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PESQUISA '24

Proceedings

INTERNATIONAL CONFERENCE ON "REVOLUTIONIZING RESEARCH TECHNIQUES WITH AI"

August 8, 2024

**Chief Editor
Dr.G.Renuga**

**Associate Editor
Dr.S.Susila
Dr.P.Samantha**



Organized by

Department of Management Studies

PESQUISA '24
International Conference on
"REVOLUTIONIZING RESEARCH
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(AUGUST - 8, 2024)

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PREFACE

Welcome to the conference on "Revolutionizing Research Techniques with AI." This event brings together leading minds from various disciplines to explore the transformative impact of artificial intelligence on research methodologies.

As AI continues to evolve, it offers unprecedented opportunities for enhancing the efficiency, accuracy, and scope of scientific inquiry. From data analysis and predictive modelling to natural language processing and beyond, AI is reshaping the way we conduct research and make discoveries.

This conference aims to provide a platform for sharing knowledge, exchanging ideas, and fostering collaborations that will drive future innovations. Through a diverse range of presentations and discussions, we will delve into the multifaceted applications of AI, its potential to revolutionize research, and the ethical considerations that come with its adoption.

We hope these proceedings inspire new approaches, ignite collaborative ventures, and contribute to the advancement of knowledge across various fields. Thank you to all the participants, presenters, and organizers for your invaluable contributions.

Best Wishes

Dr.S.SUSILA

Conference Organiser



Message from Founder Secretary

It is with great excitement and anticipation that we welcome you to the conference proceedings of "Revolutionizing Research Techniques with AI." This event marks a significant milestone in our on-going journey to explore the transformative potential of artificial intelligence in advancing research methodologies across various disciplines. I am honoured to oversee the meticulous organization and coordination of this event. Our goal is to create a collaborative and intellectually stimulating environment where experts, researchers, and enthusiasts from diverse fields can come together to share insights, exchange ideas, and foster innovation. We have a remarkable line-up of speakers and presentations that will delve into the latest advancements in AI-driven research techniques. These sessions promise to provide valuable perspectives on how AI is reshaping traditional research paradigms, enhancing data analysis, and driving new discoveries.

I encourage all participants to actively engage in the discussions, network with peers, and explore the myriad opportunities that AI presents in revolutionizing research. Let us work together to harness the power of AI for the betterment of our academic and professional endeavors.

Thank you for your participation and contribution to making this conference a resounding success.

Best wishes ,

Cumbum.Thiru.N. Ramakrishnan M.A.,MLA.,



Message from Joint Secretary

It is my pleasure to extend a warm greetings to all attendees, speakers, and contributors who have come together to explore the cutting-edge intersection of artificial intelligence and research methodologies.

Our conference is designed to be a melting pot of ideas, where ground-breaking research meets innovative technology. We have curated a diverse program that includes keynote speeches, panel discussions, and interactive workshops, all aimed at showcasing the profound impact of AI on modern research techniques. I urge you to take full advantage of the wealth of knowledge and expertise gathered here. Engage with the presenters, participate in the discussions, and seek out collaborative opportunities that can further your own research pursuits. This conference is not just an event; it is a platform for building lasting connections and igniting new possibilities.

Thank you for being a part of this transformative journey. Together, we can revolutionize the way research is conducted and pave the way for a future where AI plays a pivotal role in our quest for knowledge.

Best Wishes,

Mr R Vasanthan., MBA



Message from Co-ordinator

It is my privilege to extend my warm wishes for the success of the conference proceedings of "Revolutionizing Research Techniques with AI." I am delighted to see our institution host this ground-breaking event, bringing together a community of innovators and thought leaders dedicated to advancing research through artificial intelligence. Our conference aims to provide a comprehensive platform for the exchange of ideas and the dissemination of cutting-edge research. We have assembled a distinguished panel of speakers and a diverse array of presentations that highlight the transformative potential of AI in various research domains. I encourage all attendees to immerse themselves in the rich academic content, engage in thought-provoking discussions, and explore collaborative opportunities with fellow researchers. This conference is a testament to our commitment to fostering an environment of innovation and excellence within our academic community.

Let us embrace the possibilities that AI offers in revolutionizing research techniques and work together to drive forward the frontiers of knowledge.

Thank you for your active participation and support in making this conference a success

Best wishes ,

Mrs. Vaishnavi Vasanthan , M.A.,



Message from Principal's Desk

It is with great pleasure and a sense of profound anticipation that I welcome you to the conference proceedings titled "Revolutionizing Research Techniques with AI." As we gather to explore the transformative power of artificial intelligence in research, we stand on the cusp of a new era that promises to redefine the boundaries of scientific inquiry and innovation.

The integration of AI into research methodologies is not merely a technological advancement; it is a paradigm shift that offers unprecedented opportunities for enhancing the accuracy, efficiency, and scope of our investigative endeavors. By leveraging AI's capabilities to accelerate research processes, enhance decision making, facilitate predictive modelling enable cross – disciplinary collaboration and optimise resource allocation, R&D efforts can be propelled towards greater efficiency and effectiveness.

This conference is a testament to our collective commitment to embracing these cutting-edge tools and methodologies. It provides a platform for sharing knowledge, exchanging ideas, and fostering collaborations that will drive the next wave of scientific breakthroughs. The diverse range of topics and presentations we will engage with over these proceedings reflects the multifaceted impact of AI, from the natural sciences and engineering to the social sciences and humanities.

I am confident that the insights and innovations shared during this conference will inspire new approaches, ignite collaborative ventures, and ultimately contribute to the advancement of knowledge in profound ways.

I convey my warm greetings to the organising committee and the participants. My best wishes for the success of the conference

**Best wishes,
Dr.G.Renuga, M.Sc.PhD**



It is a pleasure to note that Sri Adi Chunchanagiri Women's College is organizing the International Conference on Revolutionizing Research Techniques with AI, on 08th August, 2024. I understand there is very enthusiastic response to the Call for Papers both from within and outside the country. Conferences of this nature provide a platform to young researchers, faculty members and industry professionals to present their research and development work and get feedback and suggestions to improve their quality of work.

This Conference will provide an opportunity to exchange ideas on latest AI technologies, and applications pertaining to above topics and thus serve very useful to students, teachers, and practicing industry professionals. I am sure the delegates will carry with them pleasant memories of the Conference. I wish to have mind provoking session which will kindle your research acumen.

With Regards,

Dr.K.Binith Muthukrishnan



I am honoured to be a guest at this international conference. As we fold to explore innovative ideas and share our knowledge, I encourage each of you to engage actively and connect. Together, we can instigate change and drive progress in our field. Thank you for being here, and let's make this conference an unforgettable event!

Best regards
Dr.R.Karunakaran
Hawassa University
Ethiopia

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AI Revolution in Research: A Comparative Analysis of Transformative Tools

by

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Abstract

The integration of artificial intelligence (AI) tools is reshaping research practices across diverse disciplines, promising to enhance efficiency, accuracy, and innovation. This study conducts a comparative analysis to explore the multifaceted impact of AI tools in research methodologies. It investigates how AI tools are utilized across different fields, their effectiveness in data collection, analysis, and predictive modeling, and the challenges and ethical considerations they entail. Expected findings suggest that AI tools significantly expedite data processing and analysis, leading to faster insights and discoveries compared to traditional methods. Different AI models, including machine learning, deep learning, and natural language processing, exhibit varying degrees of effectiveness depending on the research context. Ethical concerns such as data privacy, algorithmic bias, and transparency emerge as critical considerations in AI-driven research. The study synthesizes empirical evidence and theoretical insights to provide a comprehensive overview of the AI revolution in research. It highlights the transformative potential of AI tools while acknowledging the complexities and limitations associated with their implementation. Recommendations include fostering interdisciplinary collaborations, enhancing data literacy and ethical guidelines, and investing in computational resources to maximize the benefits of AI in advancing scientific inquiry. By examining these dynamics, the study contributes to understanding how AI tools are shaping the future of research, paving the way for informed strategies and policies to harness AI's full potential in academic and scientific endeavors.

Introduction

In recent years, artificial intelligence (AI) has emerged as a game-changer across various sectors, with research being no exception. The integration of AI tools in

research processes has revolutionized the way data is collected, analysed, and interpreted. This transformation has not only accelerated the pace of discoveries but also enhanced the precision and depth of insights. From natural language processing to machine learning algorithms, AI tools are redefining the boundaries of research capabilities. This study delves into a comparative analysis of these transformative tools, exploring their impacts, advantages, and potential drawbacks. By examining the multifaceted roles of AI in research, we aim to provide a comprehensive understanding of how these technologies are reshaping the academic and scientific landscapes.

Review of literature

The review of literature on the impact of AI tools in research reveals a rapidly evolving field characterized by significant advancements and diverse applications. This section summarizes key studies and findings that highlight the transformative effects of AI across various research domains.

Several studies have explored how AI tools enhance research methodologies. In their comprehensive review, Jordan and Mitchell (2015) discuss the application of machine learning algorithms in data analysis, emphasizing the ability of AI to handle large datasets with improved accuracy and efficiency. Similarly, Witten, Frank, and Hall (2016) highlight the role of AI in automating complex data processing tasks, which traditionally required extensive manual effort.

AI's contribution to data collection and analysis has been widely acknowledged. A study by Blei (2012) on topic modeling demonstrates how natural language processing (NLP) techniques enable researchers to extract meaningful patterns from vast text corpora. This is echoed by Min et al. (2017), who illustrate the use of AI in bioinformatics, where machine learning models significantly improve the identification and classification of biological data.

The acceleration of discovery and innovation through AI is another prominent theme. Makridakis (2017) discusses the predictive power of AI in forecasting trends and outcomes, which is invaluable for fields like economics and social sciences. Additionally, Esteva et al. (2017) showcase how deep learning algorithms are revolutionizing medical research by enabling the early detection of diseases through image analysis.

While the benefits of AI in research are profound, ethical considerations and challenges remain. Floridi et al. (2018) address concerns related to data privacy, algorithmic bias, and the transparency of AI models. They argue for the development of ethical frameworks to guide the responsible use of AI in research.

Similarly, Mittelstadt et al. (2016) highlight the need for accountability and fairness in AI-driven research processes.

Comparative analyses of AI tools in research have provided valuable insights into their relative strengths and weaknesses. Chen, Li, and Weng (2019) compare various machine learning models in clinical research, identifying specific contexts where each model excels. Moreover, the work of Ruder, Peters, and Smith (2019) on NLP models demonstrates the comparative performance of different AI techniques in language understanding tasks.

The future of AI in research is a topic of active investigation. Silver et al. (2016) discuss the potential of reinforcement learning to tackle complex research problems that require adaptive decision-making. Furthermore, Marcus and Davis (2019) speculate on the integration of AI with other emerging technologies, such as quantum computing, to further enhance research capabilities.

Research Objectives

- To Evaluate the Effectiveness of AI Tools in Enhancing Research Methodologies:
- To Compare the Performance of Different AI Models
- To Assess the Impact of AI on Accelerating Research Discoveries
- To Explore the Ethical and Practical Challenges of Implementing AI in Research
- To Investigate the Future Potential and Directions of AI in Research
- To Provide Recommendations for Optimizing the Use of AI in Research

Research Methodology

Conduct a descriptive comparative analysis of the impact of AI tools across different research fields. This study will involve examining how AI tools are currently used, their effectiveness, and the challenges associated with their implementation. Develop a structured questionnaire to gather quantitative and qualitative data from researchers across various disciplines. The questionnaire will explore their experiences, perceptions, and outcomes related to the use of AI tools in research. Utilize a stratified sampling method to ensure representation from diverse research fields (e.g., natural sciences, social sciences, humanities). Target participants may include academics, researchers, and industry professionals actively involved in research projects utilizing AI. Ensure the reliability and validity of data by pilot-testing the questionnaire with a small sample of participants. Adjust questions based on feedback to enhance clarity and relevance. Conduct descriptive statistics, such as frequencies and percentages, to

summarize responses. Perform inferential statistics, including correlations and regression analysis, to identify relationships between variables. Employ thematic analysis for qualitative data obtained from open-ended questionnaire responses.

Hypothesis

H1: The integration of AI tools significantly enhances the efficiency and accuracy of research methodologies across diverse disciplines.

H2: Researchers who utilize AI tools report a higher level of efficiency in data collection compared to those who do not use AI.

H3: AI-driven data analysis leads to more rapid insights and discoveries compared to traditional methods.

H4: There is a positive correlation between the duration of AI tool usage and perceived improvements in research outcomes.

H5: Ethical considerations, such as data privacy and algorithmic bias, are significant concerns among researchers using AI tools in research.

H6: Interdisciplinary collaborations enhance the effectiveness of AI applications in research contexts.

Finding related to the study

- **Effectiveness in Behavior Modification:** Research suggests that hypnosis can be effective in modifying behaviors such as smoking cessation, weight management, and stress reduction. Expected findings may reveal significant improvements in these areas among participants who undergo hypnosis compared to control groups.
- **Pain Management and Relief:** Studies indicate that hypnosis can help alleviate chronic pain and manage acute pain during medical procedures. Expected findings may show reduced pain intensity and improved pain coping mechanisms among individuals who receive hypnosis interventions.
- **Enhanced Cognitive Abilities:** Some research suggests that hypnosis may enhance cognitive functions such as concentration, memory recall, and creativity. Expected findings may reveal improved cognitive performance in tasks or assessments conducted post-hypnosis sessions.
- **Psychological Well-being:** Hypnosis is often associated with improvements in psychological well-being, including reductions in anxiety, depression symptoms, and stress levels. Expected findings may demonstrate enhanced mood and overall psychological resilience among individuals who undergo hypnosis therapies.
- **Physiological Changes:** Research indicates that hypnosis can induce physiological changes such as alterations in heart rate, blood pressure,

and brain activity patterns. Expected findings may include measurable physiological responses during and after hypnosis sessions, indicating relaxation or heightened states of focus.

- **Individual Variability in Response:** Findings may also highlight the variability in responses to hypnosis among individuals, suggesting that not everyone responds to hypnosis in the same way or to the same extent. Factors such as suggestibility, motivation, and previous experiences may influence the outcomes of hypnosis interventions.
- **Long-term Benefits and Sustainability:** Expected findings may explore the sustainability of benefits gained from hypnosis over the long term. Research could reveal whether improvements in behaviors, pain management, or psychological well-being are maintained beyond the immediate post-hypnosis period.
- **Enhanced Efficiency and Accuracy in Research:** Researchers using AI tools are likely to report significant improvements in the speed and accuracy of data collection, processing, and analysis. These tools help manage large datasets more effectively, reducing the time and effort required for manual tasks.
- **Preference for Specific AI Models:** Different research fields may show a preference for particular AI models. For instance, natural language processing (NLP) tools might be more popular in social sciences and humanities, while deep learning models could be favored in medical and engineering research due to their ability to handle complex image and signal data.
- **Accelerated Discovery and Innovation:** The integration of AI tools is expected to correlate with faster research discoveries and innovations. Case studies and empirical evidence will likely highlight how AI has enabled breakthroughs by identifying patterns and insights that were previously difficult to detect.
- **Ethical Concerns and Practical Challenges:** Ethical considerations, such as data privacy, algorithmic bias, and transparency, will be common concerns among researchers. Practical challenges, including the need for technical expertise and the cost of AI tools, may also be significant factors affecting the adoption of AI in research.
- **Mixed Reactions to AI's Role in Research:** While many researchers may express optimism about the potential of AI to revolutionize their fields, some might be skeptical or cautious, citing limitations and the need for rigorous validation of AI-driven findings.
- **Recommendations for Best Practices:** Respondents are likely to provide valuable insights into best practices for integrating AI into research. These may include the importance of interdisciplinary

collaboration, continuous learning and upskilling, and the need for robust validation and ethical guidelines.

- **Future Potential of AI in Research:** Researchers may predict substantial future advancements in AI, such as improved predictive models, more intuitive interfaces, and the integration of AI with other emerging technologies like quantum computing. These advancements are expected to further enhance the research capabilities and open new avenues for exploration.
- **Resource and Support Needs:** There will likely be a consensus on the necessity for more resources and support to optimize the use of AI in research. This includes access to high-quality data, computational resources, training programs, and collaborative platforms.
- **Variability Across Disciplines:** The impact and adoption of AI tools may vary significantly across different research disciplines. Fields with more quantitative and data-intensive research might show higher levels of AI integration compared to more qualitative-oriented disciplines.
- **Impact on Research Publication and Collaboration:** AI tools are expected to positively influence the rate and quality of research publications. Additionally, AI may facilitate more collaborative research efforts, as shared tools and platforms enable researchers from diverse fields to work together more effectively.

Recommendations

- **Invest in Training and Skill Development:** Provide comprehensive training programs to equip researchers with the necessary skills to use AI tools effectively. This can include workshops, online courses, and certifications in AI and machine learning.
- **Promote Interdisciplinary Collaboration:** Encourage collaborations between AI experts and domain-specific researchers to foster innovative approaches and solutions. Interdisciplinary teams can leverage diverse expertise to maximize the benefits of AI in research.
- **Develop Ethical Guidelines and Best Practices:** Establish clear ethical guidelines to address concerns related to data privacy, algorithmic bias, and transparency. Encourage researchers to follow best practices for responsible AI use, ensuring accountability and fairness in AI-driven research processes.
- **Enhance Access to High-Quality Data:** Facilitate access to large, high-quality datasets that are crucial for training and validating AI models. Encourage data sharing among researchers while ensuring compliance with privacy and ethical standards.

- **Invest in Computational Resources:** Provide adequate computational resources, including high-performance computing (HPC) facilities and cloud services, to support AI research. Ensure researchers have access to the necessary hardware and software infrastructure.
- **Implement Continuous Monitoring and Evaluation:** Establish mechanisms for the continuous monitoring and evaluation of AI tools and their impact on research. Regularly assess the performance, accuracy, and ethical implications of AI applications to ensure they meet the desired standards.
- **Foster a Culture of Innovation and Experimentation:** Encourage a culture of innovation and experimentation within research institutions. Allow researchers to explore and test new AI techniques and tools, providing support for pilot projects and experimental studies.
- **Integrate AI with Existing Research Workflows:** Develop seamless integration of AI tools with existing research workflows and software. Ensure that AI tools are user-friendly and can be easily adopted by researchers without extensive technical backgrounds.
- **Support Open Source and Collaborative Platforms:** Promote the use of open-source AI tools and collaborative platforms that facilitate shared learning and development. Encourage contributions to open-source projects to drive community-driven advancements in AI.
- **Provide Funding and Incentives for AI Research:** Allocate funding and provide incentives for research projects that incorporate AI tools. Support initiatives that focus on the development and application of AI in various research domains.
- **Encourage the Publication of AI Research:** Promote the publication of research findings that involve AI tools, highlighting both successes and challenges. Share best practices and lessons learned to guide other researchers in effectively using AI in their work.
- **Facilitate Networking and Knowledge Sharing:** Organize conferences, seminars, and networking events focused on AI in research. Provide platforms for researchers to share their experiences, discuss challenges, and collaborate on AI-related projects.

Conclusion

The integration of artificial intelligence (AI) tools in research has ushered in a new era of scientific inquiry and discovery. As evidenced by the comprehensive analysis, AI tools significantly enhance the efficiency, accuracy, and scope of research across various disciplines. From accelerating data collection and analysis to facilitating complex predictive modeling, AI is revolutionizing traditional research methodologies. However, this transformative power comes with its set

of challenges and ethical considerations. As AI technologies continue to evolve, their role in shaping the future of research is expected to grow, promising even greater advancements and innovations. By embracing best practices, fostering a culture of continuous learning and ethical responsibility, and investing in the necessary resources and infrastructure, the research community can harness the full potential of AI.

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Theoretical framework on employee satisfaction and motivation

Submitted by

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Abstract

Employee satisfaction is study of behaviour at work. Employees satisfaction is considering to be more important factor which was analysed by many social psychologist and scholars because most people spend their life time for work and get satisfied in that for well-being of individual living. There is no organisation without human resources so satisfying human resources leads to achieve its better performance and productivity. While in management we studied satisfaction in different perspectives such as: customer satisfaction, job satisfaction, employee satisfaction. Among all employee satisfaction is considered to be important pillars on building organisation and achieving its goal .Therefore the research in today's surroundings it becomes important to understand and organise employee satisfaction in industrial sectors. Therefore in order to find out the employee satisfaction in industrial sector at Madurai city.

Key words

Employees, Employers, job satisfaction, employee's motivation.

JOB SATISFACTION:

To live happy and fulfilled life job satisfaction is thus essential one. Job satisfaction is good mix between work and personnel life. It means happy employees meets the person's standards.

Job satisfaction is an attitudinal variable which shows how people feel good about their jobs. Simply in terms, job satisfaction that refers to how employee like or dislike their job and how jobs fulfil their desires. It is an integral component of organisation and element in management employee relationship.

Job satisfaction will be defined as the "amount of overall positive affect that individual have towards their jobs" – Keith Davis

According to Feldman and Arnold “job satisfaction is the amount of overall positive effects or feelings that individual have towards their jobs.

Vroom in his definition of job satisfaction focuses on the role of the employees in the workplace. Thus he defines job satisfaction as affective orientations on the part of individuals towards work role which they are currently occupying.

Smith defines “job satisfaction is an employee judgement of how well his job has satisfied his various needs”

According to Locke “job satisfaction is a pleasurable emotional state resulting from the appraisal of one’s job or job experience”

Glimmer, Abdul, Ismail, & Jaafar there are two type of attitude about job the first one is positive attitude about job it state that a person is more satisfied about job and the second attitude is a negative attitude which mean a person is not satisfied about job. Job satisfaction is perceiving to be an individual emotional reaction about work.

E. A. Locke define job satisfaction as “Job Satisfaction is a pleasurable or positive emotional state from the appraisal of one's job or experience." Job Satisfaction is combinations of three circumstances these circumstances are psychological, physiological and environmental that makes a person happy with his job.

Lofquist and Davis defined job satisfaction as “an individual’s positive affective reaction of the target environment as a result of the individual’s appraisal of the extent to which his or her needs are fulfilled by the environment”.

FACTORS AFFECTING JOB SATISFACTION:

- i. Environment and workplace relationship: Relationship at work place plays a major role in job satisfaction. It could be achieved by prioritize open and effective communication within the organisation. Encouraging the team work, recognizing the employee and giving rewards for the effects they have taken. All these leads to good relationship within the organisation that helps employees to get satisfied in their job.
- ii. Career growth opportunities: Career growth opportunities could be achieved by creating personalized development plans, arranging regular career discussion, and promoting a learning culture by conducting online class, seminar, and training sessions. Thus this

- leads to greater sense of self accomplishment and increase their job satisfaction.
- iii. Recognizing and Rewarding: this is one of the toughest task for employer to recognize and rewards their employees apparently. Rite recognizing and rewarding teams or individual achievement is key to boosting morale and leads to positive and motivated work place. This could be done by aligning rewards, personalize employee recognition, providing promote and regular feedback.
 - iv. Creating positive work life balance: work life balance is very important factor that affects employee's satisfaction. To achieve work life balance, an employer should explains about the work hours, leave, their own personnel time, improving flexible working schedule , promoting vacations which enhances their job satisfaction.
 - v. Leadership and management style affects job satisfaction: Leading your teams plays a pivotal role in their morale, production and overall job satisfaction. To enhance job satisfaction. To enhance job satisfaction leader should be transparent, consistent communication, participative leadership.
 - vi. Job security: When employees feel secure in their jobs, it results in loyalty, strengthens trust, create peaceful work place so job security is very important for job satisfaction. To achieve this organisation should provide regular feedback, should create and maintain supportive work environment and develop career pathways.

TYPES OF JOB SATISFACTION:

Intrinsic is all about kind of work you do and the task that make up your job.

Extrinsic job satisfaction is related to workplace, co-workers, pay, supervisor etc.

DIMENSION OF JOB SATISFACTION:

According to Frederick Herzberg theorized there are two dimensions of employee job satisfaction.

- Hygiene
- Motivators

Hygiene issues(dissatisfies)	Motivators issues(satisfies)
Administrative policies	Work itself
Supervision	Achievement
Salary	Recognition
Inter personal relationship	Responsibility
Working conditions	Advancement

MEASURING OF JOB SATISFACTION:

There are many ways to measure job satisfaction .The following are common ways of measurement.

- i. Employee satisfaction surveys: employee satisfaction survey is the most effective way to find out how employee feel and satisfied in their work. It is baseline employee satisfaction measurement. This method helps to assure employees that their feelings and voice are heard by the employer which they can't express it directly to the employer sometimes. Questionnaire is one of the easiest method to measure employee satisfaction. But same kind of questionnaire is not suitable for different kind of organisation.in this technical era, google forms, office vibe are used to measure job satisfaction.
- ii. One on one meeting: these kind of meetings are conducted between the employer and employee regularly. These meeting are called coaching sessions. But this kind of meeting is less reliable then surveys. During the meetings discuss were made between employer and employees about their job performance, career goals, obstacles faced by the employees, suggestions to improve company policies, accessibility to resources etc.
- iii. The employer net promoter score (Enps): The NPS is calculated using formula, in this method job satisfaction is measured using scale of zero to ten. Based on the results employees are divided into detractors, passive, promoters. Detractors are responds comes under scale of zero to six, this indicates they aren't happy about their work place. They ready to leave company at any time, these responds can give many ideas and suggestions to improve the organisation. Passive are responds comes under scale of seven to eight who didn't feel strong about the organisation. With some improvement they can turn to promoters.

Promoters are those comes under scale of nine to ten who feels safe and satisfied in the organisation.

- iv. Using this formula we can measure employee job satisfaction, positive scores are considered as good scores and negative score indicates company have to work more to satisfy their employees.
- v. Epns= percentage of promoters-percentage of detectors
- vi. Absenteeism rate: a high absenteeism in the organisation also be a sign of employee dissatisfaction. Absenteeism increase work load on other employee to cover for their missing colleagues. Again this led to work stress and high level of dissatisfaction. If absenteeism takes place often, then organisation has to take immediate actions to reduce job dissatisfaction.
- vii. Employee satisfaction index(ESI): this method uses following questions to identify employee satisfaction levels
 - Are you satisfied with our work place?
 - Does your workplace meet your expectations?
 - Do you feel safe at your work place?

By rating these questions, satisfaction level can be measured by the employer.

KEY PERFORMAMCER INDICATER (KPIs) TO TRACK EMPLOYEE SATISFACTION:

- i. Glass door rating: glass door rating is one of the most popular employee review website, in this employees rate their satisfaction range 0-1.5 means “very dissatisfied” to 4-5 “highly satisfied”.
- ii. Informal conversations: informal conversation is an excellent way to measure employee satisfaction. In this method employer directly have conversation with the employees about the organisation during their breaks or taking them out for lunch and having friendly conversation to collect their needs, wish and suggestions so that, it could be useful to improve organisation performance and employee job satisfaction.
- iii. Suggestion box: in olden days many organisation has kept suggestions box to collect employee’s reviews about how company can improve. Now a day’s organisations are suggesting online suggestions boxes which could be accessed at anytime, anywhere. Suggestion boxes can be virtual.
- iv. Performance reviews: performance reviews plays important role in running a company. Performance reviews could be collected by

conducting regular meetings and allowing employees to express their suggestion about the solution oriented plans, task reassignment and employee development strategies. This make it easier to measure progress and set upcoming goals.

- v. Internal promotion rate: measuring internal promotion rate indicates a company willingness to invest in its employees. This shows high retention rate, opportunities growth, and better employee satisfaction.it can be measured using following formula
- vi. Promotion rate = $(\text{total number of promotion}/\text{total number of employees}) * 100$
- vii. Successful hires within the company: this is an excellent way to know about employee satisfaction. If a company holds and retain their employees after their probationary period this shows a good sign of employee satisfaction, if new hires leave the organisation before completing their probationary period or within a few month then human resources team needs to identify the problem and works on it immediately.
- viii. Exit interview: exit interviews could be not virtual and strange sometime, since worker who wants to exit the company, not to be honest to the company's human resources department. They may give false statement too. Some can give virtual reviews that could help company improve themselves.

COMPONENTS OF JOB SATISFACTION:

The way for achieving job satisfaction is different from person to person, however some components remains same for all the organisation, such as following

- Work environment
- Travel opportunities to client locations
- Team motivational activities
- Flexi work hours
- HR policies and retention plans
- Management styles and organisational culture
- Job safety
- Promotions, kudos, on the job safety
- Good salary and annual increment
- Team motivational activities
- Performance analysis and feedback

EMPLOYEE MOTIVATION:

Motivation is a word derived from ‘movere’, which means to move. Motivation is a process of inducing and stimulating an individual to act in certain manner. In terms of organisations, motivation means urging and encouraging employees to perform to the best of their capabilities that leads to achieve the goals of the organisation. Motivation is driving the individual psychologically so as to motivate his willingness to work and perform better. Motivation is an intricate process which depends on various factors in the organisation as well as in one’s personal life like family, place, friends, health, finance etc.

According to Matthews et al. (2000) argues that encouraging employees & sustaining greater performance level is among the main issues of contemporary day organisations.

In the words of W.G.Scott “Motivation means a process of stimulating people to action to accomplish desired goals”

According to E.F.L. Breach “Motivation is a general inspirational process which gets the members of team to pull their weight effectively to give their loyalty to group to carry out properly the task that they are accepted and generally to play an effective part in the job that group has undertaken”.

