

# IMPACT OF AI AND AUTOMATION ON MANAGERIAL ROLE

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**Abstract:** Artificial Intelligence (AI) and automation are reshaping managerial roles by enhancing efficiency, enabling data-driven decision-making, and automating repetitive tasks. This paper explores the transformative impact of these technologies on management practices, delving into their benefits, challenges, and implications. It also includes case studies from diverse industries, showcasing real-world applications of AI in managerial contexts, and provides actionable solutions to address associated challenges. The findings highlight AI's potential to redefine managerial roles, offering pathways to harness its benefits while mitigating risks. Moreover, it emphasizes the importance of ethical AI implementation and the need for upskilling managers to navigate this evolving landscape. The discussion sheds light on strategies to foster collaboration between human expertise and AI systems to achieve optimal outcomes.

**Index Terms** - Artificial Intelligence (AI), Data-driven decision-making, Automation, Managerial roles, Upskilling managers, Human-AI collaboration

## I. INTRODUCTION

The rapid advancements in AI and automation have fundamentally reshaped the dynamics of managerial roles across industries. These technologies empower managers to achieve unparalleled efficiency, optimize resource allocation, and transform traditional business processes into data-driven processes. Advanced tools like predictive analytics, natural language processing, and autonomous decision-making systems allow for faster and more informed decisions. By analyzing massive datasets, AI provides actionable insights that enhance operational precision and strategic foresight.[1]

Managers now leverage automation for routine administrative tasks such as scheduling, reporting, and performance tracking, freeing up time for more critical functions like innovation and team leadership. AI tools enable enhanced customer engagement through personalization and predictive service models, making businesses more responsive and competitive. For example, AI-driven customer relationship management (CRM) systems help managers predict client needs, improving satisfaction and retention.

However, integrating AI into managerial roles presents multifaceted challenges. Skill gaps emerge as employees and leaders alike must adapt to a technology-intensive environment, necessitating continuous upskilling and training. Ethical considerations such as bias in AI algorithms, data privacy, and transparency pose significant concerns, requiring the development of robust regulatory frameworks

and governance mechanisms. Dependency on technology introduces risks of operational disruption in case of system failures or cyber threats.[2]

The shift also demands a transformation in leadership styles. Managers must cultivate a collaborative culture that blends human creativity with technological efficiency. Emotional intelligence, adaptability, and digital literacy have become essential traits for navigating this new landscape. Organizations must prioritize not only the deployment of AI solutions but also the alignment of these technologies with their strategic objectives, fostering a balance between human expertise and machine intelligence [3].

Addressing these challenges requires a multi-pronged approach. Companies need to invest in comprehensive training programs to bridge skill gaps and ensure that employees can effectively utilize AI tools. Building AI systems with ethical considerations in mind, incorporating fairness and transparency, is critical to maintaining trust. Moreover, contingency planning and cybersecurity measures must be robust to mitigate risks associated with technological reliance. By fostering a culture of continuous learning and ethical responsibility, organizations can harness the transformative potential of AI and automation while mitigating associated challenges [2].

## II. ROLE TRANSFORMATION IN MANAGEMENT

AI and automation have fundamentally transformed managerial roles, introducing significant shifts in traditional practices such as decision-making, resource allocation, and performance monitoring. Managers now rely on advanced tools to handle increasing volumes of data, derive actionable insights, and make informed decisions. Predictive analytics tools, in particular, play a crucial role in analyzing historical data to forecast trends, optimize workflows, and improve overall organizational productivity. These capabilities not only enhance decision-making but also allow organizations to stay ahead in a competitive and fast-paced environment [1].

Automation has streamlined routine administrative tasks, such as scheduling, report generation, and employee task assignments, significantly reducing the time managers spend on repetitive activities. This shift enables managers to concentrate on strategic objectives, fostering a culture of innovation and promoting long-term organizational growth. Real-time monitoring systems enhance responsiveness, ensuring managers can adapt to dynamic market conditions and operational challenges [2].

