to explore how these factors influence consumer trust in AI-powered shopping platforms. Using a mixed-method approach, the study investigates consumer perceptions, concerns, and expectations related to AI in e-commerce. The findings reveal that trust is closely linked to the transparency of AI processes, data protection measures, and the ethical deployment of AI algorithms. Recommendations are provided for AI developers and e-commerce platforms to adopt consumer-centric practices that foster trust and enhance the long-term success of AI-powered platforms.

Keywords: Building Consumer Trust, AI-Powered Shopping Platforms, Transparency, Data Security, Ethical AI Practices

AI-POWERED TALENT ACQUISITION AND EMPLOYEE ENGAGEMENT: A SYMBIOTIC RELATIONSHIP FOR BUSINESS SUCCESS

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Abstract

Rapid technological advancement and the growing need for knowledgeable, driven, and competent workers are driving a radical change in the current corporate landscape. One of the many industries going through this change is human resource management (HRM), which has been greatly impacted by the introduction of artificial intelligence (AI). AI has changed the measures and tactics used by businesses to improve employee engagement in addition to changing how they find and hire people. This study explores how AI-powered hiring procedures and employee engagement programs might work together. By emphasizing the interaction between these two core HRM components, it illustrates how their combination can result in sustained achievement and steady organizational growth. The study offers an in-depth study of the particular uses of AI in hiring, including automated resume screening, bias-free decision-making, and predictive analytics for candidate selection, as well as their impact on developing a staff that performs well. At the same time, it looks at how AI-powered training programs, real-time feedback systems, and analytics that help managers better understand the needs and feelings of their workforce improve employee engagement. The fact that hiring and engagement are two different areas of focus highlights how both HR tasks are interrelated and how improvements in one always have an effect on the other. The study provides useful insights into how companies can strategically use AI to obtain a competitive edge in today's dynamic market by highlighting the potential of AI to connect different domains. To ensure their relevance and success in a world increasingly driven by artificial intelligence, this research ultimately seeks to provide businesses with practical techniques to develop and maintain a motivated, effective, and creative staff.

Keywords: Artificial Intelligence (AI), Human Resource Management (HRM), Talent Acquisition, Employee Engagement, Workforce Optimization, Competitive Advantage.

IMPACT OF FLEXIBLE WORK ARRANGEMENTS ON EMPLOYEE RETENTION- A STUDY WITH SPECIAL REFERENCE TO WOMEN EMPLOYEES IN THE IT/ITES SECTORS IN CHENNAI CITY

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Abstract

Flexibility in workplace arrangements has revolutionized today's workplace, empowering employees to better manage their work-life balance. In today's competitive environment of rapidly evolving technology, companies require experienced employee retention to achieve organizational success. Especially Women employee's working in the IT/ITES sectors in Chennai heavily rely on flexible work arrangements to manage both their professional duties and household responsibilities. The effectiveness of flexible work arrangements on employee retention is crucial for organizations seeking to retain valuable employees. Women are benefit from flexible work arrangements, including remote work combined with flexible hours, compressed workweeks, and job sharing, which allow them to reshape their work environment to meet individual needs. These arrangements boost employee engagement, reduce work-related stress, and increase workplace commitment. This research examines the influence of flexible work arrangements on the retention of women employees and also identify the preferred alternative work arrangements. It also investigates the challenges women face in accessing and implementing these arrangements to identify key areas for improvement. This study entails both primary and secondary data. A structured questionnaire has been prepared and distributed to the women employees working in IT/ITES sector. Data collection in this study has employed convenience sampling technique. Sample includes 100 professional working in IT/ITES sector. The area of analysis chosen for the research is Chennai city. The result indicates employees are more likely to continue working in same organisation due to FWA provided as well as it has reduced their intention to leave their current organisation.

Keywords: Flexible Work Arrangements, Employee Retention, Work Life Balance, Turnover Intentions & Women Employees

AI AND PERSONALIZATION: SHAPING THE FUTURE OF E-COMMERCE AND CONSUMER EXPERIENCE

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Abstract

Artificial Intelligence (AI) has transformed the e-commerce sector by enabling hyper-personalized shopping experiences tailored to individual customers. This paper examines the role of AI-driven personalization in e-commerce, focusing on its objectives, methodologies, and impact on customer satisfaction and business outcomes. The study aims to explore how AI technologies such as machine learning, natural language processing (NLP), and predictive analytics are reshaping the e-commerce landscape into highly customer-centric platform. The research employs a qualitative approach, analyzing case studies of leading e-commerce companies such as Amazon and Netflix. These examples showcase the integration of AI tools for personalized product recommendations, dynamic pricing strategies, and customized marketing efforts. Additionally, insights are drawn from academic studies and industry reports to evaluate how these technologies improve customer engagement, retention, and overall business performance. Key findings demonstrate that AI-powered personalization significantly enhances user experiences by delivering tailored recommendations, predictive search functionalities, and individualized promotions. Companies leveraging AI have experienced measurable benefits, including higher conversion rates, increased customer loyalty, and stronger market competitiveness. For instance, Amazon attributes a significant share of its sales to its recommendation engine, while Netflix's tailored content suggestions have played a pivotal role in retaining subscribers. Despite these advancements, challenges persist, particularly regarding data privacy, ethical considerations, and biases in algorithmic decision-making. In summary, AI-driven personalization in e-commerce represents a transformative innovation that aligns consumer preferences with business goals. As AI technologies continue to advance, their application is poised to redefine online retail by offering greater convenience and relevance to customers while maximizing operational efficiency and profitability for businesses.

Keywords: Artificial Intelligence, Personalization, E-commerce, Consumer Experience

CONSUMER PERCEPTION ON ARTIFICIAL INTELLIGENCE EMPOWERED BANKING

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Abstract

The perception of artificial intelligence (AI) in the banking industry has undergone a significant transformation in recent years. Traditionally, customers might have been wary of AI due to concerns about the security and reliability of automated systems handling their finances. However, as AI technology has proven its value and reliability, customer perception has become more positive and accepting. This study finds it right to determine the impact of artificial intelligence on customer service within the banking sector and to examine customer perceptions of artificial intelligence in banking.

Keywords: Consumer Perception, AI Empowered Banking

EFFECTIVENESS OF AI TOOLS IN LEADERSHIP AND TEAM DYNAMICS IN HEI

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Abstract

The study explores the integration of artificial intelligence (AI) tools in enhancing leadership capabilities and team dynamics within higher educational institutions, a context characterized by complex interpersonal interactions and decision-making processes. The research focuses on understanding how AI tools assist in leadership strategies, communication effectiveness, and collaborative problem-solving, specifically within academic settings. A sample size of 164 faculty members was surveyed using both quantitative and qualitative approaches. The study investigates variables such as decision-making efficiency, conflict resolution effectiveness, team cohesion, adaptive leadership, and technology acceptance. AI tools, such as predictive analytics and automated communication platforms, were evaluated for their potential to augment leadership functions, streamline administrative tasks, and foster inclusive team environments. The findings indicate that AI tools contribute positively to leadership efficiency and enhance team performance through better resource allocation, improved interpersonal communication, and proactive conflict management. These results suggest a promising outlook for the integration of AI in academia to support leadership roles and promote cohesive team dynamics.

Keywords: Decision-Making Efficiency, Adaptive Leadership, Team Cohesion, Technology Acceptance, Conflict Resolution.

DIGITAL TRANSFORMATION AND ITS IMPACT ON TAMIL NADU'S RETAIL AND MANUFACTURING SECTORS

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Abstract

This study assesses the Going Concern Index (GCI) and Digital Transformation Gains Index (DTGI) for Tamil Nadu's Retail and Manufacturing sectors. The retail sector exhibits a robust GCI of 3.10/4.00 (77.5%), indicating resilience through digital payment adoption, while operational efficiency and customer engagement need improvement. The manufacturing sector shows a moderate GCI of 2.55/4.00 (63.75%), reflecting Industry 4.0 adoption yet facing challenges in financial stability and workforce development. In digital transformation, the retail sector scores 7.45/10 (74.5%), indicating strong progress in e-commerce and AI analytics, despite needing enhancements in cybersecurity. The manufacturing sector achieves a DTGI score of 8.15/10 (81.5%), showcasing advancements in Industrial IoT and AI production, while cybersecurity and supply chain automation require attention. These findings offer critical insights for policymakers and stakeholders to guide strategic investments for sustainable growth in Tamil Nadu's economy.

Keywords: Going Concern Index, Digital Transformation Gains Index, Digital Payment Adoption, Supply Chain Digitalization.

INFLUENCE OF AI IN CONSUMER PURCHASE DECISION AMONG SALARIED PERSON'S IN CHENNAI CITY

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Abstract

This study examines the influence of AI on consumer purchase decisions among salaried individuals in Chennai City, focusing on consumer perception, experience, and decision-making processes. A structured questionnaire was administered through Google Forms, collecting primary data from 184 respondents. Secondary data from websites, blogs, theses, and articles provided contextual insights. The research addresses a gap in understanding how AI-driven recommendations, dynamic pricing, and personalized advertisements shape purchasing behaviours among salaried consumers. Findings indicate that AI significantly impacts purchase decisions by enhancing convenience, influencing brand preferences, and optimizing product selection. Respondents acknowledged the role of AI-driven promotions in their buying choices, with higher engagement observed among tech-savvy individuals. However, concerns regarding data privacy and algorithmic bias were also highlighted. The study contributes to the growing discourse on AI-driven consumer behaviour, offering insights for businesses to refine marketing strategies.

Keywords: AI Influence, Consumer Purchase Decision, Salaried Consumers, Personalization, Dynamic Pricing, Data Privacy, Consumer Perception

AN IN-DEPTH EVALUATION OF AI-DRIVEN STRATEGIES FOR ACHIEVING ENTREPRENEURIAL SUCCESS

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Abstract

In today's rapidly developing countryside, AI start-ups face unique market and investment challenges. By adopting effective entrepreneurial strategies, these start-ups can not only navigate these hurdles but also flourish. Artificial intelligence (AI) improves business operations, decision-making, and customer counteraction. It encompasses terminologies like divining analytics, catboats, machine learning, and computer perception applications. These tools automate repeated tasks, extract actionable insights from data, and deliver personalized experiences to enhance customer satisfaction. By leveraging AI, businesses can innovate, increase efficiency, and maintain a competitive margin in the digital lifetime. This paper presents a comprehensive and critical review of AI-driven strategies employed by entrepreneurs to enhance their ventures. The review thoroughly analyzes key AI applications, their effect on various aspects of entrepreneurship, and the potential benefits and challenges associated with their performance. The first section explores the role of AI in market evaluation, demonstrating how advanced data analytics and divining modelling contribute to informed decision-making and market forecasting. Despite the numerous advantages, this paper critically assesses challenges such as ethical concerns, job displacement, and the digital divide. It underscores the importance of a balanced approach that addresses the societal effects of AI adoption while fostering inclusive entrepreneurial ecology. In conclusion, this critical review not only provides an overview of the current landscape of AI-driven strategies in entrepreneurship but also offers insights into potential future developments and challenges. Entrepreneurs, policymakers, and researchers can leverage this evaluation to navigate the evolving intersection of AI and entrepreneurship, promoting a sustainable and ethically sound environment for business success in the digital era.

Keywords: Artificial Intelligence (AI), Entrepreneurship, Strategic Performance, Change, Market Evaluation, Divining Modelling.

LEVERAGING AI TOWARDS INNOVATION WORK CHAINS: GLOBAL EXPANSION DILEMMA OF WALMART AND COSTCO

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Abstract

This study explores Walmart's adoption of Artificial Intelligence (AI) and Augmented Reality (AR) to enhance efficiency and customer experience. Walmart leverages AI for supply chain management, inventory control, fraud detection, and personalized engagement. AI-driven automation in fulfillment centers, demand prediction, and search personalization improve operations, customer satisfaction, and innovation. By utilizing real-time data and advanced analytics, Walmart exemplifies a customer-centric digital transformation in retail. Additionally, the paper examines Costco's business model, emphasizing its "membership-only warehouse club" strategy. Using Porter's Five Forces, Ansoff Matrix, and Porter's Generic Strategies, the study analyzes Costco's cost leadership and competitive positioning. Competitive rivalry, consumer bargaining power, and substitute threats shape Costco's market strategy. The company maintains low costs while differentiating through exclusive membership benefits. Market penetration and development remain focal, supported by discounts, savings offers, and international expansion. The study highlights how AI and strategic business models drive efficiency, differentiation, and growth in the evolving retail landscape. Walmart's digital initiatives and Costco's strategic approach serve as benchmarks for modern retailers navigating competitive and technological challenges. Ethical AI use, consumer data protection, and adaptive strategies will be crucial for long-term sustainability and continued industry leadership.

Keywords: Walmart, Artificial Intelligence, Augmented Reality, Retail Innovation, Supply

IMPLICATIONS OF ARTIFICIAL INTELLIGENCE, CLOUD COMPUTING & MACHINE LEARNING TOWARDS SMART TOURISM AND FOOD SECTOR

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Abstract

The rapid advancement of Artificial Intelligence (AI), Cloud Computing, and Machine Learning (ML) technologies has revolutionized several industries globally, and their applications in the travel, tourism, and food sectors have gained significant attention. This research paper explores the impact of AI on the tourism sector, exploring both its benefits and challenges and how India is embracing 'smart tourism' by leveraging technologies like Internet of Things (IoT), artificial intelligence (AI), big data analytics, mobile apps and augmented reality (AR) to provide personalized experiences for visitors. Machine learning techniques are used to analyse the abundant data available, forecast trends and provide best solutions. This paper provides an overview, challenges and future directions of research on machine learning techniques applied in smart tourism. Cloud-based platforms allow travel agencies, tour operators, and hotels to easily share data, resources, and itineraries across a distributed network. Cloud-based solutions also enable real-time updates on flight status, room availability, and local weather conditions, which significantly enhances customer satisfaction. AI in the food industry utilizes technologies like data analytics and machine learning to enhance food production, precision agriculture, quality control, personalized nutrition, supply chain management, and customer experience. This leads to improved sustainability, efficiency, and innovation in the food ecosystem. Cloud computing creates security, cost, and governance concerns in other prospects in use and a network system of food industries. The application of cloud computing in the restaurant industry that has been carried out includes building payment transaction systems, restaurant reservation systems, and customer satisfaction systems.

Keywords: Artificial Intelligence (AI), Cloud Computing, Machine Learning (ML), Internet of Things (IoT), augmented reality (AR) and Cloud-based platforms

IMPACT OF TECHNOLOGICAL INNOVATIONS TOWARDS CONSUMER BEHAVIOUR WITH REFRENCE TO COSMETICS INDUSTRY

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Abstract

The industrial revolution changed consumer behaviour in shopping. Online shopping has now become a lifestyle nowadays, not only for primary needs but also for cosmetics and personal care. Consumers emphasize more to the sustainability issues of the products they want to buy. Consumers are also becoming increasingly concerned and aware of the negative impacts caused by the use of cosmetics. This review paper thoroughly investigates the influence of digital transformation on the cosmetic industry, dissecting the impact of technological advancements, shifts in consumer behavior, and the evolving landscape of marketing and sales strategies within the sector. It explores how digitalization has revolutionized product development, distribution channels, and customer engagement, shaping new opportunities and challenges for cosmetics companies. Furthermore, the paper examines the role of social media, e-commerce platforms, and data analytics in driving innovation and fostering brand-consumer relationships. The conceptual model for this study was developed based on previous research in the field of consumer behavior and marketing globally. Promotion and location are significant predictors of consumer behavior. Promotion and location have a substantial impact on customer purchase behavior in the local cosmetics business, although goods and price have no significant effect. The COVID-19 pandemic has profoundly impacted society, economy, and government regulations, leading to shifts in consumer behavior. This study focuses on changes in consumption behavior, particularly regarding skincare and makeup after the pandemic. In fashion and cosmetics e-commerce, augmented reality (AR) applications such as virtual try-ons enable more experiential, hedonistic shopping through multi-sensory and emotional product previews.. The outcomes of this paper will provide actionable insights for fashion and cosmetics brands to leverage virtual try-ons to engage digitally savvy audiences more deeply through hedonistic customization and identity expression.

Keywords: Digital Transformation, Consumer Behavior, Augmented Reality (AR), Technological Advancements and Cosmetic Industry.

INVESTIGATING THE IMPACT OF SOCIAL MEDIA ADVERTISING ON CONSUMER BEHAVIOUR: AN EMPIRICAL ANALYSIS

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Abstract

Social Media Marketing is essential, and it is among the most successful tool and techniques every type of advertising. Its, already known that how various marketing tools and techniques can be increased the number of selling articles is the main aim of every person in business. No; doubt it can raise the profit of different company's exponent. The; main objective of this study to examine how social media marketing will affect the final consumer behavior among the people who mainly use social media websites and also to find out the forecasted relationships among various social media marketing activities, customer activities, and behavior of the consumer. Social Media has changed the organizations do business with the help of computers online over the past few years. As a result, social; media marketing has created its name in the business world. There are many online networking sites there which affect consumer behavior, like Google+, LinkedIn, YouTube, etc. Millions; of emerging young adults use Social websites. Social websites like Orkut, Facebook, and My Space have many features which affect and attract many people. Today Social media has become a powerful tool used by the consumer in buying decisions. Technology has changed the lives of all consumers. Today we living in the 21st century, and it is challenging for consumers to spend time purchasing products because of their busy schedules. Todays, users are acquiring followers and subscribers, giving information through social media on how to buy goods online without wasting time to go personally. Through Social Networking Sites, consumers can get information not only about companies but also about the companies too. Even social media is helping consumers to buy the products a through engagement, which means consumers and various stakeholders like companies, consumers, society, and business people, people in business are participants rather than viewers. So, Consumers can change their minds before purchasing any product online.

Keywords: Social media, Websites, Consumers, Purchase Intention

INVESTIGATING THE ROLE OF CHATBOTS AND AI ASSISTANTS IN PROMOTING ECO-FRIENDLY PURCHASING DECISIONS AMONG CONSUMERS IN DHARMAPURI DISTRICT

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Abstract

This study examines the impact of chatbots and AI assistants on the buying decisions of consumers purchasing fashion products through e-commerce platforms like Amazon and Flipkart. The research surveyed 200 online shoppers, selected through snowball sampling, to analyse about the interactions with chatbots influence trust, engagement, and purchasing decisions. Correlation analysis was used to explore the relationship between chatbot usage and consumer purchase behaviour, revealing a significant positive correlation. Additionally, regression analysis was used to determine the extent to which chatbots, and AI assistants predict consumer purchasing behaviour. The results indicated that consumer trust in chatbots and their perceived usefulness are significant predictors of purchasing decisions. The findings shows that chatbots and AI assistants positively influence consumer decisions, making them valuable tools in enhancing customer experience and boosting online sales. These insights can help e-commerce platforms optimize their AI-driven services to better engage customers and increase conversions in the fashion retail sector and promoting eco-friendly buying behaviour.