4-DRIVERS MODEL: New theory on employee’s motivation:

The 4-drive model of employee motivation was gave by Lawrence and Nohria in 2002. Motivating an employee is not as easy task, it is an extremely tough task, as employees are unique and they react differently for the same kind of situations or action. This model is a holistic way of explaining employee motivation beyond the typical “pay” model which is prevalent in the business world today.

Let’s see how his model gives a new way of thinking for organisational employers. The four drive theory is based on four drives such as, the drive to acquire & achieve, to bond & belong, to be define & defend, to be challenged & comprehend. These drives are inter related to one another, if companies typically concentrate on acquire & achieve i.e. pay, rewards, incentives etc. the other three drives plays integral part in fully motivating employees. Thus this new model of drive theory provides many ways to increase and achieve employee motivation.

Acquire & Achieve:

This is basic level of this theory, acquire and achieve drives employees to acquire their basic things like pay, status, resources etc. it offer both tangible and intangible reward’s to achieve employees motivation.

Bond & Belong:

This is second level of this theory in which creating bond between employees helps them to be motivated in the organisation. Employees have to work with their co-workers and they always surrounded by each other. If they have good bond and belong between each other they always stays positive and happy in their work place. Organisation should help them to maintain good bond by conducting some fun programs, team building etc.

Challenged & Comprehend:

Challenged & comprehend presents employee should be engaged always so that they will not feel bored in their work place which increase their motivation level. Only challenged environment give opportunities to learn and grow, so leaders in the companies should look at how they can create challenges for employees and keeping them engaged always. Keeping this in mind, organisation should look at how they are structuring their jobs, their projects, their pays and their incentives.

Define & Defend:

Finally, organisation do not typically think of the drive to define & defend when they are concentrating in motivation. Organisation must try to define the purpose, plans, and goals and try to defend status, ideas, relationship within the organisation. In simple terms define & defend involves standing up for what is right in the workplace and advocating for fairness within the organisation. Thus understanding these drives is essential for fostering motivation, engagement and effective work environment.

THEORIES OF MOTIVATION:

Motivation theories are a way of looking at the motivation of person and how these theories influence individual behaviour, both for personal or professional reason. Psychologist have believed motivation is a key to more profitable employees, as a motivated employee is more productive. So they designed various theories of motivation, the following are the some of most trending motivational theories.

MASLOWS HIEARCHIERY OF NEED THEORY:

Abraham Maslow stated that a person will be motivated when all his needs are fulfilled. According to him people do not work for money or security, but they work to use their skills and fulfil their needs. This concept is demonstrated by creating pyramid to show how people are motivated and explained that one cannot be happy and satisfied until their basic needs are fulfilled. Maslow

contributes systematic scheme of need hierarchy. After a proper research he concluded that, there were certain needs of their employees, when they join in any organisation they believe that accomplishing their work can satisfy their needs. Thus they have a perceived expectations from working organisation. If the expected needs are fulfilled, they feel motivated and satisfied else on other hand, if their expectations are not satisfied they feel demotivated and refuses to work that lead to dissatisfaction. The following figure shows the hierarchy needs of every human being

- i. Physiological needs: The basic level of hierarchy need is physiological needs, these are the needs which helps to satisfy basic wants of individual life. Food, shelter, rest, activity etc. are included in this. Following are the common features of physiological needs
 1. They have specific nature and location, identified easily.
 2. They are independent of each other
 3. They always met repeatedly
- ii. Security needs: These needs are also called as safety needs, these needs concerned with financial and physical security. Physical needs concerned with physical health, and living life without health threat, financial security concerned with the safety and security on the job. When physiological needs of individual is fulfilled needs at the safety and security begin to dominate the individual life.
- iii. Social needs: These needs concerned with the love and social security. Every individuals likes to be loved by others, wants to get affection from others and likes to be friendly with their group members. Deprived of these things, man wants them as intensely as a hungry man wants food.
- iv. Esteem needs: This need is also called as egoistic needs that includes self-confidence, knowledge of facts, self-respect, freedom, etc. all these can be defined in three words- status, prestige, self -respect.
- v. Self-accomplishment needs: these needs are also known as self-realisation needs. This is the peak stage of every individual life, in this he realised his potential, opportunity, creativity and continual development of individual power and skill.

Thus employer has to understand at which level their employees are currently and help them to satisfy their specific needs accordingly, if it is done they will be satisfied, this will help employee to perform and achieve their targets.

HERTZBERG'S TWO FACTORS THEORY:

Hertzberg's divided needs into two factors, namely hygiene factor and motivating factors. He stated in his theory that, hygiene factor play vital role in motivating employees, but not only hygiene factors fully motivate employees, motivator factors are also required to motivate employees fully. Hygiene factors such as quality work environment, quality supervisory, rules and regulations, co-workers relationship, good salary and so on decreases job dissatisfaction. On other side, motivation factors such as recognition, respect, promotion, personal growth, work itself and so on increases job satisfaction. Thus hygiene factor and motivate factor are interrelated and necessary to motivate employee.

MCCLELLAND'S THEORY OF NEEDS:

Mc Cleland's stated that, there are three motivating drives which do not depend on age or gender. One of these drives dominant in our behaviour, that dominant drives depends on our life experiences. The following are the three motivators:

- **Achievement:**
People with high need for achievement prefer task that gives personal responsibility and results based on their own efforts. They always prefers to accomplish and demonstrate own competence. They also prefer recognition for their efforts.
- **Affiliation:**
People with high needs for affiliation are always motivated by being loved and liked by others. They always wanted to love, belongings and social acceptance. They prefer to participate in social gathering, always stays happy and being positive, may be they feel uncomfortable with conflicts.
- **Power:**
People with high need for power desires situation in which they exercise power and influence by others. They always prefer to be in position with status and authority and ten to be more concentrated about their level of influence than about effective work performance.

VROOMS THEORY OF EXPECTANCY:

Vrooms states that, motivation of individual is affected by expectations about the future. In his view an individual motivation is affected by three elements:

Motivation = V*I*E, V for valence, I for instrumentality, E for expectancy.

Expectancy is expectation of employees at his workplace, here the belief is that increased efforts leads to increased performance, in simple terms harder work gives better results. This is affected by things like not having appropriate resources, not having enough management skills and supports from management. Instrumentality, here belief is that if I perform well, there is something good in it for me. This is affected by things such as, transparency in process of who will be rewarded for what outcome, trust in people who will decided on who gets what outcome, understanding of relationship between performance and outcome. Valence, here belief is that how much importance the individual places upon the expected outcome. For instance, if some employee is motivated by money, he will not value offer to additional time off.

MC GREGOR'S THEORY X AND THEORY Y:

Theory X and Theory Y refers to two styles of management authoritarian and participative respectively.

- Theory X:

This approach is very “hands on” and usually involves micromanaging peoples work to ensure that works gets done properly. According to this theory, employer believe employee easily gets dissatisfied with their work, that leads them to avoid their responsibility and their work whenever they get chance, then employer use authoritarian style of management.

- Theory Y:

In this approach manager believe that, employee are willing to work without supervision, they take own responsibilities, being challenging, tries to achieve more, takes ownership of their work and completing it effectively by themselves. So employers use participative management style. In this theory employees are given autonomy to perform their job, they were given chances to take decision and their suggestions and ideas are considered by the employer.

Conclusion

Today's companies operate in competitive environment forced to do everything on market to become and remain competitive. So, it's important for management to motivate and satisfy employee, which leads organisation to be efficiency, effectiveness, successfully achieve their goal.

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HR analytics

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Introduction

Human Resources (HR) Analytics is a data-driven approach used by organizations to manage and improve their human capital. By leveraging data and analytical techniques, HR professionals can make more informed decisions about hiring, employee development, performance management, and overall organizational strategy.

Common metrics measured by HR analytics

1.Revenue per employee

Obtained by dividing a company's revenue by the total number of employees in the company. This indicates the average revenue each employee generates. It is a measure of how efficient an organization is at enabling revenue generation through employees.

2 .Offer acceptance rate

The number of accepted formal job offers (not verbal) divided by the total number of job offers given in a certain period. A higher rate (above 85%) indicates a good ratio. If it is lower, this data can be used to redefine the company's talent acquisition strategy.

3.Training expenses per employee

Obtained by dividing the total training expense by the total number of employees who received training. The value of this expense can be determined by measuring the training efficiency. Poor efficiency may lead you to re-evaluate the training expense per employee.

4. Training efficiency

Obtained from the analysis of multiple data points, such as performance improvement, test scores, and upward transition in employees' roles in the organization after training. Measuring training efficiency can be crucial to evaluate the effectiveness of a training program.

5. Voluntary turnover rate

Voluntary turnover occurs when employees voluntarily choose to leave their jobs. It is calculated by dividing the number of employees who left voluntarily by the total number of employees in the organization. This metric can lead to the identification of gaps in the employee experience that are leading to voluntary attrition.

6. Involuntary turnover rate

When an employee is terminated from their position, it is termed "involuntary." The rate is calculated by dividing the number of employees who left involuntarily by the total number of employees in the organization. This metric can be tied back to the recruitment strategy and used to develop a plan to improve the quality of hires to avoid involuntary turnover.

7. Time to fill

The number of days between advertising a job opening and hiring someone to fill that position. By measuring the time to fill, recruiters can alter their recruitment strategy to identify areas where the most time is being spent.

8. Time to hire

The number of days between approaching a candidate and the candidate's acceptance of the job offer. Just like time to fill, data-driven analysis of time to hire can benefit recruiters and help them improve the candidate experience to reduce this time.

9. Absenteeism

Absenteeism is a productivity metric, which is measured by dividing the number of days missed by the total number of scheduled workdays. Absenteeism can offer insights into overall employee health and can also serve as an indicator of employee happiness.

10.Human capital risk

This may include employee-related risks, such as the absence of a specific skill to fill a new type of job, the lack of qualified employees to fill leadership positions, the potential of an employee to leave the job based on several factors, such as relationship with managers, compensation, and absence of a clear succession plan. HR analytics can be used to measure all these metrics.

Common data sources HR analytics solutions

I. Internal data

Internal data specifically refers to data obtained from the HR department of an organization. The core HR system contains several data points that can be used for an HR analytics tool. Some of the metrics that an HRIS system contains includes:

- Employee tenure
- Employee compensation
- Employee training records
- Performance appraisal data
- Reporting structure
- Details on high-value, high-potential employees
- Details on any disciplinary action taken against an employee

The only challenge here is that sometimes, this data is disconnected and so may not serve as a reliable measure. This is where the data scientist can play a meaningful role. They can organize this scattered data and create buckets of relevant data points, which can then be used for the analytics tool.

II. External data

External data is obtained by establishing working relationships with other departments of the organization. Data from outside the organization is also essential, as it offers a global perspective that working with data from within the organization cannot.

1. Financial data

Organization-wide financial data is key in any HR analysis to calculate, for instance, the revenue per employee or the cost of hire.

2. Organization-specific data

Depending on the type of organization and its core offering (product or service), the type of data that HR needs to supplement analytics will vary.

For example, says Collins, “HR leaders at a global retailer should power their analytics engine with store revenue and costs and customer experience data, whereas HR at a construction company might pursue operational – health and safety – data and data related to contingent labour costs.”

3. Passive data from employees

Employees continually provide data that is stored in the HRIS from the moment they are approached for a job. Additionally, data from their social media posts and shares and from feedback surveys can be used to guide HR data analysis.

4. Historical data

Several global economic, political, or environmental events determine patterns in employee behaviour. Such data can offer insights that limited internal data cannot.

The complete HR analytics cycle

a. Create a collective mind-set

Before the operational and mathematical aspect can kick in, HR leaders must prepare their teams and organizations for a workflow-driven by analytics.

While the discussion with the C-suite for the need for analytics is one part of the change, the other is preparing your team to deal with the amount of data that they will now be using to measure the change.

This is a crucial aspect of **HR’s digital transformation** as well as company-wide digital transformation. Getting the team started on small projects and asking them to create the reports that they will discuss with business leaders is a good way to begin.

b. Bring in data scientists

The data scientist is expected to become an integral part of HR teams. They are best suited to assess the viability of an analytics solution. They can also ensure the robustness of the statistical modelling and predictions.

As Collins says, “data scientists will play an invaluable role in creating a culture of analytics across HR. As the role of HR business partners and generalists evolves to include skills such as data strategy, analysis, and communication (articulating ‘the story behind the science’), the data scientist will serve as the coach, mentoring their colleagues across HR in how to understand, and apply, the insights.”

c. Start small

A great technique to convince stakeholders that HR analytics can drive business value is to first implement a small project successfully. Called “quick wins,” these projects can deliver tangible results in a short amount of time with high impact.

d. Get clearance from the legal team

The sort of data collection that HR analytics uses is governed heavily by compliance laws. Some legal considerations to keep in mind when implementing an HR analytics solution are:

- Employee privacy and anonymity
- Consent from employees about the amount and type of data being collected
- Establishing the goal of data collection and informing employees accordingly
- IT security when using third-party software to run HR analytics
- Location of the HR analytics vendor – with whom the data will be stored – and their compliance with local laws

Collaborate with the legal team of your organization to ensure ethics and compliance norms are followed.

e. Choose an HR analytics solution

Any HR analytics solution that will be used at scale must have certain components

The key features of an HR analytics solution

1.They answer the business questions the C-suite asks

This may require that you invest in a solution to address each question, leading to investments in multiple analytics solutions for granular data on each question. Alternatively, you may choose a unified solution that can assess multiple metrics to answer each business question.

2. They are easy to use by individuals who are not data scientists

An accessible solution created for laypersons is ideal when they want to assess any one or more metrics without interrupting the workflow of the data scientist.

3. They are cloud-based rather than on-premise

A cloud-based solution also aids accessibility without heavy IT integration. This grants HR the autonomy to use the solution as and when needed.

4. They are powered with statistical analysis and machine learning technology

Big data platforms require advanced data management systems powered by machine learning and natural language processing. This allows the technology to learn and reason autonomously, revealing insights that data scientists can then analyze.

5. They are based on predictive analytics

Predictive analytics is the practice of extracting information from existing data sets to determine patterns and forecast future outcomes. Analysts use statistical methods to forecast future alternatives – will the current termination rate continue at the same pace or might we expect a surge of exits as the job market strengthens?” explains Collins.

6. They are powered with visualization technology

A visual representation of vast amounts of data can allow for better understanding of trends and events. The complex data processed through an analytics engine requires advanced visualization software, as it cannot be presented in simple charts and presentations.

They are available through a subscription model

Subscription models of software as a service platforms are useful because they easily allow you to access the latest upgrades in technology. They also eliminate the significant upfront expense of purchasing an analytics solution and may be a more cost-efficient way of investing in analytics.

Importance of HR analytics

HR analytics is increasingly crucial for modern organizations for several key reasons:

1. **Data-Driven Decision Making:** HR analytics provides valuable insights by analysing employee data. This helps HR professionals make informed decisions about hiring, training, and employee development, rather than relying on intuition alone.
2. **Improving Recruitment:** By analysing data from past hiring processes and employee performance, organizations can refine their recruitment strategies to attract and retain top talent more effectively.
3. **Enhancing Employee Engagement and Retention:** HR analytics can identify factors that contribute to employee satisfaction and retention. By understanding patterns and trends, organizations can address issues proactively and improve overall employee engagement.
4. **Optimizing Workforce Planning:** Analytics helps in forecasting future workforce needs based on trends and organizational goals. This ensures that the right number of employees with the right skills is available when needed.
5. **Measuring Training Effectiveness:** By evaluating the impact of training programs on employee performance and business outcomes, HR analytics helps in refining training initiatives and ensuring they deliver the desired results.
6. **Boosting Productivity:** Analytics can identify factors that impact employee productivity and suggest ways to enhance it. For example, analysing work patterns and performance metrics can reveal opportunities for process improvements.
7. **Managing Diversity and Inclusion:** HR analytics can track diversity metrics and assess the effectiveness of inclusion initiatives. This helps organizations ensure they are fostering a diverse and inclusive workplace.
8. **Predicting and Managing Turnover:** Predictive analytics can forecast potential employee turnover and identify the underlying causes. This allows organizations to implement strategies to retain key talent and reduce turnover costs.

9. **Aligning HR with Business Goals:** By linking HR metrics with business outcomes, analytics helps demonstrate the value of HR initiatives and ensures that HR strategies are aligned with overall business objectives.
10. **Enhancing Employee Experience:** Analytics can track and analyse various aspects of the employee experience, from on boarding to career development. This helps in creating a more positive and engaging work environment.

Key challenges of HR analytics

1. **Data Quality and Integrity:** The effectiveness of HR analytics depends heavily on the quality of the data. Inaccurate, incomplete, or out-dated data can lead to misleading insights and poor decision-making.
2. **Data Privacy and Security:** Handling sensitive employee information requires strict adherence to privacy regulations (like GDPR or CCPA) and robust security measures. Ensuring that data is protected from breaches and misuse is crucial.
3. **Integration of Data Sources:** HR data often comes from various sources, including HRIS, payroll systems, and performance management tools. Integrating these disparate data sources into a cohesive system can be complex and time-consuming.
4. **Lack of Skilled Personnel:** Effective HR analytics requires expertise in data analysis and interpretation. Finding or developing talent with the necessary skills to analyse and make sense of HR data can be challenging.
5. **Resistance to Change:** Implementing HR analytics can face resistance from employees and management, particularly if it challenges existing practices or reveals uncomfortable truths. Overcoming this resistance requires effective change management strategies.
6. **Cost and Resource Constraints:** Implementing advanced HR analytics tools and technologies can be expensive. Organizations must balance the costs of these tools with the expected benefits and ensure they have the resources to support their use.
7. **Complexity of Data Interpretation:** Translating complex data into actionable insights can be difficult. Ensuring that findings are

understandable and relevant to decision-makers is essential for the success of HR analytics.

8. **Ethical Considerations:** Using data to make decisions about employees, such as promotions or terminations, raises ethical concerns. It's important to use data responsibly and ensure that it does not lead to bias or unfair treatment.
9. **Changing Business Needs:** As organizational goals and business environments evolve, the metrics and analyses used in HR analytics may need to be adjusted. Staying agile and responsive to these changes can be challenging.
10. **Scalability Issues:** As organizations grow, the volume and complexity of HR data increase. Ensuring that HR analytics systems can scale effectively to handle larger datasets and more complex analyses is important.
11. **Alignment with Business Strategy:** Ensuring that HR analytics is aligned with overall business goals and strategies can be challenging. Analytics efforts need to be closely tied to organizational objectives to deliver meaningful value.
12. **Data Overload:** With the vast amount of data available, there is a risk of information overload. Distilling meaningful insights from large volumes of data and focusing on what truly matters can be a significant challenge.

Addressing these challenges involves a combination of strategic planning, investment in the right tools and talent, and ongoing efforts to ensure data quality and ethical use. By proactively managing these challenges, organizations can better leverage HR analytics to drive positive outcomes.

Ways to Overcome the Obstacles of Hr Analytics

Overcoming the challenges associated with HR analytics requires a strategic approach that combines best practices, technological solutions, and effective change management. Here are some strategies to address the obstacles:

1. Improving Data Quality and Integrity

- **Implement Robust Data Governance:** Establish clear data management policies and procedures to ensure data accuracy, consistency, and completeness.
- **Regular Data Audits:** Conduct periodic audits to identify and rectify data quality issues.
- **Automate Data Collection:** Use automated tools to reduce manual data entry errors and ensure real-time data updates.

2. Ensuring Data Privacy and Security

- **Adhere to Regulations:** Follow data privacy laws and regulations (e.g., GDPR, CCPA) to protect employee information.
- **Implement Security Measures:** Use encryption, access controls, and regular security audits to safeguard data.
- **Train Employees:** Educate staff on data privacy and security best practices to mitigate risks.

3. Integrating Data Sources

- **Invest in Integration Tools:** Use integration platforms or APIs to unify data from different HR systems into a single, cohesive database.
- **Standardize Data Formats:** Ensure consistent data formats across systems to simplify integration.
- **Create a Data Warehouse:** Establish a centralized data repository to streamline data access and analysis.

4. Addressing the Lack of Skilled Personnel

- **Provide Training and Development:** Invest in training programs to build in-house expertise in data analysis and HR analytics.
- **Hire Specialists:** Recruit data analysts or HR professionals with experience in analytics.
- **Leverage Consultants:** Engage external consultants or vendors with expertise in HR analytics to guide implementation and strategy.

5. Overcoming Resistance to Change

- **Communicate Benefits:** Clearly articulate the benefits of HR analytics to stakeholders and demonstrate how it aligns with organizational goals.
- **Involve Key Stakeholders:** Engage key decision-makers and employees early in the process to gain buy-in and address concerns.
- **Provide Training and Support:** Offer training and support to ease the transition and build confidence in using new tools and processes.

6. Managing Cost and Resource Constraints

- **Start Small:** Begin with pilot projects or small-scale implementations to demonstrate value before scaling up.
- **Choose Scalable Solutions:** Select analytics tools and platforms that can scale with your organization's growth.
- **Evaluate ROI:** Regularly assess the return on investment (ROI) of analytics initiatives to justify expenditures.

7. Simplifying Data Interpretation

- **Use Visualization Tools:** Employ data visualization tools to make complex data more understandable and actionable.
- **Develop Clear Metrics:** Define clear, relevant metrics and KPIs to focus on what matters most for decision-making.
- **Create Dashboards:** Develop user-friendly dashboards that present insights in an easily digestible format.

8. Addressing Ethical Considerations

- **Develop Ethical Guidelines:** Create and adhere to ethical guidelines for data use and decision-making.
- **Ensure Transparency:** Be transparent about how data is used and how decisions are made to build trust with employees.
- **Monitor for Bias:** Regularly review and audit analytics processes to identify and mitigate potential biases.

By addressing these challenges with targeted strategies, organizations can maximize the benefits of HR analytics and leverage data to drive better HR decisions and business outcomes

Conclusion

HR Analytics represents a transformative approach to managing human capital within organizations. By systematically collecting, analyzing, and interpreting employee data, HR professionals can move beyond intuition and anecdotal evidence to make more informed, strategic decisions. This data-driven approach enhances various aspects of HR, from recruitment and performance management to employee retention and workforce planning.

AI RESEARCHERS' READING LISTS: THE VALUE OF THE MATERIAL IN THE FIELD OF LITERATURE

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Abstract

The unexpected influence of literature on the lives of AI researchers is examined in this work. The literature's impact on research emphasis, career choice, community building, scientific communication, ethical considerations, and visualizing future sociotechnical landscapes are the six main areas of influence revealed by the study through interviews with 20 UK-based AI researchers. The study investigates how literature affects the advancement of artificial intelligence through an examination of researchers' reading lists. The investigation focused on several key aspects, such as how literature shapes research questions, encourages critical thinking, informs ethical decisions, and boosts creativity in AI creation. The study questions the idea that artificial intelligence (AI) is a purely technical topic and emphasizes the humanities' crucial role in advancing the science by looking at the connection between literary and AI notions. By emphasizing the literature's importance in AI research, we advance a more comprehensive comprehension of the area and its possible social implications.

Introduction

Once the domain of science fiction, the nexus between artificial intelligence (AI) and literature is now a thriving field of study and investigation. The function of reading lists that AI researchers have curated is essential to this convergence. These lists, which are sometimes disregarded as merely personal preferences, provide a wealth of information on the thought processes, moral dilemmas, and creative ideas that go into the creation of AI. This essay explores the usefulness of these reading lists and looks at how they advance both the mutually beneficial relationship between AI and the humanities as well as the realm of literature.

The Content of Reading Lists for AI Researchers

Like all intellectuals, AI researchers are shaped by the writings they read. Their reading lists indicate their intellectual paths, areas of interest in research, and philosophical foundations; they are more than just lists of books to read. These lists frequently contain a wide variety of resources, ranging from technical manuals and science fiction to classic literature and philosophy. In a recent study, I7-M famous that William Gibson's *Necromancer* bolstered into his groups inquire about when it was distributed. While it did not donate them their inquire about thoughts, it did make us think a bit almost what would be a cooler interface. I7-Ms and his groups relationship to *Neuromancer* can be caught on within the setting of more extensive prove for the part of cyberpunk in impacting the investigate centre of those working in virtual reality investigated the reading preferences of UK AI researchers. The results were enlightening: literature had a complex impact on their life, impacting their choice of career path, area of study, and ethical issues. According to the experts, reading literature can help us understand human behaviour better, dispel myths about technology, and increase empathy.

The Use of Reading Lists by AI Researchers to Find New Interpretations in the Literature:

A distinct viewpoint is brought to literary analysis by AI researchers. Their expertise in data analysis, computational modelling, and pattern recognition can result in original text interpretations

Extending the Literary Canon: AI researchers can question conventional ideas of literary worth by investigating a variety of genres and writers. They broaden the focus of literary studies by include works by under-represented authors on their reading lists. Moreover, their fascination with science fiction helps illuminate the manner in which literature foreshadows and influences technical advancements.

Crossing disciplinary Boundaries: The reading lists of AI researchers can act as a link between the humanities and sciences. These scholars show the possibilities for cross-disciplinary collaboration and the interconnection of knowledge by engaging with both technical and literary literature. Innovative research initiatives

that blend the scientific methodological rigour with the interpretive potency of the humanities can result from this multidisciplinary approach.

Informing AI Development: A substantial dataset for AI model training can be obtained from literature. Through the analysis of extensive text corpora, scientists can create algorithms that can comprehend and produce language that is similar to that of a human. Furthermore, exposing readers to a variety of literary genres might lessen biases in AI systems.

First off, AI scholars provide literary analysis a fresh viewpoint. Their background in data analysis and pattern recognition can reveal hidden themes and structures in texts. Through the use of computational techniques, literary analysis can reveal hidden connections between characters, story points, and stylistic features. An enhanced comprehension of the human situation and novel literary interpretations can result from this multidisciplinary approach. **Second**, the literary canon can be expanded by the reading lists created by AI researchers. Traditional ideas of literary merit may be questioned as a result of their exposure to a variety of genres and authors. These researchers are frequently drawn to works that investigate the ramifications of technology breakthroughs and futuristic fiction. They advance a better knowledge of how literature both reflects and drives society changes by interacting with such writings. In addition, these perusing records can serve as a bridge between the sciences and humanities. By investigating both specialized and scholarly works, AI analysts illustrate the interconnecting of information. This intrigue approach cultivates a culture of mental interest and advancement, rousing modern investigate bearings that combine the meticulousness of the sciences with the interpretive control of the humanities. At last, AI researchers' perusing records can advise the improvement of more human-centric AI frameworks. Presentation to assorted scholarly styles and viewpoints can offer assistance to moderate predispositions in AI calculations. By understanding the subtleties of human dialect and culture, analysts can make AI frameworks that are more compassionate, responsive, and adjusted with human values.

Possibilities and Difficulties

There are issues that need to be resolved even though reading lists for AI researchers are clearly valuable. A reductionist understanding of literature could result from an over-reliance on data-driven methods of literary analysis, which is

one cause for concern. Questions concerning inclusiveness and equity in AI research are also brought up by the disparity in access to literary texts across digital platforms. The advantages of examining reading lists of AI researchers are substantial, notwithstanding these difficulties. Researchers can uncover new trends in the field, learn important insights into the cognitive processes behind AI development, and promote collaboration between AI and humanities experts by methodically examining these lists. In any case, challenges flourish. Gathering comprehensive information can be troublesome, and translating the importance of content inside a researcher's setting remains subjective. In addition, WAIRR used a qualitative method, aiming to produce explanations which are '*generalizable* in some way, or which have some demonstrable wider resonance' (Mason [Citation2002](#), 8) overreliance on quantitative strategies dangers diminishing writing to insignificant information focuses. To completely tackle the potential of these perusing records, a adjusted approach that combines quantitative and subjective investigation is basic, whereas moreover tending to moral concerns related to information security. Ferro and Swedin ([Citation2009](#), 87) note that the rummage around for illustrations is an progressing exertion this ponder points to bring existing illustrations together, as well as give unused prove. It points to illustrate the require for encourage precise investigate, both subjective and quantitative.

Conclusion

The investigation of AI researchers' perusing records has uncovered a compelling crossing point of innovation and the humanities. These apparently dissimilar areas merge within the minds of people who are both making long-term of AI and profoundly locked in with the human involvement as reflected in writing. Distant from being insignificant individual inclinations, these perusing records offer a wealthy embroidered artwork of experiences into the cognitive forms, moral contemplations, and inventive motivations that support AI improvement.

By diving into the scholarly works that impact AI analysts, we have illustrated the potential to reveal novel translations of writings, extend the scholarly rule, and bridge the disciplinary isolate between the sciences and humanities. The intrigue nature of this investigation has yielded promising roads for future investigate, counting the advancement of computational apparatuses for scholarly examination, the ponder of AI researchers' moral systems, and the investigation of how perusing records shape the direction of AI improvement.

Be that as it may, challenges stay. Gathering comprehensive and agent perusing list information may be a complex errand, and deciphering the importance of a book inside an AI researcher's setting requires nuanced examination. Moreover, moral contemplations related to information protection and the potential for overreliance on quantitative strategies must be carefully tended to. To completely realize the potential of AI researchers' perusing records, a adjusted approach is basic. By combining quantitative and subjective strategies, analysts can pick up a more profound understanding of the complex relationship between writing and AI. Moreover, collaboration between AI analysts, scholarly researchers, and ethicists is significant for exploring the moral suggestions of this work. Eventually, the investigation of AI researchers' perusing records could be a step towards a more all encompassing understanding of AI improvement. By recognizing the influence of writing on these analysts, able to cultivate a more human-centered approach to AI, guaranteeing that innovation serves the requirements and values of society. As AI proceeds to evolve, the advantageous relationship between innovation and the humanities will gotten to be progressively vital. By contributing in investigate that investigates this crossing point, able to construct a future where AI and human inventiveness prosper together. This investigate speaks to an starting raid into this promising region, and encourage examination is vital to completely open the potential of AI researchers' perusing records. By building upon the establishments built up here, future ponders can contribute to a more profound understanding of the complex interaction between innovation and the human encounter.