A prominent example of this transformation is JP Morgan's AI-powered COIN (Contract Intelligence) platform. By utilizing Natural Language Processing (NLP), COIN automates the analysis of legal documents, performing tasks in minutes that previously required hours of manual effort. This transformation reduces the workload of legal teams, minimizes errors, and improves operational efficiency, underscoring how AI can revolutionize traditional workflows. Beyond legal applications, such systems have been adopted in industries such as healthcare, where AI aids in medical imaging analysis and streamlines administrative processes [3].



Figure 1 JP Morgan's Ai-Powered Coin Platform

Managers in a technology-driven environment must now balance technological advancements with human-centric strategies, ensuring the seamless integration of AI while maintaining a focus on employee engagement and organizational culture. By leveraging AI, managers not only optimize operations but also drive innovation, enabling their teams to thrive in increasingly complex and competitive markets [4].

AI and automation have also introduced novel managerial approaches, such as integrating ethical considerations into technology-driven decision-making. Managers are tasked with ensuring that AI systems operate transparently and equitably, addressing concerns like algorithmic bias and data privacy. Regular audits and ethical guidelines are crucial for maintaining trust and accountability, especially as organizations scale their reliance on AI-driven tools [5].

Moreover, the adoption of AI has created opportunities for managers to enhance collaboration across global teams. Cloud-based AI platforms enable seamless communication and coordination, regardless of geographical barriers, promoting diversity and inclusivity within organizations. Such tools also facilitate data-sharing and collaborative problem-solving, allowing teams to achieve goals more effectively [6].

The transformation extends to talent management, where AI tools provide managers with insights into workforce dynamics, identify skill gaps, and recommend tailored training programs. By aligning employee development initiatives with organizational objectives, managers can build resilient teams equipped to tackle future challenges. This holistic integration of AI into managerial practices not only streamlines operations but also redefines the essence of leadership in the modern workplace [7].

### III. ENHANCED DECISION-MAKING

The integration of artificial intelligence in management has significantly transformed decision-making processes by converting vast amounts of raw data into actionable insights. AI-powered analytical tools are adept at processing complex datasets, identifying hidden patterns, and uncovering trends that may remain unnoticed through conventional methods. These capabilities allow managers to assess risks effectively, evaluate opportunities with precision, and devise innovative strategies tailored to organizational goals. Additionally, machine learning models enhance decision-making by offering predictive insights, simulating potential scenarios, and recommending optimal courses of action.[8]

A notable example of AI's impact is Unilever's recruitment strategy, where machine learning algorithms have streamlined the hiring process by screening thousands of candidates and predicting their future performance. This has accelerated recruitment timelines and mitigated biases, ensuring fairer and more efficient assessments. Similarly, AI tools like Bloomberg's Terminal provide real-time financial market analytics, enabling managers in the finance sector to make prompt and informed investment decisions. IBM's Watson has demonstrated the potential of AI in healthcare by analyzing extensive patient data to support medical decision-making, further illustrating the broad applicability of AI across various industries.

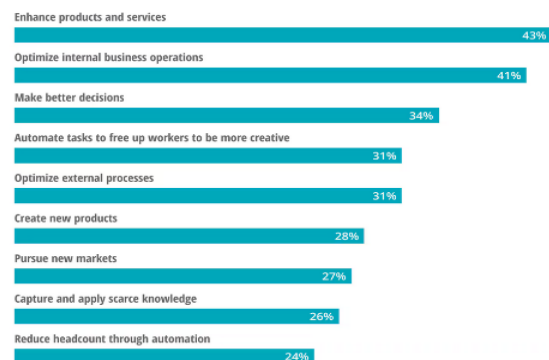


Figure 2 Benefits Of Ai And Automation In The Organization

However, the growing reliance on AI brings challenges such as algorithmic bias and potential over-dependence. To address these risks, organizations must establish robust ethical guidelines, perform regular audits of AI systems, and ensure transparency in AI-driven decisions. This not only safeguards trust but also enhances the accountability of decision-making processes. As AI technologies continue to evolve, their integration into managerial practices promises even greater advancements, making decision-making more efficient, strategic, and future-oriented.[9]