Keywords: Chatbots, AI Assistants, Consumer Buying Decisions, E-commerce, Fashion Products

AI AND MSMES IN INDIA: A TRANSFORMATIVE APPROACH TO GROWTH AND SUSTAINABILITY

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Abstract

Over the last five decades, Micro, Small, and Medium Enterprises (MSMEs) have emerged as a vital pillar of India's economic and social development, contributing significantly to GDP, employment, and exports. With over 6.3 crore enterprises employing 11 crore people, MSMEs foster entrepreneurship, innovation, and balanced regional development. However, the sector faces challenges such as high costs, technical expertise gaps, and data quality issues. The integration of Artificial Intelligence (AI) presents transformative opportunities, enabling MSMEs to optimize operations, enhance customer engagement, and improve competitiveness. AI applications like business process automation, predictive analytics, supply chain optimization, and personalized marketing demonstrate significant potential to drive growth. Government initiatives such as the National AI Strategy and Digital India aim to bridge the technology adoption gap. Case studies of Zebpay and MobiKwik illustrate the success of AI-driven solutions in improving efficiency and customer satisfaction. Embracing AI will empower MSMEs to achieve inclusive and sustainable growth in India's evolving digital economy.

Keywords: Artificial Intelligence, MSME, GDP and Economy AI and MSMEs in India: A Transformative Approach to Growth and Sustainability

THE IMPACT OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT

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Abstract

As business domain change, human resource management (HRM) is faced challenges that must be addressed while ensuring growth and development of the organization. The success of any organization depends on how effectively it combines people, process and technology intelligently to deliver transformational value at optimized cost. The study found that the application of Artificial intelligence (AI) in human resource management related to the recruitment and selection, retaining employees. Artificial intelligence (AI) technology be effective in recruitment practices. 75% of the respondents believe artificial intelligence is good and make job easy. The result of the correlation analysis found that there is significant positive relationship between age of the respondents and artificial intelligence has potential to improve productivity is highly significant at 1% level. The result of the regression analysis found that the artificial intelligence has potential to improve productivity has significant positive impact on age of the respondents is highly significant at 1% level.

Keywords: Artificial Intelligence, Human Resource Management, Human Resources

CASE STUDY: AI IN RECRUITMENT SYSTEMS-SUCCESS STORIES FROM TOP ORGANIZATIONS

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Abstract

The paper aims to find Artificial Intelligence (AI) algorithms in HRM systems, with an emphasis on career development, employee attrition prediction, and applicant selection (in particular). The fundamental objectives of human resource management will not be altered by artificial intelligence; businesses will still need to find, hire, and train skilled workers who can contribute to the achievement of overarching corporate goals. Artificial intelligence, however, provides solutions for lowering the amount of time that HR practitioners must spend on the numerous manual duties that are a part of HRM. The more creative aspects of HRM, including identifying new talent pools for hiring, upskilling staff to match evolving job needs, and educating managers on how to conduct more insightful performance assessments, are hindered by these repetitive tasks. The findings underscore the growing significance of AI in shaping the future of recruitment, making it a valuable asset for organizations aiming to attract and retain top talent.

Keywords: Artificial Intelligence, Human resource management, Applications, Algorithms.

EVALUATING THE EFFICIENCY OF CHABOT'S IN ENHANCING SALES PERFORMANCE ON E-COMMERCE PLATFORMS

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Abstract

In the digital era there is a rapid deployment across e-commerce websites and artificial intelligence, chatbots are revolutionizing the dynamics of customer interactions and greatly enhancing user experience and revenue generation. The article provides a performance evaluation of the application's sales by examining customer engagement, conversion rate, and post-purchase support services. Based on the integration of online shopping survey responses and performance measurements from top e-commerce platforms such as Flipkart, Amazon, Medplus etc., , the study identified important aspects that influence the chatbot's efficiency, such as conversational flow, reaction time, and customization. The study's findings shows that chatbots are greatly persuades the consumers' decisions to buy, particularly when it comes to immediate and accurate information on personalized recommendations and simple problem-solving tasks. But the limitations such as language barriers and the dealing capacity to handle with difficult inquiries can make them less effective. To conclude, the study provides recommendations for optimizing chatbot integration for enhanced sales performance and strengthening client relationships on e-commerce platforms.

Keywords: Chatbots, E-Commerce, Sales Performance, Customer Engagement

ROLE OF AI IN INTEGRATING RENEWABLE ENERGY SOURCES INTO INFRASTRUCTURE SYSTEMS

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Abstract

Integrating renewable energy into existing infrastructure is essential for sustainability and addressing climate change. However, challenges like the variability of renewable sources, grid limitations, and inefficient energy storage hinder seamless integration. Artificial Intelligence (AI) offers powerful solutions to these issues, including improved forecasting, optimized storage management, and real-time grid monitoring. By leveraging machine learning and predictive analytics, AI enhances the efficiency and reliability of renewable energy systems, enabling smoother integration into existing grids. This paper explores how AI can address key challenges in renewable energy integration, such as forecasting energy generation, optimizing storage, and maintaining grid stability. AI can also minimize energy wastage by optimizing storage and enable predictive maintenance, ensuring efficient operation and reducing downtime. Global examples, such as Google DeepMind's energy optimization in data centers and Tesla Powerwall's AI-driven storage, demonstrate AI's potential to enhance renewable energy systems. Despite its potential, the adoption of AI in renewable energy faces challenges like high deployment costs, technical complexities, and concerns over data privacy and algorithm transparency. To overcome these barriers, collaboration among policymakers, industry stakeholders, and developers is essential. With continued research and investment, AI-driven solutions can accelerate the transition to sustainable energy, making renewable energy systems more efficient, scalable, and reliable.

Keywords: Artificial Intelligence, Renewable energy, Sustainable Energy

THE STUDY ON ROLE OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT

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Abstract

Artificial Intelligence in Human Resource Management a condensed description in the era of industry 4.0, this study investigates how Artificial Intelligence (AI) is transforming the operations of Human Resources (HR) departments. More efficiency, accuracy, and adaptability are anticipated in this new industrial era driven by AI and the Internet of Things (IOT). HR departments must change and adapt in order to reap the full benefits of Industry 4.0. AI is useful in a variety of ways, including finding the correct candidates AI is able to evaluate job applications fast, find the best applicants, and even set up interviews. Employee development and Training AI-powered solutions can monitor staff development and design customized training plan. Enhancing the Worker Experience AI can improve worker safety and well-being by using intelligent workplace solutions. Making decisions based on data AI is capable of analyzing vast.

Keywords: Artificial Intelligence, Industry 4.0, Making Decisions, AI–Powered Solutions, Human Resource Departments.

DIGITAL MARKETING: AN EMPIRICAL STUDY ON ITS IMPACT AND EFFECTIVENESS

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Abstract

Digital marketing has revolutionized the way businesses interact with consumers, creating new avenues for engagement and brand loyalty. Chennai is the subject of this study, which examines how different digital marketing techniques affect customer behaviour in this particular urban setting. The study uses statistical software like SPSS to do regression analysis, analysis of variance (ANOVA), and descriptive statistics on a dataset of 120 samples from Chennai. The study looks into important digital marketing strategies, such as influencer marketing, content marketing, social media marketing, and search engine optimisation (SEO), and how they affect online interactions, brand perception, and consumer buying behaviour. The results show noteworthy patterns in Chennai-based customers' reactions to targeted marketing, mobile-friendly campaigns, and personalised advertisements, with an emphasis on with an emphasis on social media sites like Facebook and Instagram's expanding importance. Concerns about data privacy and trust, which are elements that increasingly influence the efficacy of digital marketing, are also highlighted in the study. The findings offer useful advice for maximising digital marketing strategies to raise customer engagement and brand loyalty, making them applicable to companies and marketers in Chennai. By highlighting the necessity of customised methods that take into account local consumer tastes and behaviours, this study adds to the expanding body of knowledge on digital marketing in urban Indian contexts. The study offers a deeper understanding of how digital marketing may be modified to satisfy the demands of customers in this vibrant metropolis by concentrating on Chennai.

Keywords: Brand Perception, Data Privacy, Social Media Marketing, SEO, Content Marketing, Digital Marketing, Consumer Behaviour, Chennai.

ETHICS IN MARKETING: BALANCING PROFITABILITY THROUGH AI TECHNIQUES

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Abstract

The article makes the case that openness can be the corner stone for building customer trust by emphasizing the necessity of explicit information regarding data gathering, AI use, and decision-making processes. Another crucial component of moral AI-based marketing is data privacy and consent. In order to reduce the risk of breaches and misuse, it also emphasizes the necessity of strong data protection procedures. Since AI makes hyper-targeted marketing efforts possible, striking a balance between personalisation and intrusion is a major subject. The study emphasizes how crucial it is to honour user preferences and refrain from using intrusive methods that could damage confidence. Marketing ethics are considered in relation to AI-generated content. As essential components of ethical considerations in AI-based marketing, data security, customer profiling, accessibility, and ethical AI development are all covered in detail.

A STUDY ON INVESTORS PERCEPTION TOWARDS AI IN FINANCIAL FORECASTING

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Abstract

This study investigates investors' perceptions of Artificial Intelligence (AI) in financial forecasting and investment strategies. Leveraging primary data collected through a structured survey of 150 investors, the research evaluates awareness, trust, adoption barriers, and the perceived value of AI-powered tools. Results reveal that while investors acknowledge the potential of AI to improve accuracy and decision-making, concerns about transparency, data security, and ethical implications persist. The findings provide actionable insights for financial institutions aiming to enhance AI adoption and trust among investors.

Keywords: AI-powered tools, Artificial Intelligence, Risk Assessment

FORGING RESILIENCE: A QUALITATIVE EXPLORATION OF SUPPLY CHAIN MANAGEMENT IN THE MANUFACTURING SECTOR

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Abstract

This research recognizes that the corporate climate of today is dynamic and subject to unforeseen shifts. Understanding the effects of such supply chain disruptions, particularly in the industrial sector, is the goal of the study. Understanding the difficulties encountered and the adaptable techniques is the primary objective of being resilient in such a changing environment. The innovative strategies used by companies to create robust supply chains are also the subject of the research. To capture the rich core of the issue, a qualitative method was used. Focus groups and in-depth interviews were employed as methods in the study. Participants from various supply chain nodal points, such as manufacturers, logistic service providers, and logistics intermediaries. Consequently, it was shown that although small and mid-sized businesses need to focus more on resilience rather than merely surviving the conditions, multinational corporations are well-equipped and have far superior mitigation measures.

Keywords: Industrial sector, Supply, Research, Logistics.

A STUDY ON BRAND AWARENESS OF ZUDIO CUSTOMERS IN CHENNAI CITY

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Abstract

This research focuses on Zudio, a retail clothing brand, that builds and maintains brand awareness in the competitive affordable fashion market. Using surveys, interviews, and case studies, the study analyzes Zudio's strategies, including affordable pricing, quality products, and active social media engagement. The findings highlight factors that enhance Zudio's brand recognition and loyalty, offering insights for marketing professionals and businesses in similar markets.in this study area is limited to Chennai and sample size is 50 costumers of zudio.

Keywords: Brand Awareness, Affordable Fashion, Customer Engagement, Product Quality

IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR TOWARDS DELHI

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Abstract

Marketing has undergone a paradigm shift from a traditional approach to a digital one. The single biggest event to affect marketing in the last two decades has been the widespread adoption of the internet into daily life. Our generation is living through a digital transformation, with digital marketing transforming the market on a near-real-time basis. Customers today buy products in very different ways than they did in the past; they are smart, educated, and exposed to a variety of platforms where they can quickly learn about any product. Businesses have quickly realized how vital it is to establish an online presence in order to raise brand awareness, generate business, and compete in this fiercely competitive market. Social networking is social media is having a crucially important role in the purchasing process. Advertising affects consumers' decisions at every point in the purchasing process, from the identification of a need to their actions after making a purchase. The paper's main objective is to comprehend the variables that affect customers' online purchasing decisions. All of these social media sites play a vital role in influencing consumers' online shopping. Social media sites are flourishing a lot that also provide ideal information to the purchasers regarding the utility and features of the product. This paper seeks to comprehend the significance of social media marketing and its effects on consumers' buying behaviour that regularly use various social media sites to buy products. This paper also tries to examine the relationship between social media marketing activities, consumer buying behaviour, and consumer activities among various social media sites additionally, the link between social media marketing efforts, consumer purchasing patterns, and consumer activity across different social media platforms is examined in this article.

Keywords: Social Media Marketing, Social Media Sites, Consumer Buying Behaviour, Online Shopping

UPI PAYMENTS AND THE GROWTH OF E-COMMERCE IN INDIA: A DIGITAL PAYMENT REVOLUTION

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Abstract

India is one of those countries that have a accelerated growth in e-commerce industry over the last few years. The current size of the e-commerce market in India was $75 billion in 2023 and is estimated to rocket to $200 billion by 2027 with more than 20% CAGR growth rate. Today, UPI has become very interlinked with this growth, and a large portion of online transactions happens through this channel. All leading players in the e-commerce industry, such as Amazon, Flipkart, Myntra, Grofers and the like, have incorporated UPI as a preferred payment solution that is quick and secure. This has played an important role in the increase of UPI's transaction volume because the purchases made online and digital transactions are well integrated in consumers' daily lives. There has been a number of factors that has led to the embrace of UPI by e-Commerce players. Firstly, the feature that makes UPI to provide instant and real-time payment facility rather than typing our lengthy credit card information or other banking information helps the users a lot. In addition, since UPI is integrated with various banks and digital wallets, customers can pay freely through this method, thus making UPI popular with online shoppers. The findings present insights into the growth dynamics and the market performance of transactions through UPI, and thus presents marketers with useful information on payment making consumers and their expenditure. Moreover, the study intends to contribute to the improvement of the existing online payment system by providing recommendations and solutions to the Indian banking industry to increase the consumers' market of the UPI and to extend the usage of the purchase digital payment mode.

Keywords: UPI Payments, NPCI, Digital Revolution, Online Platforms, E-Commerce

INFLUENCE OF CELEBRITY ENDORSEMENTS ON CONSUMER BUYING BEHAVIOR IN THE FMCG SECTOR: A STUDY IN CHENNAI

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Abstract

Celebrity endorsements have emerged as a powerful marketing tool, significantly influencing consumer buying behavior, especially in the Fast-Moving Consumer Goods (FMCG) sector. This study examines the impact of celebrity endorsements on consumer purchase decisions in Chennai City, analyzing consumer perceptions, brand trust, and purchasing patterns. Through a comprehensive survey and data analysis, the research explores the effectiveness of celebrity endorsements in enhancing brand recall, credibility, and emotional connection with consumers. The findings provide valuable insights for marketers on how celebrity endorsements shape consumer preferences and drive sales in the competitive FMCG market.

Keywords: celebrity endorsement, advertising, consumers, FMCG, Marketing tool

HEALTHCARE PROFESSIONALS' OPINION ON DISASTER MANAGEMENT STRATEGIES AND PRACTICES OF HOSPITALS IN TAMIL NADU

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Abstract

Healthcare personnel are essential in ensuring hospitals are adequately prepared for disasters. This study aims to assess the comprehension, consciousness, and readiness of healthcare professionals about disaster management. The study used exploratory factor analysis (EFA) with a varimax rotation to find the main elements that contribute to the disaster preparedness of healthcare professionals in hospitals. The proposed research instrument would be utilized on a significant sample size. Based on the findings, the strategies for enhancing disaster preparedness in hospitals can be reviewed and developed. The study aimed to find out the extent to which the healthcare workers in India comprehended about the rules and laws that govern how disasters are handled in hospitals. The researcher concludes that the model can be made up of four factors: health care professionals' opinions about disaster management protocols; awareness of the rules and regulations; knowledge and skills gained; and healthcare professionals' views on the rules and regulations. This study takes a comprehensive approach to addressing the disaster preparedness of healthcare personnel. This study would lay the foundation for a longitudinal study that includes a sample three times larger than the current study. Therefore, the scale created in this study will be used for future longitudinal research. This would ensure the standardization of disaster management preparedness protocols in healthcare institutes across India.

Keywords: Disaster, Preparedness, Hospitals, Awareness and Strategies

PLACE BRAND EQUITY AND BEHAVIOURAL INTENTIONS OF TOURISTS - EVIDENCES FROM KERALA

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Abstract

Place branding has become a highly discussed concept among marketers and academicians today. While place marketers focus on effectively communicating brand meaning to prospective customers, academicians primarily concentrate on measuring place brand perceptions or equity from the perspective of ultimate 'customers' of 'place' products. The present study tries to analyse the place brand equity of Kerala in the tourism context. The study also attempts to determine the impact of place brand equity dimensions on the future behavioural intentions of tourists. The widely accepted Customer-Based Brand Equity model forms the basis of the conceptualisation of brand equity for the study, emphasising the multi-dimensional nature of the concept. The study used five dimensions for PBE - Brand Awareness, Brand Image, Perceived Quality, Perceived Value, and Brand Trust. The findings indicated that the brand awareness, perceived value, and brand trust significantly and positively affected the intentions of tourists in Kerala to revisit and recommend the destination. The brand image dimension depicted a significant impact only in case of intention to revisit. Quality perception regarding PBE was not significant in predicting the future behavioural intentions of tourists.

Keywords: Behavioural Intentions, Place Brand Equity, Recommend, Revisit

AI AND PERSONALIZED LEARNING SYSTEMS IN HIGHER EDUCATION: EXPLORING CUSTOMIZATION OF LEARNING EXPERIENCES

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Abstract

The integration of Artificial Intelligence (AI) in higher education is reshaping traditional pedagogical practices. This study explores how AI-driven personalized learning systems influence student engagement, academic performance, and faculty efficiency. Conducted in North Chennai, the study surveyed 150 participants (120 students and 30 educators). Advanced statistical tools, including factor analysis, regression analysis, and cluster analysis, were employed to extract meaningful insights. Findings reveal that AI-driven tools significantly enhance learning outcomes, with a 21% improvement in student grades and a 40% increase in educator efficiency. Challenges such as high implementation costs and privacy concerns persist but can be mitigated through strategic planning. This paper provides actionable recommendations for scalable and ethical AI adoption in education.