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REVOLUTIONIZING RESEARCH TECHINQUEWITH AI SUPPLY CHAINS ANALYTICS

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ABSTRACT

In this, I Describe the application of advanced analytics Techniques Management .The applicant are categorized in terms of descriptive, predictive and prescriptive analytics and along the supply chain operations Reference (SCOR) model domains plan, source, Make, deliver and return. Descriptive analytics applications center on the use of data from global Positioning system (GPSs), radio frequency Identification (RFID) chips and data- visualization

Tools to provide managers with real- time information regarding location and quantities of goods in the supply chain.Predictive analytics centers on demand forecasting at strategic, Tactical and operational levels, all of which drive the planning process in supply chains in terms of network.

KEYWORD

Definition and scope-importance- types- benefits - conclusion

IMPORTANCE OF SUPPLY CHAINS ANALYTICS

1. Improving Efficiency:

Analytics: can identify bottlenecks, inefficiencies, and areas for improvement in the supply chain, leading to smoother operations and reduced costs.

2. Enhancing Forecasting

By analytics historical data and market trends, companies can better predict demand, manage inventory levels, and avoid overstocking or stock outs.

3. Cost management

Understanding where costs are incurred and how resources are used allows companies to streamline operations, negotiate better with suppliers, and reduce waste

TYPES OF SUPPLY CHAINS ANALYTICS

- **Descriptive Analytics** Purpose: Understand what has happened in the past within the supply chain.
Methods: Data aggregation and mining to provide insights into historical performance
Tools: Reports, dashboards, and scorecards.
Examples: Inventory levels, order fulfillment rates, and transportation costs.
- **Diagnostic Analytics** : Purpose: Explain why certain events or outcomes Occurred
Methods: Root cause analysis, data discovery, and drill-down techniques.
Tools: Interactive dashboards, data visualization tools. Examples: Analyzing the reasons for delays in delivery, identifying causes of stock outs, and understanding the factors behind cost increases
- **Predictive Analytics**: Purpose: Forecast future events and trends based on historical data.
Methods: Statistical modeling, machine learning algorithms, And time-series analysis.
Tools: Predictive models, forecasting tools. Examples: Demand forecasting, predicting supplier reliability, and estimating lead times.

CURICUIAL FOR SEVERAL REASONS

- **Efficiency and cost reduction**
Analytics helps identify inefficiency in the supply chains, allowing companies to streamline processes and reduce Costs.
- **Demand forecasting**
Accurate forecasting enables companies to manage inventory levels effectively, reducing overstock and stock outs
- **Risk management**
Analytics helps in identifying potential risk and disruptions in the supply chain, allowing for proactive

BENEFIT OF SUPPLY CHAIN ANALYTICS

- 1) **Cost savings:**
Identifying inefficiencies and optimizing processes reduce operational
- 2) **Improved demand forecasting:**
Accurate prediction helps in better inventory management and reduces overstock or stock outs
- 3) **Enhanced decision making:**
Data driven insights support strategic and tactical decisions

CONCLUSION

Supply chain analytics cannot be overstated. It is a critical tool for enhancing operational efficiency, reducing costs, managing risks, and improving customer satisfaction. By providing actionable insights through descriptive, diagnostic, predictive, and prescriptive analytics, Business can make and Prescriptive analytics, businesses can make informed decisions that supply chain processes.

AI AND TIME MANAGEMENT

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ABSTRACT

Artificial Intelligence (AI) has revolutionized numerous facets of human life, including time management. This paper explores the intersection of AI technologies and time management strategies, highlighting how AI tools enhance efficiency, productivity, and decision-making in personal and professional settings. Key areas of focus include AI-driven scheduling algorithms, predictive analytics for task prioritization, and automated reminders to minimize procrastination. Additionally, the ethical implications and challenges associated with AI in time management are discussed, such as privacy concerns and the potential for over-reliance on technology.

KEYWORDS: AI in time management – case studies – benefits – challenges and limitations - future- conclusion.

INTRODUCTION

Artificial Intelligence (AI) is revolutionizing the way we approach time management, offering sophisticated tools to enhance productivity and efficiency. By leveraging AI, individuals and organizations can automate routine tasks, prioritize activities based on importance and deadlines, and even predict future needs through data analysis and machine learning algorithms. This integration not only saves time but also enables more strategic decision-making and allows for a more proactive rather than reactive approach to managing time.



AI IN TIME MANAGEMENT

AI Tools for Time Management: Discuss various AI tools and applications that assist in managing time (e.g., scheduling apps, task management tools, virtual assistants).

How AI Improves Time Management: Explain the mechanisms through which AI enhances time management, such as automation, prioritization, and predictive analytics.

CASE STUDIES

Real-world Examples: Present case studies of organizations or individuals who have successfully implemented AI for better time management.

Outcomes: Share the results and benefits experienced from using AI-driven time management solutions.

BENEFITS OF AI IN TIME MANAGEMENT

Efficiency and Productivity: Describe how AI helps in increasing efficiency and productivity by reducing manual workload.

Decision Making: Explain how AI assists in better decision-making by providing data-driven insights.

Flexibility and Adaptability: Discuss how AI tools can adapt to changing schedules and priorities.

CHALLENGES AND LIMITATIONS

Privacy Concerns: Address the potential privacy issues related to AI tools collecting and analysing personal data.

Reliability and Trust: Discuss the challenges in relying entirely on AI for critical time management tasks.

Technical Limitations: Mention any technical constraints or limitations of current AI technologies.

FUTURE OF AI IN TIME MANAGEMENT

Emerging Trends: Highlight emerging trends and future advancements in AI that could further revolutionize time management.

Potential Innovations: Speculate on potential innovations and how they might change the way we manage time.

Personalized scheduling: AI will create tailored schedules based on individual habits, preferences, and goals.

Predictive task management: AI will predict task duration, identify potential roadblocks, and suggest adjustments.

USE CASES AND TOOLS

A digital time management system is necessary in today's world, as managing our schedule with manual lists involves a lot of effort and error margin. Even then, it is shocking that only 18% of people have a time management system.

This can be remedied by introducing AI for time management. Artificial intelligence tools and platforms can help with effective time and task management through task automation, AI-augmented workflows, real-time analysis, personalized reminders, and integration with productivity tools. Let's look at how.

UNDERSTANDING AI FOR TIME MANAGEMENT

Time management involves organizing your own time effectively for maximum productivity; AI tools can help you optimize your time better. To get the most out of your day, you need to align your goals and priorities with your working hours.

AI can automate repetitive steps and identify the most efficient order for tasks, significantly reducing completion time. Whether it is chat bots, facial recognition, automated scheduling, or predictive task sequencing—you can use all of these features to reduce the amount of time needed to accomplish work and maximize productivity.

USE AI FOR TIME MANAGEMENT

AI features offers extensive possibilities for time management, and can be overwhelming when you don't know where to start. Let's break it down with some of the key use cases where AI can help you with better time management.

ADVANTAGES

1. Increased productivity and efficiency
2. Improved scheduling and forecasting
3. Automation in time management
4. Objective scheduling

USING AI SOFTWARE FOR TIME MANAGEMENT

AI-powered productivity tools can streamline all your processes and workflows to sync with your daily plans. From content writing to project management, you can optimize every task to improve productivity and reduce time.

In fact, AI time management apps can improve all aspects of your personal and professional life using automation and integrating them with your existing business setup.

UPGRADE YOUR TIME MANAGEMENT WITH AI

AI and time management go hand in hand in ensuring you make the most of your available time by using data-driven insights, automated workflows, and personalized alerts. You can integrate several aspects of AI into your scheduling activities with a smart time management platform to help you out.

Choose Click Up for the best AI support in all time management activities, no matter which field you are in. Be it time tracking for developers or design planning for artists, we have your back.

CONCLUSION

In conclusion, the integration of Artificial Intelligence (AI) in time management has the potential to revolutionize the way individuals and organizations allocate and utilize time. By automating routine tasks, predicting and mitigating time-wasting activities, and providing personalized productivity recommendations, AI-powered time management systems can significantly enhance productivity, efficiency, and work-life balance.

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TECHNOLOGY AND INNOVATION MANAGEMENT THROUGHOUT THE AREAS.

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ABSTRACT: In today's fast-paced and ever-changing business environment, technology and innovation management have become essential for organizations to stay competitive and relevant. This journal aims to explore the latest trends, challenges, and opportunities in technology and innovation management. It covers topics such as digital transformation, artificial intelligence, robotics, open innovation, crowd sourcing, intellectual property management, and more. The journal also aims to provide insights and practical recommendations for organizations looking to harness the power of technology and innovation to drive growth, efficiency, and customer satisfaction.

KEYWORDS: Innovation Strategy, Technology Scouting, Idea Management, Open Innovation, Intellectual Property Management

INTRODUCTION:

Technology and innovation are critical drivers of organizational success and competitiveness in today's fast-paced business environment. In order to stay ahead of the competition and respond to evolving market demands, organizations must constantly innovate and adopt new technologies. This is where Technology and Innovation Management comes into play.

Technology and Innovation Management is the process of managing technology and innovation initiatives within an organization to create value, improve efficiency, and drive growth. This involves identifying and evaluating emerging technologies and trends, generating new ideas, developing and launching new products and services, protecting intellectual property, and fostering a culture of innovation within the organization.

Effective Technology and Innovation Management can help organizations stay ahead of the competition by introducing new products and services that meet changing customer needs and preferences. It can also help organizations improve operational efficiency by leveraging technology and innovation to streamline processes and reduce costs. Furthermore, Technology and Innovation Management can help organizations stay relevant in a rapidly evolving market by anticipating and responding to emerging trends and disruptions. However, managing technology and innovation initiatives can be challenging, as it involves dealing with ambiguity, uncertainty, and risk.

Organizations must strike a balance between taking calculated risks and minimizing failures in order to achieve success. Additionally, organizations must foster a culture that encourages experimentation, risk-taking, and continuous learning in order to succeed in today's dynamic business environment.

In this context, the purpose of this topic is to explore various aspects of Technology and Innovation Management, including its benefits, challenges, and best practices. We will examine existing frameworks and systems for managing technology and innovation initiatives, and explore how organizations can adopt and customize these frameworks to their specific needs and goals. We will also look at case studies of successful innovation initiatives and discuss the key factors that contribute to their success.

EXISTING SYSTEM:

There are various existing systems and frameworks for Technology and Innovation Management, including:

Lean Start-up: A methodology that focuses on rapid experimentation and iterative product development to quickly validate business ideas and minimize risk.

Design Thinking: An approach that emphasizes empathy, creativity, and collaboration to identify and solve complex problems.

Agile Development: A software development methodology that emphasizes flexibility and adaptability, with a focus on delivering functional software quickly and responding to changing requirements.

Open Innovation: A collaborative approach that involves partnering with external stakeholders, such as customers, suppliers, and competitors, to co-create new products, services, and processes.

Stage-Gate Process: A structured approach to innovation that involves dividing the innovation process into stages and using gates to evaluate and approve ideas at each stage.

Blue Ocean Strategy: An approach that focuses on creating new market spaces by developing unique products or services that differentiate from traditional competitors.

TRIZ: A problem-solving methodology that uses a systematic approach to identify and resolve contradictions in technical systems, leading to innovative solutions.

Proposed system: A proposed system for Technology and Innovation Management should incorporate the following components:

Idea Management: A centralized platform that enables employees, customers, partners, and other stakeholders to submit, evaluate, and collaborate on new ideas for products, services, and processes. The platform should provide tools for idea selection, prioritization, and tracking.

Innovation Road map: A comprehensive plan that outlines the organization's innovation strategy, goals, and priorities. The road map should be regularly updated to reflect changing market conditions and emerging trends.

Technology Scouting: A process for identifying and evaluating emerging technologies and trends that may be relevant to the organization's innovation strategy. This can involve monitoring industry publications, attending conferences, and engaging with external experts and partners.

Innovation Process: A structured process for developing and launching new products, services, and processes. This should include tools for ideation, prototyping, testing, and launch.

Metrics and Analytics: A set of key performance indicators (KPIs) that measure the impact of innovation initiatives on business performance. This can include metrics such as revenue growth, customer satisfaction, employee engagement, and time to market.

Intellectual Property Management: A process for identifying, protecting, and managing the organization's intellectual property (IP) assets. This can involve patent filings, trademark registrations, and licensing agreements.

Innovation Culture: A culture that encourages experimentation, risk-taking, and continuous learning. This can involve providing training and development opportunities for employees, celebrating success, and promoting a positive attitude toward innovation.

ADVANTAGES:

There are some advantages on technology and innovations they are,

Competitive Advantage: By leveraging technology and innovation to create new products, services, and business models, organizations can gain a competitive advantage in the marketplace. They can differentiate themselves from competitors and meet changing customer needs and expectations.

Increased Efficiency and Productivity: Technology and innovation can help organizations streamline processes, automate repetitive tasks, and reduce costs. This can lead to increased efficiency and productivity, allowing organizations to do more with less.

Improved Customer Experience: Technology and innovation can enable organizations to provide better products and services that meet the needs and preferences of their customers. This can lead to increased customer satisfaction, loyalty, and retention.

Enhanced Employee Engagement: Technology and innovation can create new opportunities for employees to develop their skills, knowledge, and capabilities. This can lead to increased engagement, motivation, and retention of top talent.

Long-Term Sustainability: By embracing technology and innovation, organizations can position themselves for long-term sustainability and growth. They can stay ahead of the curve, anticipate emerging trends and challenges, and adapt quickly to changing market conditions.

DISADVANTAGES:

There are some disadvantages on innovation and technology they are,

High Costs: Developing and implementing new technologies and innovation initiatives can be expensive, requiring significant investment in research and development, infrastructure, and personnel. This can be particularly challenging for small and medium-sized enterprises (SMEs) with limited resources.

Implementation Challenges: Adopting new technologies and innovation practices can be challenging, particularly for organizations with established processes and cultures. There may be resistance to change and a need to retrain employees or bring in new talent.

Technological Obsolescence: Technology and innovation are constantly evolving, and what is cutting-edge today may be obsolete tomorrow. Organizations must continually invest in research and development to stay ahead of the curve and avoid technological obsolescence.

Intellectual Property Risks: Innovation often involves creating new products or processes that may be subject to intellectual property laws and regulations. Organizations must ensure that they protect their intellectual property rights and avoid infringing on the rights of others.

Cyber security Risks: As organizations adopt new technologies, they may be exposed to new cyber security risks, including data breaches, ransom ware attacks, and other types of cyber threats. This requires organizations to invest in robust cyber security measures to protect their sensitive data and information.

LITERATURE REVIEW:

Literature on Technology and Innovation Management covers a wide range of topics, including innovation strategy, technology scouting, idea management, open innovation, intellectual property management, design thinking, lean start up, agile development, stage-gate process, TRIZ, new product development, disruptive innovation, business model innovation, digital transformation, innovation metrics, market research, customer co-creation, intellectual property strategy, innovation culture, and innovation ecosystem.

One of the key themes in the literature on Technology and Innovation Management is the importance of having a clear innovation strategy. Research

suggests that organizations that have a well-defined innovation strategy are more likely to succeed in their innovation initiatives compared to those that do not. Innovation strategy involves identifying innovation opportunities, setting innovation goals, allocating resources, and creating a culture of innovation within the organization.

Another important theme in the literature is the role of open innovation in driving innovation. Open innovation involves collaborating with external stakeholders, such as customers, suppliers, and competitors, to co-create new products, services, and processes. Research suggests that open innovation can lead to higher levels of innovation performance compared to closed innovation, where all innovation activities are conducted internally.

In addition, the literature on Technology and Innovation Management emphasizes the importance of adopting agile and flexible approaches to innovation. This involves leveraging methodologies such as design thinking, lean start up, and agile development to quickly prototype and test new ideas, and iterate based on feedback from customers and stakeholders.

Moreover, intellectual property management is another critical aspect of Technology and Innovation Management. Effective management of intellectual property can help organizations protect their innovations and generate revenue from licensing or selling intellectual property rights.

The literature on Technology and Innovation Management also emphasizes the need for organizations to foster a culture of innovation. This involves encouraging experimentation, risk-taking, and continuous learning within the organization, and providing employees with the necessary resources and support to innovate.

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Acknowledgement is an important aspect of any research or academic project, as it provides an opportunity to express gratitude and appreciation towards individuals and organizations who have provided support, guidance, and inspiration throughout the project.

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Once again, I express my heartfelt appreciation to all those who have contributed to the development of this research project, and without whom this work would not have been possible.

FUTURE SCOPE:

The field of Technology and Innovation Management is constantly evolving and there are several emerging trends and developments that have significant implications for the future of the field. Here are some potential future scopes for Technology and Innovation Management:

Artificial Intelligence (AI) and Machine Learning (ML) - As AI and ML technologies become more advanced and widely adopted, they have the potential to revolutionize the innovation process. Organizations can use AI and ML to identify patterns and trends in market data, customer feedback, and other sources of information to generate new insights and ideas for innovation.

Block chain - Block chain technology has the potential to transform the way intellectual property is managed and protected. It can enable secure and transparent tracking of intellectual property rights, licensing, and royalties, which can help organizations to better monetize their innovations.

Open Innovation Platforms - As more organizations embrace open innovation, there is a growing need for platforms and tools that facilitate collaboration and

knowledge sharing between different stakeholders. Open innovation platforms can help organizations to identify potential partners, share information, and collaborate on innovation initiatives.

Sustainability - Sustainability is becoming an increasingly important driver of innovation, as organizations seek to develop products and services that are environmentally friendly and socially responsible. Future scopes for Technology and Innovation Management include integrating sustainability into innovation strategies and processes to meet the growing demand for sustainable products and services.

Virtual and Augmented Reality - Virtual and augmented reality technologies have the potential to transform the way products and services are designed, developed, and delivered. These technologies can enable organizations to create immersive experiences that engage customers and provide new opportunities for innovation.

CONCLUSION:

In conclusion, Technology and Innovation Management is a critical area of focus for organizations seeking to remain competitive and drive growth in today's rapidly changing business landscape. Effective management of technology and innovation can enable organizations to create new products and services, improve operational efficiency, and differentiate themselves in the marketplace.

Through this research project, we have explored the key concepts, theories, and practices related to Technology and Innovation Management, and have identified some of the key challenges and opportunities in this field. We have examined the importance of strategic planning, organizational culture, and leadership in fostering a culture of innovation, and have discussed the role of emerging technologies in driving innovation.

We have also explored some of the potential future scopes for Technology and Innovation Management, including the use of AI and ML, blockchain, open innovation platforms, sustainability, and virtual and augmented reality.

Overall, this research project has provided a comprehensive overview of Technology and Innovation Management, and has highlighted the importance of this field in driving organizational success and growth. We hope that this research will serve as a valuable resource for practitioners, researchers, and scholars in the

field of Technology and Innovation Management, and will inspire further research and innovation in this critical area.

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AUTOMATION IN AGRICULTURE: ASSESSING TECHNOLOGICAL ADVANCEMENTS AND ECONOMIC IMPLICATIONS

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ABSTRACT:

Agriculture automation serves as a sole concern for every country and proves to be a vital factor for the economic development as portrayed by Mahatma Gandhi rightly as the Backbone of the country . Unlike industrial developments observed like industry 4.0 agricultural developments are claimed as Agriculture 4.0 by incorporating smart agriculture. Due to the increase in the population size need for food emerged as the primary want for people globally. The production made by the farmers through traditional means were inadequate to serve the needs of the society. Smart agricultural methods focused on two premium aspects one being agricultural production and Traditional methods practised by farmers are not adequate to aid the cumulative claim and they have to hinder the mud by using detrimental pesticides in an exaggerated way. The agricultural technology has been adopted to reduce labour intensiveness and time-consuming process. Few problems related to agriculture are low productivity, volatility in the price of food, hesitation in adopting new farming trends, water management, types of pollution etc. Automation of farming practices has proved to increase the gain from the soil and also has strengthened the soil fertility. Pertaining to the need for automation and to know the impact of automation in agriculture this study was propagated. The primary data was used to collect data with the help of a well-structured questionnaire. Snowball sampling method was adopted as it was very difficult to identify the respondents who used automatised agriculture in their farms. Results of the study provided a positive sign that the respondents were satisfied in adopting the automation in agriculture.

Key words – Agriculture, Automation, Technology.

INTRODUCTION

Indian economy receives twining benefits through agriculture initially receiving income as well as to serve the basic need of the country. As far as the supply and demand is concerned quite often scarcity is crucially affecting the survival of the sector. The need for automation and technology emerged significantly to administer the raising demand of the people for different food items. Need for revolution and updating in the technology invent vanguard a positive scenario for agricultural developments. Agriculture contributes for 17 % of the total GDP and approximately generates employment for more than 60% of the population. Moreover, the byproducts of the agricultural farming have been utilized by numerous industries as a raw material for their produces. Benefits of cost reduction, more revenue, increasing food productivity are gaining a primary focus for the farmers to adopt at least a partial automation in their farms. The proposed study tries to analyze the knowledge of automation among the farmers, their interest in implementing new technology, and have they attained convenience and comfortness in adopting the automation in agriculture. Since farming is not a hopeful business and there is no surety in making high yields many times people doesn't consider it as a primary occupation in recent days and few other jobs are performed by them vitally as of permanent nature. With all these pros and cons there is a need for the study to understand awareness and motivate farmers positively to gain fruitful returns. This study plays a fair role to insist and focus on agricultural development.

NEED FOR THE STUDY

Reviews made on the topic were quite a few in number and the studies focused on light aspects like irrigation system, Artificial intelligence and only specific areas of interest related to agriculture automation. To get a clear and overall view on the agricultural tools, uses, pros and cons, benefits obtained is proposed to be assessed in the study. It is difficult to interpret data and arrive at conclusion based on few aspects. Hence this study puts forth its view on several aspects and come out with vital results.

REVIEW OF LITERATURE

Joseph Haule (2019) analyzed the automated irrigation system using the Wireless Sensor Networks(WSN).The paper tried to identify the system which helps in the real time water content of the soil. The results proved that the water

will be allowed to flow only if the soil really needs water. **Liakos (2018)** found the agriculture sector will increase with the continuing expansion of the human population and so agri-technology and precision farming have gained much importance in today's world. **Ravichandran and Koteswari (2016)** suggested the use of ANN algorithms for crop prediction in smartphones had been successfully tested in 2016. **R. Balamurali et al., (2015)** have discussed precision agriculture for real-time monitoring of environmental conditions of a farm like temperature, humidity, soil PH etc.

OBJECTIVES OF THE STUDY

- To find out the impact of automation in agriculture.
- To understand the awareness level of the farmers on agriculture automation.
- To study the reasons influencing automation in agriculture.
- To study about crop yield level and success rate of automation in agriculture

LIMITATION OF THE STUDY

- The study was conducted among the agriculturists who practiced agriculture in Coimbatore district only. The study cannot be generalized to other places.
- The sample collection is restricted to only 30 respondents who practice agricultural automation.
- The attitude of the respondents towards automation may vary over a period of time.

RESEARCH METHODOLOGY

The research design of this study is descriptive in nature, the research is primarily explaining the importance of automation in agriculture and how automation impacts the agriculture and whether people are getting benefited by using automation technology in agriculture. Both primary and secondary data were collected for the study. The primary data was collected through a well-structured questionnaire. The secondary data was collected from Websites, Articles and Report Publications. The farmers of Coimbatore are the population chosen for the study. Sampling method which is used in this present study is

snowball sampling. The sample size of 30 respondents from people around Coimbatore district.

DATA ANALYSIS AND INTERPRETATION

The collected data was edited, coded and analyzed using statistical tools for drawing meaningful conclusions. The initial table discussed on the respondent's personal profile and their views on automation of agriculture.

Table : 1 Respondents profile and Opinion on Agriculture

S. No	Variable	Category	Number of Respondents	Percentage (%)
1	Age of the respondents	Less than 20 years	9	30
		20 – 30	20	66.7
		30 - 40	1	3.3
2	Gender	Male	12	40
		Female	18	60
4	Type of Farmer	Large Scale	10	33.3
		Small Scale	20	66.7
5	Education Qualification	SSLC &HSc	2	6.6
		UG	26	86.7
		PG	2	6.7
6	Annual Income	Lesser than 1 Lakh	7	23.3
		Between 1 Lakh and 5 Lakhs	12	40
		Between 5 Lakhs and 10 Lakhs	6	20
		Above 10 Lakhs	5	16.7
8	Acres of Land	Lesser than 1 Acre	8	26.7
		Between 1 Acre and 5 Acres	8	26.7
		Between 5 Acres and 10 Acres	5	16.7

		Above 10 Acres	9	30
9	Automation in Farm (Partly / Fully)	Partly	23	76.7
		Fully	7	23.3
10	Profit or Loss	Profit	14	46.7
		Partially Profit / Loss	15	50
		Loss	1	3.3
11	Automation Limits Farm	Yes	27	90
		No	3	10
12	Type of Automation	Drone water supply	9	30.0
		Floriculture	3	10.0
		Time automated water supply	12	40.0
		Vegetable collection machine	6	20.0
13	Cost reduction Automation	Adding Manure & Fertilizers	5	16.7
		Cultivation	15	50.0
		Irrigation	10	33.3
14	Usage of automation	Highly dissatisfied	1	3.3
		Highly satisfied	8	26.7
		Neutral	9	30.0
		Satisfied	12	40.0
15	Second hand machines	No	9	30.0
		Yes	21	70.0
16	AI / Automation	AI	16	53.3
		Automation	14	46.7

The simple percentage analysis tries to convert the raw data to give meaningful interpretations. Majority of the respondents are in the age group belong to the age group of 20 -30years, and most of the respondents are female who were holding an UG Degree which helped them to gain primary knowledge

on office automation. Majority of the respondents are small scale farmers and they possessed less than 1 Acre and between 1 acre and 5 acres of land. Most of the respondents (23%) implemented automation partly and they get both profits and loss. Time automated water supply contributes to 40 percent method applied by the farmers.53.3 % of the respondents use AI for cultivation.

CHI-SQUARE TEST

Analyzing the Relationship between monthly income of respondents & their quality level of satisfaction in Havel’s.

Null hypothesis (H0)

There is no significant difference between the monthly income of respondents and their satisfaction level towards Harvest Automation Tools

Alternate hypothesis (H1)

There is significant difference between the monthly income of respondents and their level of satisfaction towards Harvest Automation Tools.

Table 2: Cross Tabulation

		Opinion on types of automated machinery agriculture [Harvest Automation Tools]					Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Gender	Female	2	2	5	2	1	12
	Male	3	4	6	5	0	18
Total		5	6	11	7	1	30

Table 2.1: Chi-square Test

	Value	Degrees of freedom	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.128 ^a	4	.712
Likelihood Ratio	2.478	4	.649
N of Valid Cases	30		

Calculated χ^2 Value = 2.128

Degrees of freedom = 4

Table value = 9.49

Since the calculated χ^2 value (2.128) is lesser than the table value (9.49) the null hypothesis is accepted and alternate hypothesis is rejected. Hence there is no significant difference between the monthly income of respondents and their satisfaction level towards Harvest Automation Tools.

REASONS FOR USING AUTOMATION TOOLS IN AGRICULTURE

Table 3: Opinion towards Automation tools

Uses	SA	A	N	D	SD	Total
Easy to use	3	7	12	3	5	30
Easy to handle	3	8	14	5	0	30
Reduces time	5	7	13	2	3	30
Reduces labor cost	4	7	15	3	1	30
Reduces loss in harvesting crops	1	11	14	2	2	30

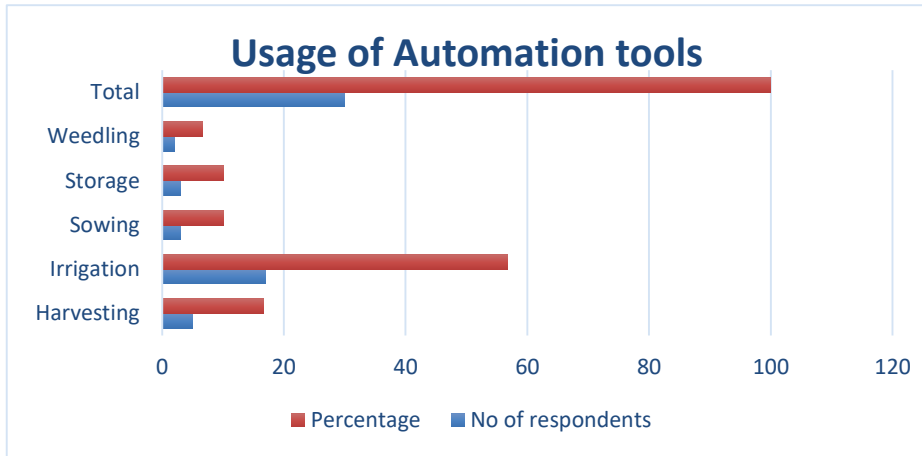
The above table portrays the agreement of respondents towards the advantages they obtain through the use of automation tools in agriculture. Majority of the respondents opine neutral towards the factors like ease in usage and handling equipment's, reduction in time, cost and loss of harvesting crops.

