

Dr. M. G. R.
EDUCATIONAL AND RESEARCH INSTITUTE
(DEEMED TO BE UNIVERSITY)
DEPARTMENT OF COMMERCE

University with Graded Autonomy Status

(An ISO 21001 : 2018 Certified Institution)
Maduravoyal, Chennai - 600 095, Tamilnadu, India.

**International
Webinar Conference
On**

3rd September 2021



**Role of Robotics Automation
and
Artificial Intelligence in Business.**

Com Con 3.0

Kripa Drishti Publications, Pune.

**ROLE OF ROBOTICS,
AUTOMATION AND
ARTIFICIAL INTELLIGENCE
IN BUSINESS**

Kripa-Drishti Publications, Pune.

Book Title: Role of Robotics, Automation and Artificial Intelligence in Business

Authored by: Dr. C. B. Senthil Kumar, Dr. Narentheren Kaliappen, Dr. S. Meena, Mr. K. Mutahar Hussain, Mrs. S. Rathika, Dr. G. H. Kerinab Beenu, A. Geetha, S. Manjula, Dr. N. Vijayanand, Dr. A. Saranya, Ms. M. Mahalakshmi, Dr. S. Meena, Mr. C. Sarvanan, G. Meena, Dr. T. Priyanka, Dr. K. Ayyappan, Dr. S. Selvaraj, Dr. P. Subbarayudu, Ms. B. Kavitha, Dr. V. Shanthaamani, A. Jayanthi, Dr. C. B. Senthil Kumar, Dr. M. Senthil Mathi, Ms. R. Lakshmi, Ms. Sugerthana Helena Seles. D., Ms. V. J. Mohana Priya, B. Sukitha, Yeshoda, Ms. J. Prabha, S. Vanitha, Ms. Geetha Lakshmi, Ms. K. Revathy, Ms. N. Fardhana Begum, Ms. M. Deepa, Mr. P. Anbarasan, Dr. P. Priyadarsini, Dr. Amarjeet Kaur

1st Edition

ISBN: 978-93-90847-68-6



Published: September 2021

Publisher:



Kripa-Drishti Publications

A/ 503, Poorva Height, SNO 148/1A/1/1A,
Sus Road, Pashan- 411021, Pune, Maharashtra, India.
Mob: +91-8007068686
Email: editor@kdpublishations.in
Web: <https://www.kdpublishations.in>

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**FOUNDER AND CHANCELLORS
DESK**

DR. A. C. SHANMUGAM



“I take this Opportunity to thank all the great minds across the world who participated in this prestigious event, Comcon 3.0. It has given us inspiration to do more and we feel that there is a lot to be done by the great minds and also for the potential minds of the future. Thanks to the Department of Commerce for inspiring us with a great event.”

PRESIDENTS DESK

**PATRON ER. A. C. S. ARUN
KUMAR**



“Greetings to the Department of Commerce for Conducting such a great event, Comcon 3.0. through Online in this uncertain situation and also for creating the platforms for the great minds to share their valuable thoughts.” Congratulations to all the Participants who have presented the paper and also looking forward to many more presentations in the future.”



VICE CHANCELLORS DESK

DR. S. GEETHALAKSHMI

Warm Greetings to all the Professors and Non-teaching staff of the Department of Commerce for giving and making us witness such a great event. Subjectively and more than that, the impeccable presentations by each and every guest was an inspiration for all of us. We look forward to your contribution in your field of expertise that inspires the younger generation in times to come. Thank you all!!!



REGISTRARS DESK

DR. C. B. PALANIVELU

“Greetings to the Head of the Department of Commerce and the team for making this event memorable. It was a great knowledge sharing event where the matters of the greater interest for the human race were discussed. I really feel that such opportunities are rare and to make the best use of it is a better thought. Being a part of this University that created such events makes me proud. I am sure that these great minds shall be the guiding lights of the new generations to come. Thank you and I wish you all the very best.”



ADDITIONALS DESK

DR. D. B. JEBARAJ

“Dear and respected professors of the Commerce Department, It was one of the best events that showcased the hope for humanity in such weathering times. Artificial Intelligence and Robotics are indeed the lines of the future and we are blessed to be a part of this process. Let the new generation take inspiration from these great minds and show the way to a wonderful future. Thanks you everyone and wish you all the best”



HEAD OF THE DEPARTMENT

DR. C. B. SENTHILKUMAR

My dear Professors and faculty members, indeed it a great pleasure in organising a wonderful event Comcon 3.0 which focused on Artificial intelligence, Robotics and Machine learning. This is a great initiative to provide an opportunity to explore the use and application of such advanced technologies in business and other related fields for enhancing efficiency and create sustainable growth and development. Thanks to all the members who have contributed extensively to the conference through their knowledge sharing and also the key note speakers who have provided greater insights on the critical application of AI in business and commerce. The new era will be marked by the extensive usage of newer technologies which will provide more opportunities to nation, business and individuals for creating better future.