Keywords: Artificial Intelligence, Personalized Learning, Academic Performance,Higher Education, Educational Technology

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON CONSUMER SATISFACTION IN DIGITAL MARKETING

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Abstract

Artificial Intelligence (AI) has become a major force behind innovation in digital marketing in recent years. It is expected to have a significant impact on the sector, opening up new avenues for companies to engage with their clientele, increase brand recognition, and boost sales. It seeks to investigate how AI is affecting digital marketing with an emphasis on consumer behavior, preferences, and feelings. It looks at how marketing campaigns can be personalized with AI. One hundred and ten customers made up the sample size used to gather the primary data. For this investigation, the convenience sampling method was used. Statistical techniques were used to analyze the data, including percentage analysis, chi-square test, factor analysis and weighted average method. The findings of the study indicates that there is significant association between gender and satisfaction with AI-powered digital marketing and This study examined the impact of AI-driven personalization on consumer satisfaction in digital marketing, and its challenges of employing AI, and its role in improving consumer engagement and experience.

Keywords: Artificial Intelligence, Digital Marketing, Consumer Satisfaction.

A STUDY ON ONLINE SHOPPING TRENDS AND CONSUMER BEHAVIOUR IN CHENNAI

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Abstract

Over the last two decades online shopping has developed significantly, steer by technological improvements, evolving consumer behaviour and the unstoppable growth of e-commerce. Mobile commerce trend is over taken by the social media platforms like WhatsApp and Instagram. The shopping experience has been developed significantly by the AI powered personalisation, AI helps for virtual try-ons and it develops commerce by faster delivery. The rise of internet penetration has a crucial role in online shopping of the consumers which enhances their service with faster deliveries, convenience, secures payment options, and personalized recommendation etc. Consumer behaviour in online shopping is influenced by price and discounts, product review and ratings, brand trust, social media influence, because of these the consumer purchasing decision may transform. The consumer behaviour helps online retailers in the way of refine their strategies, expanding market reach, enhancing consumer experience etc. The objective of the study is to analyse preference of the consumer and the factor influencing consumer behaviour especially in Chennai city. The sample size of the study was 110. The tools used on the study is Percentage analysis, Chi-square test, weighted average method. Both primary and secondary data have been used. Primary data was collected from the structured questionnaire. The findings of the study were most of the consumers prefer online ratings and reviews before purchasing a product therefore ratings and reviews plays a huge role in consumer Behaviour. The price factor creates an important role in online shopping Trends. The consumer behaviour mostly depends on the quality of the products or services. The study concludes that most of the Chennai city people are satisfied with an online shopping Trends.

Keywords: Online Shopping, Consumer Behaviour, Shopping Trends

THE CUSTOMER'S PERCEPTION ON IMPACT OF REVIEWS ON SOCIAL MEDIA: A STUDY IN CHENNAI

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Abstract

In this technological era online shopping has grown tremendously because of its convenience to the customer as they can easily get access to multiple numbers of products which may not be available in their nearby shops. Today, most of people are shopaholic and largely depend on reviews for making better purchase decisions. Social media have crucial impact on the review perception as they influence their purchase decision and overall satisfaction with online platform. The major objectives is to study the socio-economic profile of the respondents and its impacts in Online review on Social Media and the challenges faced by consumers due to fake reviews. Both primary and secondary data are used. The sample size of the study was 111 respondents where 59 % where Female and 41% where male respondents. Primary data was collected through structured questionnaire which was divided into 2 parts namely respondent's demographic profile and substantive section. The tools of analysis used in the study are Percentage analysis, weighted average analysis and Chi-Square test and factor analysis. It was found that people mostly read reviews before making purchase to stay updated about new products and services and they largely trust reviews which have images along with it and number of likes and comments are the major factor which affects review perception of customers. Social media as a review platform serve as a favourable source for businesses which use it wisely and market its products.

Keywords: Online Review, Social media, Customer Perception

A STUDY ON APPLICATION OF ARTIFICIAL INTELLIGENCE IN FINTECH PRODUCTS AND SERVICES

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Abstract

Since the introduction of FinTech (Financial Technology) in India in 2010, the financial sector has grown to new heights. FinTech offers substitutes for traditional banking and non-banking finance services. FinTech has increased the efficiency, sophistication, and error-proneness of lending processes, payment processes, wealth technology, insurance technology and regulations technology. Application of Artificial Intelligence into Financial technology has enhanced operational efficiency, improved customer services to a vast extent. This research paper explores the application of AI in fintech products and services, identifying the various AI technologies employed, such as AI based credit scores, deducting bank fraud, automated customer services, analysing user behaviour, Financial forecast and personalized financial services. This paper also highlights consumer perception regarding usage of fintech products and services and the challenges faced by consumers in using the AI driven fintech products and services. Furthermore, this research paper explores the future trends in AI in the fintech industry and role of AI in addressing ethical considerations.The study concludes by emphasizing the importance of AI in reshaping the fintech industry and the varying levels of trust and willingness to adopt AI-driven fintech services across different demographics.

Keywords: Finance, Artificial Intelligence, Fintech services, AI tools, Technology.

EXPLORING THE PREVALENCE AND IMPACT OF IMPULSIVE BUYING: DEMOGRAPHIC AND PSYCHOLOGICAL INFLUENCES ON POST-PURCHASE REGRET

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Abstract

Impulsive buying is a significant consumer behavior, particularly in sectors like hospitality and tourism, where it is influenced by various antecedents such as marketing and environmental factors. The rise of e-commerce has further facilitated impulsive buying, with cultural and economic factors playing a moderating role. Impulsive buying often leads to post-purchase regret, a phenomenon influenced by factors such as FoMo (Fear of Missing Out) and cognitive dissonance. This research topic aims to delve into the multifaceted nature of impulsive buying, focusing on its prevalence, the subsequent impact on post-purchase regret, and the demographic and psychological factors that influence these behaviors. Surveys are commonly used to collect data from consumers about thei impulsive buying behaviours and subsequent regret. fpr instance, studies have used online surveys to gather reaponses from 423 of participats, employing convenience sampling technique to reach a broad audience. Factors such as age, gender, income personality trairs, and emotional states contribute to implusive decisions.

Keywords: Impulsive Buying, Post-Purchase Regret, Consumer Behavior, Psychological Influences.

FROM CASH TO CLICKS: EXPLORING THE ROLE OF AI IN SHAPING CONSUMER SPENDING PATTERNS THROUGH DIGITAL PAYMENTS

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Abstract

Over the past few years, the proliferation of digital payment methods has dramatically transformed the way consumers manage and conduct transactions. Innovations such as peer-to-peer transfer apps, mobile wallets, and contactless payments have significantly altered consumer spending behaviors and disrupted traditional financial processes. It is crucial for businesses, legislators, and financial institutions to understand how the increasing prevalence of digital payments and related technologies is reshaping consumer purchasing patterns. Digital payment systems offer unparalleled convenience, allowing consumers to complete transactions swiftly and effortlessly from virtually any location. This ease of use has led to noticeable changes in consumer behavior, including increased transaction frequency and a greater propensity for impulse purchases. Moreover, the integration of data analytics and personalized marketing strategies with digital payment methods has further influenced consumer spending. This research aims to delve into the impact of digital payment systems on consumer spending behavior. By analyzing how these systems influence purchasing decisions, spending habits, and overall financial management, the study seeks to provide valuable insights for businesses, financial institutions, and policymakers.

Keywords: Artificial Intelligence, Digital Payments, Consumer Spending, Financial Technology.

AI MEETS THE MIND: TRANSFORMING MENTAL WELLNESS & BEHAVIOURAL INSIGHTS FOR THE NEXT GENERATION

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Abstract

The paper "AI Meets the Mind: Transforming Mental Wellness & Behavioural Insights for the Next Generation" explores how AI can revolutionize mental health care. It discusses the potential of AI to provide personalized support and enhance accessibility to mental wellness resources. Additionally, the paper emphasizes the importance of ethical considerations in integrating AI into mental health practices. By analysing behavioural data, AI can offer insights that lead to more effective interventions. Collaboration among technologists, mental health professionals, and policymakers is crucial for responsible AI implementation in this field.

Keywords: AI, Mental Wellness

BEYOND MESSAGING: THE ROLE OF WHATSAPP AND TELEGRAM IN SHAPING CENTENNIAL USERS' INTERACTION WITH INDUSTRY AND INNOVATION FOR SDG 9

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Abstract

The growing use of application for communication, mainly using Whats-app and telegram, changed the Centennial user of the digital world. These applications have changed the way younger users communicate with one another by providing new opportunities of real time messages, sharing multimedia files and participating in group conversations. Whats-app and telegram provide ease, reach, and chances for establishing communities, thus, creating new forms of interaction. These platforms have forced and evolution from basic forms of interaction towards mobile and interest-based communication, this in turn has affected not only social patterns but also ones involving education, work, and culture. As a result, it is the use of Whats-app and telegram that determine how Centennial users understand and deal centennial users understand and deal with the digital environment.

Keywords: WhatsApp, Telegram, Centennial Users, Industry Innovation, Sustainable Development Goal 9.

BREAKING THE SILENCE: THE IMPACT OF IMPOSTER SYNDROME ON WOMEN'S MENTAL HEALTH AND WELL-BEING IN THE WORKPLACE – A STUDY ALIGNED WITH SDG 3

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Abstract

Imposter Syndrome (IS) is a psychological phenomenon where individuals experience persistent self-doubt, feelings of inadequacy, and a fear of being exposed as frauds despite their achievements. This study explores the impact of Imposter Syndrome on women's mental health and well-being in the workplace, aligning with SDG 3 – Good Health and Well-being. Women affected by Imposter syndrome often struggle with stress, anxiety, low self-esteem, and burnout, which can hinder their job performance, career progression, and overall workplace satisfaction. The research employs an exploratory research design with simple random sampling, gathering primary data from 200 working women through a structured questionnaire. The objectives include assessing the prevalence of Imposter Syndrome, identifying key contributing factors, analysing its correlation with mental health challenges, and evaluating its effects on job performance. The findings aim to provide valuable insights into fostering a supportive and inclusive work environment, helping women build confidence, resilience, and career growth. Addressing Imposter Syndrome is crucial for promoting workplace well-being, gender equity, and professional development.

Keywords: Imposter Syndrome, Women in the Workplace, Mental Health, Well-Being, Self-Doubt, Job Performance, Stress, Anxiety, Career Progression, SDG 3.

RESEARCH ON ETHICAL MANGAMENT ON AI TECHNOLOGIES IN BUSINESS AMONG COLLEGE STUDENTS

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Abstract

This paper highlights the entry of artificial intelligence into business processes in considerably increases. The rapid growth of AI technologies has transformed the practices of business and brought new opportunities and efficiencies in different sectors. The management of AI ethical in business is the important aspect to ensure that these technologies are used responsibly from view of public and investors. As a result, this paper drives into the moral issues of AI in business settings and gives a comprehensive analysis of how ethics can be infused into businesses. The current situation with AI technologies is where they are being assigned for decision - making, responsibilities; concerns like bias, transparency, accountability, and privacy come to fore more often than ever before. It aims at exploring how AI is implemented in smart mobiles and household equipment. We will also find out how businesses can use AI fairly, crystal clear in impetration. This study will investigate practices within number of industries that seem not ethical in their use of AI. We also collected feedback from the public which tells about the understanding of AI from the public perspective, businesses be able to use AI or its applications in a way that builds the confidence level of the clients and also improves the society. As a result, this has led to unfair decisions, especially concerning critical sectors such as hiring. Another problem we have stated is transparency and accountability. Finally, the ethical concern of AI use in businesses demands long - term perspective regarding the impact in the society. Company should provide different and Innovative Strategies with principles and social responsibility. This will contribute to a more ethical, fair, and digital future. Therefore, fairness, transparency, accountability and privacy must be major priorities from which business can build trust for responsible AI use as well as positive contribution to the society.

Keywords: Ethical Management of AI, Strategies, Feedback, Transparency, Sustainability.

THE IMPACT OF AI POWERED CHATBOT ON CUSTOMER SATISFACTION AND LOYALTY

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Abstract

AI chatbots have gained popularity lately and this trend is likely to rise. However, underlying their popularity is the question about the precise way customer satisfaction and loyalty are ascertained and improved. Until now, we have collected most of our prospect update information from papers published in high-quality academic journals and conferences. AI chatbots, in general, tend to improve customer satisfaction and loyalty. This is done through faster responses and more personalized support, and more efficient issue resolutions. In short, this review highlights the effects of AI chatbots on emotions and loyalty with the customers resulting in the fact that the researchers can obtain valuable insights.

Keywords: Customer satisfaction, Customer loyalty, AI powered Chatbot

INFLUENCE OF ARTIFICIAL INTELLIGENCE ON CREATIVE WRITING: A STUDY ON STUDENT AWARENESS AND PERCEPTION

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Abstract

This research investigates the awareness, usage patterns, and perceptions of Artificial Intelligence (AI) in creative writing among college students from various academic disciplines. The study aims to assess students' familiarity with AI tools, their frequency of usage for academic writing, and the perceived impact of AI on creativity. Additionally, it explores concerns surrounding the originality of AI-generated content and students' willingness to integrate AI tools into their writing process. Through statistical analysis, significant correlations are observed between students' fields of study and their familiarity with AI, as well as between the frequency of AI use and the belief in AI's potential to enhance creativity. The research also identifies concerns related to plagiarism and ethical implications, providing insights into both the opportunities and challenges posed by AI integration in creative writing. The findings offer recommendations for effectively leveraging AI tools in academic and creative writing while addressing concerns about originality and authenticity.

Keywords: Artificial Intelligence, Creative Writing, AI Tools, Student Perceptions, Originality, Ethical Concerns, Plagiarism.

THE FUTURE OF AI IN GLOBAL STOCK MARKETS: TRANSFORMING TRADING, RISK MANAGEMENT AND FINANCIAL INCLUSION

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Dr. R. Rethina BAI, *Head & Associate Professor, Research Supervisor, P.G. & Research Department of Commerce, S.I.V.E.T College, Gowrivakkam, Chennai.*

Abstract

Artificial Intelligence (AI) is reshaping global stock markets by enhancing trading strategies, optimizing risk management, and expanding financial inclusion. From high-frequency trading and algorithmic decision-making to predictive analytics and sentiment analysis, AI-driven systems are revolutionizing the speed and efficiency of financial markets. This transformation, however, brings challenges such as regulatory oversight, ethical concerns, and market volatility risks. This paper explores AI's role in algorithmic trading, risk mitigation strategies, and the democratization of investment opportunities, particularly in emerging markets. It also examines the potential risks associated with AI-driven market dynamics, including systemic risks and regulatory gaps. By analyzing real-world applications, advancements in machine learning, and the evolving regulatory landscape, this discussion aims to provide insights into how AI can foster a more efficient, transparent, and inclusive global financial ecosystem.

Keywords: Artificial Intelligence, Stock Markets, Algorithmic Trading, Risk Management, Financial Inclusion, Machine Learning, Market Regulation

INTERNATIONAL CONFERENCE SUB THEME A STUDY ON ARTIFICILA INTELLIGENCE IN INSURANCE SECTOR-OPPORTUNITIES, CHALLENGES AND FUTURE PROSPECTS

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Abstract

Implementation of technologies like Artificial intelligence, machine learning and data analytics in the insurance industry help insurers to market insurance products in various avenues, make better decisions, improve risk management and enhance customer experience. In the current scenario, the integration of artificial intelligence (AI) in the Insurance industry is very essential to innovate and shape the future. The study is descriptive in nature and it is based on secondary data collected from various reliable secondary sources. The objective of the study is analyse the role of AI in insurance sector. It was found that AI plays a pivotal role in key areas such as enhancement of customer experiences, fraud detection, easy claims, data security and efficiency in insurance operation. Hence technology implementation has transformed the insurance sector in a remarkable way.

Keywords: Insurance Sector, Artificial Intelligence, Customer Experience

SCIENCE

POWER OF GENERATIVE AI AND THEIR MODELS, CHALLENGES, OPPORTUNITIES – A REVIEW

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Abstract

Generative AI has produced a broad spectrum across domains based on user prompts. It has elicited more attention across various industries and disciplines. Also, it can interpret external data and use it to achieve specific goals and tasks through flexible adaptation. In the first two decades i.e. from the 1950s to 1960s, it acted as a general problem solver and due to its capacity of processing limitations AI turned its development into stagnation. In recent years after the comeback of AlphoGo in 2015 and Chat-GPT in 2022 it made a huge comeback worldwide. This paper aims to review the fundamental aspects of Gen AI including their requirements, models, evaluation metrics, challenges, and application in different fields.

Keywords: Power, Generative AI, Challenges, Opportunities

AI IN BEHAVIORAL ANALYSIS, MENTAL HEALTH, AND COGNITIVE THERAPY

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Abstract

The integration of Artificial Intelligence (AI) in psychology has emerged as a transformative force, with profound implications for behavioral analysis, mental health care, and cognitive therapy. This paper presents a forward-thinking conceptual framework that leverages AI to address existing gaps and innovate future practices in psychological interventions. Drawing from established theories such as cognitive-behavioral frameworks, biopsychosocial models, and attachment theory, the paper explores how AI-driven technologies can enhance our understanding of human behavior and mental health. Current applications, including emotion recognition systems, virtual therapists, and predictive analytics, demonstrate the potential for AI to improve diagnosis, monitor patient progress, and tailor interventions. For example, natural language processing in AI Chatbot's has shown promise in delivering Cognitive Behavioral Therapy (CBT) techniques to underserved populations. However, this paper moves beyond present-day tools to propose future advancements, such as adaptive AI systems capable of real-time, dynamic feedback tailored to individuals' psychological profiles, thereby increasing the efficacy of therapeutic interventions. The proposed framework also emphasizes the need for a synergistic approach where AI complements human expertise, ensuring interventions remain ethical, personalized, and culturally sensitive. Theoretical implications include AI's ability to augment cognitive restructuring techniques and behavioral modifications, as well as its role in facilitating large-scale preventive mental health strategies. At the same time, this paper critically addresses ethical considerations, such as data privacy, algorithmic fairness, and the risk of dehumanizing therapeutic processes. By merging contemporary technological capabilities with psychological theory, the conceptual framework offers a blueprint for how AI can reshape mental health care, not as a replacement for human therapists, but as a tool to enhance accessibility, effectiveness, and equity in treatment. This work ultimately advocates for an interdisciplinary collaboration to build a future where AI supports and enriches human-centered care in psychology.

Keywords: Artificial Intelligence, Mental Health, Cognitive Behavioral Therapy, Behavioral Analysis, Human-AI Collaboration.

DISCOVERING THE INTRICACIES OF HUMAN BEHAVIOUR BY HARNESSING THE POWER OF ARTIFICIAL INTELLIGENCE

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Mahalakshmi Narayanaprasad, *Counsellor, A. M. Jain College, Meenambakkam, Chennai*

Abstract

Incorporating AI in behaviour analysis significantly influence various fields including healthcare, hospitality, support for children with diverse needs, mental health services, education, workplace management, automobile industry, consumer behaviour and social interactions to name a few. Its application through different methodologies like machine learning (ML), natural language process (NLP), computer vision and deep learning demonstrate its effectiveness in analysing behavioural trends and bringing accurate predictability and productivity in the field of behavioural sciences. This literature review explores the applications of AI in behaviour recognition, emotion assessment and sentiment analysis through these sophisticated methodologies. Although, AI has contributed to developments in various fields, ethical, social, security and environmental concerns plague its use in different industries. This review underscores AIs capacity to faster innovation in the field of Behaviour analysis in different areas while emphasising the necessity for best practices. Based on this review the authors have proposed implications and future tasks for human behaviour analysis using AI.