Purpose of Automation tools in agriculture

Table 4: Usage of automation tools

Automation tools	No of respondents	Percentage(%)
Harvesting	5	16.7
Irrigation	17	56.7
Sowing	3	10.0
Storage	3	10.0
Weedling	2	6.7
Total	30	100.0

From the above table explains majority 56.7% are responding as irrigation, 16.7% are responding as harvesting, 10% are responding as sowing, 10% are responding as storage and the remaining 6.7% are responding as weeding.



Advantages on usages of automation in agriculture

Table 5: Advantages of automation on agriculture

ADVANTAGES	SA	A	N	D	SD	Total
Water Conservation	4	3	13	5	5	30
Easy to transport	4	6	13	7	0	30
Chemical pest control	3	4	18	3	2	30
Improves the fertility of the soil	3	7	15	4	1	30
Reduces the impact on the ecosystem	6	4	13	5	2	30

It is depicted from the above table that majority of the respondents have a neutral opinion on water conservation, Easy to transport, Chemical pest control, improving soil fertility and reduces the impact on ecosystem.

FINDINGS

From the following analysis the following findings were made. Majority of the respondents were small scale farmers who tried to adopt automation partly in their fields. More than half of the respondents feel that they receive neither profit nor loss in implementing the agricultural automation. Cultivation is the primary part where the automation is practiced was opined by 50 percent of the respondents. Forty percent of the respondents are satisfied with the automation tools applied in the business. The primary objective is to use for irrigation rather than harvesting, rowing or weeding. The respondents used several technologies in their farming such as irrigation drones, automated tractors and modern tools for harvesting. The core disadvantage felt by the respondent in application side is the cost of maintenance for the equipment's were high. Altogether satisfied opinion was perceived by majority of the respondents among the respondents.

SUGGESTIONS

Research made on the topic has given few areas of focus to be made in future in regard to the office automation process. Few respondents hesitate to avail the automation as they have a fear of implementing new technologies and find it as a risky venture. Government can provide special training programmes and make people visit to the places or fields where automation is followed to motivate them. Frequent visits can be made through agri officers so that it boosts the farmers. The ways of reducing costs should be highly focused as many agriculturists quit their farms because of high cost and lower returns.

CONCLUSION

Accepting and adopting to changes is much difficult for any business or activity. The fear of loss and as agriculture is dependent on climatic factors many hesitate to invest money for new innovations in business. The shortage of labor and cost of labor were ultimate reasons perceived by the respondents to choose automation. In spite of disadvantages the youngsters and educated youth are identifying ways to make an optimum benefit. Identification of water resources is the main challenge in front of agriculture. Proper guidance and stating of importance of agriculture in recent days only will help humans to survive with food.

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CUSTOMER SATISFACTION TOWARDS NAGA PRODUCTS IN THENI TOWN

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Abstract

The reason for this study is to investigate and concentrate available Naga items. To figure out what are the powerful factors decide the market for such items, individuals demeanor, pay level, way of life changes are thought about to come to the end result. Statistical surveying will give us experiences about the continuous capability of the section and individuals inclination to such items. This paper manages **“CUSTOMER SATISFACTION TOWARDS NAGA PRODUCTS IN THENI TOWN”**

INTRODUCTION

Indian cooking and lifestyle have undergone tremendous changes for the last 15 years there are many major factors impacts this change are include liberalization policy dual income separate living of couples innovative applications media proliferation est. The cooking style and eating habits in India varies drastically from south part of India to northern part of Indiadue to lifestyle pressure now a day’s people prefer easy short way of cooking food rather spending too much time on spending in cooking .Non availability of raw materials to prepare masala and tedious process involved in doing so has influenced people to choose such products. There is no specific category and market potential for these products. The products portfolio varies from noodles pasta chips dairy products fish& meat products ready cooking dose Paroto items masala dishes like froze chapatti and Paroto etc. There are people who are migrating to cities for job and education and these people have find the ready to eat and frozen products are comfortable to eat rather than depending on

restaurants and stores most of the dual income (both husband and wife are office pores) families want to spent much less time on cooking because of less availability of time During weekends they want to spend time with their kids and outing. Whereas in week days the office duration is large and these factors them to go for buying such products. Other factors influences this products is availability of different flavors and dishes. Consumers who are looking for different dishes and flavors now depend on these products. This products brings variety to their eating and palatable too. There is no conclusion which one precedes whether the availability or taste or time constraint all these factors complement each other in driving these products. When India becomes the hub of many multinationals and there is a rapid change in people lifestyles. Modernization majority of young population knowledgeable consumers will make an impacts on those products.

HISTORY

Natural food freezing (using winter frosts) had been in use by tribes in cold climates for centuries. By 1885 a small number of chicken and geese were being shipped from Russia to London in insulated cases using this technique.

By March 1899, the "British Refrigeration and Allied Interests" reported that a food importing business, "Baer Selman Bros", was shipping some 200,000 frozen geese and

Chickens per week from three Russian depots to New Star Wharf, Lower Shadwell, and London over three or four winter months. This trade in frozen food was enabled by the introduction of Lined cold air freezing plants in three Russian depots and the London warehouse. The Shadwell warehouse stored the frozen goods until they were shipped to markets in London, Birmingham, Liverpool and Manchester. The techniques were later expanded into the meat packing industry. From 1929, Clarence Birdseye introduced "flash freezing" to the American public. Birdseye first became interested in food freezing during fur-trapping expeditions to Labrador in 1912 and 1916, where he saw the natives use natural freezing to preserve foods. More advanced attempts include food frozen for Eleanor Roosevelt on her trip to Russia. Other experiments, involving orange juice, ice cream and vegetables were conducted by the military near the end of World War II.

STATEMENT OF PROBLEM

To study one customer satisfaction and expectation to know who the customer are what want how they use and react of the products. To reveals to the manufacture about the preference likes choices of different peoples gain knowledge about factors influencing the consumer to prefer a particular brand and problems faced by them on using such brand and so on.

Today's a lot of frozen food products are producing companies have started manufacturing frozen foods like frozen chapatti and Paroto products all over the world. For large scale under the brand name of Naga .If is essential to study about the customer satisfaction of existing Naga products and expectations towards frozen chapatti and Paroto this interest makes the researcher to take up the research study entitled.

SCOPE OF THE STUDY

This study covers the “customer satisfaction towards Naga products in Theni Town“ Tamil Nadu.

OBJECTIVES OF THE STUDY

- To identify the expectations of customer needs towards frozen chapatti and paratha.
- To study the factors those are influencing purchase decision market for frozen chapatti.
- To study the customer opinions for existing Naga products.
- To find out the satisfaction level of customers.

CUSTOMER SATISFACTION ON NAGA PRODUCTS GARRETT RANKING

Garrett ranking is used to analyze the factors which influence the problems faced by the customer in Naga products. The percentage positions for the ranks are obtained using the following formula.

Percentage position = 100

$R_{ij} - 0.5 / N_j$

Ril = rank given by the factors by individual

Nj = Individuals ranked

The ranks obtained are converted into scores with the help of Garrett’s table. The ranks obtained from the respondents related to labor facility in Naga products.

1st Rank = $100 (1 - 0.5) / 7 = 7.14$

2nd Rank = $100 (2 - 0.5) / 7 = 21.4$

3rd Rank = $100 (3 - 0.5) / 7 = 35.7$

4th Rank = $100 (4 - 0.5) / 7 = 50$

5th Rank = $100 (5 - 0.5) / 7 = 64.2$

6th Rank = $100 (6 - 0.5) / 7 = 78.5$

No	Score X	78	66	57	50	43	34	21	Total	Arithmetic Mean	Rank
1	F	63	63	48	33	12	21	10	14898	59.5%	I
	Fx	4914	4158	2736	1650	516	714	210			
2	F	48	84	42	30	16	15	15	14695	58.78%	II
	Fx	3744	5544	2394	1500	688	510	315			
3	F	18	30	51	58	60	18	15	12698	50.7%	V
	Fx	1404	1980	2907	2900	2580	612	315			
4	F	33	21	40	39	60	57	-	12708	50.8%	IV
	Fx	2574	1386	2280	1950	2580	1938	-			
5	F	57	22	39	30	54	18	30	13185	52.74%	III
	Fx	4446	1456	2223	1500	2322	612	630			
6	F	4	6	6	36	27	63	108	8421	33.6%	VII
	Fx	312	396	342	1800	1161	2142	2268			
7	F	27	24	24	24	21	58	72	10645	42.58%	VI
	Fx	2106	1584	1368	1200	903	1972	1512			

7th Rank = $100(7 - 0.5) / 7 = 92.8$

TABLE 5.17

PROBLEMS FACED BY THE CUSTOMER SATISFACTION IN NAGA PRODUCTS

INFERENCE

From the table 5.17 show that the problems faced by the customer Satisfaction in Naga products, Food Availability the first rank. The second rank for Life style. The third rank for health concerns. The fourth rank for Place of residence. The fifth rank for the Price. The sixth rank for convenience. The seventh rank for Change in food habit.

SUMMARY FINDINGS

The researcher gives the findings of the study under three headings namely, profile of the respondents, selection of the place of the respondents and satisfaction level of the Naga products.

PROFILE OF THE RESPONDENTS

The profile of the respondents is inferred by studying the factors such as age, gender, educational qualification, occupation, family size and monthly income are the sample respondents.

Age

Majority of the respondents 37 percent belongs to the age group of 21 to 30 years and only 4 percent of the respondents were above 40 years.

Gender

The study reveals that out of 250 respondents 80 percent are Female respondents and 20 percent of the respondents are male.

Marital Status

Out of 250 sample respondents 52 percent are unmarried and 48 percent of the respondents are married.

Educational qualification

Out of 250 respondents 53 percent of the respondents are up to schooling and 14 percent of the sample respondents Degree/Diploma.

Occupation

Out of 250 sample respondents 35 percent belong to others and only 12 percent are Business.

Family size

Most of the respondents of 40 percent hold a 4 to 6 members and 10 percent of the respondents hold the above 6 members .

Monthly income

Most of the respondents of 59 percent hold a 5000-10,000 and 6 percent of the respondents hold the above 20,000.

2. CUSTOMER SATISFACTION ON NAGA PRODUCTS

On the basis of seven hypothesis are framed by the research scholar, the following findings are observed.

- Age of the respondents have significant relationship with the level of satisfaction towards in Naga products.
- Gender of the respondents has signification relationship with the level of satisfaction towards in Naga products.
- Marital statuses of the respondents have no significant relationship with the level of satisfaction towards in Naga products.
- Educational qualifications of the respondents have no significant relationship with the level of satisfaction towards in Naga products.
- Occupations of the respondents have no significant relationship with the level of satisfaction towards in Naga products.
- Monthly income of the respondents have no significant relationship with the level of satisfaction towards in Naga products.
- 93 respondents excepted frozen chapatti/Paroto at Quantity level and 7 respondents excepted frozen chapatti/Paroto for others.
- 135 respondents preferred the packaging of products for good condition and 22 respondents preferred the packaging of products for long/lasting fresher.
- 117 respondents expected the purchase of Naga products for good packages and 0 respondents expected the purchase of Naga products for Affordable price.

- 132 respondents were highly satisfied and 7 respondents were not satisfied.
- 129 respondents faced the problem of Naga products and 121 respondents are not faced the problem.
- 100 respondents faced the problem of low quality 41 respondents faced the problem of high cost.

SUGGESTIONS

Based upon the analysis, following are some suggestions for the NAGA products, regarding the existing products.

Now days so many variety of Naga Products are available. But, the customer they didn't have awareness about Naga products at present. Most of the respondents came to know about the product through the advertisement. So the Companies take much effort to give maximum importance to the Advertisement. It may increase the knowledge of the product.

For improving effectiveness of the scheme the management should focus on proper

Timing of launching scheme, offering pricing and free gift regarding sales promotion.

Glance at a wide variety of direct and indirect competitors to gauge where the price falls. Use life cycle analysis to select the best pricing policy for satisfying anticipated customer trends and winning market approval and market share growth.

CONCLUSION

It concluded that mostly customer prefer naga products because of its availability, quantity, quality freshness and packaging. This study shows that there is a greater demand for Naga products. Segments and the major attraction for these products are convenience, availability and less time consumption to cook. Due to life style changes and long working hours, people are choosing these products for ready to cook it. There by the researcher has suggested that naga products should focus to increase the distribution for all the areas and it leads to increase the market potential for future. The overall analyze of the study indicate that at presents so many varieties of products are available even the customer were satisfied with product taste, quality, quantity, cost, packing of the naga products in Theni town.

GREEN COMPUTING

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Abstract:

Green computing or green IT, refers to environmentally sustainable computing or IT. This report depicts all about the study and practice of designing, manufacturing, using, and disposing of computers, servers, and associated subsystems, Such as monitors, printers, storage devices, and networking and communications systems. Efficiently and effectively with minimal or no impact on the environment.

The goals of green computing are similar to green chemistry, reduce the use of hazardous materials, maximize energy efficiency during the product's lifetime, and promote the recyclability or biodegradability of defunct products and factory waste. Do you know sending 65 emails is equivalent to driving a car for half a mile, you might not realize it, but by sending even a short email has an impact on the environment. Scientists estimate that an email adds about 4 grams of carbon dioxide equivalent into the atmosphere. Research continues into key areas such as making the use of computers as energy-efficient as possible, and designing algorithms and systems for efficiency-related computer technologies.

Green computing is the environmentally responsible use of computers and related resources .Such practices include the implementation of energy-efficient central processing units (CPUs), servers and peripherals as well as reduced resource consumption and proper disposal of electronic waste (e-waste). One of the earliest initiatives toward green computing in the United States was the voluntary labelling program known as Energy Star. It was conceived by the Environmental Protection Agency (EPA) in 1992 to promote energy efficiency in

hardware of all kinds. The Energy Star label became a common sight, especially in notebook computers and displays. Similar programs have been adopted in Europe and Asia.

Adopting green computing strategies makes sense not only from an ethical, or moral stand-point, but from a commercial stand-point. There are many business benefits achievable through the implementation of a green computing strategy such as cost savings, resilience, disaster recovery, business continuity planning and also public relations.

Introduction

The study of “Green Computing” (also known as green IT) refers to practice the use of computing and information technology related resources in an environmentally responsible manner. The concept of green computing teaches us to implement energy-efficient computing equipment and reduce the resource’s as well as power consumption which leads to a proper electronic disposal. Green computing is one of the solution to tackle with hazardous e-waste problem (which is not just an issue in our country but now is a global issue).

What is Green IT?

Green IT is computing technology that is environmentally responsible. Green IT must be considered holistically to be effective and ensure your company is prepared for the challenges associated with climate change.

For example, are you aware of the Power Usage Effectiveness factor (PUE) of your IT System? Do you know how to reduce your Carbon Usage Effectiveness factor (CUE) down to zero? And what does your company do beyond PUE and CUE?

Today, the ICT-sector is responsible for an estimated 1.8%-3.9% of global greenhouse gas emissions — likely greater than the aviation sector, which contributes about 2% of global emissions. The range of estimates accounts for different approaches to quantifying environmental impact, including emissions from the full life cycle and supply chain of IT tools, for example. Thus, achieving green IT requires companies to: (1) Setup the entire life cycle of IT in an environmentally friendly and resource efficient manner; (2) Manage substances associated with ICT, which may be toxic, hazardous, precious or scarce, or

possibly challenging to get recycled; and (3) Ensure energy efficiency and closed loop use of equipment and hardware systems; including the applied power, logistic, disposal and recycling.

Green IT is known for its broader, economy-wide energy saving potential and its ability to effect rapid and profound change across every facet of government, business and private life.

We can help to identify and qualify a set of ambitious measures focusing on what can be achieved for the complete life cycle in near-, mid- and long-term both by IT sector (first-order effects), its supply chain and by fully exploiting the enabling capacity of IT (second order effects) in all sectors of society and economy.

Green IT comprises a wide spectrum of different companies, like hardware manufacturers, telecommunication companies, internet providers and suppliers of logistics (server rooms, cooling and others).

Objectives

After studying this unit, you will be able to understand:

- The concept of Green Computing
- Issues related to why to go green, toxins, power consumption and heat respectively.
- Necessity to measure Carbon footprints
- To learn about Expertising Projects and ways to reduce the occurring issues.

An overview and Issues related to it:

Problems:

This isn't the first time you've heard about the need to go green as it relates to your IT infrastructure. But even though the message is out there, not enough organizations are acting on it.

The reason is obvious—money. Although datacentre managers want to save the environment, they also want to save money.

Although spending that money up front can be a hard pill to swallow, think of it this way—if we don't make meaningful changes, we're contributing to our own downfall.

Toxins:

Toxins are those substances which can be hazardous and deadly / poisonous for living beings which are certainly present in hazardous waste in any chemical

According to the U.S. Environmental Protection Agency (EPA), Americans throw out more than 2 million tons of consumer electronics annually, making electronic waste (also known as e-waste) one of the fastest growing components of the municipal waste stream. When these electronics break down, they release mercury and other toxins.

Toxic substances can include:

1. Lead
2. Mercury
3. Cadmium

Polychlorinated biphenyls (PCBs)

A major portion of this change is that e-waste is being handled separately from conventional garbage and recycling processes. There are lots of benefits to reusing equipment:

1. There is less demand for new products and their use of virgin raw materials.
2. Less water and electricity is used when reuse lowers the need for the production of new products.
3. Less packaging is used.
4. Redeployed technology is available to more sectors of society, because computers and other components are often more affordable.
5. Less toxins are going into landfills

The parts of computer that are dangerous for the environment are:

1. Lead in the cathode ray tube and solder.
2. Selenium used as a power supply rectifier in circuit boards.
3. Cadmium in circuit boards and semiconductors.
4. Chromium used as corrosion protection in steel.

The parts of computer that are dangerous for the environment are:

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3. .Cadmium in circuit boards and semiconductors.
4. Chromium used as corrosion protection in steel.
5. Mercury in switches and the housing

Power Consumption:

Power usage is an especially relevant issue for operating a green information system—the more power that’s used, the more money that’s spent and the greater the carbon footprint.

According to research from Intel, 80 percent of businesses have never conducted an energy audit and only 29 percent of businesses are investing in energy-efficient PCs.

It’s becoming more expensive to run an IT department, strictly from a power consumption standpoint. International Data Corporation (IDC) notes that ten years ago, around 17 cents out of every dollar spent on a new server went to power and cooling

Heat:

The energy you consume to cool that equipment is also an issue. The more equipment you have (and the less efficient it is), the more heat it generates and the more electricity you use to cool that equipment.

The crux of the matter is this: You need less equipment that is more efficient, and you need to employ a creative cooling strategies to make the least impact you possibly can. The Utitikon, Switzerland company started using the hot air removed from its datacenter to heat the nearby public swimming pool. What would normally be vented into the atmosphere, and thus wasted, is being utilized for a productive purpose.

Company’s Carbon Footprint:

The term carbon footprint is thrown around a lot in green circles. Although we have a general idea of its meaning—one’s impact on the planet. In some cases, it might refer just to carbon dioxide output; in other cases it means greenhouse gas emissions.

Measuring your carbon footprint necessitates gathering a lot of information. You need to track such areas as:

- Facilities
- Operations
- Transportation
- Travel

Measuring and Expertising projects:

Measurement is not a five-minute project. It will take time and expertise. You'll likely want to call in someone who specializes in this work.

Four major steps are used to measure your carbon footprint:

Define what is included in your carbon footprint

Set your baseline.

Track, calculate, and analyze your footprint

Report your results to stakeholders.

Other ways to reduce the occurring issues:

Hardware: The biggest way you can reduce your impact on the environment and the amount of money you're paying for hardware is to simply buy less equipment.

Taking the Steps, Reaping the Rewards:-

Vanderbilt's Information Technology Services organization is using server virtualization to reduce its energy use. By reducing the number of physical servers they're using, they save money and they do less damage to the environment.

Use What You Have:-

Although purchasing new, energy-efficient equipment is a good idea, it's only a good idea if you actually need new equipment. If you have old computers that can be repurposed, you've just administered a one-two punch. You don't have to recycle anything and you don't have to spend money on something new.

Power:

The issue of power consumption is important on two levels. First, consider your bottom line. The more power you use, the more money you spend. Next, consider the issue on an environmental level. The more power you use, the more fossil fuels the local electrical utility has to burn

Desktops:-

An average desktop PC requires 85 watts just to idle, even with the monitor off. If that computer is only in use or idling for 40 hours a week instead of a full 168, over US\$40 in energy costs will be saved annually from that workstation alone.

Datacentres:-

Consider a 24-port Ethernet switch. On the low end, it uses 250 watts of power (most switches use more) and it is in continuous use. Each 1U rack switch uses 2,190 kW each year. If the electricity generated to power this switch comes from a coal-fired plant, 1,780 pounds of coal are needed to produce the 2,190 kW. 1.8.

Summary:

- Overview and issues faced:

Problems, Toxins, Power Consumption, Heat

- The issues / problems can be solved by implementing

Equipment disposal – computers and other devices can be routinely discarded once they are of no use.

UTILISING HUMAN RESOURCE MANAGEMENT FOR ORGANISATIONAL SUCCESS

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Abstract

Human resources are a crucial factor in the industrial process. Seven other inputs consist of resources, money, time, energy, expertise, information, and infrastructure. The inputs undergo transformation inside the process to generate the output, which involves feedback and control mechanisms. It is also an input in the Leontief model. This model consists of three elements: inputs, transformation, and output, all requiring human resources to optimise productivity. Management is creating and maintaining an environment in groups and organisations to help people and groups achieve their goals by using human and material resources. Human resource management is a functional area within management. The other departments include finance, marketing, production, research and development, and innovation. An organisation must achieve breakeven, when total income equals total expense, and then beyond this threshold to operate successfully and thrive. For optimal performance, it must attain its aims and goals. This research aims to provide a theoretical evaluation of human resource management as a tool for organisational success to meet the needs of stakeholders, personnel, and regulatory agencies.

Keywords: Human Resource Management, Organisational Success, Managements

Introduction

Effective management of employees is a significant factor in achieving organisational success. Success in a market economy relies on effectively utilising key resources including financial, material, and human resources. The aim is attained by combining these resources. The most crucial and intricate element for achieving organisational success is the human resource.

Human resource pertains to the various managerial, scientific, engineering, technical, craft, and other skills utilised in creating, designing, and developing organisations, as well as in managing and operating productive and service enterprises and economic institutions, as defined by Udo-Udoaka (1992: 45). Human resources consist of individuals employed by an organisation, including temporary or contractual workers, together representing the most crucial organisational assets. An organisation must have the appropriate quantity and variety of personnel who need to be effectively managed to accomplish their personal and organisational goals.

Section five presents the outcomes of human resource management's impact on corporate performance, while section six includes our conclusion

There are various definitions of human resource management, as different experts in the field may refer to it by different names such as personnel administration, employee relations, or manpower. Human resource management focuses on the effective utilisation of human resources in a corporate context. Byers and Rue (2000) believe that human resource management is the aspect of management focused on overseeing and organising the people inside the organisation. All resources used by a contemporary corporation, such as plants and equipment, are useless without the guidance and input of human resources. Obikoya (2002) defines human resource management as the specialised management of people in the work organisation. Randal S. Schuler and Landra L. Hummer (1993) define human resource management as the use of various activities to effectively manage human resources for the benefit of individuals, society, and the business. Human resource management, as defined by Cole (2002), focuses on managing people in the workplace and their interactions inside a company to ensure efficiency and fairness. Human resource management involves the operational tasks of recruiting, retaining, and using a workforce to achieve the company's defined goals efficiently and effectively. Human resource

management is the efficient and effective use of human resources in the workplace.

Human Resource Management Function

Each organization's human resource department plan is distinct, with personnel tasks differing somewhat across firms. However, trends show a significant increase in the breadth of personal duties in organisations of all sizes. Personnel/human resource management functions may be outlined as follows:

- Job analysis and design
- Recruitment and selection
- Appraisal Training and Development
- Compensation and wealth
- Employee relations
- Job Analysis and Design

An employee must have skills, talents, and motivation that align with the work requirements in order to perform successfully. An incongruity may result in subpar performance, absenteeism, high turnover rates, and other issues. Job analysis is used to identify the necessary skills and abilities for a particular job. During the era of scientific management, occupations were designed to be straightforward and repetitive to facilitate rapid learning by unskilled workers.

Recruitment and selection

Organisational efficiency greatly relies on the effectiveness of its personnel. An organisation is likely to achieve average performance without a skilled work force. Recruiting human resources is a crucial personnel activity. Recruiting and choosing a high-quality workforce entails several personnel operations such as labour market research, long-term planning, interviewing, and testing.

Appraisal, Training, and Development

Organisational progress is intricately linked to the advancement of its people capital. When people do not progress and advance in their job, it is quite probable that organisations will become stagnant. An effective staff development plan is not a definitive factor for organisational success, although it is often present in successful and growing organisations.

Compensation and Health

Compensation has been a longstanding challenge for the people management. How should jobs be assessed to establish their value? Are salaries and compensation levels competitive? Are they fair? Can an incentive pay system be established based on performance? This study will not include methods for assessing the monetary value of positions and other aspects related to pay structure. Employee benefits have become a significant component of remuneration, accounting for an average of 40% of total payroll costs for many organisations. Employees are seeking ways to manage benefit expenses without significantly impacting the entire compensation scheme. Employees may provide a variety of perks, which may be categorised as monetary or non-monetary. Considerations for creating a whole benefit package should include these many forms of benefits.

Employee Relation

Labour unions have a significant impact on employees and play a role in shaping personnel policies and programmes for unionised workers. Managers should comprehend a union's views and goals to establish a constructive rather than hostile relationship, since union involvement in personnel decisions may significantly affect the firm's economic status. Personnel issues may be expensive and hinder an organization's efficiency. Modern personnel administrators need to develop ways to address these issues, requiring a thorough grasp of the research process. How to implement research and development strategies and enhance staff programmes.

Organising the Human Resource Department

1. When organising the human resource department, two main issues might be considered.
2. Where are the human resource choices determined?
3. Who is accountable for such human resource decisions?
4. Centralization and decentralisation

Centralization involves concentrating decision-making and policy formulation at a single location, typically the headquarters. Decentralisation involves dispersing decision-making and policy formulation across multiple locations, such as divisions or departments within the organisation.

The human resources manager, staff, and line managers

Human resource management is the responsibility of specialised individuals known as human resource managers. This group includes both staff and line managers, with line managers overseeing employees directly involved in producing products and delivering services. These two groups of managers rely on each other while overseeing human resources. They are collaborating more often. Chief executive officers (C.E.O), human resource managers, and senior management at all levels will be responsible for managing human resources.

Among senior executives, the human resource leader will blend in seamlessly, showing equal concern and comprehension of the business needs. Similarly, the human resource department staff will be indistinguishable from other employees in the organisation, collaborating on human resource functions with line managers, HR staff, and non-managerial employees to develop and execute HR activities, structure, roles, policies, goals, and practices.

Role of the Human Resource Leader

In order for the human resource department to efficiently fulfil all its responsibilities, it requires a leader who is well-versed in human resource operations. The human resource leader must be conversant with the company demands and collaborate with line management on matters such as mergers and acquisitions, productivity, and quality improvement activities. This is the core topic of study. Revised main functions and responsibilities for a personal leader.

Entrepreneur

- Displays a focus on profitability.
- Understand the process of how money is generated, lost, and utilised.
- Is knowledgeable about the market and the business.
- Has a long-term vision of where the business is headed.

Business Transformation Specialist

- Can execute change in strategy
- Can create a sense of urgency
- Can think conceptually and articulate thoughts.
- Having a sense of purpose, maintaining a steadfast commitment to a defined value system.

Consultant to Organization/Partner to Line

- Ability to translate commitment into action
- Meets organisational requirements
- Recognises the importance of teamwork
- I am capable of building relationships.

Strategic Business Planner

- Understanding the plans of senior leaders
- Being involved in strategy formulation of executives is not an afterthought.
- Creates and markets original concepts and ideas, and secures necessary resources.
- Focus for three to five years.

Manager of Talent

- The focus in the organisation is on the sort of talent and ability required, rather than just numbers or bodies.
- The focus is on the talent required to implement future strategies rather than current needs.
- I am capable of educating management.
- Identifies high-potential individuals and foresees their worries.

Human Resource Asset Manager/Cost Controller

- Initiatives may not be effective in prompting others to recognise the necessity for action.
- Can educate and self-manage.
- Can creatively assess effectiveness in own areas of responsibility and other areas of the organisation.
- Can utilise automation effectively.

Significance of Personnel and Human Resource Management

Human resource management is now acknowledged as crucial for the survival and development of companies. In 1991, IBM and the consulting company Towers Perrin collaborated on a global research including almost 3,000 senior people, human resource management professionals, and chief executive officers. Approximately 70% of human resource managers consider the human

resource function crucial to organisations' success. By 2000, over ninety percent of respondents expected the human resource department to be active, while the human resource respondents were somewhat more optimistic about this trend. The Chief Executive Officers were in close proximity. Ensuring the success of the firm is a crucial objective of people and human resource management.