### IV IMPACT ON EMPLOYEE MANAGEMENT

AI and automation are redefining workforce management, equipping managers with tools to optimize performance evaluations, training, and employee engagement. Platforms like Workday and BambooHR utilize AI to analyze performance metrics, monitor employee well-being, and provide tailored recommendations for professional development. These platforms enable managers to identify

high-performing employees, predict attrition risks, and design targeted interventions to enhance job satisfaction [10], [11]. A notable example is IBM's use of Watson AI for employee retention strategies. By analyzing diverse factors influencing employee attrition, Watson delivers actionable insights, enabling managers to address concerns proactively [10]. This approach has significantly reduced turnover rates while fostering a positive organizational culture. Similarly, AI-driven training modules offer personalized learning experiences, ensuring employees remain agile in rapidly evolving technological landscapes [11].

AI also plays a pivotal role in fostering inclusivity. Automated sentiment analysis tools gauge workplace morale and provide feedback on improving diversity and inclusion initiatives. Managers leveraging these tools are better equipped to create an engaging and equitable work environment, promoting innovation and productivity [10], [11].

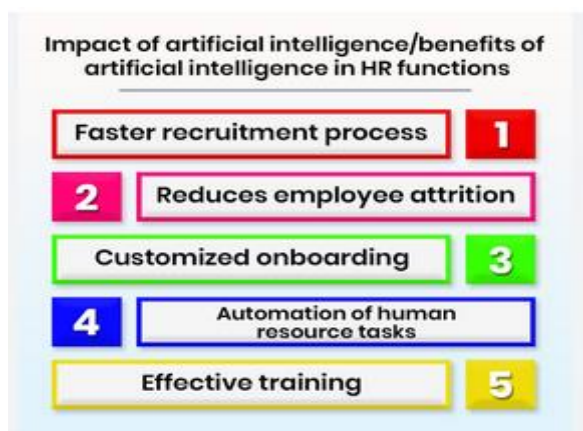


Figure 3 Flow Of Employee Management

## V. Challenges Posed by AI and Automation

Despite their numerous benefits, AI and automation bring challenges that require careful navigation. These challenges revolve around ethical considerations, skill gaps, and the potential displacement of traditional roles.

The ethical implications of AI in decision-making are a pressing concern. Algorithms, while efficient, may inadvertently perpetuate biases present in the training data. This can lead to discriminatory outcomes in areas like hiring, promotions, and customer service. For example, AI recruitment platforms have been criticized for favoring candidates from historically dominant demographics. To address these issues, organizations must prioritize algorithmic transparency and fairness, ensuring that AI systems are rigorously tested and continuously monitored [12].

The rapid adoption of AI has also highlighted a significant skills gap. Managers need a fundamental understanding of AI tools and their potential impact to leverage them effectively. This includes technical literacy to interpret AI-generated insights and strategic acumen to implement these insights meaningfully. Companies must invest in upskilling programs to bridge this gap, enabling managers to adapt to the evolving technological landscape. Collaborative efforts with academic

institutions and professional training organizations can also foster a workforce prepared for AI integration [13].

Another critical challenge is the displacement of traditional managerial roles due to automation. As routine tasks become automated, some roles risk redundancy, leading to job insecurity and resistance among employees. This transition requires organizations to adopt robust change management strategies, emphasizing the creation of new opportunities within the transformed workflows. By redefining roles to focus on strategic, creative, and interpersonal aspects, organizations can mitigate resistance and foster a culture of innovation [13].

These challenges, while significant, are not insurmountable. With a balanced approach that combines technological advancement with ethical considerations and workforce empowerment, organizations can harness the full potential of AI and automation while minimizing adverse impacts.