CONFERENCE THEME

To meet growing consumer expectations in a digitally-driven world, companies have to deal with huge amounts of real-time data and create personalized consumer experiences to stay relevant and enhance competitive advantage. As such, they are increasingly employing newer technologies such as artificial intelligence (AI), cognitive computing and robotics, among others, it is only recently that companies have been able to anticipate and envision the possibilities that AI and robotics can bring sustainable growth and development to the business world. Indian firms across diverse industries such as healthcare, education, automobiles, banking and retail are increasingly tapping AI to transform their businesses.

Banks has been experimenting with robotics and AI, through which their email sorts our customer and distributor emails on the status of transactions and other similar things, which has helped the bank reduce its customer response time. The world has been digitally driven in all areas and companies are weighing in using the digital growth to their advantage for offering enhanced products and services to the end users. . The pandemic has also compelled much business to adapt digital technology for its survival and to achieve growth in the future. Highlighting these aspects this virtual conference focuses on the core theme “Role of Robotics, Automation and Artificial Intelligence in Business” helps business professionals in tackling the challenges.

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Assistant Professor

Mr. C. Saravanan
Assistant Professor

Mr. N. Arumugam
Assistant Professor



DR. R. RANGARAJAN

Dean 1/C College of Development Council, Prof HOD Commerce, University of Madras. Who has mentioned that Artificial Intelligence and Robotics is going to transform many industries and business?



**DR. NARENTEREN
KALIAPPEN**

School of International Studies University Has rightly pointed that AI is going to offer more jobs and there are more opportunities for the individuals to get up skilled and be more employable. The AI is transforming many industries and the business are now trying to unleash its potential for achieving their goals easily.



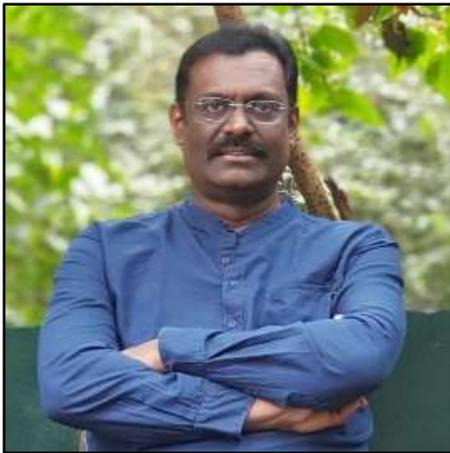
DR. S. PRAVEEN KUMAR

Dean School of Commerce and Management, Bharathi Institute of Higher Education & Research, Deemed to be University Mentioned that AI is considered as critical Component for business success, business leaders and managers in different industries are now trying to contemplate on the application of AI so that they can save more cost and generate better profits.



MR. ANIL BABU S.

Chief Technical Officer (CTo), SJP Pvt Ltd, Germany In the key note address stated that he AI is going to provide more opportunities, many business now using AI to handle many customer requests; it Can route customer calls not just to available workers but to those best suited to handle the specific needs.



**MR. MATHIVANAN
ELANGO**

Founder and CEO, MEBOT Robotics, Has specified that the AI is now assisting software companies to complete their projects quickly and go live in a short span of time. Before implementation of AI, a project may take months to complete and deliver to customers, but after implementation of AI it takes only 50% of the time, hence more cost is saved for the company



MR. VISHNU CHANDER

Wipro Technologies, MasterCard International, USA has mentioned that, with the increasingly vast amount of data available today and the constantly evolving preferences and complexity of customers, businesses can no longer rely on Traditional business methods to drive growth. These radical changes have opened up new realm of possibilities, with AI, to drive business growth through actionable insights generated from customer data.



DR. G. H. KERINAB BEENU

Professor & HOD Department of Management Studies, S.A. Engg College Highlighted that business processes in the 21st century is characterized by a high level of complexity involving tasks that are stressful and inefficient to be carried out by humans. Business in today's world is dominated by the era of data. Companies can obtain valuable insights on strategies that can radically drive growth from data.



MR. VINOTH. M.

Product Manager, Audit Risk and Internal Control at Nestle HO, Switzerland, States that with the increasing amount of available Business data, finding insights from the data can be quite challenging. This has driven the routine adoption of artificial intelligence in business intelligence to obtain valuable insights from data.