Impact of External Factors on Human Resource Management:

External influences are elements that impact the organisation and are outside the control of the people management. Personnel administration has to comprehend the characteristics and significance of the external environment and acknowledge its influence on present and future personnel operations. Several external influences include:

Legislation:

Modern commercial organisations operate under a legal context that is significantly different from the laissez-faire environment. Adam Smith, in his famous book "The Wealth of Nations" 200 years ago, promoted personnel programmes that must fulfil the needs of both the business and employees, as well as meet several legal obligations. Legislative acts are playing a growing role in influencing personnel programmes. They assist personnel administrators in studying laws, interpreting them, and grasping their impact on the organisation.

Labour

A union may significantly influence an organization's effectiveness, which can be seen as either beneficial or bad. A research conducted by George Gallup and published in The Wall Street Journal revealed a significant variation in opinions on unions among 782 high-ranking business leaders. While the CEOs often praised unions, majority believed that unions were detrimental to organisational performance. The union was commended for facilitating labour management, communication, collaborating to enhance production, cutting labour costs, and cooperating with management.

Labour Market:

Personnel managers often face challenges in recruiting and selecting skilled and motivated individuals at competitive pay. The organization's ability to

achieve its goals is largely dependent on labour market circumstances, which are impacted by the balance of labour supply and demand. The labour market circumstances may be varied and unexpected, which can provide dissatisfaction and uncertainty to personnel actions. The federal government often releases labour market data to aid personnel specialists in gathering and analysing labour market statistics.

Society:

Societal values, attitudes, and perks greatly impact what workers want from their occupations. Workers want more than just a "fair day's wage" and a safe and healthy work environment. Many employees want more engagement in their work and are looking for stronger support from management about their specific work issues and requirements. These demands are expected to grow as workers' expectations climb with their educational achievements.

Technology:

An organization's technology refers to the methods and techniques it utilises to create its products and services, as well as the skills and talents required by its personnel. With the rise of computers in the 1960s, traditional accounting and clerical abilities were less valuable, but skills in keying, programming, and systems analysis were in high demand. However, by the 1980s, data input technology made keypunching skills obsolete.

Current Challenges, Issues, and Trends

The personnel department's increased prominence is largely due to the significant duties shouldered by personnel managers. Today, many problems and challenges that have historically been the responsibility of the personnel department still are. Examples include recruiting, selecting, orienting, and training high-quality staff, doing job analysis and job assessment, managing labour relations, and implementing employee appraisal systems. The present challenges and concerns have ushered in a new era of professionalism in personnel management. Some of these challenges include increases in productivity, quality of work life, safety and health, equal job opportunities, and the rise in computer use.

Enhancement of productivity

Although productivity comparisons are made across nations, the United States continues to have the highest overall production. However, in recent years, productivity output per hour of labour has stayed constant in the United States while it has risen in other countries like Japan and China. The productivity problem occurred due to bad worker management relations, antagonistic business-government relationships, outdated facilities and equipment, and insufficient funding for modernising factories. Furthermore, the administration of human resources is widely seen as playing a significant role in unemployment and productivity. Many firms have reported that using current human management strategies has resulted in increased productivity and enhanced quality. Research indicates that an effective people management plan may positively impact a company's productivity. Therefore, the importance of staff in improving productivity is expected to grow in the future.

Quality of working life

Sociologists have discussed the quality of life. Behavioural scientists have also started use the term "quality of working life" (QWL). Working life quality pertains to the degree to which workers' personal needs are fulfilled by their employment. Improvements in one's quality of working life occur when their employment aligns with increasing personal demands, including security, responsibility, and self-esteem. Many organisations believe that providing a high quality work environment for workers is a social and ethical obligation that every company should uphold. Improving the quality of work life has a positive impact on organisational performance.

Safety and health

Establishing a work environment that reduces the risk of accidents or injuries has been a common objective for human resources professionals and operational managers. Addressing safety and health concerns in manufacturing and service sectors has proven challenging in the contemporary workplace. Some work settings have been shown to be causative factors for cancer, infertility, lung disease, and other illnesses. Unlike accidental or physical injuries, certain occupational injuries are difficult to identify and sometimes go unnoticed until it is too late to address. The workplace is increasingly being identified as

detrimental to one's long-term health. Job stress may be as dangerous as an unsafe work environment, unlike accidents and injuries which are mostly concerning in construction, manufacturing, mining, and other sectors. employment stress may affect employees in several types of firms and employment roles, including blue-collar, clerical, management, and professional positions.

Equal employment opportunity

Establishing a workplace where equal employment opportunities are a reality rather than just a popular phrase is undeniably one of the most challenging tasks for people managers. Similar to the plant foreman's role as a mediator between labour and senior management, the personnel manager faces pressure from the federal government to comply with the law while also dealing with operators seeking more autonomy in personnel choices. Women have faced prejudice in obtaining management roles in businesses due to the belief that they are incapable of making effective and critical judgements.

Increased use of computers

Computers have been used in the personnel department for payroll tasks and record keeping, but their usage was previously confined to these functions. Only a small number of organisations utilised computer technology to improve personnel decision-making until the early 1980s when desktop computers, microcomputers, and various personnel-related software packages became available, leading to a significant rise in computer usage in personnel departments.

Impacts of Human Resource Management on Business Success

If HR professionals are not confident that HR makes a difference, they will not be motivated to create HR measures that enhance business performance. Fortunately, recent research studies have revealed significant insights on the connection between HR and business performance (Arthur, 1994; Huselid, 1995; MacDuffie & Krafcik, 1992; Ostroff, 1995; Pfeffer, 1994; U.S. Department of Labour, 1993). These notable studies reveal several consistent aspects on the link between HR and corporate success. HR practices significantly impact company outcomes, especially those that enhance employee engagement. Furthermore, these studies analyse the HR system as a whole rather than focusing on specific HR practices. The balanced scorecard framework outlines a business's key areas

of concentration, whereas the strategic. Kaplan & Norton (1992) simply said that the outcomes are determined by what is being measured. If HR measurements are not adjusted to influence the actions of HR experts and line managers, it is unlikely that HR practices would show any effect on the company's profits. This approach is more forward-thinking and beneficial for organisations. Future HR assessment should concentrate on the overall HR system, including the synergy across all HR activities, such as staffing practices and training and development strategies.

CONCLUSION

The importance of human resource management in achieving an organization's goals and objectives cannot be overstated. To successfully reach these goals, both the organisation and its employees must agree on what is mutually beneficial. An organisation need individuals to fulfil its goals, and human resources management is responsible for overseeing this process. From this research study, it can be inferred that the human resources department plays a crucial role in enabling competitive advantage. The human resource department must act as a communication intermediary among stakeholders, management, and workers in a company organisation. It should be overseen by proficient human resource managers.

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The Impact of Artificial Intelligence on Entrepreneurship

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Abstract

In today's fast-paced business world, the continuous advancements in technology play a crucial role in the evolution of entrepreneurship. One such technology is Artificial Intelligence (AI), which has the potential to revolutionize the way solo entrepreneurs and businesses work through automating and speeding up various time-consuming tasks. In this article, we will investigate into the role of AI in entrepreneurship and explore how it can significantly increase personal productivity.

Keywords: Artificial Intelligence, Entrepreneurs, Industry Revolution 4.0

1. Introduction

As AI continues to evolve and infiltrate various sectors, its implications for entrepreneurship and innovation have become a subject of intense debate. Many believe that AI's rise could suppress human creativity and undermine entrepreneurial efforts, leading to a future where machines dominate the market. However, others argue that AI can enhance entrepreneurial creativity and open up new avenues for innovation. So, let's explore both perspectives and determine whether AI is a friend or foe to entrepreneurship.

2. Objectives of the Study

To study about how influencing Artificial Intelligence into entrepreneurship.

To analyse problems in Artificial Intelligence after implementation

To know artificial intelligence applications usage in Entrepreneurship

3. Understanding the Role of Artificial Intelligence in Entrepreneurship

Artificial Intelligence, in its simplest form, refers to machines or computer programs that can perform tasks that conventionally require human intelligence. By using AI, solo entrepreneurs and businesses can harness the power of advanced algorithms, machine learning, and data analytics to streamline their operations, make well-informed decisions, and ultimately enhance their productivity.

4. Strategies for Utilizing AI in Entrepreneurship Creativity

4.1 Emphasize the Human Touch: Entrepreneurs should embrace the fact that AI is a tool that enhances rather than replaces human creativity. By embedding human values and intuition into AI systems, entrepreneurs can ensure that their creative essence remains intact. This requires a balanced approach that combines AI's analytical capabilities with the human touch to create unique, innovative, and personalized products and experiences.

4.2 Continuous Learning and Adaptation: Entrepreneurs must be proactive in learning and understanding AI's capabilities and limitations. This allows them to fully leverage AI's potential and adapt their strategies accordingly. Developing a sound understanding of AI algorithms, big data analytics, and emerging technologies is crucial to effectively integrate AI into entrepreneurship processes while preserving creativity.

4.3 Encouraging an AI-Enabled Ecosystem: Governing bodies, educational institutions, and industry leaders should collaborate to create supportive ecosystems that encourage the responsible use of AI in entrepreneurship. This involves promoting entrepreneurship programs that incorporate AI education and training, ensuring comprehensive data privacy regulations, and fostering AI-driven innovation hubs where entrepreneurs can access AI tools, expertise, and resources.



5. The Benefits of AI in Entrepreneurship

- **5.1 Enhanced Decision Making:** AI-powered tools and software can help entrepreneurs to analyze large volumes of data and extract valuable insights from it. As a result, they can make well-informed decisions based on data-driven insights, ultimately leading to better business outcomes.
- **5.2 Improved Customer Experience:** One of the primary concerns for any entrepreneur is to provide excellent customer service. AI can automate customer interactions through chatbots, which results in quicker response times and personalized experiences for customers. By using AI, solo entrepreneurs can provide a higher level of customer service, resulting in increased customer satisfaction and loyalty.
- **5.3 Automation of Routine Tasks:** Solo entrepreneurs often perform multiple tasks simultaneously, which can be quite time-consuming. AI can automate a wide array of routine tasks, such as appointment scheduling, invoice processing, and email management, freeing up more time for entrepreneurs to focus on growing their business.
- **5.4 Cost and Time Efficiency:** AI-powered tools can help entrepreneurs save money and time by streamlining their business processes. By automating various tasks, solo entrepreneurs can reduce their workforce requirements, lower operational costs, and enhance overall efficiency.

- **5.5 Improved Marketing Strategies:** AI can process vast amounts of data to help entrepreneurs identify trends and patterns in consumer behavior. By using these insights, they can tailor their marketing strategies to target and engage the right audience, resulting in increased sales and revenue.

As an entrepreneur, integrating AI into your business strategy can provide a competitive edge and help to boost your personal productivity. For example, by automating your daily tasks and streamlining your operations, you can save time and resources that can be better spent on perfecting your product or service, networking with potential partners, and growing your clientele.

Incorporating Artificial Intelligence into your daily processes can increase your personal productivity by allowing you to concentrate on what matters most — growing your business. As a solo entrepreneur, striking the right balance between different tasks can be challenging; however, AI-powered tools can help you manage your workload and maximize your efficiency, ultimately leading to the success and growth of your business.

6. The Drawbacks of AI for Entrepreneurs

While there are many benefits to incorporating AI into your business strategy, there are also potential drawbacks. Here are a few:

6.1 Initial investment: Incorporating AI into your business strategy can require a significant initial investment in hardware, software, and training.

6.2 Ethical considerations: AI-powered systems can be prone to bias, so it's important to monitor for bias and ensure that your AI systems are treating everyone fairly.

6.3 Lack of human touch: While AI-powered systems can provide efficient and personalized service, some customers may prefer human interaction.

6.4 Cybersecurity risks: As with any technology, cybersecurity risks are associated with AI, so it's important to ensure that your systems are secure.

So, entrepreneurs need to be aware of and address to realize the potential of AI in their businesses fully.

7. Examples of AI in Business: Case Studies and Success Stories

Artificial intelligence (AI) is becoming increasingly prevalent in business, and its use has led to many successful case studies and success stories. Here are a few examples of how businesses are using AI to gain a competitive advantage:

7.1 Netflix: One of the most well-known examples of AI in business is Netflix. The company uses AI to personalize recommendations to its users. By analyzing users' viewing history, ratings, and search queries, Netflix's AI algorithms can suggest shows and movies likely to interest each user. This personalization has helped Netflix retain and attract customers.

7.2 Coca-Cola: Coca-Cola is using AI to optimize its vending machine inventory management. The AI system predicts which drinks will sell the most in each machine and ensures that each machine is stocked with the right mix of drinks. This has reduced waste and increased revenue for Coca-Cola.

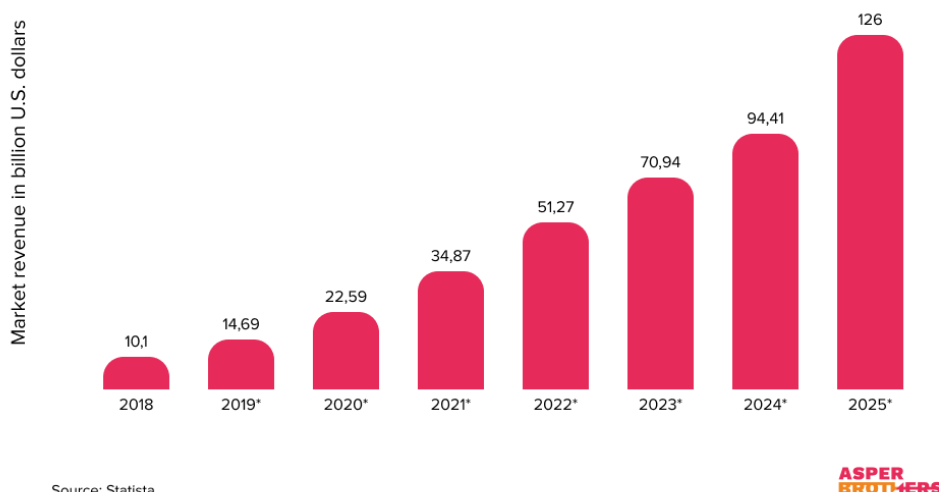
7.3 Uber: Uber uses AI to optimize its pricing strategy. The AI system analyzes data on rider demand, traffic patterns, and driver availability to set prices tailored to each ride. This has helped Uber increase its revenue while also keeping prices competitive.

7.4 Johnson & Johnson: Johnson & Johnson uses AI to improve drug discovery. The company has developed an AI system that can predict which molecules will likely effectively treat specific diseases. This has helped Johnson & Johnson streamline its drug discovery process and bring new drugs to market faster.

7.5 Starbucks: Starbucks is making use of AI to personalize its customer experience. The company's AI system analyzes customers' ordering history and preferences to suggest personalized drink recommendations. This has helped Starbucks increase customer satisfaction and loyalty.

These examples show how businesses use AI to improve efficiency, increase revenue, and provide better customer experiences. By analyzing data and making predictions based on that data, AI is helping businesses make better decisions and operate more effectively.

Revenues from the artificial intelligence (AI) software market worldwide from 2018 to 2025



8. Challenges and Risks of Implementing AI in Business

As AI continues to advance and become more sophisticated, more and more businesses are looking to implement it in their operations. However, implementing AI is not without its challenges and risks. This section will explore some of the critical challenges and risks businesses may face when implementing AI and how they can mitigate them.

9. Technical Challenges:

9.1 Data Quality and Availability: AI systems require large amounts of high-quality data to operate effectively. However, many businesses may not have access to sufficient data, or their data may be incomplete or poor quality.

9.2 Data Privacy and Security: AI systems rely on sensitive customer data, and businesses must ensure that this data is protected from unauthorized access or breaches. However, implementing robust data privacy and security measures, particularly for smaller businesses, can be challenging.

9.3 Integration with Existing Systems: Integrating AI systems with existing business systems and processes can be complex and time-consuming. Businesses

may need to invest in new infrastructure and software to ensure that their AI systems can operate seamlessly with other systems.

10. Cultural and Organizational Challenges:

10.1 Employee Resistance: Some employees may resist adopting AI, fearing it will replace their jobs or make their work more challenging. This resistance can be particularly acute in industries where automation is seen as a threat to employment.

10.2 Organizational Resistance: Some organizations may resist change, particularly if they have long-standing systems and processes. Implementing AI may require significant organizational changes, which can be challenging.

10.3 Skills Gap: Implementing AI requires specialized skills, such as data science, machine learning, and software development. Many businesses may struggle to find employees with the necessary skills or may need to invest in training to build these skills in-house.

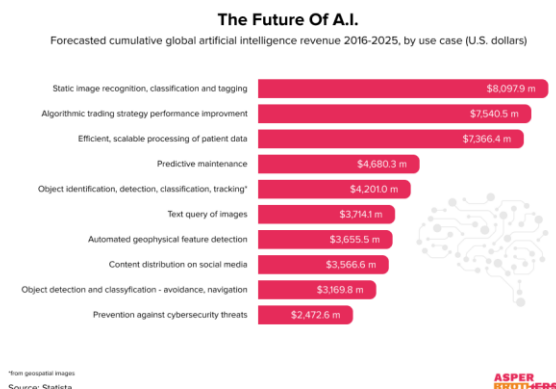
11. Ethical and Legal Risks:

11.1 Bias and Discrimination: AI systems can perpetuate existing biases and discrimination if not designed and implemented carefully. For example, if an AI system is trained on biased data against certain groups, it may replicate that bias in its decision-making.

11.2 Transparency and Accountability: As AI systems become more complex and sophisticated, it can be challenging to understand how they arrive at their decisions. This lack of transparency can be problematic, mainly if the AI system makes decisions that significantly impact individuals or society.

11.3 Legal and Regulatory Compliance: Implementing AI may require compliance with various legal and regulatory frameworks, such as data protection laws, consumer protection laws, and employment laws. Failure to comply with these frameworks can lead to legal and financial penalties and damage to the business's reputation.

While challenges and risks are associated with implementing AI in business, these can be addressed with careful planning and execution. By doing so, businesses can unlock the full potential of AI to drive growth, innovation, and success.



12. AI Business Ideas for Startups and Entrepreneurs

AI has the potential to transform businesses and industries, and companies that invest in AI in 2023 will be well-positioned to reap the benefits in the years to come.

As the technology matures and becomes more widely adopted, businesses will be able to leverage AI to improve efficiency, make better decisions, personalize products and services, and save costs. Additionally, businesses that adopt AI earlier may gain a competitive advantage over those that do not, which can help drive growth and success.

However, it's important to note that AI is not a one-size-fits-all solution and it's not appropriate for every business. It's important to consider the specific needs of your business and determine how AI can be used to address those needs before investing in it. Additionally, it's important to have a plan for implementing and integrating AI into your existing systems and processes.

Overall, while AI is a good idea for many businesses in 2023, it's important to approach it strategically and with a clear understanding of how it can be used to benefit your specific business.

13. Businesses should focus on AI in 2023 for several reasons

- 1. Increased efficiency:** AI can automate repetitive tasks and make processes more efficient, freeing up employees' time to focus on more strategic activities.
- 2. Improved decision making:** AI-powered analytics and machine learning can help businesses make more informed decisions by providing real-time data insights.

3. **Personalization:** AI can be used to personalize products, services, and experiences for customers, leading to increased customer satisfaction and loyalty.
4. **Cost savings:** Implementing AI can lead to cost savings in areas such as customer service, supply chain management, and fraud detection.
5. **Competitive advantage:** Companies that adopt AI earlier may have a competitive advantage over those that do not, allowing them to better serve customers, improve operations, and drive growth.
6. **Growth Opportunities:** AI technology will open up new growth opportunities for businesses, such as new products and services, new markets, and new revenue streams.
7. **Predictive Analysis:** AI-based Predictive analysis can help businesses to identify potential risks and opportunities in advance, allowing them to make proactive decisions.
8. **Cybersecurity:** AI-based cybersecurity solutions can help to protect businesses against cyber threats, which are becoming increasingly sophisticated.

9.

14. Ten Artificial intelligence startup ideas

1. Artificial Intelligence for Predictive Maintenance
2. AI-powered Virtual Assistants
3. AI-driven Customer Service and Support
4. AI-powered Inventory Management
5. AI-based Fraud Detection
6. AI-powered Language Translation
7. AI-driven Personalized Marketing
8. AI for Supply Chain Optimization
9. AI-based Predictive Sales and Lead Scoring
10. AI-powered Cybersecurity

AI technology will open up new growth opportunities for businesses, such as new products and services, new markets, and new revenue streams.

Startup Idea	Industry	Key application
Predictive Maintenance	Manufacturing	Predictive maintenance of equipment
Virtual Assistants	Retail, e-commerce	Personalized customer service
Customer Service and Support	Service	Automated customer support
Inventory Management	Retail, e-commerce	Real-time inventory tracking
Fraud Detection	Banking, finance	Detecting and preventing fraud
Language Translation	Language services	Automated language translation
Personalized Marketing	Marketing, advertising	Targeted marketing campaigns
Supply Chain Optimization	Logistics	Optimizing supply chain operations
Predictive Sales and Lead Scoring	Sales	Identifying potential sales leads
Cybersecurity	Information technology	Protecting against cyber threats

1. Artificial Intelligence for Predictive Maintenance

Artificial Intelligence (AI) can be used to perform predictive maintenance on equipment, where the system uses data from sensors and historical maintenance records to predict when equipment is likely to fail. This allows businesses to schedule maintenance and repairs proactively, rather than waiting for a breakdown to occur. AI-powered predictive maintenance can also help to optimize maintenance schedules and reduce downtime, improve safety, and increase the lifespan of equipment. Additionally, AI-based predictive maintenance can also help to reduce costs associated with maintenance and repair. So it will be a great business idea for entrepreneurs this year.

2. AI-powered Virtual Assistants

Virtual assistants that are powered by AI can provide customers with personalized service, answering their questions, and helping them navigate products and services. This technology can be integrated into websites, apps, and messaging platforms to provide 24/7 customer service.

3. AI-driven Customer Service and Support

AI-based customer service and support can help businesses to automate repetitive tasks, such as answering frequently asked questions, and provide customers with faster, more accurate service. This technology can also be used to analyze customer interactions to identify patterns and make improvements to the customer service process.

4. AI-powered Inventory Management

AI can be used to optimize inventory management by analyzing sales data, forecasting demand, and automating the reordering process. This can help businesses to reduce the costs associated with inventory management and ensure that products are always in stock.

5. AI-based Fraud Detection

AI-based fraud detection systems can analyze transaction data to identify patterns and anomalies that may indicate fraudulent activity. This technology can be used to flag suspicious transactions for further review and help businesses to prevent fraud and protect themselves from financial losses.

6. AI-powered Language Translation

AI-based language translation systems can automatically translate text, speech, and images, making it easier for businesses to communicate with customers and partners who speak different languages. This can help businesses to expand into new markets and provide better service to multilingual customers.

7. AI-driven Personalized Marketing

AI-based marketing technologies can analyze customer data to create personalized marketing campaigns that are tailored to the interests and behaviors of individual customers. This can help businesses to increase engagement, improve conversion rates, and boost sales.

8. AI for Supply Chain Optimization

AI can be used to optimize supply chain operations by analyzing data on inventory, logistics, and demand. This can help businesses to reduce costs, improve efficiency, and increase responsiveness to changes in demand.

9. AI-based Predictive Sales and Lead Scoring

AI-based predictive sales and lead scoring can help businesses to identify potential sales leads, predict sales outcomes, and target their sales and marketing efforts more effectively.

10. AI-powered Cybersecurity

AI-based cybersecurity solutions can analyze network data to identify and respond to cyber threats in real-time. This can help businesses to protect themselves from data breaches, cyber attacks, and other security threats.

15. Conclusion

The impact of Artificial Intelligence on solo entrepreneurs and entrepreneurship in general is immense, with the potential to significantly increase personal productivity. By understanding the role of AI in entrepreneurship and leveraging its capabilities, businesses can stay ahead of the competition and achieve sustainable growth. It is crucial for solo entrepreneurs to embrace this technological transformation and actively incorporate AI-powered solutions into their operations to succeed in the dynamic business environment.

We live in a world driven by artificial intelligence (AI). Most likely, you have used it during your daily commute while searching the web or catching up on social media.

To sum it up, the impact of artificial intelligence on both your personal and professional lives is massive, whether you realize it or not. Anyway, the examples above are merely a few of the business applications of AI. Many more examples of digital innovation in business exist with the arrival of Industry 4.0 technologies. With progress accelerating, more developments are likely to follow soon. Artificial intelligence is not only for global tech giants and leading companies. AI is for every future-oriented business that aims to grow and stay ahead of the competition. How exactly you will use AI, depends on what your business is trying to achieve.

Artificial intelligence can change the way you run your business, allowing you to make better decisions more quickly. AI landscape will redefine the terms on which companies will compete. For forward-thinking businesses, it will be a massive opportunity.

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AN INFLUENCE OF FINANCIAL LITERACY ON DECISION-MAKING TOWARDS VARIOUS INVESTMENT AVENUES: A STUDY ON WOMEN'S PERSPECTIVE

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ABSTRACT

This study explores the impact of financial literacy on individuals' decision-making on various investment avenues. Financial Literacy encompasses financial knowledge, financial attitude, and financial behavior. This study aims to investigate the influence of financial literacy on investment decisions of various investment avenues, examining the extent to which financial education impacts individuals' knowledge and choices in the investment landscape. Primary data was collected from 152 samples by using a structured closed-end questionnaire. The result shows the relationship between financial literacy and investment decisions towards various investment avenues. Statistical tools like Regression analysis and ANOVA have been used to analyze the result. The finding has insights for financial educators, policymakers, and advisors aiming to enhance financial literacy and optimize investment decisions across diverse demographic groups.

KEYWORDS

Financial literacy, Investment Avenues, Financial Knowledge, Financial Attitude, Financial behavior.

INTRODUCTION

Financial literacy is increasingly recognized as a critical skill for managing personal finances effectively and making informed investment decisions. With a myriad of investment options available, individuals with higher financial literacy

are better equipped to understand and navigate these opportunities. The Organization for Economic Co-operation and Development (OECD 2013) 1 has defined financial literacy as “A combination of awareness, knowledge, skill, attitude and behavior necessary to make sound financial decisions and ultimately achieve individual well being”. Financial inclusion of women in India is possible with the help of financial literacy. Women these days are well-educated and find the best job offers with good pay packages. The need for financial education among women is the need of the hour for their empowerment, for increasing their wealth and for the betterment of the family, as financial literacy is the mixture of financial knowledge, financial attitude and financial behaviour to take best financial decisions. Women with higher levels of education demonstrated better financial decision-making abilities (Kaur et al., 2019). Working women have shown improvements in their personal finances as the economy recovered, leading to easier management of finances and reduced use of alternative financial services. Overall, women are now less likely to carry credit card debt or engage in expensive credit card behaviors, indicating a positive trend in financial behavior among working women (Lusardi & De Bassa Scheresberg, 2017). Financial literacy is crucial for households as it enables better budgeting, saving, and investing, leading to improved financial stability and independence. It helps families make informed decisions, avoid debt, plan for retirement, and achieve financial goals, ultimately enhancing overall economic well-being and resilience against financial crises.

REVIEW OF LITERATURE

Srinivasan & Chopra, (2011), Historically, women were seen as homemakers, not financial managers. U.S. studies highlight their investment challenges, including time constraints and financial literacy gaps. Research on Mumbai's working women shows significant investment awareness but reveals a retirement planning gap, suggesting a need for improved financial education and empowerment.

Zakaria, et.al (2012). looked at the variables influencing Malaysians' financial situation and well-being. In Malaysia's Klang Valley, a study was conducted. Survey data from urban households was gathered, and structural equation modeling was used to analyze the results. A study found that the most important component of having a strong financial situation is positive financial

conduct. Furthermore, prudent financial behavior and sound financial literacy are closely linked.

Yadav and Tiwari's (2012) study used primary data that was gathered via a structured questionnaire to describe the factors influencing customers' investment in life insurance policies. 150 policyholders made up the study's sample, which was carried out in Jabalpur. The data were analyzed using the Chi-Square and correlation test.

Pant (2013),The study conducted by assessed female faculty members' attitudes and awareness on retirement planning. 50 female Bansathali University faculty members were chosen for the study. The study found that a key factor influencing the samples' awareness of and readiness for retirement was their marital status.

Tilak, P., Harchekar, J. S., and Murgai, A. (2022). According to Women's Financial Literacy, through a number of initiatives, the RBI, the Indian government, and other financial organizations help the people of the country improve their financial literacy and mindset. All institutions should mandate that women attend monthly or quarterly workshops where they can obtain education to improve their talents and abilities in handling finances, as well as learn more about financial services and goods. After all, the advancement of women would signal the advancement of the entire country in terms of views toward money and many other areas.

STATEMENT OF THE PROBLEM

Despite the increasing participation of women in the workforce and financial markets, many household women still lack sufficient financial literacy, which affects their awareness and understanding of various investment avenues. This study aims to explore the extent to which financial literacy influences the awareness and knowledge of investment options among household women, identifying key areas where education and intervention are needed to empower them for better financial decision-making and planning.