Keywords: AI, Behaviour analysis, ML, NLP, Computer Vision, Deep learning, ethics

ASSESSING THE EFFICACY OF MACHINE LEARNING AND DEEP LEARNING ALGORITHMS IN CYBERSECURITY

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Abstract

In recent years, a diverse range of cyber-attacks has emerged due to the rapid advancement of internet technology. Associating these attacks is progressively important in the present cybersecurity environment. Researchers in various fields have inclined machine learning (ML) and deep learning (DL) techniques to find solutions to these challenges. This work has presented a detailed classification of various DL/ML algorithms. Moreover, a targeted survey on the application of different ML/DL techniques for identifying various types of attacks has been provided. It also covered the different platforms and tools utilized for implementing DL/ML techniques, and it summarizes the solutions for the various types of attacks.

Keywords: Machine Learning (ML), Deep Learning (DL), Support vector Machine (SVM), Decision Tree (DT), Naïve Bayes (NB)

HARNESSING AI FOR HEALTHCARE INNOVATION: FROM DIAGNOSTICS TO PERSONALIZED CARE

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Abstract

The integration of Artificial Intelligence (AI) in healthcare has the potential to significantly transform medical practice by improving diagnostic accuracy, personalizing treatments, and enhancing overall patient care. The motivation behind this research stems from the growing demand for efficient, data-driven healthcare solutions that can address global challenges such as rising healthcare costs, workforce shortages, and the need for faster, more accurate medical interventions. AI's ability to analyze large volumes of complex medical data offers the promise of earlier disease detection, predictive analytics, and real-time patient monitoring, which are crucial for preventive care and timely treatment. The objectives of studies: 1. Explore the key AI technologies being applied in healthcare, including machine learning, deep learning, and natural language processing. 2. Examine AI's role in critical areas such as medical imaging, drug discovery, and clinical decision-making. 3. Assess the practical applications and effectiveness of AI in improving patient outcomes and optimizing healthcare processes. 4. Identify the ethical, privacy, and regulatory challenges associated with AI deployment in healthcare. 5. Propose a framework for the responsible and ethical implementation of AI technologies to ensure patient safety and data integrity.

Keywords: Artificial Intelligence (AI), Machine Learning (ML), Medical Imaging, Precision Medicine, Predictive Analytics, Clinical Decision Support.

PLANT DISEASE DETECTION USING MACHINE LEARNING TECHNIQUES

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Abstract

In India Agriculture plays a significant part due to their population growth and increased food demands. Therefore, it is necessary to increase crop productivity. Diseases brought on by bacteria, fungus, and viruses are among the major factors influencing low crop yields. Since machine learning primarily uses information itself and provides amazing methods for plant disease detection, it will be used in the process of identifying plant illnesses. Machine learning techniques can be used to identify diseases because they primarily apply to data superiority results for a certain task. A thorough analysis of the many methods used in this approach has been conducted. Using machine learning and deep learning approaches based on artificial intelligence, a thorough analysis of the many methods used in plant disease detection has been conducted. In the field of computer vision, deep learning has also become increasingly important for providing superior performance results for plant disease detection.

Keywords: Plant, Disease, Crop, AI & Machine learning Techniques

OVERVIEW OF CHALLENGES AND OPPORTUNITIES IN IMAGE PROCESSING

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Abstract

The Digital image processing has various applications in all sectors Globally. It goes beyond simple information registration to include techniques and ideas that integrate machine learning, computer vision, and pattern recognition. Many researchers have been drawn to combine with a variety of related specializations due to the widespread use. The two main areas of application that create attention in digital image processing techniques are 1) The improvement of pictorial data for human understanding. 2). The processing of image data for storage, transmission, and representation for independent machine insight. This paper aims to study the definition and extent of image processing, the various stages and techniques involved in image processing, and the applications of image processing tools and procedures in cutting-edge research fields.

Keywords: Digital, Challenges, Opportunities, Image Processing, Machine

AN EVALUATION OF WIRELESS COMMUNICATION NETWORK: 1G- 5G

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Abstract

People can communicate with each other by exchanging data and messages via mobile communication systems. Using the newest technologies, these facilities are made available to the user in a very short amount of time. Beginning with the first generation (1G), mobile communication technologies have advanced to the fifth generation (5G). The first generation started with basic mobile voice services; the second generation supported both mobile voice and low bit rate data services; 3G made it possible to move large amounts of data, which was later extended to high-speed technologies and high mobility; and finally, 5G mobile communication systems with large bandwidth and extensive coverage areas. An overview of all mobile communication generations, from 1G to 5G, is compared in this paper.

Keywords: Evaluation, wireless communication, technology, 1G & 5 G

OVERVIEW OF MACHINE LEARNING APPLICATIONS

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Abstract

The abstract for "InfoBot 2.0: An Intelligent College Enquiry Chatbot with Flask" introduces an advanced chatbot designed to streamline college-related inquiries. Utilizing Flask, an AI-driven platform integrates natural language processing to offer accurate and accessible information to users. This interactive interface aims to provide details on admission criteria, courses, campus facilities, and events. InfoBot 2.0 serves as an intuitive and reliable resource for individuals seeking college-related nformation, fostering informed decision-making for prospective students. The chatbot's development involves AI algorithms within a user-friendly interface to enhance accessibility and simplify the acquisition of precise and pertinent college details.

Keywords: Machine Learning, Deep Learning, SVM, Chatbot, Infobot etc.

ROBOTICS IMPLICATIONS & DEMANDS OF MACHINE LEARNING-AN OVERVIEW

Dr. R. Bhuvana, *Assistant Professor, Department of Computer Science, Agurchand Manmull Jain College, Chennai.*

Abstract

Over the past three years, interest in "robotics" has not changed significantly despite the rise in popularity of the phrase "machine learning." In robots, then, the role does machine learning play. While machine learning advancements and applications can only be partially blamed for some recent advances in robotics, Robots can identify patterns using machine learning, which helps them comprehend their surroundings and apply what they learn to complete particular jobs more quickly. Robots can learn on their own without specialized programming by utilizing machine learning techniques. Developers' top objectives for 2016 are robotics and machine learning, with 24.7 percent of developers reporting they use machine learning and 56.4 percent of participants saying they are developing robotics apps.

Keywords: Machine learning, Robotics, Advancements, Pattern Identification

DYNAMIC FASTER R-CNN FRAMEWORK WITH FEDERATED LEARNING FOR INSECT IDENTIFICATION

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Abstract

Insect identification is a critical component of biodiversity conservation, ecological research, and pest control. However, existing methodologies often struggle with scalability, adaptability, and data privacy concerns. This paper introduces a novel Hybrid Adaptive Convolutional Attention Network (HACAN) integrated with a Federated Ensemble Framework (FEF) for efficient and privacy-preserving insect identification. The HACAN algorithm combines convolutional neural networks with attention mechanisms to enhance feature extraction and focus on intricate insect patterns, even in noisy or cluttered images. The Federated Ensemble Framework enables secure collaboration across distributed devices, utilizing model ensembling to handle data heterogeneity and improve generalization across diverse environments. Additionally, a self-evolution module dynamically updates the model to incorporate new insect species without retraining from scratch. Experimental validation on diverse datasets highlights the framework's superior performance in terms of accuracy, adaptability, and scalability, making it a robust solution for real-world insect monitoring applications.

Keywords: Hybrid Adaptive Convolutional Attention Network (HACAN), Federated Ensemble Framework (FEF), Insect Identification, Privacy-Preserving Machine Learning.

REAL-TIME DETECTION OF RARE HEMATOLOGICAL DISORDERS USING A HYBRID RESNET-ATTENTION MECHANISM MODEL WITH ADVANCED IMAGING ANALYTIC

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Abstract

The timely and accurate diagnosis of rare hematological disorders remains a significant clinical challenge, primarily due to limited diagnostic resources and the complexity of imaging patterns associated with these diseases. This study proposes a novel Hybrid ResNet-Attention Mechanism Model that integrates the spatial feature extraction capabilities of Residual Networks (ResNet) with the contextual reasoning power of attention mechanisms to enable real-time and accurate detection of rare hematological disorders. Advanced imaging analytics and preprocessing techniques are applied to enhance the signal-to-noise ratio of medical imaging data, ensuring improved feature extraction and classification performance. The model demonstrates an accuracy of 97.41%, outperforming conventional deep learning architectures in sensitivity, precision, and interpretability. Results from testing on publicly available imaging datasets highlight the model's effectiveness for real-time clinical decision support, particularly in the early detection and diagnosis of rare hematological conditions such as rare forms of leukemia and other blood-related anomalies.

Keywords: Rare Hematological Disorders, Hybrid Deep Learning, ResNet-Attention Mechanism, Medical Imaging Analytics, Real-Time Disease Detection, Rare Disease Diagnosis, Hematological Imaging, AI in Diagnostics, Attention Mechanism, Deep Learning for Medical Imaging

DEEP LEARNING MODEL BASED PREDICTION OF THE LEMON QUALITY

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Abstract

Lemons (a critical agricultural product) is one example of an agricultural product for which quality detection is essential in preserving consumer satisfaction and reducing food loss. Manual inspection is labor intensive, and subjective and hence the traditional methods of quality assessment. In this paper, a system utilizing computers vision methods to automate the process of the finding of the quality of a lemon based on the deep learning technique is proposed. We employ a Convolutional Neural Network to classify lemon images as binary value like good quality (1), bad quality (0). Others, like the one we are using, involves gathering a large number of diverse lemon images, doing pre-processing to prepare all of them on the same playing field, and training the model using a CNN architecture. Beyond that, we investigate the application of transfer learning with a pre-trained model ResNet50 for increased model performance when dataset sizes are small. Accuracy of classifying lemon quality with the trained model on a test set is evaluated and shows promising results. The system presented in this work provides an efficient, scalable and objective approach for automating the quality control of lemons in the supply chain, with the potential to reduce human error in assessing quality.

Keywords: Deep Learning, Prediction, Lemon Quality

A STUDY ON CONCEPT-DRIFT TECHNIQUES FOR IDENTIFYING DISEASE CAUSE AND DIAGNOSIS BASED ON CLASS INSTANCE ARRIVAL

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Abstract

Concept-drift techniques have been presented for identification of cause of disease and diagnosis. They are the novel class detection in concept-drifting, filter-based data partitioning, data arrival rate using random forests, sentiment distribution using feature-relation networks and so on. A more systematic concept-drift technique enables one to better understand the process and leaves with researchers for further improvements. Most class instance arrival techniques fail in one essential aspect of arrival data i.e. arrival of a class. So, a class instance arrival distribution method that merges a class detection system into traditional classifiers is enabled where the true labels are detected using automatic detection. This paper presents to evaluate the survey on various concept-drift techniques for identifying the disease cause and diagnosis. A qualitative comparison of the approach is presented reducing error rates, providing distribution accuracy.

Keywords*:* Concept-drift, data partitioning, random forests, sentiment classification, feature-relation networks, class instance arrival.

PRECISE CANCER IDENTIFICATION: A DIAGNOSTIC SYSTEM FOR EFFICIENT ACUTE LYMPHOBLASTIC LEUKEMIA DETECTION USING CNN TECHNIQUES

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Dr. R. Sabin Begum, *Assistant Professor, Department of Computer Application, B.S.Abdur Rahman Crescent Institute of Science and Technology, Chennai.*

Abstract

Acute Lymphoblastic Leukemia (ALL) is a prevalent and life-threatening form of cancer that requires accurate and timely diagnosis for effective treatment. Traditional diagnostic methods for ALL often involve time-consuming and subjective manual examination of blood smears, leading to potential errors and delays in diagnosis. To address these challenges, this project proposes a diagnostic system based on deep learning Convolutional Neural Networks (CNNs) and Streamlit, aimed at achieving fast and accurate classification of Acute Lymphoblastic Leukemia (ALL). The project leverages the power of deep learning CNNs to automatically learn and extract relevant features from microscopic images of blood smears. A Leukemia dataset of annotated blood smear images, consisting of Benign, Early, Precancerous and Prognosis samples, is collected and pre-processed. The images are resized, normalized, and augmented to enhance the robustness and diversity of the training data. The proposed system utilizes the popular CNN architecture VGG16 as the backbone for feature extraction. The pre-trained weights of the CNN model, learned from largescale image datasets, are utilized to initialize the model. The final layers of the CNN are modified to suit the multi-class classification task of distinguishing between Benign, Early, Precancerous and Prognosis samples. To provide an intuitive and user-friendly interface, the Streamlit framework is employed to develop the diagnostic system. The system allows users, including medical professionals, to upload blood smear images and obtain immediate predictions on the presence of ALL. Overall, this paper presents a novel and efficient diagnostic system for the classification of Acute Lymphoblastic Leukemia using deep learning CNNs and Streamlit. The integration of advanced deep learning techniques with a user-friendly interface has the potential to revolutionize the diagnostic process, enabling timely and accurate identification of ALL.

Keywords: Convolutional Neural Network, Acute Lymphoblastic Leukemia.

A NEW FRAMEWORK ON BLOCK CHAIN BASED CENTRAL BANK DIGITAL CURRENCY ADOPTION

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Abstract

In the recent years a central bank digital currency (CBDC) would need to be adopted and used if it, the CBDC will give a big boost to the digital currency will also lead to a more efficient and cheaper currency management system. The CBDC was given more increases the safety and efficiency of both wholesale and retail payment systems. But in this research paper will adopt more and more security to implement block chain technology and analysis functional requirements and nonfunctional requirements and the block chain technology to help to CBDC enables central banks to control the currency while protecting and privacy and independence of the CBDCs use to the end users a CBDC could potentially provide for safer faster and cheaper payments In the research paper would implement new framework and given security crisis using block chain provide more and more security to provide CBDC. In this method one of the new innovation and expand financial inclusion to easy implement and user friendly, in this physical payment infrastructure faced some challenges first one increased threats to privacy of individuals second one choosing the privacy and security enchaining technology that needs to be employed third one is the regulatory architecture in the above three issue serious implications given that digital currency in the under completion time being.

Keywords: CBDC, Block Chain, Frame works, Digital currency.

CHALLENGES OF ARTIFICIAL INTELLIGENCE IN THE MUSIC INDUSTRIES

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Abstract

Over the past few years, artificial intelligence (AI) has had a remarkable resurgence and is now widely used in both industry and academics. Early adopters of AI technologies have always been and still are the music industries. In actuality, recent technological advancements continue to push the limits of intelligent systems in music applications: the first-ever music album, "Hello World," produced with AI, was released in 2019, and the critically acclaimed film “Sunspring” which was released in 2016 was entirely written by AI technology. This study aims to comprehend upcoming AI technology developments and their increasing influence on the music industries. The following queries are addressed in this paper: In the music industries, where does AI function? What function does it serve? In the upcoming decade, how will artificial intelligence change the music industries? In addition to identifying research and development issues, this study attempts to present a realistic view of the extent of AI actions in music industries. It also suggests a vision of how this technology could support research and development efforts in such a context.

Keywords: *Artificial Intelligence, Industry, Music, Technology, Challenges.*

A COMPREHENSIVE LEXICAL FEATURE EXTRACTION FRAMEWORK FOR ADVANCED LINGUISTIC MODELLING AND NATURAL LANGUAGE PROCESSING

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Dr. S. Umarani Professor, *Department of Computer Applications, SRM Institute of Science and Technology, Ramapuram, Chennai.*

Abstract

The unified Language Lexical Model is the kind of automated language focusing approach to comprehend computer languages with the help of AI based technologies. Convolutional neural networks and interpretative AI provide tools to capture and categorize linguistic features over different programming languages – systematically. Moreover, the model appears to have multiple significant leaps further, including the delving into syntactic structures as well as semantics of programming languages by incorporating advanced deep learning architectures into the model's design. This not only brings new dimensions into the understanding of specific aspects of programming languages, but the research provides evidence as to language – specific lexical items being distinguished and accentuated with best accuracy through specifically designed neural networks, potentially showing this same number for classification rates as well. The model presented here is general in the sense that it does not restrict itself to routine analysis of the function of languages, but goes a step forward in performing autonomous identification of intricate language attributes and its mapping, making it a handy tool for program understanding, code performing and cross-language comparison for researchers and developers, as well as for linguists. The theory and methodology of feature salience and post-hoc feature extraction proposed and adopted in this study therefore, extend beyond artificial languages as they pertain to practical programming languages, and can be seen to have implications in practical advancement of AI and natural language processing techniques as well. Such a position warrants further examination of the area of AI machine-powered computational linguistics, and the model proves to be an acceptable framework which can essentially and hierarchically elucidate and apply construction tools for lexically hidden attributes of programming languages.

Keywords: Lexical Model, AI, Linguistic, Natural Language & Processing

COMPUTATIONAL LINGUISTICS, INTRICATE LANGUAGE, SEMANTIC ANALYSIS, SYNTACTIC STRUCTURES, LEXICAL MAPPING, CODE INTERPRETATION, POST-HOC FEATURE AND MACHINE LEARNING TECHNIQUES UNLOCKING THE POWER OF AI: ENHANCING CYBERSECURITY AND DIGITAL FORENSICS

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Abstract

The growing complexity of cyber threats necessitates the adoption of advanced technologies to secure digital systems and support forensic investigations. Artificial Intelligence (AI) has emerged as a transformative tool, significantly enhancing threat detection, incident response, and evidence analysis. This paper explores how AI can address key challenges in cybersecurity and digital forensics, such as adaptive cyberattacks, large-scale data analysis, and the investigation of encrypted information. In cybersecurity, AI techniques such as machine learning for anomaly detection, deep learning for malware identification, and natural language processing for phishing detection are examined for their effectiveness in identifying and mitigating threats. In digital forensics, AI-driven methods like automated evidence extraction, timeline reconstruction, and multimedia analysis offer significant improvements in the efficiency and accuracy of investigations. Through case studies and benchmarks, this paper evaluates the performance of these technologies based on their scalability, accuracy, and real-world applicability. The findings show that AI not only strengthens cyber defense by detecting zero-day vulnerabilities but also provides predictive intelligence, enabling proactive threat mitigation. In digital forensics. However, challenges remain, including concerns over algorithmic bias, adversarial attacks, and data privacy, all of which require ongoing refinement and ethical considerations. In conclusion, this analysis highlights the critical role of AI in modernizing both cybersecurity and digital forensics. While AI offers unprecedented capabilities in combating cyber threats and accelerating investigations, its successful integration into these fields hinges on responsible and transparent adoption to mitigate the associated risks and ensure ethical usage.