## 6. Case Studies Highlighting Managerial Transformation

### 6.1 JP Morgan's COIN Platform

JP Morgan's COIN (Contract Intelligence) platform is a remarkable example of how AI can transform managerial functions. Developed to streamline legal document analysis, COIN uses Natural Language Processing (NLP) to process and review commercial loan agreements and other legal documents. Previously, this process required extensive human effort, consuming over 360,000 hours annually. With COIN, these tasks are now completed in seconds, with an error rate significantly lower than traditional manual reviews [14].

This transformation has broader implications for managerial roles in financial and legal sectors. Managers who previously had to allocate substantial time and resources to ensure compliance and accuracy can now redirect their focus to strategic decision-making, risk management, and client relationship management. The shift from routine tasks to high-level decision-making enables managers to create more value in areas that directly impact business growth [15].

Additionally, by reducing human error, JP Morgan has enhanced its operational reliability and regulatory compliance, setting a benchmark for integrating AI into core managerial tasks [14]. Managers can now trust the accuracy of AI-driven insights, enabling them to take quicker and more informed actions.

Beyond document processing, COIN has paved the way for additional AI-driven innovations at JP Morgan, including automated fraud detection and advanced risk assessment tools. These tools collectively empower managers to anticipate and address potential challenges proactively, enabling a more agile and resilient organization. With predictive analytics, managers can make more proactive decisions and reduce the potential risks involved in day-to-day operations, ultimately leading to stronger business resilience [15].

### 6.2 Baidu's Voice Recognition

Baidu, a global leader in AI and technology, has leveraged its advanced voice recognition systems to revolutionize multilingual communication. The technology, built on sophisticated deep learning algorithms, allows real-time

translation and transcription of spoken language, bridging communication gaps for globally dispersed teams.

Managers in multinational corporations often face challenges in coordinating efforts across diverse linguistic groups. Baidu's AI-powered voice recognition addresses this issue by enabling seamless communication. For instance, during cross-border team meetings, managers can rely on the system to facilitate accurate and real-time translations, ensuring that all participants are equally engaged and informed. This not only enhances productivity but also fosters inclusivity within teams.



Figure 4 Report Of Voice User Interface Global Market

Moreover, the system continuously improves by analyzing diverse datasets, making it increasingly reliable over time. As the technology learns from new inputs, it becomes more effective in understanding varied accents, terminologies, and contexts, which further enhances communication efficiency in large organizations. This adaptability highlights AI's ability to evolve and meet managerial needs, particularly in organizations with a global footprint [16].

For managers, this innovation removes the barriers of language and cultural differences, ensuring that teams can collaborate seamlessly. By reducing the need for human translators and minimizing the chances of miscommunication, managers can focus on fostering creativity and innovation within diverse teams. The real-time accessibility of this technology empowers managers to make decisions based on comprehensive, accurate information from all stakeholders, regardless of their geographical backgrounds.

Furthermore, Baidu's voice recognition technology also supports customer-facing managerial roles by enhancing customer service experiences. For instance, in customer support teams, managers can implement AI-powered systems that automatically translate customer queries into multiple languages, improving responsiveness and satisfaction across global markets [16].

### 6.3 Unilever's AI Recruitment

Unilever's adoption of AI in recruitment is a prime example of how automation can transform human resource management and managerial decision-making. The company introduced an AI-driven platform that automates the initial stages of candidate screening, evaluates applicants through video interviews using facial recognition, emotion detection, and analyzes responses against predefined criteria. This streamlined approach has drastically reduced the time-to-hire, enabling managers to focus on more strategic aspects of talent acquisition, such as leadership development and team dynamics.

The platform's impact extends beyond simply speeding up the hiring process. One of its most notable achievements is its role in enhancing diversity and inclusion within the workforce. By eliminating unconscious biases often present in traditional hiring practices, the AI system ensures that all candidates are evaluated fairly and equitably, based solely on their skills and qualifications. This shift has led to the recruitment of a more diverse and representative workforce, supporting Unilever's broader organizational goals of inclusion and equity, which are crucial in today's globalized workforce [17].