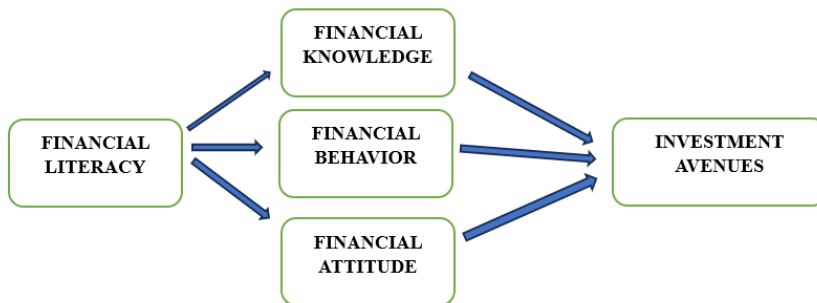
OBJECTIVES OF THE STUDY

- To examine the relationship between financial literacy (knowledge, behavior, and attitude) and the investment avenues.

- To determine whether there is a significant difference in financial attitudes (FA) among different age groups.

BACKGROUND OF THE STUDY

Based on the hypothesis, we can formulate the general model showing the relationship between financial literacy and investment avenues.



CONCEPTUAL MODEL FOR THE STUDY

HYPOTHESIS

- There is no significant relationship between financial literacy and different investment avenues.
- There is no significant difference between Age and Financial Attitude.

METHODOLOGY

A descriptive research design was undertaken to meet the said objectives. The population for this study is household women who play a vital role in financial planning. For this study, a sample of 152 respondents was selected based on convenience samplings. To measure the financial literacy level, 5-point Likert scale questions were asked under the category of financial knowledge, financial behavior, and financial attitude. While entering the data strongly agree option was assigned a weight of five and the strongly disagree was assigned a weight of one. In between these two extremes other levels such as agree, neither agree nor disagree, and disagree were assigned weights of four, three and two respectively. Data collected was evaluated and cleared of errors before being analyzed with the

use of SPSS and presented in the form of tables. Descriptive statistics such as frequencies, and percentages were used, ANOVA and regression analysis were done to determine the significant relationship between the variables.

RESULT AND DISCUSSION

The profile of the respondents is shown in Table 1. The highest respondents fall under the category of 36-45 years (37.5%) whereas the lowest respondents are 46-55 years(9.2%). The Marital status of the respondents was 77.6% married, followed by 12.5% were unmarried and 9.9% were spouseless. The level of education 55.3% of the respondents was post graduate, 32.9% was graduate and 11.8% were at school level.

Table 1: Demographic profile of the respondent

Demographic details		Frequency	percent%
Age group	16 -25	20	13.2
	26-35	33	21.7
	36-45	57	37.5
	46-55	14	9.2
	56 and above	28	18.4
	Total	152	100.0
Marital Status	Unmarried	19	12.5
	Married	118	77.6
	Spouseless	15	9.9
	Total	152	100.0
Level of education	School level	18	11.8
	Under Graduation	50	32.9
	Post Graduation	84	55.3
	Total	152	100.0
Occupation	Students	14	9.2
	Business	35	23.0
	Private employee	76	50.0
	Government employee	27	17.8
	Total	152	100.0
Annual income	Less than 5 lakh	85	55.9

	5 -10 lakh	22	14.5
	10-15 lakh	16	10.5
	15-20 lakh	18	11.8
	20 and above	11	7.2
	Total	152	100.0

The highest respondent were private employees (50%) followed by Business (23%), Government employees (17.8%)and Students (9.2%). The annual income percentage 55.9% of the respondents were at an income level of less than 5 lakh, 14.5% of the respondents were between 5-10 lakh, 11.8% of the respondents were between 15.20 lakh and 7.2% of the respondents were at the income group of 20 lakh and above.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.858 ^a	.736	.718	0.55223	2.114
a. Predictors: (Constant), FA, FK, FB					
b. Dependent Variable: ID					

Table 3: ANOVA Table for Regression Analysis Predicting ID

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.465	3	12.732	41.751	.000 ^b
	Residual	9.149	148	0.305		
	Total	3357.520	151			
a. Dependent Variable: ID						
b. Predictors: (Constant), FA, FK, FB						

This table presents the summary of a regression model with ID as the dependent variable and FA, FK, and FB as predictors. The model explains 73.6% of the variance in ID ($R^2 = .736$), adjusted for the number of predictors to 71.8% ($\text{Adjusted } R^2 = .718$). The standard error of the estimate is 0.55223, indicating the average distance that the observed values fall from the regression line. The Durbin-Watson statistic of 2.114 suggests no significant autocorrelation in the residuals. The ANOVA table evaluates the significance of the regression model predicting ID using FA, FK, and FB. The regression model is statistically significant ($F(3, 148) = 41.751, p < .001$), indicating that the predictors collectively explain a significant portion of the variance in ID.

Table 4: ANOVA Table for Financial Attitudes (FA) Among Different Age Groups

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	767.097	4	191.774	26.154	.000
Within Groups	1077.896	147	7.333		
Total	1844.993	151			

The ANOVA results show a significant difference in financial attitudes between groups ($F(4, 147) = 26.154, p < .001$), suggesting that at least one group's mean financial attitude score is significantly different from the others.

CONCLUSION

This study contributes to the understanding of, how demographic factors influence financial literacy and investment decisions. The demographic profile of respondents shows the majority are aged 36-45 years (37.5%), predominantly married (77.6%), and have a postgraduate education (55.3%). Most respondents are private employees (50%) and have an annual income of less than 5 lakh (55.9%). The regression model indicates a strong relationship between financial knowledge, attitude, behavior, and investment decisions, explaining 73.6% of the variance in investment decisions. Additionally, the ANOVA analysis reveals a significant difference in financial attitudes across different age groups ($F(4, 147)$

= 26.154, $p < .001$), indicating varying financial attitudes among the age categories. Moreover, this study's limitations are focused on key demographic and financial literacy variables, other relevant variables such as cultural influences, psychological traits, and economic conditions are not considered, which could impact financial literacy and investment decisions.

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A STUDY ON HUMAN RESOURCE (HR) ANALYTICS

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ABSTRACT

Human Resources (HR) management is a subject of vast knowledge in which predictive analytics is one of its main components which includes employee turnover analysis, employee work performance analysis, and raining requirements analysis as results. HR analytics is the collection and application of talent data to improve critical talent and business outcomes. HR analytics leaders enable HR leaders o develop data-driven insights to inform talent decisions, improve workforce processes and promote positive employee experience.

KEYWORDS: Time to hire, Turnover, Analytics, Recruitment, Data Mining.

INTRODUCTION

HR analytics is the gathering, analyzing and reporting of data that surrounds the management of human resources. It is the method of getting of better understanding of the people within an organization and how well the human resources team is performing. It is the set of people who make up the work force of an organization, business sector, industry or economy. A narrower concept is human capital, the knowledge and skills which the individuals command. Similar Terms include manpower, labor, labor-power or personnel. HR analytics was introduced in the year **1970s**.

HR analytics is considered to be a systematic identification and analysis of the people dives of any specific business outcomes. In Layman's terms, that means that HR analytics measures failures of how well the company is performing when it comes to its employees. Depending on the Organization, HR analytics may also be referred to as workforce analytics, talent analytics or people analytics.

The father of Human Resources analytics is **Dr. Fiz-enz**. He published the first human resources metrics in **1978**.

DEFINITION

“The Phenomenon deals with people analysis by implementing analytical Processes to the human capital. The approach doesn’t focus on tracking employee performance data. Rather, the sole aim of HR analytics is to provide better insight into each HR process, collect relevant data, and use it to draw conclusions”

- **GARTNER.**

HR ANALYTICS SOFTWARE

HR analytics software is essential to keep track your workforce. It helps in collating and maintaining data across various office locations, departments , roles, etc,. Here are some keys of advantages of using HR analytics software:

- Ease of use
- Data Analytics
- New features

1. Ease of use:

These tools or platforms are very user-friendly and don’t require lengthy training sessions or certifications. You can use demo videos or help videos if you run into any issues.

2. Data Analytics:

Data is centrally collated and displayed on dashboards. You can look at historical and current data across several parameters such as tenure, roles, reporting, etc,. This helps managers in making informed decisions.

3. New features:

These tools or software are frequently updated with new features in terms of usability, security, reporting, etc,. You can customize your platform to reflect your brands colors, needs and requirements. Practical business intelligence relies on the synergy between **analytics and reporting**, where analytics uncovers valuable insights and communicates these findings to stakeholders.

BENEFITS OF HR ANALYTICS

HR analytics helps your organization become more strategic, data helps you tackle current issues and also plan better for future activities. Let's look some benefits that HR analytics offers:

❖ **Improve your hiring process:**

Talent acquisition is a key element of your HR process, it is an all-year round activity . Be it hiring for a new function, a larger team or a new role altogether, your TA team is always busy. Finding the right candidate is always a task and when they do one can only hope everything goes well and they actually join the organization.

❖ **Reduce attrition:**

Employee retention is becoming harder every day, specially with the younger workforce not afraid of switching jobs frequently. Conduct exit interviewers, gather data , look at the reasons, patterns and find a way to arrest the attrition rate. HR Analytics here will go a long way identifying what are the factors contributing to attrition and what remedial measures can be taken avoid it in the future.

❖ **Gain Employee Trust:**

Thanks to HR analytics, you have access to data that lets you see what's happening in the organization and now employees perceive it. When you are armed with data, it lets you fix what's supposedly broken and improve future processes.

❖ **Make your workforce productive:**

Productivity levels will always go up and down and there are a Host affecting that. This ranges from office infrastructure, work Environment, managers and team mates and hob satisfaction among Other things.

BEHAVIORAL COMPETENCY OF HR ANALYTICS

Organizational culture analytics is a process of assessing and understanding better the culture at your workplace. When you know what is the culture of your organization, you can then evaluate and keep a track of the changes you might observe. Tracking culture changes helps to understand the early signs if the culture is getting toxic.

❖ **Capacity:**

It's true capacity affects revenue. The aim of capacity analytics is to establish how operationally efficient is your workforce.

❖ **Leadership:**

Poor leadership is as good as no leadership at all. Poor leadership costs money, time and employee churn. Employee retention for such an organization becomes extremely difficult and prevents a business to perform at its full potential.

TYPES OF HR ANALYTICS

- ❖ Descriptive Analytics
- ❖ Diagnostic Analytics
- ❖ Predictive Analytics
- ❖ Prescriptive Analytics

1. Descriptive Analytics:

Descriptive analytics is the process of parsing historical data to better understand the changes that occur in a business. Using a range of historic data and benchmarking, decision-makers obtain a holistic view of performance and trends on which to base business strategy.

2. Diagnostic Analytics:

Diagnostic analytics examines data to understand the root causes of events, behaviors and outcomes. Data analysts use diverse techniques and tools to identify patterns, trends and connections to explain why certain events occurred.

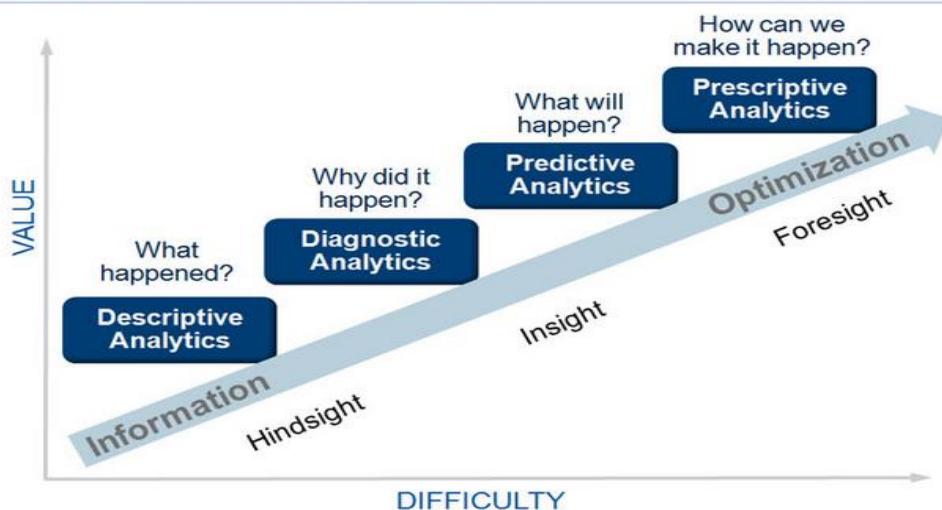
3. Predictive Analytics:

Predictive analytics is the use of data, statistical algorithms and machine learning techniques to identify the likelihood of future outcomes based on historical data.

4. Prescriptive Analytics:

Prescriptive analytics is the use of advanced processes and tools to analyze data and content to recommend the optimal course of action or strategy moving forward.

Analytic Value Escalator



CONCLUSION

In conclusion, HR analytics is a powerful tool that leverages data to enhance human resources management. By applying statistical methods and data analysis to HR processes, organizations can gain valuable insights into employee performance, recruitment effectiveness, and overall workforce dynamics.

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RESEARCH PAPER ON ARTIFICIAL INTELLIGENCE & ITS APPLICATIONS

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ABSTRACT

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 human 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 of AI, Types of AI, Applications of AI, Future of AI, Conclusion.

KEYWORDS: Machine learning, deep learning, neural networks, Natural language processing and Knowledge Base System.

INTRODUCTION:

Artificial Intelligence (AI) is the branch of computer science which deals with intelligence of machines where an intelligent agent is a system that takes actions which maximize its chance of success. It is the study of ideas which enables computers to do the things that make people seem intelligent. The central principles of AI include such as reasoning, knowledge, planning, learning, machines, especially intelligent computer programs.

DEFINITION OF ARITIFICAL INTELLIGENCE:

Artificial Intelligence (AI) is an area of computer science that emphasizes the creation of Intelligent machines that work and react like human.

HISTORY OF ARITIFICAL INTELLIGENCE

BIRTH OF ARITIFICAL INTELLIGENCE: 1950-1956

THE FATHER OF ARITIFICAL INTELLIGENCE: JOHN McCARTHY

The term “ARITIFICAL INTELLIGENCE” was coined by Him.

Dates of note: 1950: ALAN TURING published “COMPUTER MACHINERY AND INTELLIGENCE” which proposed a test of machine intelligence called THE LIMITATION GAME. 1952: A computer scientist named ARTHUR SAMUEL developed a program to play checkers, which is the first to ever learn the game independently. The seeds of modern AI were planted by philosophers who attempted to describe the process of human thinking as the mechanical manipulation of symbols. This work culminated in the invention of the programmable digital computer in the 1940s, a machine based on the abstract essence of mathematical reasoning. This device and the ideas behind it inspired a handful of scientists to begin seriously discussing the possibility of building an ELECTRONIC BRAIN.

The field of AI research was founded at a workshop held on the campus of DARTMOUTH COLLEGE in the U.S. during the summer of 1956. Those who attended would become the leaders of AI research for decades. Many of them predicted that a machine as intelligent as a human being would exist in no more than a generation, and they were given millions of dollars to make this vision come true.

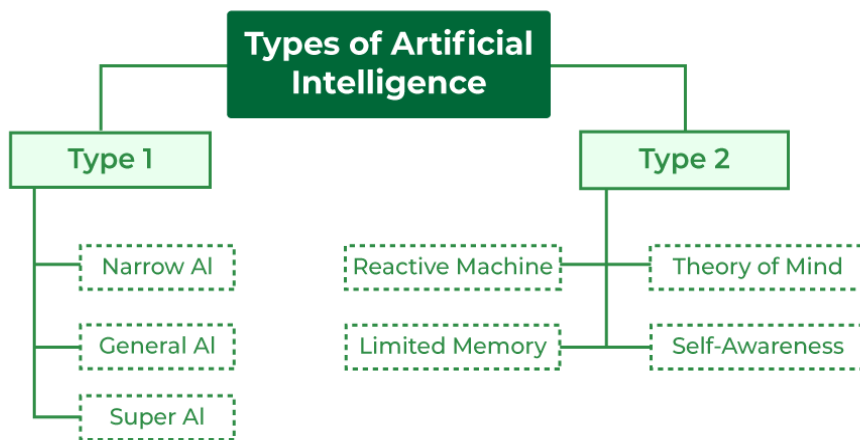
Eventually, it became obvious that researchers had grossly underestimated the difficulty on the project. In 1974, in response to the criticism from JAMES LIGHTHILL and ongoing pressure from the U.S. Congress, the U.S. and British Governments stopped funding undirected research into artificial intelligence, and the difficult years that followed would later be known as an “AI WINTER”.

Seven years later, a visionary initiative by the Japanese Government inspired governments and inspired governments and industry to provide AI with billions

of dollars, but by the late 1980's the investors became disillusioned and withdrew funding again.

Investment and interest in AI BOOMED in the 2020's when machine learning was successfully applied to many problems in academia and industry due to new methods, the applications of powerful computer hardware, and the collection of immense data sets.

TYPES OF ARTIFICIAL INTELLIGENCE:



BASED ON CAPABILITIES OF AI-TYPE 1:

NARROW AI:

Narrow AI: Narrow AI also known as WEAK AI or NARROW AI. Narrow AI is task or a narrow range tasks. These Narrow AI systems are designated tasks but mainly lack in the ability to generalize tasks. Personal Virtual assistance like ALEXA or SIRI, recommendation systems, image recognition software and other language translation tools.

GENERAL AI:

It is known as STRONG AI. It refers to AI systems that have human intelligence and abilities to perform various tasks. Systems that have capability to understand, learn and apply across a wide range of tasks that are similar to how a

human can adapt to various tasks. In general AI remains a theoretical concept, and now no AI can achieve this level of intelligence.

SUPER AI:

It is known as SUPERINTELLIGENT AI that surpasses intelligence of human in solving-problem, creativity, and overall abilities. Super AI develops emotions, desires, need and beliefs of their own. They are able to make decisions of their own and solve problem of its own.

BASED ON THE FUNCTIONALITY OF AI TYPE 2:

REACTIVE MACHINES:

Reactive machines were created by IBM in the mid-1980s. These machines are the foremost basic sort of AI system. This suggests that they can't form memories or use past experiences to influence present-made a choice, they will only react to currently existing situations hence "REACTIVE". An existing sort of reactive machine is deep blue, chess-playing programs.

LIMITED MEMORY:

It is comprised of machine learning models that the device derives knowledge from previously-learned information, stored data, or events. Unlike Reactive machines, limited memory learns from the past by observing actions or data fed to them to create experiential knowledge.

THEORY OF MIND:

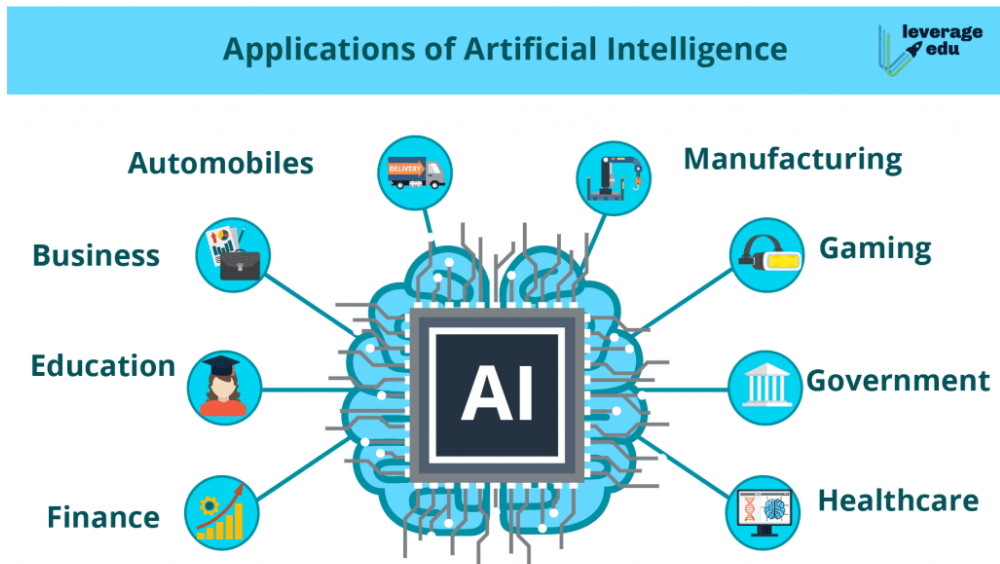
In this sort of AI decision-making ability is adequate to the extent of the human mind, but by machines. While some machines currently exhibit human like capabilities like voice assistants, for example, none are fully capable of holding conversations relative to human standards. One component of human conversation AI systems with a theory of mind can understand and stimulate the mental states of other agents. This type of AI is still in development and is not yet practical.

SELF-AWARENESS:

This AI involves machines that have human-level consciousness. This type of AI isn't currently alive but would be considered the foremost advanced sort of

AI known to man. These AI systems possess consciousness and self-awareness, but this is currently the stuff science fiction, and not yet a reality.

APPLICATIONS OF ARTIFICIAL INTELLIGENCE:



AI IN FINANCE:

AI and Finance industries are the best matches for each other. The finance industry is implementing automation, chatbot, adaptive intelligence, algorithm trading, and machine learning into financial processes.

AI IN EDUCATION:

AI can automate grading so that the tutor can have more time to teach. AI chatbot can communicate with students as a teaching assistant.

AI in the future can be work as a personal virtual tutor for students, which will be accessible easily at any time and any place.

AI IN BUSINESS:

AI in Business is the process of collecting, analyzing, and interpreting data to gain insights that can be used to improve business performance. Advantages of business is empowering informed decision-making, risk anticipation, and

efficient operations – all of which contribute to effective strategy development, execution, and evaluation.

AI IN AUTOMOBILE:

AI-enabled systems use sensors to assist with steering and pedestrian detection, monitor blind spots, and alert the driver accordingly, enabling them to take preventive measures to stay protected against road accidents.

AI IN MANUFACTURING:

AI in Manufacturing as industrial IoT and smart factories generate large amounts of data daily. AI in Manufacturing is the use of Machine Learning (ML) solutions and deep learning neural networks to optimize manufacturing processes with improved data analysis and decision-making.

AI IN GAMING:

AI can be used for gaming purpose. The AI machines can play strategic games like chess, where the machine needs to think of a large number of possible places.

AI IN GOVERNMENT:

AI has a range of uses in government. It can be used to further public policy objectives (in areas such as emergency services, health and welfare), as well as assist the public to interact with the government.

AI IN HEALTHCARE:

In the last, five to ten years, AI becoming more advantageous for the healthcare industry and going to have a significant impact on this industry.

Healthcare Industries are applying AI to make a better and faster diagnosis than humans. AI can help doctors with diagnoses and can inform when patients are worsening so that medical help can reach to the patient before hospitalization.

SOME OTHER APPLICATIONS:

FRAUD DETECTION: The financial services industry uses artificial intelligence in two ways. Initial scoring of applications for credit uses AI to understand creditworthiness. More advanced AI engines are employed to monitor and detect fraudulent payment card transactions in real time.

HEAVY INDUSTRIES: Huge machines involve risk in their manual maintenance and working. So it becomes necessary part to have an efficient and safe operations agent in their operation.

ANTIVIRUS: Artificial Intelligence(AI) techniques have played increasingly important role in antivirus detection. At present, some principal artificial intelligence techniques applied in antivirus detection. It improves the performance of antivirus detection systems, and promotes the production of new artificial intelligence algorithm and the application in antivirus detection to integrate antivirus detection with artificial intelligence.

FUTURE OF ARTIFICIAL INTELLIGENCE:

Having actually reviewed concerning AI one arguable concern occurs that is artificial intelligence much more powerful than all-natural intelligence. Considering that attributes and its vast applications we may definitely stay with expert system. Seeing at the growth of AI, is it that future world is coming to be artificial intelligence is fixed, since it is an old, mature paradigm, but the brand-new standard of non-biological calculation and also intelligence is growing exponentially. The crossover will be in the 2020s and after that, a minimum of from an equipment viewpoint, non-biological calculation will certainly dominate.

The memory capacity of the human brain is most likely of the order of ten thousand million binary numbers. However most of this is most of this is most likely used in bearing in mind visual impressions, as well as various other comparatively wasteful methods. One could reasonably want to have the ability to make some genuine progression (towards expert system) with a couple of million figures (of computer memory).

Hence we can say that as all-natural intelligence is limited and volatile as well world may now rely on computer systems for smooth working. Situations of the globe. Now it is the duty of luscious layer of designers to establish this area.

NET APP AI SOLUTIONS:

Net App AI Solutions based on the following key building blocks:

ONTAP software enables AI and deep learning both on premises and in the hybrid cloud.

AFF all-flash systems accelerate AI and deep learning workloads and remove performance bottlenecks.

ONTAP Select software enables efficient data collection at the edge, using IoT devices and aggregations points.

Cloud Volumes can be used to rapidly prototype new projects and provide the ability to move AI data to and from the cloud.

CONCLUSION:

Til now we have discussed in brief about Artificial Intelligence. We have discussed some of its principles, it as applications its achievements etc. The ultimate goal of institutions and scientists working on AI is to solve majority of the problems or to achieve the tasks which we humans directly can't accomplish . It is for sure that development in this field of computer science will change the complete scenario of the world. Now it is responsibility of creamy layer of engineers to develop this field.

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THE IMPACT OF TECHNOLOGY DEVELOPMENT OF SOCIAL ENTREPRENEURSHIP

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ABSTRACT

Entrepreneurship development is the means of enhancing the knowledge and skill of entrepreneurs through several classroom coaching and programs, and training. This entrepreneur development process helps new firms or ventures get better in achieving their goals, improve business and the nation's economy. Another essential factor of this process is to improve the capacity to manage, develop, and build a business enterprise keeping in mind the risks related to it. In simple words, the entrepreneurship development process is about supporting entrepreneurs to advance their skills with the help of training and coaching classes. It encourages them to make better judgments and take a sensible decision for all business activities. Entrepreneurship can also be a solution to societal problems and play an important role in supporting education and skills development. Entrepreneurs know the importance of keeping on top of their industry and the only way to being number one is to evolve and change with the times. They're up to date with the latest technology or service techniques and are always ready to change if they see a new opportunity arise. Competitive by Nature Successful entrepreneurs thrive on competition. The only way to reach their goals and live up to their self-imposed high standards is to compete with other successful businesses. Highly Motivated and Energetic Entrepreneurs are always on the move, full of energy and highly motivated. They are driven to succeed and have an abundance of self-motivation.

Key words: Entrepreneurship Development, Organization, Economic development, Program, Training, Knowledge and skill.

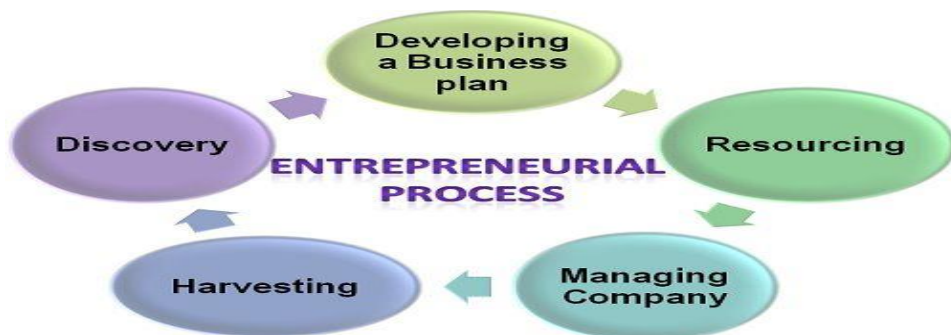
INDRODUCTION:

Entrepreneurship Development is defined as a process of enhancing the skill set and knowledge of entrepreneurs regarding the development, management and organization of a business venture while keeping in mind the risks associated with it. This is carried out through training programs and sessions which are aimed at accentuating entrepreneurial acumen. Pursuing this field as a career, you will be working towards facilitating skill development amongst budding entrepreneurs and assisting them to tackle their struggles with building their businesses.

Entrepreneurship development is the means of enhancing the knowledge and skill of entrepreneurs through several classroom coaching and programs, and training. This entrepreneur development process helps new firms or ventures get better in achieving their goals, improve business and the nation's economy. Another essential factor of this process is to improve the capacity to manage, develop, and build a business enterprise keeping in mind the risks related to it. In simple words, the entrepreneurship development process is about supporting entrepreneurs to advance their skills with the help of training and coaching classes. It encourages them to make better judgments and take a sensible decision for all business activities.

Process of Entrepreneurship Development:

The below-mentioned steps will illustrate how to build an effective entrepreneurship development program for an entrepreneur to organize and launch the new ventures.



- **Discover** – Any new process begins with fresh ideas and objectives, wherein the entrepreneur recognizes and analyses business possibilities. The analysing of opportunities is a risky task, and an entrepreneur looks out for inputs from other persons, including channel partners, employees, technical people, consumers, etc. to reach an ideal business opportunity.
- **Evaluation** – The evaluation of an opportunity can be done by asking several questions to oneself. For instance, questions like whether it is worth taking a chance and investing in the idea, will it attract the consumer, what are the competitive advantages and the risk linked with it are asked. A reasonable and sensible entrepreneur will also analyze his skills and whether it matches his entrepreneurial objectives or not.
- **Developing a plan** – After the identification of an opportunity, an entrepreneur has to build a complete business plan. It is the most important step for new business as it sets a standard and the assessment criteria and sees if a company is working towards the set goals.
- **Resources** – The next step in the process of entrepreneurial development is resourcing. Here, the entrepreneur recognizes the source of finance and from where the human resource can be managed. In this step, the entrepreneur also tries to find investors for his new business.
- **Managing the company** – After the hiring process and funds are raised now it's time to start the operation to accomplish the desired goals. All the entrepreneur will decide on the management structure that will be assigned to resolve the operational problems whenever it occurs.
- **Harvesting** – The last step in this process is harvesting, where an entrepreneur determines the future growth and development of the business. Here, real-time development is compared with the projected growth, and then the business security or the extension is initiated accordingly.