DR. M. KAVITHA

Asst. Professor & Research Supervisor, Research Department of Commerce, Guru Nanak College Clearly specified that the key to growing compare revenue requires knowing the wants of a consumer and knowing what to market to each Consumer. In our world of increasing digital engagement, customers have extremely limited time with too many companies trying to market their products to them.



DR. ROHINI BHATT

Assistant Professor, School of Business, Auro university, Surat,
On the topic Responsible AI, stated that it is an emerging area of AI governance and use of the word "responsible" is an umbrella term that covers both ethics and democratization.

PAPER ABSTRACT

1. The Role of Artificial Intelligence in Digital Marketing – A Conceptual Study

Dr. C. B. Senthil Kumar

Professor, HOD,
Department of Commerce,
D.R.M.G.R. Educational and Research Institute.

Dr. Narentheren Kaliappen

Sr. Lecturer,
School of International Studies,
University Utara Malaysia.

1.1 Abstract:

Artificial intelligence (AI) is becoming increasingly popular in the everyday lives of companies and individuals. Companies use artificial intelligence through voice recognition, image recognition, meeting their needs, answering questions and other opportunities to interact and attract customers. Artificial intelligence can be seen as a holistic integration between cloud computing, robotics, digital content creation, various technologies for network devices and their systems. AI has the authority to help management create and track a variety of digital content, help understand customers' overall needs and provide management with the information they need to make important decisions. AI helps marketers create clear benefits and provide better products and services to customers (Cremer, 2019).

Digital marketing has enabled marketers to implement different strategies and improve the use of different electronic tools, market products and monitor customer needs using various online tools. Marketers can also be used to attract customers, target ads and stay up to date on the latest developments in the business environment. Artificial intelligence in the marketing process allows marketers to process and analyze large amounts of data to obtain basic information, analyzing it to meet customer needs in a short time. In addition, management must effectively attract customers to be loyal and support the return on investment. Another important factor that aims to apply artificial intelligence in the marketing process is that the business environment becomes more complex, competitive and dynamic with various internet tools such as Web 2.0 and so on. Therefore, companies must recognize and understand customers' needs and expectations, create and improvise. Products that effectively meet the needs.

Keywords: Artificial Intelligence, Digital Marketing, Chatbots

2. A Conceptual Study to Explore the Application of Artificial Intelligence in Human Resource Management in India

Dr. S. Meena

Associate Professor,
Department of Commerce,
Dr. M. G. R. Educational and
Research Institute.

Mr. K. Mutahar Hussain

Lecturer,
Department of Business Studies,
University of Technology and
Applied Sciences Al Mussanah,
Sultanate of Oman.

2.1 Abstract:

The artificial intelligence has increased by leaps and bounds in the recent years, business enterprises are now unshashing the potential of AI in order to enhance productivity and efficiency, be more competitive and focus in achieving sustainable growth and development. AI has been immensely used in manufacturing division, however, its application in Human resource department is still in nascent stage. The primary objective of this article is to explore the overall application of AI in human resource management in Indian companies. Also, analyze the benefits and opportunities which the technology intends to offer to business managers and organization. AI alludes the technological innovation as it enables the machines to do repetitive task without any human interventions, as a result organization can use their human capital for other productive areas and thereby enhance efficiency and productivity. AI complements the human intelligence as it supports the management and employees to perform the tasks more efficiently and also reduce the time and cost in performing the activities. The research is an exploratory study as it focuses in using the secondary data for apprehending the application of AI in human resource management in India. The researcher intends to provide the broader areas in HRM where AI can be applied. The study is highly relevant and beneficial to business managers and organization which seek to enhance overall effectiveness in HRM functions by unleashing the power of AI.

Keywords: Artificial Intelligence, Human resource management, Benefits of AI in organization

3. Sustainable Development in Education through Education AI Intelligence and Big Data Analytics

Mrs. S. Rathika

Association Professor and Head,
Shri Venkateshwara Padmavathy
Engineering College.

Dr. G. H. Kerinab Beenu

Professor and Head,
Management Studies,
S. A. Engineering College.

3.1 Abstract:

Artificial Intelligence (AI) is a growing domain impacting every aspect of our life and has proven its role as a game changing factor in number of fields, causing transformations unimaginable in the past. In education too, AI has begun producing new teaching and learning solutions that are now in the nascent stage. In the past years, computer hardware, software and online service have managed to bring changes and reforms to classrooms and teaching methods. But the true disruption of education is yet to come using Artificial Intelligence (AI). Artificial Intelligence is no longer a graphic scene in science fiction films but is going to be part of our everyday lives and in our classrooms too. As we use tools like Siri and Amazon's Alexa, we have started to realise the possibilities of AI in education. This paper is aimed to discuss the role of artificial intelligence in education sector including its market size, impact of AI in education, recent applications and impact of Big Data technologies in education.