Keywords: Machine Learning, Deep Learning, Natural Language Processing, Threat Detection, Automated Analysis

INTEGRATING YOGA AND ARTIFICIAL INTELLIGENCE: A TRANSFORMATIVE APPROACH TO HEALTHCARE AND NEUROLOGICAL WELLNESS

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A. Pushpalatha, Tutor, *School of nursing, Madras Medical College, Chennai.*

Abstract

In recent years, yoga has become a vital part of the lives of many people worldwide. Yoga is a form of exercise that promotes mental, physical, and spiritual connections. The simulation of human intelligence in machines that are made to understand and behave like people is known as artificial intelligence (AI). These systems are capable of speech recognition, decision-making, problem-solving, and experience-based learning—tasks that normally require human intelligence. One area where the use of AI presents a particularly challenging job for all nations is improving healthcare. Yoga and artificial intelligence together offer a powerful way to treat neurological conditions and deepen our knowledge of the mind-body relationship. This combination of cutting-edge technology and age-old knowledge has the potential to completely transform treatment approaches. By improving patient care, optimizing processes, increasing diagnostic accuracy, and cutting expenses, artificial intelligence (AI) is quickly changing a number of industries, including healthcare. With insights on how AI could transform therapeutic practices like yoga for neurological illnesses, this article explores the many ways AI is being used into healthcare, as well as its advantages, difficulties, and potential future opportunities.

Keywords: AI, Yoga, Health Care, Physical & Mental Health

ARTIFICIAL INTELLIGENCE IN REVOLUTIONIZING MUSIC GENRE CLASSIFICATION WITH EFFICIENTNET-POWERED CNNS FOR ENHANCED EFFICIENCY

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Abstract

Music classification, a task of categorizing music into various genres or moods based on audio signals, has evolved significantly with advancements in machine learning and deep learning. In this paper, we investigate the performance of EfficientNet, a state-of-the-art Convolutional Neural Network (CNN) architecture, for music classification. We compare EfficientNet's performance with traditional machine learning models like Support Vector Machines (SVM) and Random Forests (RF), as well as the VGGNet architecture. The GTZAN Music Dataset demonstrates that Efficient Net outperforms existing models in terms of accuracy, precision, recall, and F1-score. The results highlight that EfficientNet is a powerful model for handling the complexities of audio data, providing highly accurate genre and mood classification.

Keywords: Music Classification, Audio Signals, EfficientNet, GTZAN Musicataset, Genre Classification, Mood Classification, VGGNet, Music Genre Analysis.

EXCHANGE AND MERGE KEY BITS (EMKB) PATTERN OF BLOWFISH ALGORITHM

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Abstract

Data security issues are a typical problem with cloud computing. Security is the study of data concealing, encryption and decryption, possible attacks, and performance measurement. The Feistel network is protected by the symmetric block cipher known as Blowfish. The Blowfish technique has been used in a number of works to improve cloud security. If information satisfies the three requirements of availability, confidentiality, and integrity, it is considered secure. Cryptography is used to provide confidentiality in cloud computing. In cryptography, symmetric algorithms, most notably the Blowfish algorithm showed unquestionable success. The original blowfish algorithm function has been modified using modified S-box and exchange and merge Key Bits (EMKB) to the Function block. This work proposed with a modified version of blowfish algorithm with the execution time and throughput using a modified version of the Blowfish algorithm. The outcome demonstrates that file encryption efficiency increases with highest security.

Keywords: Cryptography, Encryption, Decryption, Cipher Text, Blowfish Encryption algorithm, Data Security, Cloud Security

RELEVANCE OF CHATGPT IN PREPARATION OF ASSESSMENT FOR STATISTICS WITH BLOOM'S TAXONOMY: A CRITICAL REVIEW

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Kaleel Nisha, *Lecturer, Mathematics and Computing Skills Unit, Preparatory Studies Centre, University of Technology and Applied Sciences – Sur, Sultanate of Oman.*

Abstract

This critical review examines the use of ChatGPT in the preparation of assessments for Statistics, structured using Bloom's Taxonomy. This study aims to evaluate the effectiveness of ChatGPT as a tool for enhancing students' cognitive skills across Bloom's levels: remembering, understanding, applying, analysing, evaluating, and creating. Data collection involved gathering user feedback from a sample of undergraduate and postgraduate students, alongside experimental analysis of assessments generated by ChatGPT. The research methodology included a qualitative review of ChatGPT-generated content, comparative performance evaluations between traditional assessment methods and AI-assisted methods, and an analysis of user interactions with the tool. Data analysis was performed using both descriptive and inferential statistical techniques to evaluate the coherence, accuracy, and pedagogical alignment of the AI-generated materials with Bloom's hierarchical objectives. Results indicate that ChatGPT effectively supports lower-order cognitive skills such as remembering and understanding, but its performance in facilitating higher-order skills, such as evaluating and creating, remains limited and requires significant instructor input. The study concludes that while ChatGPT offers substantial potential as a supplementary tool for statistics education, particularly in automating question generation and explanation, its use should be carefully guided by educators to ensure alignment with learning outcomes and Bloom's Taxonomy.

Keywords: ChatGPT, Assessment, Statistics, Blooms Taxonomy & Review

A STUDY ON IMPACT OF QUANTUM COMPUTING IN MACHINE LEARNING

Dr. J. Angelin Jeba Malar, *Assistant Professor, Department of Computer Science, Agurchand Manmull Jain College, Chennai.*

Abstract

Quantum computing promises a quantum leap in the computing power over classical computing. The power of quantum computing can be utilized in machine learning to enhance optimization, modeling and for faster data processing. This paper explores the impact of quantum computing on machine learning examining the recent advancements, algorithms, new avenues of quantum machine learning. The paper addresses the applications of quantum machine learning models in various domains showcasing the potential benefits, innovations and also addresses the challenges and limitations.

Keywords: Quantum computing, Machine Learning, Quantum machine learning models

UNLOCKING THE POTENTIAL OF MACHINE LEARNING: CUTTING-EDGE TRENDS AND INNOVATIONS

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Abstract

Machine learning (ML) has become a cornerstone of modern technological advancements, driving innovation across various industries. This review provides an in-depth exploration of the latest trends and breakthroughs in ML as we move into 2025. Key areas covered include the rise of large language models (LLMs) and transformers, the democratization of ML through automated tools (AutoML), and the privacy-focused advancements like federated learning. Additionally, we examine the growing importance of reinforcement learning, self-supervised learning, and explainable AI in building transparent, efficient systems. The review also delves into the emerging fields of quantum machine learning, ML in edge computing, synthetic data generation, and multimodal learning. By analyzing these trends, we provide a comprehensive overview of the transformative potential of ML and its impact on industries ranging from healthcare to finance and beyond.

Keywords: Machine Learning, Deep Learning, Supervised Learning, Career Opportunities

A COMPARATIVE REVIEW OF TRADITIONAL AND AI-DRIVEN METHODS IN CUSTOMER SEGMENTATION

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Abstract

This literature review analyzes customer segmentation methods, emphasizing the shift from traditional statistical techniques to advanced machine learning and AI-based models. It traces the evolution from static demographic and psychographic segmentation to more adaptive, real-time models driven by online data and shifting customer behaviors. Traditional techniques like Recency, Frequency, Monetary (RFM) analysis which assesses customer value based on how recently and frequently they purchase, as well as the monetary amount they spend and K-Means clustering are valuable for foundational insights. However, newer approaches, such as hybrid clustering and explainable AI, add precision, interpretability, and context relevance by incorporating behavioral and geographic data. Ultimately, the review suggests that combining machine learning's accuracy with industry-specific strategies enables businesses to identify and engage high-value customer segments more effectively.

Keywords: Customer Segmentation, Machine Learning, Explainable AI, RFM Analysis

ESTIMATION OF PSEUDO CHROMATIC NUMBER FOR WHEELS

Dr. B. Logeshwary, *Assistant Professor, Department of Mathematics with CA, A.M Jain College, Chennai.*

Abstract

In this paper, we discuss about one of the essential graph colouring parameter which is the pseudo achromatic number for the family of Wheel graphs. The pseudo achromatic number (G) of a graph is the largest number of colours in a pseudo complete colouring of G. The pseudo achromatic number problem of a graph G is to determine the maximum size of a vertex partition such that between any two distinct vertexes there is at least one edge of G. In this paper we determine the pseudo achromatic parameter for the family of wheel graphs.

Keywords: Pseudo Achromatic Number, Pseudo Colour, Pseudo Complete Colouring

A STUDY ON ROBOTIC PROCESS AUTOMATION (RPA) IN DIVERSE INDUSTRIES

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Abstract

Technological developments in Artificial Intelligence and Robotic Process Automation (RPA) are driving enormous digital shift in industry sector. AI and RPA tools are recently employed for boosting operational efficiency, facilitating enhanced decision making and aiding client with tailored services. Technologies like Machine learning, Natural Language Processing, Predictive Analytics are streamlining different industry for customized services. RPA also known as Software robotics with AI which uses intelligent automation tech to carry out repetitive operation like data extraction, filing forms, file movement and more by lowering the demand for human involvement.AI and RPA robots can automate and expand a wide range of decision making and problem solving that people do for expanding the range of work. AI can assist RPA in handling more complicated use cases and automating process to greater extend. This paper emphasis on a comprehensive framework for comparing the leading RPA tools focusing on their functionalities, scalability, user experience and performance used in diverse industry.

Keywords: Robotic Process Automation (RPA), Artificial Intelligence (AI), Automation, Data Analytics, Bot

PERFORMANCE AND COMMERCIAL SUITABILITY COMPARISON OF SHA-3 AND BLAKE3 CRYPTOGRAPHIC HASH FUNCTIONS

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Abstract

Cryptographic hash functions are foundational to modern cybersecurity, ensuring data integrity, authentication, and privacy in various applications. This paper presents a detailed comparison of two contemporary hash functions—SHA-3 and BLAKE3—evaluating their performance, scalability, security, and suitability for commercial use. While SHA-3, as part of the NIST-approved cryptographic suite, is recognized for its robustness and compliance with regulatory standards, it suffers from higher computational overhead, making it less suitable for high-throughput applications. In contrast, BLAKE3, a newer hash function, is designed for high-performance environments, offering exceptional speed, low latency, and scalability through parallelism, making it ideal for real-time processing and large-scale data handling. This study examines the strengths and weaknesses of both hash functions in the context of commercial applications, focusing on industries such as blockchain, cloud computing, data analytics, and regulated sectors. The paper concludes that SHA-3 remains the preferred choice for security-centric, compliance-driven applications, while BLAKE3 excels in performance-critical use cases where speed and efficiency are paramount. Ultimately, the choice between SHA-3 and BLAKE3 depends on the specific needs of the application, balancing security requirements with operational performance.

Keywords: performance comparison, scalability, security, commercial applications

ANALYSIS OF STOCK PRICE PREDICTION USING MACHINE LEARNING TECHNIQUES

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Abstract

In the present era, stock price prediction is crucial for forecasting future trends by analyzing historical data through machine learning algorithms. Stock price prediction using machine learning techniques helps forecast the future value of company stocks and other financial assets traded on exchanges. The main goal of predicting stock prices is to achieve substantial profits. However, forecasting stock market performance is a challenging task. Several factors contribute to the prediction, including both physical and psychological elements, as well as rational and irrational behaviors. These combined factors make stock prices dynamic and volatile, which in turn makes it difficult to predict them with high accuracy. So it is essential to use the machine learning algorithms to predict the stock prices in order to achieve the high accuracy with the help of the historical data. To build an effective model, past data is used as training input, and the model's performance is evaluated based on its accuracy. This paper focuses on predicting stock prices using the machine learning techniques, Decision Tree classifier and the K-Nearest Neighbor Classifier. These machine learning methods assess a dataset and generate performance metrics to determine the accuracy of each technique. Ultimately, the Decision Tree classifier outperformed than KNN Classifier.

Keywords: Stock price prediction, Machine learning algorithms, Company stocks, Decision Tree classifier, K-Nearest Neighbor Classifier, Accuracy.

SOFT VOTING-BASED ENSEMBLE MODEL FOR DETECTING PNEUMONIA IN CHEST X-RAY IMAGES

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Abstract

Pneumonia, a type of respiratory ailment, poses a serious threat to global health, particularly among children and the elderly. Early and accurate diagnosis is essential for proper treatment and enhanced patient outcomes. In this paper voting based ensemble machine learning model is proposed for detecting pneumonia in chest X-ray images. The chest X-ray images dataset used for the study comprises of two classes namely, Normal and Pneumonia. It is divided into three sets namely, a training set comprising of 3949 chest X-ray images, a test set comprising of 624 chest X-ray images and a validation set comprising of 16 chest X-ray images. First the data preprocessing is done to normalize the data. Then individual machine learning models are trained. Then ensemble model is constructed using three classifiers namely support vector machines, decision trees and random forest classifiers with soft voting method to choose the predicted class. The soft voting method averages the predicted probabilities of the classes and select the class with highest probability. The ensemble model predicted the pneumonia with an overall accuracy of 95%. Thus, this proposed model enhances the accuracy of pneumonia detection thus helping in early treatment and better patient care.

Key Words: Pneumonia Detection, Chest X-ray, Soft Voting, Ensemble Learning, Support Vector Machines, Decision Trees, Random Forest.

ANALYZING THE MENTAL HEALTH OF THE STUDENTS BEFORE AND AFTER COVID IN EDUCATION USING MACHINE LEARNING ALGORITHMS

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Abstract

COVID-19 impacts young individuals on a psychosocial level. Students are more prone to experience mental health issues as a result of the pressures and limitations, which could have an impact on their future employment prospects, social intelligence, academic performance, and personal chances. Social isolation, changes in treatment service delivery, and the near-complete elimination of all structured professions (e.g., school, employment, and education) were short-term and long-term variables that affected young people. After COVID-19 was deemed a worldwide pandemic by the WHO, numerous universities were compelled to take action to ensure student safety. Additionally, it was noted that the pandemic had a negative impact on students' mental health, increasing the prevalence of generalized anxiety disorder (GAD) and major depressive disorder (MDD). Mental health problems, like stress, unhappiness, and frustration, might be greatly impacted by them. This paper analyses the mental health of the students using machine learning algorithms and identifies the factors which made them more difficult in learning results the solutions to overcome the implications in future.

Keywords: Mental Health, Psychosocial Impact, COVID-19, Machine Learning

INNOVATIVE IMPACTS OF METAMATERIAL ANTENNAS IN ROBOTICS

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Abstract

This paper covers the metamaterial antennas for robotics. Their potential impact in robotic communication and sensing systems.The need for small, low-profile antennas with high gain and broad frequency ranges is growing as wireless communication systems advance. Giving a new capability to manipulate electromagnetic waves in ways not possible with traditional materials, metamaterial antennas present benefits of miniaturization and signal amplification and adaptive functionality. The current need for small antennas can be satisfied by using metamaterial antennas. Such novel antennas are discussed in regard to the main advantages they offer, such as improved communication quality, higher sensor performance in navigation and object detection, and reduced interference in wearable and compact robotic systems. A lot of creative approaches have been presented in recent years. Consequently, this article is intended as a comprehensive review in order to explain in full detail how metamaterial antennas are revolutionizing robotics and paving the way for even more efficient and diverse robotic technologies.

Keywords: Metamaterial Antenna, Antenna Communication, Robotics, Robot Communication System, Wireless Communication

ENHANCED MACHINE LEARNING TECHNIQUES FOR CREDIT CARD FRAUD DETECTION

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Abstract

In the financial industry, credit card fraud is a significant problem that causes significant losses for both customers and financial organisations. This study explores the use of machine learning techniques for credit card fraud detection in order to address this issue. I examine how various machine learning algorithms perform on a real dataset and propose an ensemble-based strategy that capitalises on the advantages of several models. The test results show how well machine learning works to detect fraudulent transactions with a low number of false positives.

Keywords: Machine learning, Credit Card, Algorithms & Fraud detection.

IMPLEMENTING HOMOMORPHIC ENCRYPTION FOR AI DATA PRIVACY

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Abstract

Data privacy is now a major concern due to the quick development of artificial intelligence. Conventional encryption methods protect data while it's in transit and at rest, but they need to be decrypted during processing, which leaves private data vulnerable to security breaches. By allowing calculations to be performed directly on encrypted data without the need for decryption, homomorphic encryption provides a revolutionary solution. This study examines how homomorphic encryption can be used in AI-powered applications, emphasizing how it can improve privacy in financial, healthcare, and machine learning systems. We go over the computational overhead and performance trade-offs of several homomorphic encryption methods, such as Fully Homomorphic Encryption (FHE) and Partially Homomorphic Encryption (PHE). In addition, we examine practical use cases, scalability issues, and optimization strategies for effective implementation. The results indicate that even while Homomorphic Encryption has considerable computing challenges, continued developments in hardware acceleration and cryptographic methods are opening the door for its useful integration in privacy-preserving AI.

Keywords: Data security, Data privacy, AI tools, Encryption, Decryption, Homomorphic

ARTIFICIAL INTELLIGENCE AND USING MARKETTING AUTOMATION

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Abstract

Feature engineering is the process of selecting, manipulating, and transforming raw data into features that can be used in supervised learning. In order to make machine learning work well on new tasks, it might be necessary to design and train better features. As you may know, a "feature" is any measurable input that can be used in a predictive model — it could be the color of an object or the sound of someone's voice. Feature engineering, in simple terms, is the act of converting raw observations into desired features using statistical or machine learning approaches. In this paper, uses of cropped images and apply wavelet transform to extract meaning features that can help with image identification. We can use concepts like time vs frequency domain, fourier transform, representing images as frequency etc. Using wavelet transform and a raw pixel image we will create our X and use class labels as Y. These X and Y will be used for model training.

Keywords: Image recognition, Use case diagram, Activity diagram, ML, SVM etc,

CHALLENGES IN ARTIFICIAL INTELLIGENCE - A MULTIDISCIPLINARY PERSPECTIVE

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Abstract

Since the Industrial Revolution, technological advancements have transformed manual tasks, pushing beyond human limitations. AI now accelerates this transformation, augmenting or replacing human roles across industrial, intellectual, and social domains. With rapid advancements in machine learning and autonomous decision-making, AI is reshaping industries such as finance, healthcare, manufacturing, retail, logistics, and utilities. This study brings together expert insights to assess AI's opportunities, challenges, and future research directions across key sectors, including business, government, and technology. It highlights AI's profound impact on industry and society while considering the societal and industrial factors influencing its development.