Types of Entrepreneurship Development:

The types of entrepreneurship development programs depend on the types of entrepreneurs. As per research, different types of entrepreneurship have been identified. All types of entrepreneurship are catalysts for economic development. Business author Clarence Dan of classified entrepreneurs on the basis of economic development and risk-taking. He put them into four categories:

1. Innovative Entrepreneur:

Such an entrepreneur is one who aggressively gathers information, generates new business ideas based on the information and puts these ideas into practice. They have a shrewd business sense and create new products and new markets.

2. Adoptive Entrepreneur: Such an entrepreneur is skilled in enhancing already existing ideas and technology to create a competitive advantage. They can exogenously enhance or change technologies and create more jobs. For example, development of smaller shopping malls and manufacturing of car parts etc.

3. Fabian Entrepreneur: Such an entrepreneur has a more orthodox and traditional approach to business. They do not believe in taking risks or innovating. Usually, they are the second-generation business owners of an existing business.

4. Drone Entrepreneur: Such entrepreneurs are laggards in their fields. They are not motivated by new and exciting opportunities to grow their business. Instead, they are happy to struggle to make ends meet. Their approach to business can push them out of competition, especially when the market becomes too competitive.

Based on the type of business:

Agricultural Entrepreneur:

An individual involved in the business of agriculture and any of the related activities such as cultivation, irrigation, agricultural technology, etc.

Manufacturing Entrepreneur:

An entrepreneur, who identifies market gaps, researches the resources and raw materials to fulfil the gap, finds the technology and produces the finished product.

Trading Entrepreneur:

All manufacturers do not engage in marketing their products themselves. They look for trading partners who can increase the reach of their products to

businesses and consumers. These trading entrepreneurs are the links between the manufacturer, the wholesaler, the retailer and the consumer.

All successful entrepreneurs have the following qualities: Inner Drive to Succeed Entrepreneurs are driven to succeed and expand their business. They see the bigger picture and are often very ambitious. Entrepreneurs set massive goals for themselves and stay committed to achieving them regardless of the obstacles that get in the way.

Strong Belief in themselves

Successful entrepreneurs have a healthy opinion of themselves and often have a strong and assertive personality. They are focused and determined to achieve their goals and believe completely in their ability to achieve them. Their self-optimism can often be seen by others as flamboyance or arrogance but entrepreneurs are just too focused to spend too much time thinking about unconstructive criticism. Search for New Ideas and Innovation All entrepreneurs have a passionate desire to do things better and to improve their products or service. They are constantly looking for ways to improve. They're creative, innovative and resourceful. Openness to Change If something is not working for them they simply change. Entrepreneurs know the importance of keeping on top of their industry and the only way to being number one is to evolve and change with the times. They're up to date with the latest technology or service techniques and are always ready to change if they see a new opportunity arise. Competitive by Nature Successful entrepreneurs thrive on competition. The only way to reach their goals and live up to their self-imposed high standards is to compete with other successful businesses. Highly Motivated and Energetic Entrepreneurs are always on the move, full of energy and highly motivated. They are driven to succeed and have an abundance of self-motivation.

The high standards and ambition of many entrepreneurs demand that they have to be motivated! Accepting of Constructive Criticism and Rejection Innovative entrepreneurs are often at the forefront of their industry so they hear the words "it can't be done" quite a bit. They readjust their path if the criticism is constructive and useful to their overall plan, otherwise they will simply disregard the comments as pessimism. Also, the best entrepreneurs know that rejection and obstacles are a part of any leading business and they deal with them

appropriately. True entrepreneurs are resourceful, passionate and driven to succeed and improve. They're pioneers and are comfortable fighting on the frontline.

QUALITIES OF ENTREPRENEUR

Being an entrepreneur is about more than just starting a business or two, it is about having attitude and the drive to succeed in business. All successful Entrepreneurs have a similar way of thinking and possess several key personal qualities that make them so successful in business. Successful entrepreneurs like the ambitious Richard Branson have an inner drive to succeed and grow their business, rather than having a Harvard Business degree or technical knowledge in a particular field.

CONCLUSION:

Entrepreneurship has a significant impact on society, affecting various aspects of our lives and shaping the way we live and work. The impact of entrepreneurship can be seen in areas such as job creation and economic growth, innovation and technology advancement, competition and market dynamics, social and cultural changes, and economic disparities and wealth distribution. Entrepreneurship can also be a solution to societal problems and play an important role in supporting education and skills development.

The future outlook for entrepreneurship is dependent on various factors, including access to funding and resources, the stability of the economy, and the willingness of individuals to take risks and pursue entrepreneurial opportunities. Despite potential challenges and risks, there are many positive trends and developments that suggest a bright future for entrepreneurship and its role in society. Entrepreneurship has a wide-ranging impact on society, affecting various aspects of our lives and shaping the way we live and work. While there are potential challenges and risks, the future outlook for entrepreneurship is positive and suggests a bright future for its role in society.

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AI and the Consumer Experience: Enhancing Engagement and Satisfaction

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Abstract

This paper explores the transformative role of Artificial Intelligence (AI) in enhancing consumer engagement and satisfaction in the digital marketplace. AI technologies such as chatbots, personalized recommendations, and virtual assistants enable businesses to provide continuous, real-time interaction, deepening consumer-brand relationships and increasing engagement. These tools utilize extensive consumer data to deliver highly personalized experiences that cater to individual preferences, thereby boosting satisfaction and loyalty. AI's predictive analytics capability allows businesses to anticipate consumer needs and behaviour, optimizing operational efficiency and aligning product offerings with market demands. This proactive approach not only satisfies consumer expectations but also enhances overall satisfaction. However, the use of AI raises significant ethical challenges, particularly regarding data privacy and consumer trust. The paper discusses the imperative for businesses to balance the benefits of personalized AI applications with robust data security measures to protect consumer privacy and build trust. The potential of AI to redefine consumer experiences is significant, yet its future impact hinges on technological innovation paired with ethical responsibility. This exploration underscores AI's dual role in revolutionizing consumer engagement while emphasizing the importance of ethical data management.

Introduction

The digital age has entered in a new era of where Artificial Intelligence (AI) plays a pivotal role in shaping consumer experiences. As businesses strive to not only meet but exceed customer expectations, AI has emerged as a crucial tool in enhancing engagement and satisfaction. This essay explores the multifaceted impact of AI on the consumer experience, focusing on how it revolutionizes interactions, personalizes experiences, and ultimately drives consumer satisfaction.

The Role of AI in Consumer Engagement

AI technology has fundamentally transformed how businesses interact with consumers. Through the integration of AI tools such as chatbots, personalized recommendations, and virtual assistants, companies are now able to offer instant and continuous interactions. For instance, AI-powered chatbots provide 24/7 customer service, handling inquiries and solving problems in real-time, which significantly enhances consumer engagement by offering convenience and immediacy. This continuous interaction fosters a deeper bond between the consumer and the brand, encouraging a more engaged relationship.

Personalization of Consumer Experiences

One of the most significant advantages of AI in the consumer space is its ability to analyse vast amounts of data to deliver personalized experiences. AI systems utilize consumer data such as purchase history, browsing behaviour, and preference patterns to tailor suggestions, content, and advertising to individual users. This high degree of personalization makes consumers feel understood and valued, which not only enhances their satisfaction but also increases the likelihood of repeated interactions. For example, online streaming services use AI to suggest shows and movies based on individual viewing habits, creating a highly personalized and engaging user experience that captivates audiences.

Enhancing Consumer Satisfaction Through Predictive Analytics

AI extends its benefits beyond engagement through predictive analytics, a powerful tool that anticipates consumer needs and future behaviour by analysing existing data trends. Businesses can leverage these insights to optimize their operations, product offerings, and marketing strategies, thereby significantly

improving consumer satisfaction. For instance, predictive analytics can help retailers optimize their inventory based on predicted consumer trends, ensuring that popular items are in stock and potentially unwanted items are not over-ordered. This proactive approach not only streamlines operations but also meets consumer expectations more effectively, enhancing overall satisfaction.

Ethical Considerations and Consumer Trust

While AI offers immense benefits, it also presents new challenges in terms of ethics and consumer trust. The use of consumer data raises significant privacy concerns; hence, companies must navigate the delicate balance of leveraging AI for personalization while maintaining strict data security and privacy protocols. Building consumer trust is crucial, as a breach of this trust can lead to dissatisfaction and disengagement. Transparent communication about how consumer data is used, coupled with robust security measures, can help mitigate these concerns and bolster consumer confidence in AI-driven processes.

Conclusion

AI has undeniably reshaped the domain of consumer experiences, providing innovative solutions that enhance engagement and satisfaction. From facilitating real-time interactions to delivering personalized content and utilising predictive analytics for anticipating future needs, AI empowers businesses to cater more effectively to the dynamic demands of modern consumers. However, as companies continue to integrate AI into their consumer interactions, they must also address the ethical implications and ensure that consumer trust is not compromised. Moving forward, the successful integration of AI in consumer experiences will depend not only on technological advancements but also on a company's ability to maintain transparency, uphold privacy, and foster an ethical environment.

"Exploring youth perception of parental influence on study abroad decision making: Insights from Ernakulam District, Kerala"

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Abstract

With the increasing globalization of higher education, there is a hike in number of young people from Kerala are seeking educational opportunities abroad. This study explores the youth perception of parental influence on study abroad decision making. Using a combination of data collection methods, including questionnaires and interviews, this study examines extent of parental influence in study abroad decision-making as well as the factors that impact parental involvement. Parent-child communication dynamics, cultural norms, parental educational ambitions, and socioeconomic level are all significant contributing factors related to their children perception. The research objective is to determine the parental influence and factors that motivate parental involvement in study abroad decision making, specifically in relation to Ernakulam District, Kerala.

Keywords: Youth perception, Parental influence, Study on abroad, Decision making.

1. Introduction

Miles Lee, (2018) It is well acknowledged that, in our increasingly globalized culture, studying overseas is crucial. The desire to pursue further

education abroad has been increasingly common among young people in Ernakulam, in recent years. This tendency is a result of the internationalization of education as well as the benefits of varied learning environments and exposure to various cultures. Even though parental influence is significant, many other variables influence each student's choice to pursue an education overseas. Babu & Arasavilli, (2024) With a focus on the interplay between peer dynamics, parental influence, and academic concerns within the framework of the global higher education market, this study investigates the factors that impact students decisions to pursue higher education abroad. Studies highlight the influence of parents on making decisions about education, particularly when it comes to studying overseas, given Kerala's focus on family ties. (Yusoff, Ationg, & Esa, Irma Wani Othm) While selecting a place of study, a proactive decision for each individual, family and friends have a significant social influence. The purpose is to give a thorough knowledge of how a group of international students were able to have their families have an impact on their decision to study overseas. However, in the context of Ernakulam, this phenomenon has received very little attention.

By examining how parents participate in the decision-making process, this study tries to close this gap and explore the complex ways that parent-child dynamics influence children's desires for studying abroad.

II. Need of the study

The younger generation in Kerala is more inclined to pursue higher education elsewhere.

The growing significance of international education makes it necessary to investigate young people's perspectives of parental influence on their decision to study abroad, particularly in the Ernakulam region. Study abroad initiatives give students access to priceless cross-cultural experiences, opportunities for personal development, and improved professional prospects (Perna, 2006). These decisions are greatly affected by parental influence, which has an impact on career guidance, emotional support, and financial assistance (Gofen, 2009). Gaining insight into this influence in the socio-cultural environment of Ernakulam, a region distinguished for its excellent educational standards offers different perspectives on family dynamics and choices regarding education. The present study aims to determine the perception of youths

regarding the level of parental influence on them while they consider about studying abroad, and also the factors that lead to parental involvement in the decision-making process, with a focus on the Ernakulam District.

III. Objective of the study

- ❖ To examine the youth perception with regard to parental influence on studying abroad decision making with special insight on Ernakulam District.
- ❖ To determine the factors that motivate parental involvement in study abroad decision- making with special insight on Ernakulam District.

IV. Statement of the Problem

The decision to study abroad is a significant milestone in a student's educational journey, often influenced by various factors, including parental guidance and support. In the context of Ernakulam District, where educational aspirations are high, understanding the extent and nature of parental influence on students' study abroad decisions is crucial. However, there is limited research on how youth in this region perceive their parents' role in this decision-making process. This study aims to fill this gap by exploring youth perceptions of parental influence on their decision to pursue education abroad, providing insights from family guidance and practices.

This investigation will help to identify youth perception with regard to parental influence on studying abroad decision making and also to determine the specific areas where parents play a pivotal role, such as financial considerations, academic reputations and career guidance, cultural exposure, safety measures and adaptability.

V. Review of Literature

1. Johnson & Meng, (2023) This study examines how Chinese students decide which countries to study in, with a particular emphasis on a minority that is underrepresented in the literature: families of students. Three goals are pursued by the paper. In the context of a child's decision to study abroad, to examine the relationship between Chinese parents and their offspring; to learn the justifications parents provide for influencing their child's choice; and to look into the impact of the macroenvironment

- on the family decision-making process in the context of international education. The study's conclusions show that Chinese parents are very interested in and involved in their children's choices about their overseas education.
2. Babu & Arasavilli, (2024) This study explores the factors that influence students' decisions to pursue higher education overseas, with a particular emphasis on the interactions among peer dynamics, parental influence, and academic concerns in the context of the global higher education market. The results highlight how crucial family dynamics and educational expectations are in determining social interactions and academic achievement. The report also identifies areas that require greater investigation, highlighting the necessity for a more thorough comprehension of the decision-making environment and its consequences for international higher education.
 3. Amani and Kim (2017) The purpose of this study was to better understand and identify the factors that influence college students' decisions to engage in short-term study abroad programs. The once-in-a-lifetime opportunity, chances for academic transfer, individual timing, financial affordability, support from family and professors, the honors program, and group affinity were among the contributing factors. Additionally, participants in this study discussed how they managed to get past obstacles related to their families and careers such as money and worries about striking a balance between their studies and personal lives in order to participate in study abroad programs.
 4. Miles Lee, (2018) It is commonly known how important it is to study abroad in our increasingly globalized society. The number of American students who actually study abroad is rather low, despite the well-established advantages that study abroad programs offer. The combined influence of parents, friends, professors, and significant others on students' decisions to study abroad has not only been studied, but research has also concentrated a great deal on the financial reasons students choose not to study abroad and has touched on the impact of social pressures on this choice.
 5. Spindler (2017) Academic study abroad programs have gained popularity at colleges across the nation as a result of educators' growing awareness of

the value of students receiving a global education as a result of globalization. The findings showed that attitudes about scheduling, homesickness, family expectations, and job possibilities were important determinants of students' intent as opposed to their action when it came to choosing to study abroad. By examining two novel notions, homesickness and fun, and examining the factors influencing both intended and actual behavior for the first time, this study adds to the body of research on study abroad experiences.

6. Marjanovic and Pavlovic (2018) Higher education institutions are becoming more transnational in order to meet the difficulties posed by globalization. Based on a survey of the literature, this paper discusses the problem of consumers' decision-making in higher education. The purpose of this essay is to develop a theoretical framework that identifies and organizes the variables that affect high school graduates' decisions to pursue international education. Six categories comprise the 114 components that make up the suggested model. The model facilitates the evaluation of every component and its impact on the student's choice, in addition to the evaluation of the interactions between the factors.
7. Sobol & Griner, (2014) This study aims to shed more light on the reasons Chinese students in Zhejiang Province choose to study overseas. Globalization is increasing and so is the significance of international business and education in today's world. To investigate the following hypothesis: Does globalization impact Chinese students' interest in and desire for studying abroad? surveys were sent out and interviews were held. The findings reveal five phases of motivation: outlying influences, parental influence, personal dynamics, reverse motivation, and globalization persuasion. Chinese students in Zhejiang Province are found to consider each category unevenly when making decisions, based on analysis.
8. Christine, University of Minnesota case study on parental involvement in study abroad, (2010) Parents now have a major role in their children's study abroad experience. This study looked at how parents' ties with the school and their students help to define their roles in a constructive way. This study specifically examined the situation of the University of Minnesota, Twin Cities campus's Learning Abroad Center. In order to

- examine how the office assigns a position to parents and how parents create their own role, the researcher employed a variety of techniques to collect opinions from the institution as well as parents of study abroad students.
9. Yusoff, Ationg, & Esa, Irma Wani Othm, (2020) While selecting a place of study is a proactive decision for each individual, family and friends have a significant social influence. The purpose of this essay is to give a thorough knowledge of how a group of international students were able to have their families have an impact on their decision to study overseas. Using a series of interview questions that were developed through a comprehensive protocol interview conducted during a pilot research, a group of international students were successfully questioned. The results of this qualitative study, which involved 40 foreign students, discussed the role of family in making decisions to continue education overseas as a result of diaspora-driven incentives.
 10. Othman, Mohd, & Jupiter, (2017) Higher education institutions are a vital sector that significantly and competitively contributes to the growth of a nation. One of the primary requirements for fulfilling the vision and mission of international level colleges is the enrollment of overseas students, who are also considered a source of revenue. This concept paper investigates the elements that influence students' decisions to study abroad, with the goal of helping universities plan their marketing strategies and enroll more foreign students. The conversation also highlights how crucial it is to comprehend why overseas students select the programs and courses they do at their preferred universities.

VI. Research Methodology

Population

The target population includes those aspirants who completed their higher secondary education, graduation and post graduation and studying overseas from Ernakulam District made up the population of the study.

Sample

A sample of 100 students were selected through convenience sampling. It is a technique used, to choose samples according to the convenience of the

researcher from various places in Ernakulam District. Using a structured questionnaire, primary data were gathered from young people in the Ernakulam District who were enrolled in international education. We gathered secondary data from publications, journals, and websites. For the present study, percentage analysis, weighted mean and One way ANNOVA were the tools used.

Hypothesis

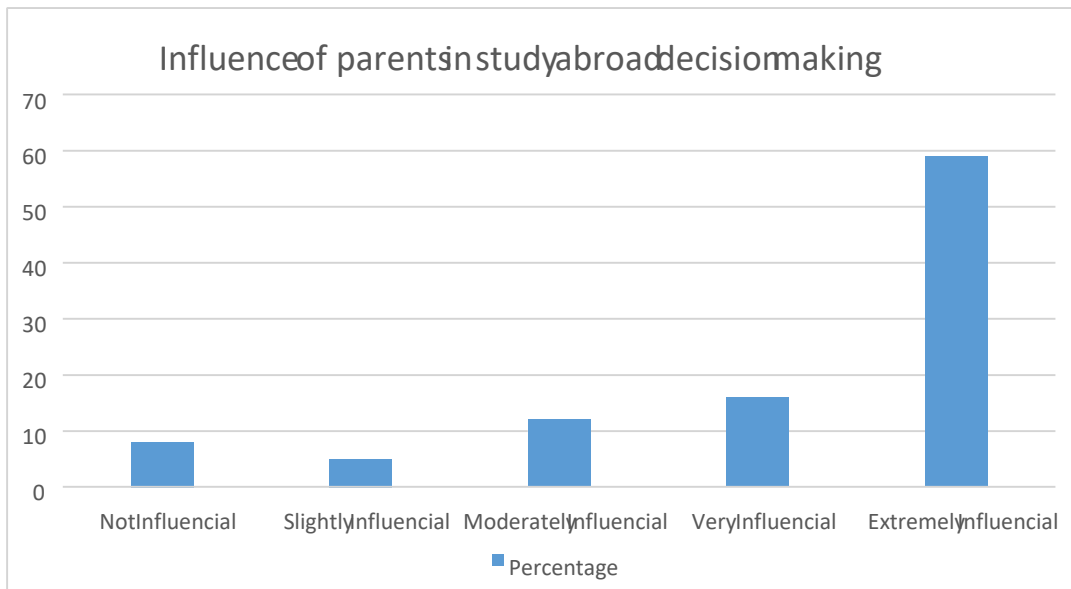
Ho: There is no significant difference in the factors that motivate parental involvement in the study abroad decision-making process for male & female students.

VII. Results and Discussions

Table – 1 Students perception of parental Influence in study abroad decision making

Influence of your parents in study abroad decision making	Frequency	Percentage
Not Influencial	8	8
Slightly Influencial	5	5
Moderately Influencial	12	12
Very Influencial	16	16
Extremely Influencial	59	59
Total	100	100

(Source: Field Survey)



The above table shows that, in the eyes of the youth, 59% of their parents have a very significant influence, 16% have a very significant influence, 12% have a moderate influence, 5% have a moderate influence, and only 8% have no influence over their decision to study abroad.

Table -2 Factors that motivate parental involvement in study abroad decision making

Sl. No.	Factors that motivate parental involvement in study abroad decision making	Mean	Rank
1	Family and social expectation	3.61	1
2	Financial considerations	3.60	2
3	Cultural exposure and personal growth	3.49	3
4	Adaptability and interpersonal skills	3.48	4
5	Academic Reputation and career prospects	3.47	5
6	Safety concerns	3.35	6

(Source: Field Survey)

The table mentioned above shows an overview of the factors that motivate parental influence regarding study abroad decisions.

The ranks assigned by the respondents were tabulated, and a mean score was determined. Based on the mean score, the factors which have highest mean score will be the mostly motivated factor of parental involvement in study abroad decision making.

Here, social and familial expectations drove parental participation the greatest. The financial consideration was the second motivating factor. Exposure to many cultures and personal growth come next, then interpersonal skills and flexibility. The fifth and sixth factors that drove the parental participation were academic reputation & career prospects and safety concerns.

Table -3 Factors that motivate parental involvement in study abroad decision making-Gender wise analysis

Sl. No.	Gender		Factors that motivate parental involvement in study abroad decision making					
			Family and social expectation	Financial considerations	Cultural exposure and personal growth	Adaptability and interpersonal skills	Academic Reputation and career prospects	Safety concerns
1	Male	Mean	3.75	3.68	3.39	3.33	3.53	3.32
		Rank	1	2	4	5	3	6
2	Female	Mean	3.42	3.49	3.63	3.67	3.41	3.4
		Rank	4	3	2	1	5	6

(Source: Field Survey)

Table -4 One-way ANNOVA- Results

Factors motivated	Sources of Variations	Sum of Squares	Degree of Freedom	Mean Square	F-Ratio (Calculated Value)	Sig. Value (Table Value)
1.Academic Reputation and career prospects	Between Groups	00.420	1	.420	.137	.712
	Within Groups	300.490	98	3.066		
	Total	300.910	99			
2.Cultural Exposure & personal growth	Between Groups	1.435	1	1.435	.469	.495
	Within Groups	299.555	98	3.057		
	Total	300.990	99			
3.Family & social expectation	Between Groups	2.763	1	2.763	.894	.347
	Within Groups	303.027	98	3.092		
	Total	305.790	99			
4.Financial consideration	Between Groups	.940	1	.940	.321	.572
	Within Groups	287.60	98	2.929		
	Total	288.00	99			
5.Safety concerns	Between Groups	.155	1	.155	.056	.813
	Within Groups	270.595	98	2.761		
	Total	270.75	99			
6.Adaptability & interpersonal skills	Between Groups	2.851	1	2.851	1.012	.317
	Within Groups	276.109	98	2.817		
	Total	278.960	99			

Table-4 mentioned that, there is a significant gender wise difference in the factors, such as family and social expectations & adaptability and interpersonal skills, that motivate parental involvement in the study abroad decision-making process.

All other factors have no gender wise significant difference that motivate parental involvement in the study abroad decision-making process.

VIII. Findings

1. Majority of the children have interaction with their parents
2. Most of the parents influence their children's study abroad decisions.
3. According to the perception of youth, 92% of their parents were influenced in study abroad decisions.
4. The mostly motivated factor of parental involvement was family and social expectations.
5. Second motivated factor was financial considerations.
6. Thirdly and fourthly motivated factors were cultural exposure & personal growth and adaptability & interpersonal skill.
7. Fifthly and lastly motivated factors were Academic reputation & career prospects and safety concern.

IX. Suggestions

1. Create and implement parental empowerment initiatives with the goal of enlightening and including parents in the selection of study abroad programs.
2. Work together with specialists in fields like psychology, sociology, education, and cultural studies to embrace multidisciplinary methods for comprehending the role that parents play in their children's decision to study abroad.
3. Use social network analytic approaches to investigate how social networks, such as friends, family, and neighbors, affect parental engagement in study abroad choices, determine the social networks that influence the attitudes and actions of parents.

X. Conclusion

Based on the results, it can be concluded that youth's perception regarding parental influence has a big impact on how young people in the Ernakulam District decide which to study abroad. When making such selections, the majority of students might take their parents' preferences and opinions into consideration. The study concluded that the parents in Ernakulam District were highly influential highlighting a number of factors that involve parents' decision-making when it comes to their children's study abroad experience, including expectations about the children's future academic and professional success, safety and well-being worries, cultural norms, and financial considerations.

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ASSESSING THE IMPACT OF BUSINESS SAVVY DEVELOPMENT ON BUSINESS OPERATIONS: A STUDY OF ENTREPRENEURS IN CHENNAI

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ABSTRACT

The study, exploratory in nature, employed a combination of qualitative and quantitative research approaches. Data collection primarily relied on primary sources, using questionnaires and personal interviews. A sample of 100 entrepreneurs (both men and women) from Chennai District was analyzed using descriptive and inferential techniques. To test the hypotheses, Independent Sample "t" tests, One-way ANOVA, Correlation, and Multiple Regression Analysis were conducted. The research found a strong correlation between entrepreneurial skill development and business operations, with Behavioral Skills having the most significant impact. The study recommends that entrepreneurs proactively develop their skills to enhance business operations and, consequently, improve overall business performance.

Keywords: Business Savvy Development, Business Management Skills, Behavioural Skills, Technical Skills.

INTRODUCTION

India is a country known for its thriving business environment, with a significant proportion of its population, ranging from approximately 70 percent to as high as 80 percent, being self-employed. Encouraging entrepreneurial development and income-generating endeavors serves as a practical approach towards empowering individuals and addressing the issue of unemployment. By engaging people in entrepreneurship, they can discover and utilize their unique talents and abilities. The positive impact of micro-entrepreneurship is evident in its contribution not only to the sustainable growth of individuals but also to the

overall economic progress of the nation. Entrepreneurial skills refer to the abilities and traits that enable individuals to identify, create, and successfully manage business opportunities. Development of these skills are crucial for entrepreneurs to navigate the challenges of starting and running their ventures. The aim of the study is to analyze the various entrepreneurial skills possessed and developed by the entrepreneurs and their impact on business operations of the Micro Entrepreneurs in Chennai District.

OBJECTIVES OF THE RESEARCH

- To examine the Demographic and Business Profile of the Entrepreneurs in Chennai District.
- To evaluate how the development of entrepreneurial skills influences the business operations of entrepreneurs in Chennai District.

REVIEW OF LITERATURE

Vasanthakumari (2008) made an attempt to examine the role of enterprises in empowering women in Kerala. The study revealed that these enterprises helped in empowering rural women economically, socially and individually. The study suggested giving priority to commercial viability of enterprises.

Kim et al. (2012) explored the influence of financial management skills on business performance. They discovered that entrepreneurs who possessed strong financial management skills, including budgeting, financial forecasting, and financial decision-making, achieved better financial outcomes and higher profitability for their businesses.

METHODOLOGY ADOPTED

The study was exploratory in nature and a combination of qualitative and quantitative research approaches were adopted. A survey design is used to obtain the required information. The study was mostly based on the primary data sources and questionnaire and personal interview methods were adopted to collect the data. The population for this study comprises Micro Entrepreneurs running their business in Chennai district, Tamil Nadu. A sample size of 120 (both male and female micro entrepreneurs) was finalized for this study by adopting Convenience Sampling, a type of Non-Probability Sampling

technique. The study covered only the major parts of Chennai district, Tamil Nadu. Descriptive and inferential statistical analysis were carried out. Frequency & Percentage Analysis, Mean Analysis, Independent Sample “t” test, One-way ANOVA, Correlation and Multiple Regression Analysis were used to analyze the data and test the hypotheses. Statistical Package for the Social Sciences (SPSS) version 22 was used for the statistical analysis.

DATA ANALYSIS AND RESULTS

DEMOGRAPHIC PROFILE OF THE ENTREPRENEURS

Table 1

DEMOGRAPHIC PROFILE OF THE ENTREPRENEURS

(Sample Size = 100)

VARIABLES	OPTIONS	FREQUENCIES	(%)
Gender	Male	68	65.00
	Female	43	35.00
Age	Up-to 35 Years	51	54.17
	36 - 45 Years	39	32.50
	Above 45 Years	16	13.33
Marital Status	Married	74	61.67
	Unmarried	46	38.33
Qualification	School/Diploma	58	48.33
	Graduation	44	36.67
	Professional	18	15.00
Previous Work Experience	Salaried Job	54	45.00
	Assisting to family Business	38	31.67
	No Experience/Fresh	28	23.33

Source: Primary Data

From the above table relating to Demographic Profile of the Entrepreneurs, it is inferred that 65% of the micro entrepreneurs are male and 54% of them belong to the age group of up-to 40 Years. Majority of the micro entrepreneurs are married (61.67%) and 48% of them have school/diploma education. 55.83% of the micro entrepreneurs have no business background and 45% of the micro entrepreneurs had previous experience from salaried jobs and 23.33% of them have no previous experience (Fresh) in any work.