Keywords: Artificial Intelligence, Big data, Education, classrooms

4. A Study on Artificial Intelligence (AI) in Banking and Financial Services

A. Geetha

Assistant Professor,
Department of Commerce,
Dr. M. G. R Educational and
Research Institution.

4.1 Abstract:

This paper focuses on the artificial intelligence (AI) in the Banking and financial services in Chennai to oversee the application of artificial intelligence methodology in the banks as well as responses from the clients or consumers. Banks and other financial institution can mine the financial transaction data generated by the proliferation of digital payments and banking to better monitor, predict and respond to consumer behaviour. To identify the information used in the banking and financial services, the data is collected from secondary sources based on the literature review. A structured questionnaire is framed to collect the primary data of customers have toward AI application. Findings: the result of the study that the private banks and private financial institution are using various AI services for the customers benefit so that customers satisfied with their services in addition to that financial services as to improve services more effective manner because some of them are dissatisfied with the banking services. The result also suggested that the customers more commitment from representatives to the banking and financial services by giving development innovative preparing to improve the AI procedures in the workplace.

Keywords: AI – Artificial Intelligence, banking, financial services and consumer satisfaction

5. The Impact of Artificial Intelligence Consumer Buying Behaviors

S. Manjula

Assistant Professor,
Department of Commerce,
Vel Tech Ranga Sanku Arts College,
University of Madras.

5.1 Abstract:

This paper studies the impact of artificial intelligence on consumer buying behavior. The aim of this paper is focused on study is change in consumer behavior is that Artificial intelligence will use different analytics to find more about consumers and their needs. The study is preparing on secondary data to analysis the articles, journals, and various sources of projects. The study concluded that this information generated through the systems, brands will develop better selling techniques to the customer's right and buy it. Here we look at the impact of Artificial intelligence on consumer habits and how it can dictate the way consumers buy products and services from the market for the days to come.

Keywords: Consumer behavior, artificial intelligence

6. Artificial Intelligence (AI) is Changing Digital Marketing

Dr. N. Vijayanand

Assistant Professor,
Department of Business Administration,
Mannar Thirumalai Naicker College,
Madurai.

Dr. A. Saranya

Lecturer,
Department of Computer Applications,
Madurai Kamaraj University,
Madurai.

6.1 Abstract:

In the last ten years, information technology and its applications have progressed fast. This has shaped both our worldview and how we conduct business. Both business and trade have profited from the surge of information technology, which has improved efficiency, production, and the bottom line. Gains in productivity have made it possible to produce large numbers of things in a timely and correct manner. Emerging "third-platform" technologies like data analytics, mobile devices, automation, and artificial intelligence (AI) are fundamentally altering how society and individuals interact. A microcosm of how new software solutions, machine learning, and big-data analytics are altering the game may be found in the usage of marketing.

This article examines the shifting landscape of marketing, particularly digital marketing. The study goes on to analyse the various areas of digital marketing where artificial intelligence has made an impact.

Keywords: Machine Language, Marketing and Real Time Data

7. Role of Artificial Intelligence in Customer Relationship Management in Indian Retail Industry

Ms. M. Mahalakshmi

Assistant Professor,
Department of Commerce,
Dr. M. G. R. Educational and
Research Institute.

Dr. S. Meena

Assistant Professor,
Department of Commerce,
Dr. M. G. R. Educational and
Research Institute.

7.1 Abstract:

Customer Relationship Management (CRM) has undergone significant development in recent years. Many companies have focused on using automation and artificial intelligence tools to understand customers' buying habits, increase brand-customer interaction, and strengthen customer relationships. Companies have applied artificial intelligence to CRM automation, where they engage customers based on their questions and the information they need, effectively respond to customer questions and increase customer loyalty. Management is always ready to attract customers to the company, offer them the products and services they need, retain them and thus add more value to them. This helps to meet customers' needs and requirements and enables a better relationship between customers and management. A very committed customer supports the organization and drives sustainable growth and development. One of the management's main focus is to form a team of members who attract customers, understand their needs and requirements and provide information to the management for quick decisions. But with the advent of artificial intelligence, management is now using technology to maintain healthy and stable relationships with customers, engage them appropriately, understand customer needs and share information with management to make informed decisions. Artificial intelligence has been a strong driving force for companies to go from rule-based ratings to customer-expected ratings. Because artificial intelligence can represent millions of different historical and snapshots, such as demographics, geographic locations, online activity, and behavior, it helps salespeople decide what customers buy. Together with CRM systems, artificial intelligence can examine the relationship between business success and failure to identify trends that can provide guidance for evaluating candidate score prediction methods. If a more accurate model is identified, it automatically becomes the default model.