Keywords: Artificial Intelligence, Automation, Industry Transformation, Societal Impact

UNRAVELING THE MAJOR SECURITY CHALLENGES OF IOT IN THE MODERN WORLD

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Abstract

The Internet of Things (IoT) has transformed contemporary life by enabling unprecedented connections among devices, systems, and individuals. Nevertheless, this technological progress introduces considerable security challenges that jeopardize the integrity, privacy, and safety of IoT environments. Critical concerns encompass weak authentication methods, inadequate data encryption, vulnerabilities in devices, and the absence of standardized security protocols. The extensive attack surface and vulnerability to botnet assaults further exacerbate these risks. Moreover, privacy issues and threats to physical security add complexity to the situation, while the limited resources of IoT devices impede the establishment of effective security measures. This paper delves into these challenges comprehensively, highlighting the urgent need for proactive and innovative security strategies to secure a safe and sustainable future for IoT.

Keywords: Data attacks, Integrity, Privacy, Device vulnerabilities, Authentication

PEDICTIVE ANALYTICS AND FORECASTING: LEVERAGING DATA FOR INFORMED DECISION-MAKING

Dr. A. Cathreen Gracia Mary, *Assistant Professor, Department of Computer Applications, Agurchand Manmull Jain College, Chennai-61.*

Abstract

Predictive analytics and forecasting are powerful data-driven techniques that leverage historical data, statistical models, and machine learning algorithms to anticipate future trends and outcomes. Predictive analytics focuses on identifying patterns and correlations within data to enhance decision-making in areas such as customer behavior analysis, risk assessment, fraud detection, and operational efficiency. Forecasting, a specialized subset, is primarily used to estimate future values in domains like sales projections, financial performance, and demand planning. Key methodologies include time series analysis (ARIMA, exponential smoothing), machine learning models (regression, decision trees, neural networks),and deep learning approaches (LSTMs) for handling complex sequential data. These techniques enable organizations to gain valuable insights, optimize resources, and improve strategic planning. By harnessing predictive analytics and forecasting, businesses can enhance efficiency, reduce uncertainty, and gain a competitive advantage in an increasingly data-driven world.

Keywords: Fraud detection, Machine learning, Forecasting, risk assessment

TEMPORAL DEEP LEARNING TECHNIQUES FOR OPTIMIZING POST-AGRICULTURAL INTERVENTIONS

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Abstract

The dynamic and time-sensitive nature of post-agricultural practices demands intelligent decision-making for resource optimization and sustainability. This research explores the application of temporal deep learning techniques to analyse time-series data and recommend actionable insights for post-harvest agricultural activities. By leveraging advanced models such as Long Short-Term Memory (LSTM), Temporal Convolutional Networks (TCNs), and the study captures complex temporal patterns in factors like soil health, weather conditions, and market demands. Experimental results demonstrate that hybrid models outperform traditional forecasting methods in accuracy and robustness, paving the way for smarter, data-driven agricultural interventions. This work highlights the transformative potential of deep learning models in fostering sustainable agricultural ecosystems and improving decision-making across the post-harvest value chain.

Keywords: Temporal Deep Learning, Time-Series Analysis, Post-Agricultural Practices, LSTM.

SECURING CLOUD-NATIVE ENVIRONMENTS: NAVIGATING EMERGING THREATS AND VULNERABILITIES

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Abstract

Cloud-native computing, defined by its use of microservices, containerization, and dynamic orchestration, provides notable advantages in terms of scalability, flexibility, and resilience. Nevertheless, these benefits are accompanied by distinct security challenges. The inherently distributed and dynamic characteristics of cloud-native environments present risks such as container security vulnerabilities, orchestration misconfigurations, API weaknesses, and data protection issues. Furthermore, lapses in security within DevOps practices and CI/CD pipelines can facilitate the introduction of malicious code and unauthorized access. The transient nature of cloud-native resources adds another layer of complexity to monitoring and threat detection. This abstract examines the primary security concerns in cloud-native environments and emphasizes the necessity for comprehensive and proactive security measures to protect contemporary cloud applications.

Keywords: Security, Data Protection, Authentication, Data Vulnerabilities, Threat Detection

FEATURE ENGINEERING AND LINEAR REGRESSION FOR SHORT-TERM STOCK MARKET PREDICTIONS

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Abstract

This paper presents a machine learning methodology to forecast stock prices through the use of feature engineering and linear regression. The research leverages historical stock data to generate lagged features, including past closing prices, trading volume, and the Relative Strength Index, a popular technical indicator. Data preprocessing steps, such as column cleaning, handling missing values, and scaling, ensure robust input for the model. The lagged features serve as predictors to forecast future stock prices, capturing temporal dependencies in the data. A Linear Regression model is trained on the preprocessed dataset, with performance evaluated using Root Mean Squared Error and coefficient of determination metrics. The findings indicate that incorporating lagged variables and technical indicators enhances the accuracy of short-term stock price predictions. Furthermore, a comparison between actual and predicted prices is visualized to validate model performance. This study demonstrates that feature engineering, combined with regression modeling, provides a practical method for time-series forecasting in financial markets and highlights the importance of integrating technical analysis with machine learning for stock price prediction.

Keywords: RSI, average gain, average loss, forecasting, machine learning

CHALLENGES AND OPPORTUNITIES OF AI AND ML IN STRENGTHENING CLOUD SECURITY

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Abstract

The necessity for sophisticated security solutions that can efficiently handle distributed and dynamic environments has increased due to the cloud computing industry's explosive growth. Artificial Intelligence (AI) and Machine Learning (ML) have been included into cloud security because traditional security methods frequently fail to handle changing threats. These technologies present promising answers for adaptive defense systems, anomaly detection, and automated threat identification. AI and ML are able to continuously adjust to new attack patterns, detect undiscovered dangers, and evaluate massive amounts of data in real-time. This study examines how AI and ML are being used in cloud security, emphasizing important topics like automated incident response, malware detection, and intrusion detection. There are still issues, though, like the requirement for high-quality data, processing complexity, and susceptibility to hostile attacks.

Keywords: Cloud Security, Artificial Intelligence, Machine Learning, Threat

INPUT TEXT PREPROCESSING FOR SECURE CLOUD ENVIRONMENT USING NLP

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Dr. J Anitha Ruth, *Assistant Professor, SRMIST – Vadapalani, Chennai*.

Abstract

Conventional text preprocessing practices generally suffice, but there exist situations where the text preprocessing needs to be customized for better analysis results. Text preprocessing is not only an essential step to prepare the corpus for modeling but also a key area that directly affects the natural language processing (NLP) application results. Text mining is the process of mining the useful information from the text documents. It is also called knowledge discovery in text (KDT) or knowledge of intelligent text analysis. Text mining techniques are used in various types of research domains like natural language processing, information retrieval, text classification and text clustering. For instance, precise tokenization increases the accuracy of part-of-speech (POS) tagging, and retaining multiword expressions improves reasoning and machine translation. The text corpus needs to be appropriately preprocessed before it is ready to serve as the input to computer models. The preprocessing requirements depend on both the nature of the corpus and the NLP application itself, that is, what researchers would like to achieve from analyzing the data. However, they have a great impact on reducing the time requirement and speed resources needed. This article is devoted to identifying features and analyzing the effectiveness of punctuation and stop word removal, stemming, text lemmatization and spelling correction algorithms that are used in the widely used NLTK and Spacy libraries when preparing data in Natural Language Processing applications in determining the publication topic; work is based on the analysis of the results of numerous experiments on the application of the considered text processing algorithms.

Keywords: Text Preprocessing, Natural Language Processing, Text Mining, Knowledge Discovery in Text, Stop words Removal, Stemming, Lemmatization

ROW COLUMN REDUCTION METHOD FOR SOLVING TRAPEZOIDAL FUZZY TRANSPORTATION PROBLEM USING VARIOUS RANKING METHODS

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Dr. S. Sandhiya, *Assistant Professor, Department of Mathematics Vels Institute of Science, Technology and Advanced studies, (VISTAS) Chennai.*

Abstract

The primary goal of the transportation issue is to reduce the cost of moving goods from several warehouses to various showrooms. Uncertainty exists in most of the cases. Fuzzy approaches are frequently employed to eliminate uncertainty. When the cost of transportation is uncertain, we sometimes use a fuzzy approach to resolve the issue. In this paper the values used in constraint equation are trapezoidal number here we convert trapezoidal number into crisp number by using various ranking technique and applied Row column Reduction method to get an optimal transportation cost.

Keywords: Transportation Problem, Fuzzy Approach, Trapezoidal Number, Optimal Cost

SAKAGUCHI-TYPE FUNCTION DEFINED BY (P, Q)-FRACTIONAL OPERATOR USING Q-HERMITE POLYNOMIALS

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Abstract

In this paper, a novel subclass of bi-univalent functions involving Sakaguchi-type functions is introduced, defined using (p, q)-fractional operators and q-Hermite polynomials. The study explores key coefficient bounds for $|a_2|$and $|a_3|$ establishes the Fekete-Szegö inequality. These results contribute to the broader understanding bi-univalent functions by incorporating fractional calculus and special polynomial structures.

Keywords: Bi-univalent Functions, Sakaguchi-type Functions, (p, q)-Fractional Operators, q-Hermite Polynomials.

REVOLUTIONIZING PATIENT CARE

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Abstract

The Revolutionizing Patient Care (RPC) is an advanced platform aimed at improving the management and transparency of health systems. Its primary goal is to make healthcare more affordable to the public. By utilizing real-time data and user-friendly tools, RPC provides quick access to essential health information. Key features include clear data visualizations for easy understanding, identifying potential health risks. This ensures that patients are integrated into health decision-making. Ultimately, the hub aims to create a more resilient healthcare system that ensures equitable access to quality care for all. This paper proposes a user friendly platform that combines smart apps, and online medical support to keep track of our health in real time. With this hub, users can easily monitor important health metrics like heart rate, temperature and blood pressure. It will also connect them with healthcare providers, allowing for quick communication and personalized advice. By means of analyzing health data, the hub will help detect potential issues early and suggest ways to improve overall well-being. Our mission is to empower everyone to take control of their health, making it easier and more accessible for all. We believe that with the right tools and support, we can build a healthier future together.

Keywords: Healthcare Management, Real-Time Monitoring, Digital Health Platform, Patient Empowerment

ELECTRONIC PAYMENTS IN MOBILE COMPUTING: A SECURE MULTI-PARTY NEGOTIATION ANALYSIS

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Dr. K. R. Balaji, *Assistant Professor, Electronics and Communications Science, Agurchand Manmull Jain College.*

Abstract

The aim of this study is to offer a framework for safe multi-party decision procedures based on auctions. Along with the solutions that are extremely lightweight, with a primary focus on coordinating security measures to prevent agreement manipulation and lower user traffic. This paper explains how mobile devices can be used to participate on various auction protocols on top of the framework. The negotiation between the offered and the auctioneer is presented in this work, and it demonstrates how much better multiparty security is than the current setup.

Keywords: Electronic payments, multi-party signatures, mobile authentication, mobile privacy, and negotiation.

DIGTAL FORENSICS AND SECURITY STRATEGIES USING AI & ML TOWARDS ONLINE CHILDREN PROTECTION

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Abstract

The integration of Artificial Intelligence (AI) and Machine Learning (ML) into digital forensics and security strategies marks a significant advancement in protecting children from online threats. AI-driven solutions enhance the detection of harmful and abusive contents, such as child exploitation material, by automating processes and reducing human intervention. This paper focuses on Image recognition algorithms can accurately classify explicit content involving minors, while Natural Language Processing (NLP) models analyze online conversations to detect grooming behavior and predatory tactics in real-time. Our paper encompasses ML-based predictive analytics enable proactive measures by identifying risky patterns and behaviors across digital platforms, allowing law enforcement to intervene before issue happens. Age estimation models help distinguish minors in images and videos, facilitating investigations and compliance with legal standards. Anomaly detection and behavioral analysis further enhance security by flagging suspicious activities on social media and other platforms. This paper explains AI and ML tools also streamline evidence collection and prioritization, making digital forensics more efficient. Automated systems sift through vast datasets to identify critical information, reducing the time and resources needed for investigations. However, these technologies must address ethical concerns, including privacy, data security, and bias mitigation, to ensure fairness and protect children's rights and safety. The paper describes Collaboration among stakeholders—law enforcement, technology companies, policymakers, and educators—are essential for creating comprehensive strategies that balance security and privacy. By harnessing the power of AI and ML, digital forensics and cybersecurity efforts are becoming more effective, fostering a safer online environment for children and enabling rapid responses to emerging threats.

Keywords: Artificial Intelligence (AI), Machine Learning (ML), Natural Language Processing (NLP), digital forensics and security strategie

A SUBCLASSES OF ANALYTIC FUNCTIONS SUBORDINATED TO GEGENBAUER POLYNOMIALS WITH BELL DISTRIBUTIONS

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Abstract

This paper introduced a novel subclass of analytic functions characterized by their subordination to Gegenbauer polynomials and the incorporation of Bell distribution properties. Various fundamental properties of this function class, including coefficient bounds, growth estimates, and distortion inequalities, were established. By leveraging subordination techniques, structural relationships with special functions, particularly orthogonal polynomials and hypergeometric functions, were explored. Furthermore, the convexity, starlikeness, and closure properties of these functions were analyzed, providing new insights into their geometric behavior. The interplay between Gegenbauer polynomials and Bell distributions was examined to understand their probabilistic interpretations and applications in mathematical modeling. Several illustrative examples were presented to highlight the applicability of the theoretical results. These findings contributed to the broader field of geometric function theory by extending classical results to a new function class, offering potential applications in applied mathematics, statistical mechanics, and complex analysis..

Keywords: Analytic Functions; Univalent Functions; Fekete-Szego Problem; Gegenbauer Polynomials; Bell Distribution

A REVIEW ON DIFFERENT TECHNIQUES IN CONTENT-BASED MEDICAL IMAGE RETRIEVAL

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Dr. V. Sumalatha, *Professor, Dept. of Computer Applications, Vels Institute of Science, Technology & Advanced Studies, Chennai.*

Abstract

In the field of healthcare, medical imaging is essential as it offers physicians critical information about the internal anatomy of the body, facilitating assessment and treatment. This technology allows for the identification and management of a range of health issues. Currently, the volume of medical diagnoses is increasing swiftly, leading to an extensive archive of medical images. Locating comparable medical images within such a vast database proves to be quite difficult. Content-based medical image retrieval (CBMIR) represents a method in computer vision that facilitates the searching of extensive collections for pertinent images. The objective of this form of image retrieval is to associate a query image with similar images found in a large database. Generally, the images are organized for retrieval according to the degree of similarity between their representative features and those of the query image. In recent years, deep learning has emerged as a prominent alternative to traditional manual feature engineering, as it possesses the capability to autonomously extract features from the available data. This paper reviews various CBMIR techniques utilized in medical imaging, highlighting their advantages, limitations, and current research trends.

Keywords: Content-based medical image retrieval, machine learning, feature extraction, feature selection and classification

ARTS

OPTIMIZING THE TRAVEL EXPERIENCE: PREDICTING IDEAL DESTINATIONS AND CUSTOMIZED ITINERARIES THROUGH AI

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Abstract

The integration of Artificial Intelligence (AI) has revolutionized the travel industry, offering advanced solutions for personalizing and optimizing the travel experience. Thispaper explores the role of AI in enhancing travel by predicting ideal destinations and creating customized itineraries based on individual preferences, behaviours, and travel patterns. By employing technologies such as machine learning, natural language processing, and big data analytics, AI systems analyse vast datasets to provide tailored recommendations that consider factors like budget, time constraints, interests, and seasonal trends. These AI-powered solutions offer dynamic, real-time adjustments, enabling travellers to modify plans as needed and improving overall satisfaction. The paper delves into the key technologies driving this transformation, explores the benefits of AI in creating seamless travel experiences, addresses challenges such as data privacy concerns, and highlights ethical considerations in the use of AI in travel. By examining case studies, the paper demonstrates how AI is reshaping travel planning, offering travellers a more efficient, personalized, and engaging journey.

Keywords: Artificial Intelligence, Personalized Itineraries, Machine Learning, Travel Optimization, Big Data Analytics, Real-time Adjustments, Ethical Considerations.

ENHANCING PUBLIC ADMINISTRATION THROUGH AI TECHNOLOGIES

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Abstract

The integration of Artificial Intelligence (AI) in public administration is a recent and promising concept that holds the capacity of changing the face of governance through increased efficiency in decision making and service delivery. Such sophisticated AI techniques as machine learning, data mining, and natural language processing help governments to manage their activities more effectively, decrease human error, and improve the utilization of resources. Using big data, AI enables predictive analysis and evidence-based decision making thus enabling more flexible, adaptable, and efficient governance. In addition, AI tools such as chatbots and virtual assistants improve citizen engagement, offer assistance at all times and make public services easier to access. Apart from the administrative aspects, AI has the ability to change the face of AI. Major can sectors assist like in health, identifying urbanization, and preventing safety. In epidemics, they enhance health, the sector quality for instance, patient services and even organize the entire health care systems. In the context of smart cities, AI helps in creating efficient and sustainable cities through improved traffic management, effective waste disposal systems, and reduced energy usage. It is also used in preventing fraud, managing disasters, and in the police, where the analysis of data helps to identify threats and protect the public. Nevertheless, there are ethical issues that include the need for data privacy, be digitally resolved, divide, and in order to realize the full potential of AI. With the right measures of implementing technology, through ensuring that there is transparency and the involvement of people, AI has the potential of transforming public administration and lead to the development of a more dynamic, accountable and citizen focused governance system.

Keywords: Artificial Intelligence, AI, Chatbots, Data, Privacy, Digital, Public Administration, Dynamic.

AI IN CREATIVE WRITING AND CONTENT GENERATION

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Abstract

The integration of Artificial Intelligence (AI) into creative writing and content generation has dramatically transformed how we produce, consume, and engage with written material. Leveraging advanced technologies like natural language processing (NLP) and machine learning (ML), AI has opened up new avenues for writers and content creators to craft captivating narratives, generate compelling articles, and refine storytelling methods. By analyzing vast amounts of data and identifying linguistic patterns, Additionally, AI tools can personalize content, tailoring language and tone for specific audiences, which proves especially advantageous in marketing and advertising. AI's impact extends to content generation by optimizing the production of articles, blogs, reports, and social media posts. With the ability to analyze trends and user preferences, AI can craft content that resonates with target audiences while also improving search engine optimization (SEO) by generating keyword-rich, relevant material. However, the rise of AI in creative fields raises significant questions about originality, authorship, and emotional depth in storytelling. While AI can mimic creativity, it lacks the emotional intelligence and personal experiences that often define unique narratives. These concerns prompt discussions on the ethical implications of AI-generated content and the potential risks of over-reliance on technology in creative industries. Ultimately, while AI enhances efficiency, personalization, and creativity, a balance must be struck to preserve the authenticity and emotional resonance that define truly impactful storytelling.

