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Factors of Artificial Intelligence in Business Platform-Present & Future

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ABSTRACT: The computers to perform tasks that traditionally require human beings. But now a days techniques help AI systems learn, make computations, identify patterns, and offer predictions. It is the science and engineering of making intelligent machines, especially intelligent computer programs. It is related to the similar task of using computers to understand human intelligence, but AI does not have to confine itself to methods that are biologically observable. While no consensual definition of Artificial Intelligence (AI) exists, AI is broadly characterized as the study of computations that allow for perception, reason and action. Today, the amount of data that is generated, by both humans and machines, far outpaces humans' ability to absorb, interpret, and make complex decisions based on that data. Artificial intelligence forms the basis for all computer learning and is the future of all complex decision making. This paper examines features of artificial Intelligence, introduction, definitions of AI, history, applications, growth and achievements.

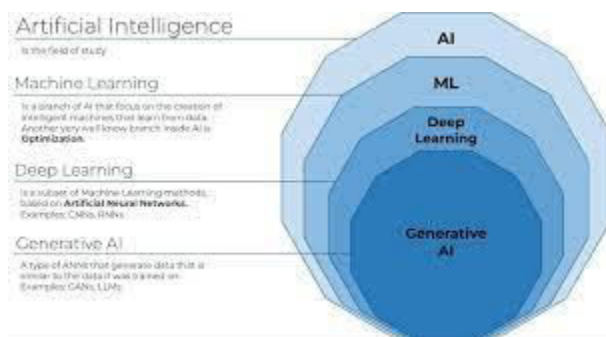
KEYWORDS: machine learning, deep learning, neural networks, Natural Language Processing and Knowledge Base System

I.INTRODUCTION

Artificial intelligence (AI) has been introduced to business in many ways with the help of AI. Business are introducing virtual assistants and chat bots into their website and applications that can answer any user questions about the company and provide 24/7 customer service. It is transforming businesses worldwide by enhancing operational efficiency, innovation and unlocking new revenue streams. AI technology is such about a machine language and makes it easy in machine learning and makes it in the way of easy processing and computer vision. AI makes the way easy to automate repetitive tasks and its processes.

The term "Artificial intelligence" was coined in 1956 by John McCarthy, a computer scientist and cognitive scientist. The concept of AI dates back to ancient Greece. Where myths told of artificial beings created to serve human like purposes.

II.GENERATION OF ARTIFICIAL INTELLIGENCE IN BUSINESS



GENERATION – I (Rule – Based Expert System) (1980 – 1990)

It was characterized by pre defined rules and decision. The Application are expert system and decision support system. It business impart was improved decision making, increased efficiency.

GENERATION – 2 (Machine learning)(2000 – 2010)

It was characterized by pattern Recognition The Application are customer segmentation and maintained. Its business impact enhanced customer in rights and improved in operational efficiency

GENERATION – 3(Deep learning) (2010 – Present)

It was characterized by Neural Network, natural language processing. The Application was image recognition and voice assistants. Its business impact was improved customer experience and increased automation.

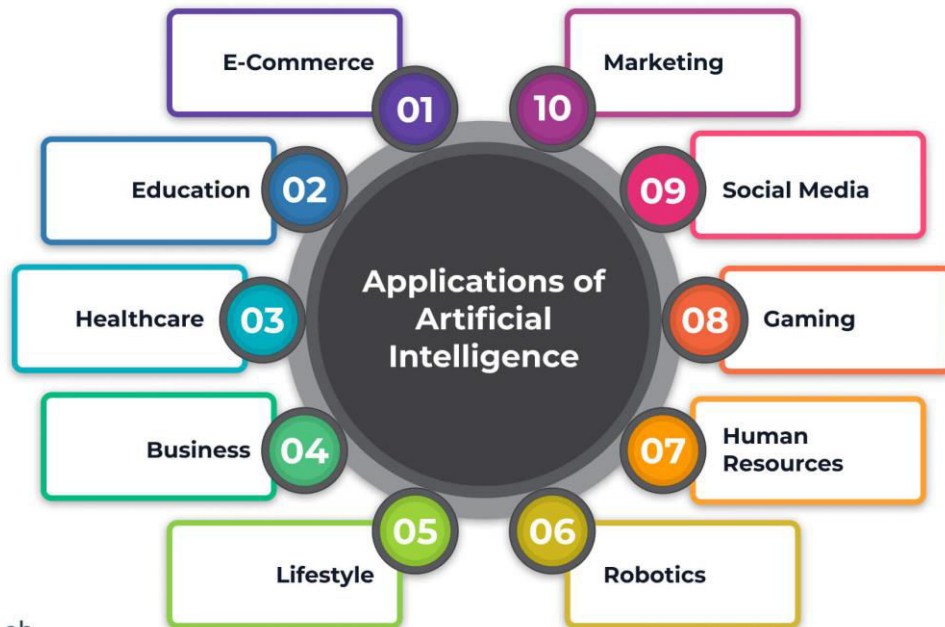
GENERATION – 4(Cognitive computing) (Present – Future)

It was characterized by human like reasoning and contextual understanding. The Application are virtual assistants and predictive analytics .Its Business impact was improved customer relationship.

GENERATION – 5(Autonomous System)(future)

It was characterized by self-learning and self healing The Application was Autonomous vehicles and smart cities. Its Business impact revolutionized industries, transformed business models.

III.APPLICATION OF AI IN BUSINESS



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Customer Service:

AI powered chat bots provide 24/7 customer support, helping customers with queries and issues.

Marketing and Sales:

AI powered tools help business generate leads by analyzing customer data behavior.

Operations and Management:

AI Automates repetitive tasks, freeing up human resources for more strategic and creative work.

Finance and Amounting:

AI automates tasks like invoicing, reconciliations, and compliance reporting.

Human resources:

AI algorithms analyze employee performance data to provide in rights and recommendations for improvement.

IV.AI TECHNOLOGIES USED IN BUSINESS

Machine Learning (ML)-Enable systems to learn from data and improve performance .

Natural Language Processing (NLP)-Facilitates human computer interaction and text analysis

Computer Vision (CV)-Identifies objects, people and patterns in images.

Robotics Process Automation (RPA)-Automates business processes and workflows

Predictive Analytics (PA)-Analyzes relationship.

Other AI Technologies-Mimics human decision making using rules and knowledge .

V.FUTURE AI IN BUSINESS

In Creased Adoption-More business will adopt AI solutions to stay competitive.

Expansion of AI powered service-More advanced virtual assistants that can perform complex task

Growing use of Explainable AI-AI system that provide clear explanations for their decisions.

Increased focus on AI Ethics-AI System that can detect and mitigate bias and equity in decision making.

Growing focus on Either and Bias-Business will prioritize addressing AI – related ethical concerns.

VI.CHALLENGES OF AI IN BUSINESS

Technical Challenges-AI requires high quality data to produce accurate results.

Business Challenges-Implementing AI requires significant changes to business processes and culture.

Ethical Challenges-AI decisions can be difficult to understand and inter per and it can displace human workers.

Regulatory Challenges-AI system must comply with data privacy regulations such as CDPR and CCPA and about liability and accountability for AI decisions.

VII.CONCLUSION

Artificial intelligence is transforming the business landscapes, offering unparalleled opportunities for growth innovations and efficiency by embracing AI and adhering its challenges, businesses can unlock new opportunities, drive innovation, and achieve sustainable growth in an in teasingly competitive market. Businesses are associated with AI in the Business concerns. It adopt to AI will be better positioned to thrive in a AI business.

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