Keywords: Customer relationship management, Artificial Intelligence, Marketing

8. Application of Artificial Intelligence (AI) in Forecasting Share Prices in Stock Markets – A Conceptual Study

Mr. C. Sarvanan

Assistant Professor,
Department of Commerce,
Dr. M. G. R Educational and
Research Institute.

8.1 Abstract:

The stock exchange is where the shares of listed companies can be bought and sold. The great thing about the stock market is that it predicts that the share price will become a successful trader. Today, the online trading platform offers everyone the opportunity to invest and make money if they accurately forecast the market with their financial knowledge over the past year, for a year. A basic D-mat account has been opened, but this share of traders is profitable. Global indices, demand and supply, news about a company cause stock price fluctuations, and this price fluctuation gives traders the opportunity to make a profit, but the risk is to determine the best price to buy and sell shares. Forecasting techniques play an important role here. Investors predict the market with the help of basic analysis, technical analysis and machine learning technology.

Investing in the stock market entails great risks due to nature's uncertainty and instability, which makes it difficult to predict the share price. The internal component of the nonlinear nature and complexity of the measurements makes it difficult to predict. The advantage of an artificial neural network is that non-linear and noisy data can be easily adapted, which improves the input-output ratio for non-linear data. Therefore, share prices can be predicted.

Multilevel perceptron (MLP) and the expected retrospective algorithm developed by Rumelhart. This model consists of multi-level programming with three levels of input, output and hidden. Feed Forward means that amount of data go out in one input direction. The MLP process is converted to three levels, the first data sets are loaded into the input neural layer and the processing of the input neurons is sent to the hidden layer and finally to the output neural layer. Each layer of neurons is related to weights in a specific way, the process of changing the weight is called the learning algorithm. This technique involves two types of forward and reverse processes. Forward the uploaded input to the network notes and converts them to output, but the weights must be specified. When we go back, errors are due to the difference between the actual and desired performance of the network, but the weights must be adjusted accordingly.

Keywords: Share price, Artificial Intelligence, Artificial Neural Networks

9. Awareness and Attitude among the Sanitary Workers of Thoothukudi District during Covid 19

G. Meena

Research Scholar,
ST. Mary's College (Autonomous),
Thoothukudi.

Dr. T. Priyanka

Department of Commerce,
ST. Mary's College (Autonomous),
Thoothukudi.

9.1 Abstract:

Sanitation is a system used to maintain a healthy standard of living / waste disposal. Health refers to human health conditions linked to hygienic consumption water and sufficient treatment and discarding of human waste and wastewater. Health waste is considered risky or hazardous to human health and the environment. Even in such a dangerous situation, the cleaners work tirelessly most of them die of various diseases while working in old age. Due to their family environment they continue to do their services to the society regardless of their workload. The daily life of sanitary workers remains a major challenge although they serve the community through sanitary. Their daily life is fraught with trouble. The main objective of this study is to highlight the social service attitude and their work by workers in the cleaning industry. It aims to clean the streets, towns, cities and rural roads infrastructure. Sanitary workers have duties to perform certain actions or tasks in one's daily life. The purpose of the present study is to evaluate the social service attitude of the sanitary workers in accordance to their age. This study sample size 120 has been selected from the workers and stratified sampling method was adopted.

Keywords: Human health, Social service, Human waste

10. Conceptual Perspectives of Cooperative Education and Training on Cooperative Organizations – A Study

Dr. K. Ayyappan

Assistant Professor and Head,
Department of Cooperation,
Dhanraj Baid Jain College (Autonomous),

Dr. S. Selvaraj

Assistant Professor,
Department of Commerce,
Dhanraj Baid Jain College (Autonomous).

10.1 Abstract:

Nowadays cooperative education and training programs play a significant role in the sustainable development of cooperatives and it facilitates the improved customer care, loan collection, level of bad debts, better accounting system and improved financial and time service management. This study attempted to observe conceptual perspectives of cooperative education and training in current scenario such as structure of cooperative education and training in India, objectives of cooperative education and training, member education program, It was suggested in this study that the pedagogical tools, techniques and teaching materials as well as the contents of the programs should continuously be revised at regular intervals.

11. A Study of the Impact of E-Banking on the Banking Industry- with Special Reference to Axis Bank

Dr. P. Subbarayudu

Assistant Professor,
Department of Commerce,
Dr. MGR University.