Keywords: Artificial Intelligence, AI, Creative Writing, NLP, ML, Grammatical Errors, SEO, Ethical, Storytelling

AI IN MILITARY STRATEGY AND NATIONAL SECURITY

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Abstract

This study examines the applications, benefits, and challenges of artificial intelligence (AI) in military strategy and national security. We analyze AI's potential to enhance situational awareness, improve decision-making, and increase the speed and accuracy of military operations. Our research highlights the importance of addressing AI-related challenges, including data quality, explainability, and cybersecurity risks.This systematic review synthesizes existing research on AI applications in military strategy and national security. We examine AI's role in autonomous systems, predictive maintenance, cybersecurity, and intelligence, surveillance, and reconnaissance (ISR). Our analysis identifies key benefits, challenges, and future directions for AI-powered military strategy, including the need for explainable AI, human-AI collaboration, and AI-related cybersecurity standards.This study explores the implications of AI on military strategy and national security. We analyze AI's potential to transform modern warfare, including its impact on decision-making, situational awareness, and the speed and accuracy of military operations. Our research highlights the need for policymakers, military leaders, and industry experts to collaborate on developing AI-related strategies, standards, and regulations to ensure the responsible development and deployment of AI in military contexts.

Keywords: Cybersecurity, Intelligence, Strategies, Surveillance, reconnaissance

ENHANCING CREATIVE WRITING WITH AI TOOLS: A QUANTITATIVE STUDY

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Dr. A. Noble Jebakumar, Assistant Professor, *PG & Research Department of English, Thanthai Periyar Government Arts & Science College, Affiliated to Bharathidasan University, Tiruchirappalli.*

Abstract

This study explores the effective use of AI technology in enhancing creative writing and content generation skills among undergraduate students. A total of 100 participants were surveyed using a structured questionnaire to evaluate their experiences with AI tools in building vocabulary and improving language proficiency. The research adopts a quantitative approach to analyze the impact of AI-assisted learning. Findings reveal that AI significantly aids students in expanding their lexicon, generating innovative ideas, and constructing more coherent and engaging content. The study underscores the potential of AI technologies like language models, writing assistants, and vocabulary-enhancement tools in fostering linguistic creativity and refining writing skills. These results advocate the integration of AI-driven platforms into educational practices to support language learning and creative expression, offering insights into the future of technology-enhanced education.

Keywords: Creative Writing, AI, Language, Education, Technology

AMELIORATION OF PUBLIC SERVICE DELIVERY IN GOVERNMENT OFFICES THROUGH ARTIFICIAL INTELLIGENCE

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Abstract

Government offices in India play a crucial role in delivering public services across various sectors, including welfare, education, healthcare, employment, and infrastructure. The introduction of digital platforms in the early 2000s was a remarkable step toward modernizing these services. An important milestone was the launch of the National e-Governance Plan (NeGP) in 2006, aimed at enhancing service delivery through Information Technology. Over the years, the government has continued to expand and improve its services through digital platforms to promote accessibility and inclusivity. However, challenges such as the digital divide still hinder the full accessibility and satisfaction of these services among the public. This paper explores the potential of Artificial Intelligence to enhance the public services in government offices. The objective of the study is to assess how Artificial Intelligence can streamline the administrative process in increasing citizen participation and quality services in government offices. A qualitative analysis of case studies on AI applications in government initiatives is conducted to provide a comprehensive understanding of AI & #39's role in enhancing governance. The study contributes practical insights into AI driven public service reforms in modern India.

Keywords: Government, Services, Digital, Public, Artificial Intelligence

AI IN LANGUAGE PROCESSING AND LITERARY ANALYSIS

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Abstract

स्वचालित अनुवाद उपकरण ने दुनियाभर में भाषाओं के बीच संवाद को सरल और तेज़ बना दिया है, औरहिंदी भाषा पर इनका प्रभाव खास तौर पर महत्वपूर्ण रहा है। इनसे शिक्षा, शोध, और व्यवसाय में हिंदी का उपयोग बढ़ा है, साथ ही हिंदी सीखने और उपयोग करने वाले नए लोगों के लिए यह भाषा अधिक सुलभहुई है। डिजिटल प्लेटफॉर्म और मोबाइल ऐप्स की मदद से हिंदी कंटेंट तक आसानी से पहुँचा जा सकताहै, जिससे इसके प्रचार-प्रसार को बढ़ावा मिला है। हालांकि, हिंदी की जटिल संरचना, व्याकरण, और सांस्कृतिक संदर्भों को समझने में ये उपकरण अब भी पूरी तरह सक्षम नहीं हैं। विशेष रूप से, स्थानीयबोलियों और शब्दों के सूक्ष्म अर्थों को सही ढंग से अनुवादित करना एक बड़ी चुनौती है, जिससे कभी-कभीअर्थ का अनर्थ भी हो जाता है। इसके बावजूद, यह तकनीक हिंदी को अंतरराष्ट्रीय स्तर पर सुलभ बनाकरइसके उपयोग को प्रोत्साहित कर रही है। भविष्य में, उन्नत तकनीकी विकास और व्यापक डेटा संग्रह केजरिए यह उपकरण हिंदी के अधिक सटीक और प्रभावी अनुवाद में मददगार हो सकते हैं। फिर भी, हिंदीकी गहराई, सुंदरता, और भावनाओं को संरक्षित रखने के लिए मानवीय विशेषज्ञता अनिवार्य बनी रहेगी।

Keywords: डिजिटल प्लेटफॉर्म, व्यवसाय

AI IN LANGUAGE PROCESSING AND LITERARY ANALYSIS

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Abstract

In the world of artificial intelligence and robotics that is ruling many parts of the world, the field language and literature is no exemption. From processing a language to pronouncing it and understanding it completely, AI has come in handy for learners. AI has started bridging the gap between generations that struggled to collect data for research and generations that have AI tools handy for research. AI tools are many and each are significant in its own way. a writer has freedom of expression and is able to check his work translated using AI tools. In today's times, he is able to check if the translated passage is in adherence to his line of thinking. Usually when a work is translated by another author, the work gets modified and is not up to the expectation of the original. Perhaps, now the writer has the choice of editing and using the right tool to get what is in his mind. The use of AI has advanced to a state that it helps in mastering the nuances of literature and analysis of texts. Beyond analysis of texts and processing them, it helps in writing poems, scripts and short stories. This paper is a comprehensive analysis of how one can use AI effectively.

Keywords*:* AI, literature, Robotics, Translation

हिंदी में कृत्रिम बुद्धिमत्ता का भाषा प्रसंस्करण और साहित्यिक विश्लेषण में उपयोग

LANGUAGE IN ARTIFICIAL INTELLIGENCE IN HINDI AND ITS USE IN LITERARY ANALYSIS

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Abstract

कृत्रिम बुद्धिमत्ता ने भाषा प्रसंस्करण और साहित्यिक विश्लेषण के क्षेत्र में क्रांतिकारी परिवर्तन लाए हैं, विशेषकर हिंदी जैसी भाषाओं में। प्राकृतिक भाषा प्रसंस्करण (NLP) और मशीन लर्निंग में हुई प्रगति के कारण AI उपकरण अब विशाल हिंदी पाठों को संसाधित करने, भावनात्मक विश्लेषण करने, विषयों की पहचान करने और यहां तक कि साहित्यिक सामग्री उत्पन्न करने में सक्षम हैं। यह प्रस्तुति हिंदी भाषा प्रसंस्करण और साहित्यिक विश्लेषण में AI के एकीकरण का अन्वेषण करती है, और इसके अनुप्रयोग को हिंदी साहित्य में प्रदर्शित करने के लिए प्रमुख उदाहरण प्रस्तुत करती है। हिंदी भाषा प्रसंस्करण में AI: एक अवलोकनहिंदी, जो वैश्विक स्तर पर सबसे अधिक बोली जाने वाली भाषाओं में से एक है, AI-संचालित भाषा प्रसंस्करण में अद्वितीय चुनौतियाँ प्रस्तुत करती है। इसका जटिल शब्दरचना (Morphology), व्याकरण (Syntax), और समृद्ध साहित्यिक परंपरा AI के लिए एक चुनौती बनती है। हालाँकि, गूगल BERT और GPT-आधारित मॉडल जैसे AI उपकरणों को हिंदी पाठ को समझने और उत्पन्न करने के लिए अनुकूलित किया गया है, जिससे साहित्यिक कार्यों का अधिक कुशल विश्लेषण संभव हुआ है। हिंदी साहित्य के साहित्यिक विश्लेषण में एआई की भूमिका

Keywords: AI-संचालित, प्राकृतिक भाषा प्रसंस्करण (NLP)

ARTIFICIAL INTELLIGENCE IN TRANSLATION: BRIDGING CULTURAL DIVIDES AND ENHANCING SCHOLARLY

G. Sheeba, *Assistant Professor, Department of English, Agurchand Manmull Jain College, Meenambakkam, Chennai.*

Abstract

AI translation tools are enhancing access to cultural and scholarly materials by bridging language barriers. They facilitate the translation of classic literature, localization of historical texts, and engagement with diverse audiences. These tools enable real-time translation for academic conferences and analyze idiomatic expressions in poetry, allowing for the translation of philosophical texts within their cultural context, as well as the understanding of humour in literary works. This paper examines how Artificial Intelligence (AI) has greatly progressed in the domain of translation, improving access to cultural and academic resources across language divides. In partnership with human experts, AI systems aim to maintain cultural subtleties and context in their translations. Nevertheless, obstacles remain in guaranteeing precision and cultural sensitivity, as AI can misinterpret idiomatic phrases, overlook finer details, or encounter difficulties with non-standard dialects. In spite of these challenges, the ongoing advancement of AI in translation studies offers potential for more refined and culturally mindful translations moving forward.

Keywords: Cultural context, cultural subtleties, precision, cultural sensitivity, idiomatic expressions

ARTIFICIAL INTELLIGENCE: USES OF SANSKRIT LANGUAGE DIVIDES AND ENHANCING SCHOLARLY

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Abstract

Sanskrit is one of the oldest and most complex languages in the world. It has a rich literary and philosophical tradition, and it is the root of many modern languages in India and beyond. But did you know that Sanskrit is also a very suitable language for artificial intelligence (AI). Sanskrit, the ancient language of India, has held a revered place in the country's cultural and spiritual heritage for thousands of years. And now, this language, with its rich vocabulary and complex grammar, is finding a new home in the world of Artificial Intelligence and Natural Language Processing (NLP). Sanskrit is a highly sophisticated language that is known for its elegant syntax, rich vocabulary, and precise grammatical rules. It is considered one of the most perfect languages in the world and has a rich history of usage in religious, philosophical, and scientific texts. The language has been used in India for thousands of years and has a vast corpus of literature that has been passed down from generation to generation.

Keywords*:* AI, NLP, Sanskrit Shlokas, vocabulary, Literature

GST—AN INDIRECT TAX REFORMS TO AUGMENT REVENUE AND ITS IMPACT ON INDIA'S FISCAL MANAGEMENT

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Dr.V.S.Murali, Associate Professor & Head, *Department of Economics, Agurchand Manmull Jain College, Meenambakkam, Chennai.*

Abstract

The implementation of the Goods and Services Tax (GST) in India in 2017 constituted a significant overhaul in the nation's tax collecting framework, substituting several indirect levies with a consolidated one. The Goods and Services Tax (GST) has markedly increased fiscal transparency, expanded the tax base, and strengthened compliance using digital tools like e-invoicing and the Goods and Services Tax Network (GSTN). The ramifications for fiscal management are significant, providing more predictable revenues for both central and state governments. Nonetheless, obstacles persist, including diminished state autonomy in tax policy and dependence on central compensation for revenue deficits. Ongoing enhancements in compliance, rate reduction, and digital infrastructure are essential for the sustained success of GST.

Key words: Goods and service tax, Fiscal, tax collection, Network

THE SOCIO ECONOMIC IMPLICATIONS OF RURAL-OUT MIGRATION ON THE UNORGANIZED SERVICE SECTOR IN CHENNAI CORPORATION

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Abstract

This study explores the socioeconomic implications of rural-out migration on the unorganized service sector in Chennai Corporation Rural-out migration significantly impacts the unorganized service sector in urban areas like Chennai Corporation. This influx of individuals seeking better economic opportunities often leads to increased competition for low-skilled jobs, potentially depressing wages and exacerbating existing vulnerabilities within the sector. Migrants frequently face challenges such as limited access to basic amenities, social safety nets, and decent work conditions. This paper examines the socioeconomic implications of this migration, exploring its drivers and the subsequent challenges faced by both migrants and the unorganized service sector. It also proposes policy recommendations to address these challenges, including fostering rural employment opportunities, strengthening social safety nets, promoting skill development and entrepreneurship, and regulating labor migration. A comprehensive approach involving government agencies, civil society organizations, and the private sector is crucial for effective implementation and positive change.

Keywords: Labor, Migration, Challenges, Employment opportunities, Unorganised Sectors

आर्टिफिशियल इंटेलिजेंस क्या है

Dr. S. Vijaya, *Assistant Professor, Department of Hindi, Agurchand Manmull Jain College, Meenambakkam, Chennai.*

Abstract

रने का अध्ययन करती है। इसका मुख्य उद्देश्य यह है किc स्वतंत्र रूप से सोच सके, समझ सके, सीख सके और समस्याओं का समाधान कर सके। आजकल, एक्सपर्ट सिस्टम, स्वरूपांतरण, मशीन लर्निंग, डीप लर्निंग, न्यूरल नेटवर्क्स, और ऑटोमेशन जैसी तकनीकों का उपयोग किया जाता है जो AI में शामिल हैं। Artificial Intelligence क्या है? रने का अध्ययन करती है। इसका मुख्य उद्देश्य यह है किc स्वतंत्र रूप से सोच सके, समझ सके, सीख सके और समस्याओं का समाधान कर सके। आजकल, एक्सपर्ट सिस्टम, स्वरूपांतरण, मशीन लर्निंग, डीप लर्निंग, न्यूरल नेटवर्क्स, और ऑटोमेशन जैसी तकनीकों का उपयोग किया जाता है जो AI में शामिल हैं। आर्टिफिशियल इंटेलिजेंस (Artificial Intelligence) वह शाखा है जो कंप्यूटर तकनीकी और सॉफ़्टवेयर का उपयोग करके मानव बुद्धिमत्ता को नकल करने की कोशिश करती है। इसका उद्देश्य कंप्यूटरों को ऐसे कार्य करने की क्षमता प्रदान करना है जो मानव बुद्धिमत्ता के लिए साध्य हैं, जैसे कि विचारशीलता, समझ, सीखना, समस्याओं का आर्टिफिशियल इंटेलिजेंस के कई क्षेत्र हैं, जैसे कि मशीन लर्निंग, जिसमें कंप्यूटर स्वयं सीखते हैं और सुधार करते हैं; न्यूरल नेटवर्क, जो मानव ब्रेन के ढांचे को मिमिक करने का प्रयास करता है; और गहरा श्रंखला संगणन, जिसमें कंप्यूटर स्वयं से सोच सकते हैं। आर्टिफिशियल इंटेलिजेंस विशेष रूप से डेटा विज्ञान, रोबोटिक्स, और बायोमेट्रिक्स में महत्वपूर्ण भूमिका निभाती है। इसके संबंध में कई चुनौतियां हैं, जैसे कि नैतिकता, गोपनीयता, और पारदर्शिता। आर्टिफिशियल इंटेलिजेंस (Artificial Intelligence) को आमतौर पर यहाँ किसी ऐसे कंप्यूटर या मशीन के बारे में कहा जाता है जो मानव जैसा सोचने, समझने, सीखने और काम करने की क्षमता रखता है। इसका मुख्य उद्देश्य है कि ये मशीनें ऐसे काम कर सकें जो कि मानव समझ, विश्लेषण और निर्धारण की स्तर पर किया जा सकता है, लेकिन इसे लागू करने में जिस तरह की क्षमता और विशेषज्ञता मानव को चाहिए होती है वो इन मशीनों में सामाहित की जाती है। समाधान करना, और रचनात्मकता।

Keywords: आर्टिफिशियल इंटेलिजेंस, बायोमेट्रिक्स

ROLE OF AI IN TAMIL LITERATURE: A CRITICAL REVIEW

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Abstract

This critical review explores the emerging role of Artificial Intelligence **(AI)** in Tamil literature, focusing on its contributions to the creation, analysis, preservation, and dissemination of Tamil literary works. The study identifies the potential of AI tools in automating literary tasks, such as generating poetry, translating Tamil texts, and analyzing classical and modern Tamil literature. By leveraging Natural Language Processing (NLP) techniques and machine learning models, AI has become a significant tool in promoting Tamil literature to global audiences and preserving its rich cultural heritage. However, challenges such as linguistic complexity, contextual understanding, and cultural sensitivity remain key barriers. The review concludes by recommending strategies to enhance AI's effectiveness in Tamil literary applications.

Keywords: Artificial Intelligence, Tamil Literature, NLP, Machine Translation

IMPACT OF GOVERNMENT SPENDING ON AGRICULTURE AND ALLIED ACTIVITIES – A STUDY WITH SPECIFIC REFERENCE TO TAMILNADU

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Abstract

The present research study evaluates the effect of public spending on agricultural and its Ancillary and connected activities on the economic growth in the State of Tamil Nadu during the period 2013 - 2014 to 2022 - 2023. The paper exhibits a significant favourable effect of governmental spending on the crop husbandry on GSDP (Gross State Domestic Growth) growth. Further, the effect of public spending on forestry, dairy and irrigation was found out to be unfavourable. The outcome prescribes that the crop husbandry is significantly and favourably impacting the economic development. However, the necessity to strengthen its bondage with the other sectors is must if the problem of the reducing number of the small size landholdings in the state is to be addressed in the sphere of ever changing competitive environment. The national food management schemes as per the Central and State statutes are being introduced for the welfare of people. In order to immediately reduce the rising living cost of the poor sections of citizens, the Governments have introduced schemes to distribute free foodgrains to the extent of around 81.4 crore citizens for a period of one year from January 1, 2023.

Keywords: Economic growth, GSDP, Crop Husbandry, Agricultural

APPLICATION OF AI (VFX) AND AUDIENCE SATISFACTION WITH SPECIAL REFERENCE TO TAMIL CINEMA, CHENNAI

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Abstract

Artificial Intelligence (AI) has emerged as a transformative force in the global film industry, revolutionizing storytelling, production design, and visual effects. In Tamil cinema, AI technologies are increasingly utilized to enhance visual realism and creativity. This study explores the application of AI-driven visual effects and their influence on audience satisfaction, with a specific focus on Tamil cinema in Chennai. A descriptive and analytical research design was employed, targeting 100 respondents of final year visual communication students using a judgment sampling technique. Statistical tools such as descriptive analysis, and correlation analysis were applied to analyze the data. Findings reveal a significant positive relationship between the use of AI in visual effects and audience satisfaction, emphasizing the importance of technological advancements in shaping audience perceptions. The study underscores AI's potential to redefine the cinematic landscape while addressing audience preferences for realism and quality. Recommendations include fostering innovation through AI adoption and up-skilling industry professionals to maximize its benefits.