Furthermore, the predictive analytics capabilities of the platform allow managers to identify high-potential candidates with a greater likelihood of excelling in their roles. These insights not only improve the quality of the workforce but also lead to more informed hiring decisions that reduce attrition rates. By recognizing individuals who align with the company's values and culture early in the process, the platform enhances long-term employee retention, contributing to organizational stability and growth. The AI-driven recruitment system offers a strategic advantage that enables Unilever to attract top talent while ensuring greater job satisfaction and a healthier organizational culture.

The integration of AI into recruitment has also created a more efficient feedback loop. Managers can access real-time data on recruitment trends, allowing them to refine hiring strategies and make data-driven decisions about future talent needs. This insight enables Unilever to stay ahead of market trends and competitor hiring practices, further strengthening their talent acquisition efforts [17].

### 6.4 Walmart's Supply Chain Optimization

Walmart, a global retail giant, has successfully integrated AI to optimize its supply chain management. By utilizing machine learning algorithms, the company analyzes vast datasets, enabling managers to predict demand, optimize inventory management, and streamline logistics. For managers, this means enhanced decision-making capabilities, enabling them to allocate resources more effectively, optimize stock levels, and respond to market dynamics with greater agility.

The power of AI in supply chain management extends far beyond just improving operational efficiency. During the COVID-19 pandemic, Walmart's AI systems played a crucial role in predicting shifts in consumer behavior, helping managers anticipate increased demand for essential products like groceries and personal protective equipment. The company was able to proactively adjust its inventory, ensuring the availability of high-demand products in the right locations, thereby minimizing shortages and delays. This proactive approach not only improved customer satisfaction



but also bolstered Walmart’s reputation as a reliable retailer during a global crisis [18].

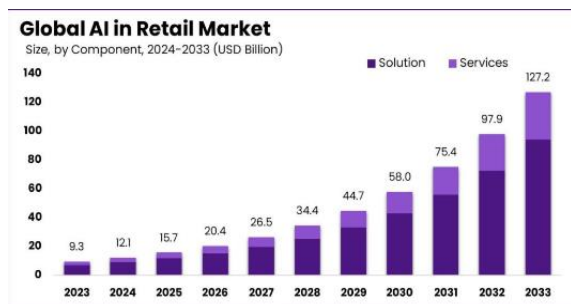


Figure 5 Graph Of Global Ai In Retail Market

The AI-driven supply chain has also contributed to Walmart’s sustainability goals. By optimizing logistics and reducing waste through predictive demand forecasting, the company has significantly lowered its carbon footprint. Managers now have the tools to make more environmentally conscious decisions, aligning supply chain operations with broader corporate sustainability objectives.

Moreover, Walmart’s AI-powered systems continuously learn from new data, adapting to changing market conditions and consumer preferences. This ability to learn and evolve makes the company’s supply chain management system increasingly effective over time, enabling managers to stay ahead of competitors in an ever-changing retail environment.

Walmart’s success in integrating AI into its supply chain management offers valuable lessons for other organizations looking to enhance operational efficiency through technology. The combination of predictive analytics, real-time data insights, and machine learning algorithms enables managers to make more informed decisions and adapt to rapidly changing market conditions, which is critical for maintaining a competitive edge in the retail sector. Furthermore, the ability to respond to unforeseen challenges, like those presented by the pandemic, highlights the resilience AI can bring to supply chain operations [18].

## 6.5 Amazon’s Workforce Management with AI

Amazon’s use of AI to manage its workforce exemplifies how automation can revolutionize employee management and operational efficiency. The company employs a range of AI-powered tools across its fulfillment centers, from monitoring employee productivity to scheduling shifts and evaluating performance. These systems track real-time data from employees, including their speed, accuracy, and adherence to schedules. By providing managers with detailed insights into workforce dynamics, these tools enable them to identify performance bottlenecks, optimize workflows, and address potential issues quickly. This proactive approach allows managers to increase operational efficiency, improve productivity, and enhance resource allocation, all while reducing human error and labor costs.