11.1 Abstract:

Financial institutions have been adopting internet banking since the mid 90's, predominantly due to lower operating costs associated with internet banking and the possibility of expanding clientele. In addition, customers utilizing internet banking facilities are increasing, as the cost savings on transactions over the internet are substantial. Internet banking enables speedy transactions, access, time and money savings through providing free paper, and complete and up-to-date transactions.

The impact on Statutory Support Systems, availability of Software and Hardware, infrastructure development, capital investments, customer perception, expectation and fulfillment, continued challenges in up gradation of technology to suit new banking products, availability of banking services at the desk-top and finger-tips, savings of time, commutation and minimal disruption of daily routine in attending to banking requirements for both Corporate and Individuals.

12. A Study on Effect of Digital Marketing on Purchase of Smart Phones with Reference to Chennai

Ms. B. Kavitha

Assistant Professor,
Department of Commerce,
Dr. M. G. R. Educational and Research Institute.

Dr. V. Shanthaamani

Assistant Professor,
Research Supervisor,
VISTAS.

12.1 Abstract:

Internet facility is a credit for making the customers to be smart in using digital marketing. Naturally it states to digital marketing operations that seems on a laptop, Mobile and also few devices. From now it's conveyed like online visual and social media. Digital marketing is often compared to "old marketing" such as magazines, posters etc. Peculiarly, TV is usually taken with old marketing. Digital Marketing also named online Marketing is the campaign of product to connect with many people using the internet facilities and additional forms of digital statement. This includes writing and multimedia messages as a marketing network. Digital marketing reflects how each specific tool can convert forecasts. Mostly digital Marketing approach uses several stages or concentrates its efforts on leading platform

Finally this research is for to study the Customers views towards online purchase. In recent days Customers preferring online purchase subsequently attire companies promote their varieties to trade their products. As increasingly people started buy only online Purchase due to this researches also has been increased.

Keywords: Online spending, Consumers, Buyers, World Wide Web

13. Role of Women Entrepreneurs in Digital Marketing on Promoting Consumer Non-Durable Goods Concerning Maduravoyal Area in Chennai

A. Jayanthi

Assistant Professor,
Department of Commerce,
Dr. M. G. R. Educational and
Research Institute,
Chennai.

Dr. C. B. Senthil Kumar

Assistant Professor,
Department of Commerce,
Dr. M. G. R. Educational and
Research Institute,
Chennai.

13.1 Abstract:

This paper represents the Role of women entrepreneurs in digital marketing. This study examines the women entrepreneurs' perspective on initiation, acceptance, adoption decision and implementation of digital marketing for their own business. The present study integrates the technology acceptance model (TAM) to hypothesize the above variables influence adoption decisions. Data collected through a survey of women entrepreneurs of non-durable goods using a questionnaire are analyzed using regression analysis to understand the relationship between women entrepreneur innovativeness and digital marketing adoption intention. Practical and managerial implications in the light of these findings are discussed. Finally this research is for to study the Customers views towards online purchase. In recent days Customers preferring online purchase subsequently attire companies promote their varieties to trade their products. As increasingly people started buy only online Purchase due to this researches also has been increased.

Keywords: Women Entrepreneurs, Innovativeness, Adoption Intentions, Digital Marketing

14. A Study on Consumer Behavior towards Selected FMCG Sector

Dr. M. Senthil Mathi

Assistant Professor,
Department of Commerce,
Dr. M. G. R. Educational and
Research Institute.

14.1 Abstract:

Fast Moving Consumer Goods (FMCG) are also called as consumer packing goods it so named also quick proceeds goods. FMCG contributes for fourth largest sector in the country ranging around 13.1\$ US billion. Following are the features of FMCG, Frequent usage of goods, directly usage among consumers, and expendable to consumers are the few attributes of FMCG. The broad sector of FMCG is divided into following segments namely personal care, household items, branded and packaged goods even tobacco products are also included in this segment. The top five FMCG companies are as. Hindustan Unilever Ltd. 2. ITC (Indian Tobacco Company) 3. Nestlé India 4. GCMFF (AMUL) 5. Dabur India. The objectives of this research are as follows to study the features of consumer behavior towards Hindustan Lever products (HUL) and Procter and Gamble and also to identify the factors motivating to buy FMCG products. Few of the previous researchers Anuj Thappa (2012), Sukato and Elsey (2009) and Vani, et al. (2010) have mentioned in their study that rise in price, scheme of brand and impact of advertisement are the factors influencing buying behavior. The methodology used for the study is primary data collection and secondary data collection using fifty questionnaires, using other secondary medium. Stratified random sampling is used as statistical data collection. The output of the study says that 40% of the general consumers have topped for P&G, In the segment of oral care Hindustan lever limited has won in the competitive market, 38% of the consumers have preferred for monthly purchases, the study also says 72% of the consumers are educated by advertisements, The companies have a wide portfolio of products. Consumer goods are those goods that are used widely by the consumers in their day to day life. So a major task is to make these products available to the consumers. Hindustan Unilever Limited is the number one company in India in FMCG category. It has a presence in skin care, hair care and oral care. Same goes for Procter and Gamble it also present in all the above categories.