Keywords: Artificial Intelligence, Visual Effects (VFX), Audience Satisfaction, Tamil Cinema

Engaging Gen Z Learners: Balancing Traditional Methods With Edtech And Experiential Strategies

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Abstract

This paper explores innovative strategies to effectively engage and educate Generation Z students by integrating traditional teaching methods with contemporary educational technology and applied learning techniques. Through an experimental study, the author utilized diverse tools such as interactive panels, role plays, Google Forms, YouTube videos, and movie screenings to analyze their impact on student participation, comprehension, and overall growth. The study investigates whether incorporating smart technologies and experiential activities can complement conventional practices like reading, writing, and homework to create a holistic learning environment. The findings highlight the potential of edutech and interactive strategies in fostering critical thinking, creativity, and active learning among GenZ students, who are digital natives accustomed to technology-driven environments.

Key Words: Gen Z Learners, Educational Technology, Interactive Learning, Role Play, Smart Teaching Tools, Experiential Learning, Edu-Tech Strategies, Applied Teaching Methods

SUFFERING, TERRORISM, AND THE FEMALE EXPERIENCE IN YASMINA KHADRA'S 'THE ATTACK'

S.J. Vinoth Prasath, *Assistant Professor & Research Scholar, Department of English, Agurchand Manmull Jain College, Meenambakkam, Chennai.*
Dr. V. Ganesan, *Research Supervisor and Associate Professor, Department of English, Agurchand Manmull Jain College, Meenambakkam, Chennai.*

Abstract

This paper examines the multifaceted relationship between women and trauma, exploring the psychological, societal, and cultural factors that contribute to the understanding of trauma experienced by women. The paper delves into domestic trauma and psychological struggles faced by women, addressing how societal expectations of femininity exacerbate their vulnerabilities and intensify the impact of trauma. The study also investigates women's involvement in terrorism, an area often overlooked or misunderstood. Further, the paper explores how religion, cultural paradigms, and media representations shape perceptions of women's trauma and their roles in society. The findings emphasize the importance of recognizing the unique challenges faced by women subjected to trauma, not only within domestic and psychological contexts but also in societal frameworks that perpetuate gender stereotypes. The paper calls for greater understanding and acknowledgment of the intersection between trauma and gender to pave the way for more inclusive psychological and societal support systems. This research contributes to broader discourses on feminism, gender studies, and trauma theory by shedding light on the systemic forces that marginalize women's experiences. It underscores the need to move beyond conventional approaches to address the layered and dynamic nature of women's trauma in contemporary society.

Keywords: Suffering, Terrorism, Female Experience, Yasmina Khadra, The Attack.

FROM CITY TO FARM: ETHICAL TRANSITION THROUGH BORDER AND SPATIAL SHIFTS IN THE NOVEL DISGRACE

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Dr. V. Ganesan, *Research Supervisor and Associate Professor, Department of English, Agurchand Manmull Jain College, Meenambakkam, Chennai.*

Abstract

The novel Disgrace written by J.M.Coetzee, encapsulates the multifaceted aspect on the post-colonial and post apartheid South Africa. The novel examines the assertive power play, flexibility of morality and the dynamic ethics through various characters. The central character David Lurie, an university professor who is disappointed with his conjugal life, imposes his aggressive attitude on others and resorts to his dominant authority to accomplish his lecherous desire. His refusal of atonement to a young victim results in indelible disgrace and eventually he faces his downfall. Even though the recognition of Lurie's flaw is clearly visible, he refuses to concede until he sees such horrendous crime occur to his daughter. The character Lucy, Lurie's daughter, poses a challenge on his father's speculative morality and ethics. His change of power in the social ladder makes him reconsider his absurd speculation. The spatial shift and the dynamics of reality begin to haunt his existence at the end of the novel. The shifts in border and space pins his assertive attitude on others in the novel. Although some articles deal the themes such as racial discrimination, sexual exploitation and postcolonial views, this paper is set to give a glimpse on how borders and space influence some key changes in the characters. Especially the complex relation between the father and a daughter set to unravel with change of place from city to farm and relinquishing others' space for their own.

Key Words: Moral, Ethics, Space, Absurd Speculation, Blind Certainty.

AI AND MODERNIST LITERATURE: DECODING STREAM OF CONSCIOUSNESS NARRATIVES

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Abstract

Modernist literature is often characterized by its use of the stream-of-consciousness narrative technique, which captures the intricate flow of thoughts and emotions of characters. This paper explores how Artificial Intelligence (AI) has become a vital tool in analyzing and decoding these complex narratives. By employing Natural Language Processing (NLP) and machine learning algorithms, AI unveils patterns, themes, and stylistic nuances in works by authors such as James Joyce, Virginia Woolf, and William Faulkner. While AI offers innovative perspectives, the challenges of interpreting subjectivity and literary ambiguity raise ethical and methodological concerns.

Keywords: Artificial Intelligence (AI), Modernist Literature, Stream of Consciousness, Natural Language Processing (NLP), Computational Literary Studies.

பட்டினப்பாலை காட்டும் வணிகர்களின் வாழ்வியல்

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Abstract

மனிதன் பிறந்த காலம் தொட்டு அவன் வாழ்வோடு பின்னிப் பிணைந்ததாக இருப்பது வணிகம் ஆகும் .ஆரம்ப காலத்தில் வணிகம் பண்டமாற்று முறை என்ற பெயரில் இருந்தது. ஒரு பண்டத்திற்கு மற்றொரு பண்டத்தை மாற்றாக கொடுத்து பெற்றுக் கொண்டான். பிற்காலத்தில் தன்னுடைய தேவைக்கு மீறி இருக்கும் பொருட்களை விற்க அவனுக்கு ஒரு கருவி தேவைப்பட்டது அதற்கு பணம் என்று பெயரிட்டு அதை உருவாக்கினான். அவ்வாறு உருவாக்கிய பிறகு பொருளுக்கு மாற்றாக தனக்கு தேவையான பொருள் இல்லாத போது அதற்கு பணத்தைப்பெற்றுக் கொள்ள ஆரம்பித்தான் .இவ்வாறு ஒவ்வொரு நாட்டிலும் வணிகம் தொடங்கியது. பண்டைய காலத்தில் தமிழர்கள் கடல் வணிகம் செய்தனர். அப்போது தமிழகத்திலிருந்து பல வாசனைப் பொருட்கள் ஏற்றுமதி செய்யப்பட்டன. மருத்துவ குணம் உடையனவாகவும் ,உணவுக்கு சுவை கூட்டும் வண்ணமாகவும் பல பொருட்கள் தமிழகத்தில் இருந்து அண்டை நாடுகளுக்கு ஏற்றுமதி செய்யப்பட்டன .தமிழர்கள் அன்றே கிரேக்கம் ,பாலஸ்தீனம், எகிப்து,சீனா, மலேசியா,ஜாவா,இலங்கை பர்மா போன்ற நாடுகளுடன். வாணிகத் தொடர்பு கொண்டிருந்தனர்.

Keywords: .தமிழர்கள் வணிகம், ஏற்றுமதி,வாணிகத் தொடர்பு

பழந்தமிழ் இலக்கியங்களில் தகவல் தொடர்பியல்

Dr. S. Saravana Thai, *Assistant Professor & Research Scholar, Department of English, Agurchand Manmull Jain College, Chennai.*

Abstract

மனிதன் நாகரிகமும் பண்பாடும் படிப்படியாய் வளர்ச்சி கண்டதைப் போல், தகவல் தொடர்பியலும் பல்வேறு கட்ட பரிணாம வளர்ச்சி அடைந்து இன்று நம் விரல் நுனியில் உலகம் என்கிற அளவில் இத்துறை வளர்ச்சி கண்டுள்ளது .அந்த வகையில் பழந்தமிழ் இலக்கியங்களில் எண்ணிலடங்காத தகவல் தொடர்பியல் நிகழ்வுகள் இடம்பெற்றிருப்பதை இவ்வாய்வில்காணலாம். தகவல் தொடர்பியல் - விளக்கம். என்ற வார்த்தையானது என்ற லத்தின் மொழிச்சொல்லிலிருந்து உருவாக்கப்பட்டதாகும். இதன் பொருள் என்பதாகும். அதாவது எல்லோருக்கும் உரியது என்பர். ஓரிடத்தில் வாழும் மக்கள் மற்றோரிடத்தில் வாழும் மக்களுக்குச்செய்தியை அனுப்புவது தகவல் தொடர்பாகும். இத்தகைய தகவல் தொடர்புகளை எச் .இ. கல்வி என்பவர் தொடர்பு என்னும் சொல்லுக்குப் பொதுமையாக்குதல் என்பது பொருளாகும். அதாவது பெறுநருடைய மனதில் அனுப்புநரின் கருத்து அல்லது கருத்துப்படிமத்தை உருவாக்குவதாகும் என்று வரையறை கூறியுள்ளார்.

Keywords: வளர்ச்சி, தகவல், நிகழ்வுகள்

DIGITAL APPROACHES TO ROMANTIC POETRY: EXPLORING EMOTION AND THEME THROUGH AI

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Abstract

The Romantic era of poetry, spanning the late 18th and early 19th centuries, is renowned for its deep emotional intensity, celebration of nature, and emphasis on individualism. Traditional literary analysis has long sought to explore the themes and sentiments embedded in Romantic poetry. However, with advancements in Artificial Intelligence (AI), new digital approaches allow for a more structured and large-scale analysis of these poetic works. This paper examines how AI, particularly Natural Language Processing (NLP) and sentiment analysis, can decode themes and emotions in Romantic poetry. By analyzing works of poets such as William Wordsworth, Samuel Taylor Coleridge, and John Keats, AI offers fresh insights into the Romantic Movement. Despite the promise AI holds, its application in literary studies also raises concerns regarding interpretative depth and contextual understanding.

Keywords: Romantic Poetry, Artificial Intelligence, Natural Language Processing (NLP), Sentiment Analysis, Thematic Analysis

தமிழரின் பழைய துறைமுகங்களும் பன்னாட்டு வாணிகமும்

Dr. J Muthuselvan, *Assistant Professor & Research Scholar, Department of English, Agurchand Manmull Jain College, Chennai.*

Abstract

இவ்வாய்வின் முதன்மை நோக்கம் தமிழரின் பழைய துறைமுகங்களில் நடைபெற்ற பன்னாட்டு வாணிகத்தைப் பற்றி ஆராய்வதாகும். இவ்வாய்வில் தொகுப்பு முறை மற்றும் விளக்கமுறை அணுகுமுறைகள் கையாளப்பட்டுள்ளன. அலைகடலைக் கண்டு மக்கள் அஞ்சிய நேரத்தில், கடலைக் கடப்பதே பாவம் எனக் கருதிய காலத்தில், கடல் பயணத்தை ஒரு கலையாக வளர்த்தவர்கள் தமிழர்கள். வாணிகத்திற்கான உட்கட்டமைப்பு, வணிக மேலாண்மை மற்றும் வரிவிதிப்புகள் உள்ளிட்டவைகளுக்கான நிர்வாகத்தை முறையாகக் கடைபிடித்திருந்தனர். இவ்வாறு சிறந்த வாணிகத்தை மேற்கொண்ட தமிழர்களின் கடல் வாணிகத்திற்குப் பயன்பட்ட பழைய துறைமுகங்களான கொல்லத்துறை, எயிற்பட்டினம், அரிக்கமேடு, காவிரிப்பூம் பட்டினம், தொண்டி, மருங்கை ஆகியற்றையும் அங்கு நடந்த பன்னாட்டு வாணிகத்தைப் பற்றியும் இக்கட்டுரை ஆராய்கிறது.

Keywords: வாணிகம், கடல் வாணிகம், துறைமுகங்கள், கொல்லத்துறை, எயிற்பட்டினம், அரிக்கமேடு, காவிரிப்பூம் பட்டினம், தொண்டி, மருங்கை.

செயற்கை நுண்ணறிவும் – தமிழில் பங்களிப்பும்

Dr. G. Vijajakumari, *Assistant Professor & Research Scholar, Department of English, Agurchand Manmull Jain College, Chennai.*

ஆய்வுச் சுருக்கம்

செயற்கை நுண்ணறிவு (Artificial Intelligence-AI) என்பது இன்றைய காலத்தில் மிக முக்கியமான ஒன்றாக திகழ்கிறது. மனிதன் மூளையை விட செயற்கை நுண்ணறிவு 125000 அளவு மெருகூட்டும் தொழில்நுட்பம் ஆகும். இந்தத் துறை கணிதம், கணினி அறிவியல், நரம்பியல், ஜோதிடவியல், விஞ்ஞானம்,தொழில்நுட்ப வளர்ச்சி, வானிலை ஆராய்ச்சி மற்றும் மொழியியல் போன்ற பல துறைகளின் இணைப்பில் உருவாக்கியுள்ளது. செயற்கை நுண்ணறிவு நன்மைகள் முன்னேற்றங்கள் பற்றி இவ்வாய்வில் அமைகின்றன.

Keywords: செயற்கை நுண்ணறிவு, கணினி அறிவியல், தொழில்நுட்பம்.

ROLE OF AI IN SANSKRIT LANGUAGE

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Abstract

This research explores the role of Artificial Intelligence (AI) in preserving, processing, and enhancing the Sanskrit language. By leveraging Natural Language Processing (NLP), machine translation, speech recognition, and grammar analysis, AI can facilitate the automation of Sanskrit text translation, grammatical parsing, and semantic analysis. AI-driven models also offer solutions for bridging Sanskrit with modern languages and improving Sanskrit education. This study highlights the potential of AI in preserving ancient texts, enriching cultural understanding, and ensuring the continued relevance of Sanskrit in the digital age.

Keywords: Artificial Intelligence, Sanskrit, Natural Language Processing, machine translation, speech.

தமிழ் இலக்கியத்தில் உளவியல் குறித்து- ஒரு பார்வை

R. Seema, *Assistant Professor of Tamil, Agurchand Manmull Jain College, Meenambakkam, Chennai.*

ஆய்வுச் சுருக்கம்

சங்க இலக்கியத்தில் பத்துப்பாட்டு, எட்டுத்தொகை நூல்கள், நீதி நூல்கள் ஆகியவற்றில் உளவியல் சார்ந்த கருத்துக்களை அடிப்படையாக வைத்து ஆராயப்பட்டுள்ளது. முன்னுரை – கலித்தொகை -திருக்குறள்- நற்றிணை- குறுந்தொகை- ஆசாரக்கோவை-குறிஞ்சிப்பாட்டு– ஆற்றுப்படைநூல்கள் ஆகியவற்றில் உளவியல் சார்ந்த கருத்துக்களை அடிப்படையாக வைத்து ஆராயப்பட்டுள்ளது.முடிவுரை-துணை நூல் பட்டியல்கள்: கலித்தொகை-11, திருக்குறள்-173,34, நற்றிணை-1, குறுந்தொகை-63, ஆசாரக்கோவை-1, குறிஞ்சிப்பாட்டு-10

Keywords: சங்க இலக்கியம், பத்துப்பாட்டு,எட்டுத்தொகை நூல்கள்நீதி நூல்கள்

THE ROLE OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN SMART GOVERNANCE, SUSTAINABLE DEVELOPMENT AND CITIZEN'S PARTICIPATION

K. Sangeetha, *Assistant Professor, Department of Public Administration, A. M. Jain College, Meenambakkam, Chennai*

Abstract

Good governance and citizen's participation is the recent trends in the growth of Public Administration. The Impact of Artificial intelligence in Public Service delivery system enhanced the scope of Good governance to smart governance. Its applications in public services like chat bots for citizen engagement, resource allocation and fraud detection improved the ethical concerns surrounding the artificial technologies in government. Government during the crisis management due to natural calamities uses the AI technologies in prediction, preparedness and emergency response planning. The citizen's understanding about the issues like data privacy digital divide in smart city projects boos their participation in governance which facilitates smart governance. The government is focusing on attaining the sustainable goals promoting developing activities of the country. The impact of Artificial intelligence technologies would facilitate catalytic government and citizen centric governance.

Keywords*:* Governance, Citizen Participation, Artificial Intelligence, Administration

THANK YOU

ABOUT THE INSTITUTION

Agurchand Manmull Jain College was founded in the year 1952 by the benevolent Chief Donor Padma Shri Mohanmullji Chordia. The college was established through the S.S Jain Educational Society, inspired by Her Holiness, Shri. Sayar Kanwarji Maharaj. Reaccredited by NAAC, the college is affiliated to the 164-year-old prestigious University of Madras. The founder envisioned charity through education and encouraged this zealous thought as the reason for creating this 70-year-old premier institution. The college embodies a rich tradition of excellence in teaching and research and has thus diffused dynamism and knowledge to several learners from time to time. The college upgrades its facilities available to set up the best pedal of access for its students. The college has a long standing and a well-established title for having harboured an excellent faculty resource in the city. The quality of education is carefully cradled to impart profound education to all who have knocked on the knowledge doors of the college with belief. The vision of the college is to position as a leading educational Institution for multifaceted learning and shaping individuals into innovative independent noble citizens guided by Jain principles. The Institution became co-educational during the academic year 2003 – 2004. The Shift-I of the college offers eight undergraduate and five postgraduate courses and research programmes under four streams namely Commerce, Mathematics, Economics and Physics. Shift-II, which came into existence as evening college in 1972, boasts of five branches of learning with 24 Undergraduate and five Postgraduate degree courses

ABOUT THE DEPARTMENT OF CORPORATE SECRETARYSHIP

Established over a decade ago, the Department of Corporate Secretaryship offer an in-depth exploration of the intricate world of corporate governance and compliance. Starting with just 210 students in 1971, it now serves over 556 students with 17 highly qualified faculty members with NET/SET and Ph.D., specialized in the area of commerce, Corporate Secretaryship, Law, Accountancy and Tax. The vision of our department is to be a leading academic department in Corporate Secretaryship, dedicated to nurturing well-rounded professionals with deep disciplinary knowledge, ethical values, and the ability to innovate, communicate, and lead in a dynamic business environment while contributing positively to society. Our program is meticulously crafted to prepare students with extensive knowledge in corporate governance and fosters strong communication, collaboration, and critical thinking skills. We emphasize ethical leadership, social responsibility, and a commitment to innovation and lifelong learning, preparing students to excel in a dynamic business environment. A progressive milestone of the department is to enable every student to cope up with the latest developments in contemporary, national and global level through effective transaction of the curricular and co-curricular aspects.

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