BUSINESS PROFILE OF THE ENTREPRENEURS

Table 2

(Sample Size = 100)

VARIABLES	OPTIONS	FREQUENCIES	(%)
How did you start Micro Entrepreneurship?	On my own	62	51.67
	Persuasion by others	58	48.33
Reason for starting Micro Entrepreneurship	Improving Social Status	32	26.67
	Income generation	43	35.83
	Self-Employment	28	23.33
	To utilize my skills	17	14.17
Period of running the Entrepreneurship	Less than 5 years	35	29.17
	5 – 10 Years	69	57.50
	Above 10 Years	16	13.33
Size of Entrepreneurship (No. of employees)	1 – 3 Employees	64	53.33
	4 – 5 Employees	41	34.17
	Above 6 Employees	15	12.50
Nature of Business Activity	Production	42	35.00
	Trading	48	40.00
	Services	30	25.00
Annual Turnover	Up-to 20 Lakhs	60	50.00
	20 – 40 Lakhs	37	30.83
	More than 40 Lakhs	23	19.17

Source: Primary Data

From the above table relating to the Business Profile of the Micro Entrepreneurs, it is inferred that 55% of the micro entrepreneurs started micro entrepreneurship on their own. Income generation is the major reason for starting micro entrepreneurship followed by improving social status. In terms of Geographical Area of business operation of micro entrepreneurs, majority of them operated at district level (55.83%). 57.50% of them are running micro enterprises for 5 to 10 years and 53.33% of them have 1 – 3 employees. 40% of them involve Trading activities. 50% of the micro entrepreneurs are running their business with the annual turnover up-to 20 Lakhs.

ENTREPRENEURIAL SKILL DEVELOPMENT OF ENTREPRENEURS

In this study, four major entrepreneurial skills are considered to examine the impact on Business Operations of the Micro Entrepreneurs. 3 questions for each skill are given in the questionnaire with 5-point Likert Scale (Strongly Disagree to Strongly Agree).

Table 3

ENTREPRENEURIAL SKILL DEVELOPMENT OF MICRO ENTREPRENEURS

ENTREPRENEURIAL SKILL DEVELOPMENT	N	Mean	SD
Business Management Skills	120	11.33	3.857
Critical Thinking and Problem-Solving Skills	120	10.27	4.120
Behavioral Skills	120	12.81	3.354
Technical Skills	120	9.84	4.569
ENTREPRENEURIAL SKILL DEVELOPMENT OF MICRO ENTREPRENEURS	120	44.25	6.842

Source: Primary Data

From the above table, it is found that the ‘Behavioural Skills’ (M = 12.81) is the top most entrepreneurial skills and ‘Technical Skills’ (M = 9.84) top-least entrepreneurial skills possessed/developed by the micro entrepreneurs when compared with others. The Overall Mean value of the Entrepreneurial Skill Development of Micro Entrepreneurs is 44.25. This is above 73.75% ($44.25/60 \times 100$). This indicates that the Entrepreneurial Skills possessed/developed by the Micro Entrepreneurs is above 73%.

H₀: There is no significant difference between Male and Female Micro Entrepreneurs with respect to Entrepreneurial Skill Development.

An independent-samples t-test was conducted to compare the difference between the Male and Female Micro Entrepreneurs with respect to Entrepreneurial Skill Development.

Table 4
ENTREPRENEURIAL SKILL DEVELOPMENT

VARIABLE	GENDER						t - value	p - value
	Male			Female				
	N	Mea n	SD	N	Mea n	SD		
ENTREPRENEURIAL SKILL DEVELOPMENT	7	46.3	2.86	4	43.2	3.58	3.22	0.008*
	8	2	4	2	9	7	1	*

Source: Primary Data

(** 1% level of Significance)

As the P value (0.008) is lesser than Sign. Value (0.01), the Null Hypothesis is rejected. Based on the mean score of the Entrepreneurial Skill Development, it can be said that the mean value of male micro entrepreneurs (M = 46.32) is more than female micro entrepreneurs (M = 43.29). This indicates that Male micro entrepreneurs have possessed/developed more entrepreneurial skills than their counterpart. Hence, there is a significant difference between the Male and Female Micro Entrepreneurs with respect to Entrepreneurial Skill Development.

IMPACT OF ENTREPRENEURIAL SKILL DEVELOPMENT ON BUSINESS OPERATIONS

Table 5
IMPACT OF ENTREPRENEURIAL SKILL DEVELOPMENT
ON BUSINESS OPERATIONS

BUSINESS OPERATIONS	N	Mean	SD
Creating awareness about Products and Services	120	4.36	1.223
Ability to fix reasonable and affordable price	120	4.10	1.441
Forecasting the demand for the product	120	3.54	2.325
Improvement in the market share	100	3.77	1.874
Improvement in customer satisfaction	100	3.97	1.616
IMPACT OF ENTREPRENEURIAL SKILL DEVELOPMENT ON BUSINESS OPERATIONS	120	19.74	5.326

Source: Primary Data

From the above table relating to the Impact of Entrepreneurial Skill Development on the Business Operations, it is found that the impact is more in case of “Creating awareness about Products and Services” (M = 4.36) aspect and is lesser in case of “Forecasting the demand for the product” aspect than others. The Overall Mean value of the Impact of Entrepreneurial Skill Development on Business Operations of Micro Entrepreneurs is 19.74 which is 78.96% ($19.74/25 \times 100$). This indicates that the Impact of Entrepreneurial Skill Development on Business Operations of Micro Entrepreneurs is nearly 79%.

H₀: There is no significant difference among the Nature of Business of Micro Entrepreneurs with respect to the Impact of Entrepreneurial Skill Development on Business Operations.

A one-way between-groups analysis of variance (ANOVA) was conducted to explore the significant difference among the Nature of Business of Micro Entrepreneurs with respect to the Impact of Entrepreneurial Skill Development on Business Operations.

FINDINGS AND SUGGESTIONS

Entrepreneurship drives the growth and diversification of the economy and contributes to the creation of wealth. From the results, it is found that the various entrepreneurial skills possessed and developed by the Entrepreneurs are fairly satisfactory. The study found that their entrepreneurial skills have strong relationships with business practices and have more impact on their business

practices. Male entrepreneurs have possessed/developed more entrepreneurial skills than their counterparts.

The entrepreneurs involved in trading activities have perceived more impact of entrepreneurial skill development on business operations than others. The study also revealed that out of four Entrepreneurial skill development, the impact of Behavioural Skills on Business Operations is more than other skills. The empirical data and the statistical tests in this study support the existence of a direct causal relationship between the various skills development and business operations.

CONCLUSION

The growth of micro-entrepreneurship in India is closely tied to the country's robust economic expansion. As new market opportunities emerge, micro-entrepreneurs are increasingly positioned to capitalize on them. Essential to their success are entrepreneurial skills, which enable these entrepreneurs to identify opportunities, make informed decisions, bring their ideas to life, navigate challenges, and efficiently allocate resources to achieve their goals and thrive in their ventures.

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UNLOCKING BLOCKCHAIN: FROM FINANCIAL SERVICES TO WORLD TRANSFORMATION

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ABSTRACT

Blockchain technology, which was originally envisioned as the backbone of Bitcoin, has rapidly developed beyond its financial roots to emerge as a revolutionary tool with far-reaching ramifications across multiple industries. This article presents a comprehensive view of the blockchain technology. It also briefly investigates blockchain's structural components, including distributed ledgers, consensus processes like Proof of Work and Proof of Stake, and cryptographic security algorithms that maintain data integrity and trust.

The paper explores blockchain's disruptive potential in industrial sectors like finance, supply chain management, healthcare and government; focusing on particular case studies and real-world applications that demonstrate its ability to improve efficiency, security, and traceability. For example, in the banking sector, blockchain enables faster, cheaper cross-border transactions and the development of decentralised finance (DeFi) systems. In supply chain management, it provides end-to-end visibility while reducing fraud. Blockchain ensures secure patient data exchange in healthcare, and it has the potential to promote openness in government services.

In addition, this paper discusses the constraints and limitations of blockchain adoption, such as scalability issues, the high energy consumption of various consensus algorithms, regulatory concerns, and the need for technological compatibility. A critical examination of present solutions and ongoing research addressing these obstacles are discussed.

This article sheds light on blockchain technology's prospects, investigating its ability to stimulate innovation, create new business models, and improve efficiency in the digital economy.

INTRODUCTION:

Over the last decade, blockchain technology has emerged as a disruptive force. A blockchain is a distributed ledger that records transactions across a network of computers in a secure, tamper-proof format. Each transaction is organised into a "block". These blocks are linked chronologically to form a "chain" of information. This structure ensures that once a transaction is recorded, it cannot be amended without affecting all following blocks. It requires network consensus to preserve the data's integrity and security.

Cryptographic primitives and protocols, such as digital signatures and hash functions, provide support and security for the blockchain system. These primitives ensure that the transactions recorded in the ledger are integrity-protected, authenticated, and non-repudiated. Furthermore, as a distributed network, blockchain technology requires a consensus mechanism, essentially a set of rules that all members must follow to obtain a globally united perspective.

Blockchain's rise has been fuelled by its capacity to address some of the most serious issues in traditional systems, such as the necessity for middlemen, vulnerability to manipulation, and inefficiencies in record-keeping. This article examines the core ideas of blockchain technology, such as its decentralisation, consensus procedures, and cryptographic security. It discusses blockchain's various uses, from financial transactions to its possibilities in supply chain management, healthcare, and voting systems. Through a thorough examination, this paper hopes to shed light on blockchain's transformational potential and future direction in the expanding world of digital innovation.

STRUCTURE AND DESIGN OF BLOCKCHAIN:

A blockchain is a decentralised, distributed, and typically public digital ledger made up of documents called blocks that are used to record transactions across multiple computers. No change can be made without affecting all other blocks. This enables participants to check and audit transactions independently and affordably. A peer-to-peer network and a distributed timestamping server manage the blockchain database. Such a design facilitates a robust workflow in which participants' uncertainty about data security is minimal.

A Blockchain has several layers, hardware, networking, consensus (proof of work, proof of stake), data and applications.

The blockchain validates every transaction to ensure it is lawful before adding it to a block. There is no central server or system that stores the Blockchain's data. The data is dispersed across millions of computers connected to the Blockchain. This system enables data notarisation because it is present on every node and can be verified publicly.

Consensus algorithms are used to reach an agreement over the inclusion of a block to the blockchain. These consensus algorithms utilise that most blockchain users seek to keep the blockchain honest. The blockchain system employs a consensus mechanism, which appropriately saves transactions on the block. The set of guidelines everybody involved must abide by is known as a consensus protocol. As a distributed system lacks universal trust, blockchain requires a distributed consensus mechanism to ensure that all participants agree on the blockchain's present state.

Blockchain establishes trust between untrusted parties, allowing safe and trusted records and transactions to happen. Blockchain builds confidence through cryptography and collaboration, eliminating the need for a centralised entity to function as an intermediary. The blockchain's ledger stores information using cryptography.

TRANSACTION PROCESS IN A BLOCKCHAIN:

When a new transaction joins the blockchain network, all the information that needs to be transferred is double encrypted with public and private keys. The transaction is then sent to a network of peer-to-peer computers spread throughout the globe. All nodes on the network will check the transaction's legitimacy, such as whether a sufficient balance is available to complete the transaction.

In a typical blockchain network, there are numerous nodes and multiple transactions are validated at the same time. Once confirmed and declared legitimate, the transaction will be added to the memory pool. All validated transactions at a given node create a memory pool, and many memory pools combine to produce a block.

The nodes will attempt to add it to the blockchain network, making it permanent. However, allowing each node to add blocks in this manner will disrupt the operation of the blockchain network. So, the nodes use a consensus process to ensure that each new block added to the Blockchain is the only version that all nodes agree on and that only a valid block is safely attached. The nodes chosen to add a block to the blockchain receive a reward and they are called "miners". The consensus algorithm generates a hash code for the block, which is needed to add it to the blockchain.

The new block can be added to the blockchain once it has been validated and assigned a hash value. Every block contains the previous block's hash value, which is how the blocks are cryptographically linked together to build a blockchain. The new block will then be added to the end of the blockchain. When the block is uploaded to the blockchain, the transaction is completed, and the transaction details are permanently saved on the blockchain. Anyone can obtain the transaction details and confirm them.

APPLICATIONS:

Blockchain applications include cryptocurrency, finance, security and privacy, healthcare, insurance, energy, society applications, mobile applications, supply chain, identity management, voting, education, law enforcement, etc. Some applications are discussed here.

Asset management is the processing and trade of various assets an individual may own, including fixed income, real estate, stock, mutual funds, commodities, and other alternative investments. Normal asset management trade methods can be expensive, especially when dealing with many countries and cross-border payments. In such cases, Blockchain can be extremely beneficial because it eliminates the need for intermediaries such as brokers, custodians, settlement managers etc. Instead, the blockchain ledger creates a clear and transparent method that eliminates the possibility of errors.

Cross Border Payments can be a lengthy process. The money may take several days to arrive. Blockchain has simplified cross-border payments by delivering end-to-end remittance services without intermediaries. Many remittance firms have Blockchain services that can be utilised to complete international transactions within 24 hours.

Lenders can use blockchain to perform collateralised loans using smart contracts. Smart contracts developed on the blockchain enable specific events to automatically trigger actions such as service payments, margin calls, loan repayment, and collateral release. As a result, loan processing is faster and less expensive, allowing lenders to offer better rates.

Smart contracts on a blockchain can increase transparency for both clients and insurance providers. Recording all claims on a blockchain would prevent customers from filing multiple claims for the same event. Furthermore, implementing smart contracts can help claimants receive payouts more quickly.

It is safer to store personal information, such as Social Security number, birth date, and other identifying details, on a public ledger like a blockchain rather than utilising the more hacker-prone current methods. If personal identifying information is stored on a blockchain, the world is only one step away from being able to vote via blockchain technology. Using blockchain technology ensures that no one votes twice, only eligible voters may vote, and votes cannot be tampered with. It can expand voting participation by making it as simple as touching a few buttons on a smartphone. At the same time, the expense of running an election would be significantly reduced.

Keeping medical records on the blockchain can help doctors and medical workers get accurate and up-to-date information about their patients. This can ensure that patients who visit many providers receive the best care available. It can also speed up the mechanism for retrieving medical records, allowing for faster treatment in some circumstances. Furthermore, if insurance information is stored in the database, doctors can readily determine whether a patient is insured and their treatment is reimbursed.

Using blockchain technology to track products through a logistics or supply chain network has various benefits. First and foremost, because data is stored on a secure public ledger, it facilitates communication between partners. Second, because blockchain data cannot be changed, it delivers increased security and data integrity. This means logistics and supply chain partners may collaborate more readily with greater faith that the data they're provided is reliable and up to date.

Adding blockchain technology to a data storage solution can increase security and integrity. Data can be stored in a decentralised format, making it more difficult to hack into and wipe out all of the data on the network. It also

means broader access to data because access in blockchain is not dependent on the activities of a single organisation.

CHALLENGES AND LIMITATIONS:

While blockchain technology emerged as a revolutionary force, it has limitations and challenges.

Scalability is one of the most significant difficulties for blockchain technology. Blockchain networks, particularly those that use proof-of-work (PoW) consensus techniques like Bitcoin, can only accommodate a certain number of transactions per second (TPS). This restriction contrasts with normal payment networks like Visa, which can handle hundreds of TPS. The intrinsic design of blockchain, which requires every transaction to be confirmed by many nodes, creates latency and limits throughput, impacting the technology's capacity to scale.

Another important question is how much energy blockchain networks consume. Mining, which includes solving complicated mathematical riddles to validate transactions and create new blocks, demands a lot of processing power and energy. This has sparked environmental worries, as the Bitcoin network uses more energy than some countries.

The decentralised and transnational nature of blockchain raises regulatory and legal concerns. Jurisdictions worldwide are discussing how to control blockchain and crypto-assets, resulting in a patchwork of legislation that may hinder the acceptance and progress of blockchain technology. Furthermore, the anonymity given by blockchain can be used for illegal purposes, creating worries among regulators and law enforcement organisations.

While blockchain improves security, its transparency can also be a disadvantage. Because blockchain ledgers are publicly accessible, any member can view transaction data, raising privacy concerns. Solutions such as private blockchains and zero-knowledge proofs are being investigated to address these concerns, but striking a balance between transparency and privacy remains difficult.

As blockchain technology spreads, separate blockchain networks have arisen, each with its protocols, standards, and applications. The need for interoperability among these networks is a substantial hurdle, limiting the

capacity to share data and conduct transactions across blockchain platforms. Although there are continuing initiatives to address this problem, such as the Blockchain Interoperability Alliance, achieving seamless interoperability is still a challenging undertaking.

RECENT TRENDS AND FUTURE PROSPECTS:

Governments are beginning to recognise the potential benefits of blockchain technology, which means they are taking measures towards its implementation. This involves developing regulatory frameworks to clarify legal and compliance challenges and fostering responsible innovation. Switzerland and Singapore are two examples of countries with a blockchain-friendly atmosphere. The government also runs programs like CBDCs (Central Bank Digital Currencies) and blockchain-based identity systems, demonstrating a growing embrace of blockchain technology's revolutionary potential.

A new wave of financial services products built on web3 and blockchain technology known as "decentralised finance" (DeFi) enables peer-to-peer lending and commerce while bypassing "middleman" banks and other financial institutions and their high fees. DeFi emerged as a secure and verifiable means for unleashing the potential of the digital economy. Smart contracts are self-executing contracts with all terms encoded into code. DeFi typically makes use of these contracts.

Blockchain 4.0 is one of the next generations of blockchain technology. Its goal is to completely commercialise blockchain technology by providing a business-useful environment for creating and executing applications. A corporation with a novel concept but minimal blockchain knowledge can build, install, and manage enterprise Decentralised Applications (Dapps) on a 4.0 blockchain without requiring extensive blockchain programming abilities. Companies can use Blockchain 4.0 to migrate their operations to self-recording, secure systems based on decentralised, encrypted, and trustworthy ledgers. Blockchain 4.0 is about innovating using blockchain technology. Businesses from a variety of industries use blockchain. As a result, rapid advances in this subject are expected.

The Internet of Things and Blockchain technology could complement one another effectively, opening up new opportunities for efficiency, security, and data exchange. Blockchain technology may provide a safe and decentralised

foundation for storing and analysing data from the Internet of Things (IoT), a network of interconnected devices that share information. Additionally, blockchain technology will be required for third-generation security. IoT systems with blockchain support may aid in managing smart cities by ensuring transparent and efficient operations. It monitors various indicators and ensures ongoing interaction between organisations, citizens, and government agencies.

Blockchain technology and AI are considered a perfect union, sometimes known as a match made in digital heaven. AI analyses data rapidly and thoroughly. It also provides additional intelligence to blockchain-based business networks, allowing them to perceive and process data quickly. When AI is given access to greater data sets inside and outside enterprises, blockchain will help it scale and generate more relevant insights. It will also manage model sharing and data consumption, and create a transparent and dependable data market.

Blockchain as a service refers to cloud service providers' supplies of blockchain frameworks and tools, which enable businesses and developers to build, deploy, and operate blockchain applications without having to set up and manage their blockchain systems. BaaS platforms help organisations and developers create blockchain applications by providing pre-configured blockchain networks and creation tools. Any business may develop and deploy a blockchain application without worrying about complex infrastructure administration, such as node setup and network maintenance. This reduces resource consumption and promotes creativity while enhancing the availability and adaptability of the supplied application. Furthermore, BaaS allows organisations to select the blockchain protocol that best suits their needs.

CONCLUSION:

Blockchain, without a doubt, is one of the most cutting-edge technologies available, providing improved data consistency, security, transparency, and accessibility. The blockchain sector will keep developing at an astounding rate. Additionally, it is being used for various cases across several industries, surpassing its original use for cryptocurrencies. The IT industry will continue to rely heavily on blockchain trends because of its many advantages and uses. It might lead to significant improvements in digital company operations.

The blockchain prospects demonstrate that as technology advances, it transitions from being viewed as a disruptive force to becoming the digital age's core. Furthermore, interconnected blockchains mean that decentralised finance (DeFi) will become more complex and everyone will commit to sustainability efforts, smart hospitals will be made possible through collaboration with IoT systems, personal privacy will be prioritised, and governments will change their minds about it.

Despite these optimistic prospects, the widespread use of blockchain technology has its hurdles. Scalability difficulties, high energy consumption, regulatory concerns, and the necessity for technological compatibility, all provide substantial challenges. Addressing these difficulties needs collaborative effort from the technical, regulatory, and business sectors. Continuous research and innovation are essential for building solutions that can overcome these barriers and realise the full potential of blockchain. While obstacles exist, the continued advancement of blockchain technologies and increased interest from both the public and private sectors point to a bright future. As the research of leveraging blockchain's possibilities continues, its disruptive impact is expected to become a fundamental part of the digital landscape, influencing how people do business, manage information, and interact.

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ECONOMIC STATUS OF WOMEN ENTREPRENEURS IN KOVILPATTI TALUK

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Abstract

The role of an entrepreneur in the industrial and economic development of a country is crucial. The size and nature of business carried on by an entrepreneur is immaterial. Each business contributes to the economic development of a country in terms of the gross domestic product. The economic empowerment of women, to succeed and advance economically and to make and act on economic decisions, is a cornerstone of the Sustainable Development Goals (SDGs). Over the past two decades, there has been progress in closing the gender gaps, especially in the fields of education and health. Yet there is much to do, to achieve the full and equal participation of women in the society and in the economy.

Key words: Economic Development, Product, Women, Society, Empowerment of Women, Socio-economic.

INTRODUCTION

India's Eleventh Five Year Plan has recognized for the first time that women are not just as equal citizens but as the agents of economic and social growth. The approach to gender equity in the plan is based on the recognition that the interventions in favor of women must be multi-pronged and they must (a) provide women with basic entitlements, (b) address the reality of

globalization and its impact on women, (c) ensure an environment free from all forms of violence against women such as physical, economic, social and psychological state, (d) ensure the participation and adequate representation of women at the highest policy levels and (e) strengthen the existing institutional mechanisms and create new ones for gender mainstreaming and effective policy implementation.

In India, women have remained as a neglected section of work force. Women are lagging behind men, mainly because of the relative absence of economic opportunities and minimal participation in decision making process. Educational backwardness is the major reason why women lagging behind men. The participation of women in professional and technical work force is low.

The researcher has applied the Friedman Rank test for analyzing the attitude of women entrepreneurs towards enterprising in accordance with the nature of activity, the form of organization and the generation of women enterprises

Objectives of the Study

The present study has been undertaken with the aim of understanding the socio economic status of women entrepreneurs in Kovilpatti Taluk. The following are the objectives of the present study:

- i. To study the socio economic status of women entrepreneurs in Kovilpatti Taluk.
- ii. To examine the factors influencing the women to become entrepreneurs in Kovilpatti Taluk.
- iii. To analyze the performance of enterprises run by the women entrepreneurs in Kovilpatti Taluk.

Limitations of the Study

The researcher has taken utmost care of conducting the study in a constraintfree manner. However, the present study is subject to the following limitations:

- ❖ The study is limited to the socio-economic status and performance of the enterprises of the registered women entrepreneurs of Kovilpatti Taluk only.
- ❖ Approaching the women entrepreneurs was very difficult. Initially they were reluctant to reveal the details of their business. It had been a great

task to collect data from them. Consistent efforts in educating them about the need of the research provided solution to this problem.

- ❖ Since the data from women entrepreneurs were collected through primary survey with a prepared interview schedule, there may be a chance of inaccuracy. Improper maintenance of records by them is another limitation over the income data. Hence bias and inaccuracy cannot be ruled out.

Hypotheses

The following hypotheses have been framed and tested with appropriate statistical tools:

- 1) The socio-economic status of women entrepreneurs determines the various factors influencing them to become entrepreneurs
- 2) The performance of women owned enterprises is a function of its location, nature, form, age and generation.
- 3) Training and family support plays a significant role in determining the performance of women entrepreneurs.

SUGGESTIONS

Empowering women entrepreneurs in Kovilpatti Taluk involves providing them with guidance, resources, and opportunities to improve their economic status. Here are some suggestions to support and empower women entrepreneurs in the region:

Access to Finance:

- Encourage women to explore various sources of funding, including government grants, microloans, and private investors.
- Create financial literacy programs to help women entrepreneurs understand financial management and investment opportunities.

Skills Development:

- Organize workshops and training sessions on business planning, marketing, and digital skills.
- Collaborate with local educational institutions to offer courses tailored to the needs of women entrepreneurs.

Mentorship and Networking:

- Establish mentorship programs that connect experienced entrepreneurs with newcomers, providing guidance and support.
- Encourage participation in local business networks and associations, where women can share experiences and access valuable contacts.

FINDINGS

Women must play a critical part in the success of any economy. The majority of the impoverished are women, who make up half of the global population. A growing percentage of households rely solely or primarily on their female members. Poverty affects women more than it does males. Although money donated to men may not benefit the family, research has shown that money managed by women is better utilized. Women must be included in the creation and implementation of projects to enhance the living conditions of the impoverished for them to be successful. In the country's development plan, women's socio-economic empowerment is reflected.

CONCLUSION

- ❖ In conclusion, this project aimed to assess the economic status of women entrepreneurs in Kovilpatti Taluk. The research revealed several key findings:
- ❖ **Diverse Business Landscape:** Women entrepreneurs in Kovilpatti Taluk are engaged in various businesses, including agriculture, retail, and small-scale manufacturing.
- ❖ **Challenges:** The study identified several challenges, such as limited access to finance, a lack of technical skills, and social norms that inhibit women's participation in business.
- ❖ **Economic Status:** On average, women entrepreneurs reported moderate levels of income and profitability. However, these figures varied across different sectors and industries.
- ❖ **Support Systems:** The research highlighted the role of government schemes and local non-profit organizations in providing support to women entrepreneurs. Access to such resources significantly impacted their economic status.

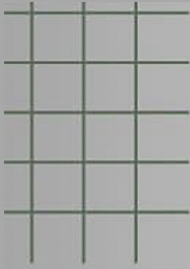
REVIEW OF LITERATURE

1. A study by **Shelton (2006)** reported that the high occurrence of team building and participative management practices observed in women owned business may be driven by the need for female entrepreneurs to manage work family conflicts as well as genetics or socialization.
2. **Allen. K and Carter. N (1996)** in their research over many years have helped to understand the nature of women entrepreneurs, their businesses and how they may differ from their male counterparts in terms of characteristics, experience, skills, innovations and intent.
3. **Amanda Bullough, Ulrike Guelich, Tatiana S. Manolova & Leon Schjoedt (2021)** Women's entrepreneurship is increasingly important for creating new jobs and contributing to the social and economic growth of their societies, yet the interplay and nuances of women's entrepreneurship and culture are currently understudied. In this special issue, we present eight empirical papers that delve into different aspects of the dynamic interaction between gender and culture in shaping women's entrepreneurship. We provide framework for women's entrepreneurship and culture research to organize the empirical research herein into three interconnected themes: gender role expectations and identities, societal cultural dimensions, and the entrepreneurial environment. This collection is an important step in integrating research on women's entrepreneurship and culture and further exploring these dynamic and complex interactions, in different economic and societal systems and across geographies.
4. **Angayarkanni (2010)** in her study on "Problems of Women entrepreneurs in India", revealed that equally in education is the key to meeting other requirements for a culture of peace. Women continue to face barriers to economic empowerment and entrepreneurship. These obstacles include discrimination in education, training, hiring, access to credit, the right to own and inherit property, lower levels of pay, promotion for equal work and greater domestic responsibilities for women.
5. **Aravinda and Renuka (2001)** revealed that the most common motivational factors influencing the women entrepreneurship were (a) self interest in that specific area of enterprise (b) self respect (c) advice of the family members and economic necessity. The facilitating factors in the

- maintenance of the enterprise were (a) self-interest (b) experience (c) family help and support.
6. **Bakar& Ahmad (2016)** conducted a study on ‘Determinant factors of women entrepreneurs’ business performance: a conceptual framework’ which illustrates the relationship between financial capital, entrepreneurial competencies and moderating role of social capital and self- efficacy on women entrepreneur“ business performance. As for practical implication, the finding from the planned framework will provide a clear picture of women entrepreneurs in Malaysia which would help the financial institution and government to take appropriate decision and action which would improve their business performance.
 7. **Bannur (2006)** studied the factors responsible for the growth of women entrepreneurs. It was found out that 53 per cent of the sample women entrepreneurs are running their business in small scale. 7 per cent women entrepreneurs provide higher employment opportunities. Most of the women entrepreneurs opine that they have domestic problems such as low mobility, social responsibilities and social attitudes.
 8. **Beena.C and Sushma.B (2003)** revealed that probably in this country, women potential has not been tapped. So, many more women should be encouraged to take up small business activities. Women involving in such kind of activities will become self sufficient, self – dependent and more confident in facing life challenges and hurdles. These entrepreneurs should be registered with the government so that they can be given help during the time of need.
 9. **Bowen and Hisrich (1986)** have developed a comprehensive career model, (more definite picture of the determinants of entrepreneurial behavior for women.) that adopts a career perspective and a life cycle approach to entrepreneurial careers in terms of educational environment, work history, adult development history, adult family / non – work history, current work situation and current perspective family / non – work situations.
 10. **Buttnet (2001)** stated that women also used relative strategies when working with employees and clients, focusing on creation and development of teams, mutual empowering, achievement and perseverance. Relational theory exposes potential as a framework for identifying and explicating women entrepreneurs.

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