Keywords: FMCG, portfolio products buying behaviour

15. A Study on Analysing the Consumer Psychology towards Consumption of Cosmetic Product after Covid -19 – A Conceptual Study

Ms. R. Lakshmi

Assistant Professor,
Department of Commerce,
Dr. M. G. R. Educational and
Research Institute.

Ms. Sugerthana Helena Seles. D.

Assistant Professor,
Department of Commerce,
Vel Tech Rengarajan Dr. Sagunthala R and D,
Institute of Science and Technology.

"The most beautiful make-up of a woman is passion. But cosmetics are easier to buy." - Yves Saint Laurent

15.1 Abstract:

The research has been conducted to identify the psychological changes in consumer towards the consumption of cosmetic products. After the covid19 pandemic situation. The consumption of cosmetic products has been reduced after covid- 19. There are two main reasons behind the reduction on consumption of cosmetic products. They are income level of the people has been reduced and the consumer attitude have been changed. It reflects in the reduction of sale volume of cosmetic products as well as the economy of the country. The costumers started consuming the organic branded products and Home Made local branded products.

Keywords: Consumer psychology, covid-19, consumption, cosmetic products, brand, organic products

16. A Study on Factors Influencing Visual Media Advertisements on Women Consumers Psychology in Chennai City

Ms. V. J. Mohana Priya

Assistant Professor,
Department of Commerce,
Dr. M. G. R. Educational and
Research Institute,
Maduravoyal Chennai.

16.1 Abstract:

This research paper presents the women consumer's psychology on advertising, It is regarded more as an investment than expenditure in the developing nations too. The advertiser, the agency, the media and the consumers view advertising according to their desires, expectation and opportunities. The goals of advertising have been changed, modified, adjusted and re-defined over the years in India. Hence this study throws light on factors like Convenience, Price, Customer Satisfaction, Product Feature, and Inducement. In this study, respondents being women, it is found that women consumers attitude towards visual media advertisements and women consumers Psychology are directly related with each other. Advertising value is closely related with women consumers' attitude towards visual media advertisements.

Keywords: Consumer Buying Behaviour, Advertisement, Entertainment, Factors, Advertisement Spending.

17. Environmental Economics and Sustainability - Research Prospective

B. Sukitha

Assistant Professor,
Department of Commerce,
Dr. M. G. R Educational and
Research Institute,
Tamil Nadu, India.

17.1 Abstract:

The present study deals with environmental economics and sustainability in the research areas. It outlines the environmental behavior and decision-making, market mechanisms and incentives in environmental research. This paper makes a special note on climate change research issues, cost-benefit analysis and monetary valuation of the environment, and water management aspects of environmental economics research. Two different economic approaches to environmental issues, i.e. neo-classical environmental economics and ecological economics, are compared. Some key differences such as weak versus strong sustainability, commensurability versus incommensurability and ethical neutrality versus different values acceptance are pointed out.

Keywords: Ecological economics, post-normal science, co-evolution, institutional economics

18. Role of Artificial Intelligence in Consumer Buying Behaviour Analysis

Yeshoda

Research Scholar,
Department of Commerce,
Dr. M. G. R University.

18.1 Abstract:

Artificial intelligence solutions can help organizations and businesses by finding suitable creators using classification programs. “Everything we love about civilization is a product of intelligence, so amplifying our human intelligence with artificial intelligence has the potential of helping civilization flourish like never before – as long as we manage to keep the technology beneficial”. Role of artificial intelligence analyzing the past behavioral patterns of the customer like purchase trends and queries. Clustering the data of the customer. Automating. Today the marketing teams operate under a lot of pressure. They need to deliver technology- based solutions to theme-based campaigns. Here, artificial intelligence helps. Also with the help of AI, it becomes easier to detect fake engagement, fraudulent influencers through analyzing the patterns. AI assists businesses in making better marketing decisions and generates customer leads for their brand. Thus Artificial Intelligence will transform the job of a marketer in the same way it has transformed most of the things in our lives. This implies there will be new career paths and these AI jobs will be more exciting as compared to traditional marketing jobs. Perhaps, the brands that will not switch to smarter ways to do their marketing will be lagging in this competitive world. We have got a glimpse of how AI has impacted marketing. That’s why it becomes our concern to closely understand what artificial intelligence is all about. Marketers need to understand consumer behavior, needs, and expectations to serve them with relevant services. Using the customer’s demographics and psychometrics when they browse the internet, AI collects the information related to their online behavior and analyze that data. A lot of information like buying frequency and brand preferences of the user is revealed by the data acquired through AI. g

19. A Study on Impact of Artificial Intelligence in E-Commerce

Ms. J. Prabha

Assistant Professor,
Department of Commerce,
Dr. M. G. R. Educational and
Research Institute,
Chennai.