For instance, Amazon’s AI-driven scheduling system uses machine learning to predict staffing needs based on historical trends and real-time data, ensuring that shifts are properly aligned with demand. This optimization reduces downtime, improves the speed of order fulfillment, and ensures that the workforce is always adequately staffed. Managers benefit

from these insights by making data-driven decisions that enhance the overall efficiency of their teams [19].

In addition to streamlining operations, Amazon’s AI tools also evaluate employee performance through detailed metrics. Managers can access performance analytics, helping them identify top performers and areas where additional training may be necessary. This approach supports a meritocratic work culture, where employees who perform well can be rewarded or advanced, while those who struggle can be provided with the necessary resources to improve. It also enables managers to spot trends in employee engagement, retention, and job satisfaction, empowering them to address potential issues before they escalate.

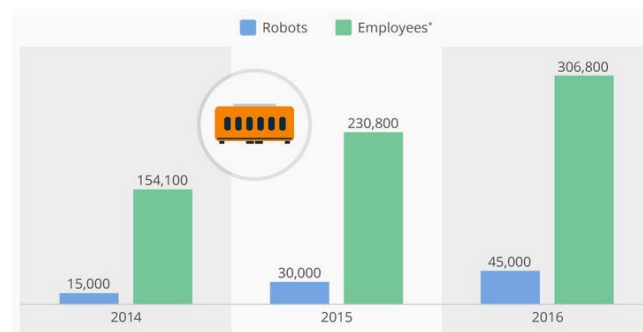


Figure 6 Graph Showing The Number Of Human And Robot Employees In Different Years

However, the implementation of AI in workforce management is not without its challenges and controversies. The extensive monitoring of employees raises concerns about privacy and the ethical implications of tracking worker performance in real-time. Critics argue that constant surveillance could lead to feelings of stress, lack of autonomy, and even resentment among workers. In response to these concerns, Amazon has taken steps to ensure greater transparency in its use of AI tools [20].

For example, Amazon has introduced initiatives aimed at balancing the use of AI with employee rights. The company has made efforts to communicate openly with workers about the data being collected, how it is being used, and the benefits it brings to both employees and managers. Furthermore, Amazon has implemented mechanisms for employees to provide feedback on the AI systems in place, ensuring that workers have a voice in the process and that their concerns are taken seriously. This emphasis on transparency and feedback demonstrates Amazon’s recognition of the ethical responsibilities that come with employing AI-driven systems, especially in the context of employee management.

These ethical considerations highlight the evolving role of managers in the age of AI. While AI can offer powerful tools to improve efficiency, it also places additional responsibility on managers to ensure that the technology is used in ways that are fair, transparent, and supportive of employee well-being. Managers must strike a balance between optimizing productivity and respecting the privacy and dignity of workers. They are also responsible for ensuring that AI systems are used equitably and without bias, particularly when it comes to performance evaluations and staffing decisions [19].

Moreover, Amazon's approach to workforce management with AI also underscores the growing importance of human-centered management in a tech-driven world. Managers are not only expected to leverage AI tools for operational success but also to create a work environment that values fairness, transparency, and employee satisfaction. As AI continues to evolve and become more embedded in workplace processes, the responsibilities of managers will further shift toward fostering a culture of trust and collaboration, where technology is seen as a tool for augmenting human potential rather than replacing it [20].

## VIII. Conclusion

AI and automation are transforming managerial roles by enhancing efficiency, enabling data-driven decision-making, and optimizing operations. From recruitment and supply chain management to workforce optimization, these technologies are allowing managers to focus on strategic priorities while reducing human error and costs. Platforms like JP Morgan's COIN and Amazon's workforce management showcase how AI can streamline tasks and improve overall performance [2].

However, the rise of AI also brings new responsibilities. Managers must balance technological benefits with ethical concerns, such as privacy and bias, ensuring AI is used fairly and transparently. The future of management will involve a blend of human and AI decision-making, requiring managers to guide technology integration while fostering a culture of trust and collaboration. Ultimately, the role of managers will evolve to include leadership in both technology and human values, ensuring AI drives innovation and aligns with organizational goals [9].

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