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Permanently Affiliated to Thiruvalluvar University and
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Associate member of ICT Academy



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BOOK CHAPTER ON ARTIFICIAL INTELLIGENCE IN MANAGEMENT AND COMMERCE



Organized by
Department of Business Administration, Commerce, Commerce CA
& K.M.G. Research and Development cell
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**DEPARTMENT OF BUSINESS ADMINISTRATION,
COMMERCE, COMMERCE CA & K.M.G. RESEARCH
AND DEVELOPMENT CELL**

Volume 2

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EDITORIAL MESSAGE FROM THE CHIEF EDITOR

As the Head of this institution I am extremely proud that the Department of Business Administration, PG & Research Department of Commerce, PG Department of Commerce CA & K.M.G. Research and Development Cell called for book chapter titled, “Artificial Intelligence in Management and Commerce”.

Artificial intelligence (AI) has profoundly changed and will continue to change our lives. AI is being applied in more and more fields and scenarios such as autonomous driving, medical care, media, finance, industrial robots, and internet services. The widespread application of AI and its deep integration with the economy and society have improved efficiency and produced benefits. At the same time, AI has become not only an important research topic in academia, but also an important topic of common concern for individuals, organizations, countries, and society. My sincere appreciation to faculties and research scholars who contributed their book chapters and I wish them for their future endeavors.

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ARTIFICIAL INTELLIGENCE & BUSINESS SUSTAINABILITY

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ABSTRACT

Artificial intelligence is the enactment as of human intelligence operation by apparatus, especially microcomputer system. Specific solicitations of artificial intelligence include robotics, intelligent retrieval, speech acknowledgement, computer vision.



An artificial intelligence is the capability given to appliance or instruments or machines by mortal [human beings] for to recollect and learn from happenings. It is called as artificial intelligence.

INTRODUCTION

ARTIFICIAL INTELLIGENCE - DEFINITION

The artificial intelligence is defined as, the hypothesis and growth of microcomputer which is able to carry out duty normally be in need of HUMIT, such as visual percept, speech acknowledgement, making decision and translating between two or more languages.



ARTIFICIAL INTELLIGENCE - TYPES

There are 5 types of artificial intelligence they are as follows below;

- ❖ Analytic artificial intelligence
- ❖ Functional artificial intelligence
- ❖ Interactive artificial intelligence
- ❖ Text artificial intelligence
- ❖ Visual artificial intelligence.

- **Analytic Artificial Intelligence:** The analytic artificial intelligence is the powered advanced technique which has been inserted to the machines by humans it includes sentiment analysis, supplier risk assessment.
- **Functional Artificial Intelligence:** The functional artificial intelligence is related to the analytic artificial intelligence which is used to scan data in huge amounts. It includes, IOT solutions, robots.
- **Interactive Artificial Intelligence:** The interactive artificial intelligence is an advanced technology which is used to have interaction between others. It includes chat bots, smart personal assistants.
- **Text Artificial Intelligence:** The text artificial intelligence is an advancement of technology which is used to convert a speech to text. It includes text recognition, speech to text conversation.
- **Visual Artificial Intelligence:** The visual artificial intelligence is also an advanced technology which is used to be visually connected it includes computer vision, augmented reality.

ARTIFICIAL INTELLIGENCE - FEATURES

The main features of artificial intelligence are as follows:

- AI represents biometric identification and verification.
- AI represents deep learning
- AI helps to investigate data
- AI automates the every tasks or projects represented
- AI leads to cloud computing
- AI also leads to quantum computing
- AI helps to have interaction with others namely chat bots.

ARTIFICIAL INTELLIGENCE – KEY ATTRIBUTES

There are 4 key attributes in artificial intelligence they are as follows;

- Categorization [compartmentalization]
- Classification [allocation]
- Machine learning [robotics]
- Collaborative filtering [combining filtering]

EXAMPLES OF ARTIFICIAL INTELLIGENCE:

The few examples of artificial intelligence are as follows;

- ✓ Robotics
- ✓ Automated self-driving cars
- ✓ Smartest assistants
- ✓ Monitoring social media platforms
- ✓ Chat bots monitoring etc.

BUSINESS -MEANING

The term business refers to organization which has been engaged in commercial, industrial or professional activities. Which has been carried out by person or management namely called as entrepreneurship. The business runs on the principle of earning more profit.

DEFINITION OF BUSINESS - DEFINITION

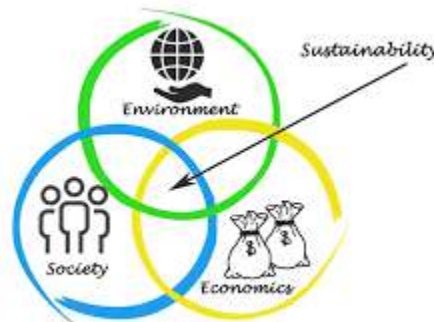
The term business is defined as, organization which involves in various business activities on the motive of earning more profit. The person who does the business is known as entrepreneur. It is called as business.

BUSINESS SUSTAINABILITY- MEANING

The term business sustainability means a long lasting successful stage of business which means doing a business without any negativity and consequences impacting the environment, community, or society as a whole. The continuity life of the business survival is known as business sustainability.

BUSINESS SUSTAINABILITY - DEFINITION

The term business sustainability is defined as, the retention capability of the business it represents the life span of the business under successful running .it is called as business sustainability.



BUSINESS SUSTAINABILITY - TYPES

There are 3 types of business sustainability they are as follows below;

- ❖ Economic viability
- ❖ Environmental protection
- ❖ Social equity

The above seen heads are briefly explained below:

- ❖ **Economic Viability:** A task of project is economically viable if the economic gratuity of the project excel its economic costs, when it was analyzed as a whole for society. It is called as economic viability.
- ❖ **Environmental Protection:** Environmental protection in business means which helps the organization to improvisation utilization of environmental resources, through the protection of environment the business can be sustained.
- ❖ **Social Equity:** Social equity means a civility and justice for all the mankind in communal society. It also leads to enlarge the life span of business and helps to retain the business. It is called as social equity.

BUSINESS SUSTAINABILITY MOVEMENTS:

The business sustainability movements are as follows:

- Process of recycling
- Minimization of waste
- Cleaner production
- Emitting zero
- Zero growth
- Assessment life cycle
- Consumption sustained
- Blue economy
- Shared economy
- Creation of shared value.

MEASURES TO SUSTAIN IN BUSINESS:

There are few measures to sustain business, they are as below;

- ❖ Good decision making
- ❖ Great leadership
- ❖ Avoid fear to grow
- ❖ Efficient operations
- ❖ Approaching the right clients.

CONCLUSION

Artificial intelligence and business sustainability plays major role. Artificial intelligence makes the job easier to the mankind. And business sustainability indicates the lifespan of the business and perceptual succession of the business. It can help humans discover new solutions by using advanced data processing and as a result can thus help the fight against climate change through means of forecasting, predictability and problem-solving.

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