19.1 Abstract:

Artificial intelligence is a way of making a computer controlled robot or software think intelligently in the similar manner the intelligent humans think. The paper focuses on the impact of artificial intelligence in e-commerce. E-Commerce is now adopting various technology to identify patterns based on the buying and selling of goods o services using the internet and the transfer of money and data to execute these transactions. The result and suggestion that artificial intelligence applications can generate and predict the accurate forecast of the E-Commerce. This paper highlights the impact of artificial intelligence in e-commerce and its applications in different areas of e-commerce. It concludes artificial intelligence has helped e-commerce websites in providing with better user experience.

Keywords: E-commerce, Internet, Buying and selling of goods, AI- Artificial intelligence

20. Recent Trends in Recruiting and Selecting People

S. Vanitha

Assistant Professor,
Department of Commerce,
Dr. M. G. R Educational and
Research Institute.

20.1 Abstract:

Human resource management is the strategic approach to the effective and efficient management of people in an organization. Human resource planning plays a major role in recruiting and selecting the people. Every organization appoints a person as a human resource manager. The traditional recruitment methods are newspaper, magazines, pamphlet and employee referrals. Recruitment and selection as become a key process in flourishing the success of an organization. The main goal of the research is to evaluate the process of recruiting a right person in a specific time duration and to analyze the stages of selection procedure in recruiting the people. Recruitment of a qualified and skilled person makes the organization to achieve the goal. Delegation of work leads to less burden and it saves the time of the employee. Co-ordination and unity of work helps to engage with a positive behavior towards working environment. Performance appraisal encourages a candidate to grant the fullest of his skill. During this pandemic situation, e-recruitment is most commonly preferred by many of the organizations. Artificial Intelligence has emerged as a boon to the recruiters by automating the repetitive task. E-recruitment is more efficient and less expensive which is currently opted more in the pandemic situation. E-recruitment is easier to source candidates and conduct interviews with less investment of time. Organizational culture and organizational ethics enhance the working environment. The research is completely based on the conceptual framework. The main areas that have been taken into account in this research are factor influencing recruiting and selection of hires, steps in selecting a candidate, sources of recruitment and outsourcing.

Keywords: E-recruitment, Performance appraisal, Organizational culture, Selection

21. A Meticulous Study on Strategic Leadership through Artificial Intelligence

Ms. Geetha Lakshmi

Assistant Professor,
Department of Commerce,
Dr. M. G. R Educational and
Research Institute.

21.1 Abstract:

Artificial Intelligence deck out the business leaders with hard evidence, possible outcomes and give predictions which help them to make well informed, throughout with an unemotional decisions. We are entering in an era where the AI become the serious theory at an executive leadership level where humans and machines work together in future cooperatively and harmoniously. It will be very early to predict the impact of AI in leadership in different level of organization. But in ethos, AI has the capacity to make supplement of human decision making, bringing boardroom to the more complex problem solving methods and also help in data analysis for human in various innovative ways. At present, business world and its related organization is already immersed in AI. Many innovative methods have already taken in order to execute the things in the organization. AI can be used in various aspects like increasing productivity, cost cutting, expanding business, increase the sales in order to increase the market share, expanding communication, launching new initiatives, customer satisfaction, service support, quality control assurance, optimization, financial gains. AI has a great impact on leadership as well. Through AI human seeking out the accurate ways of working. AI has taken its own pace which help the human to prove his efficiency in the organization. Such changes bring inevitable concern in leaders and it should be an important focus on the possibilities to understand that might be empower the human decision in future.

Keywords: Market share, cost cutting, customer support, quality assurance

22. Recent Study to Promote A Product and Brand Management with the Help of Artificial Intelligence – A Conceptual Study

Ms. K. Revathy

Assistant Professor,
Dr. M. G. R Educational and
Research Institute.

22.1 Abstract:

A brief overview of artificial intelligence that influence in a promotion of product and brand management. In this study we have a detailed information of a product and its brand management with the help of artificial intelligence that means a human intelligence in machine including learning, reasoning, and perception. It ensures maximum efficiency to serve better intervention to connect with customer in right time without marketing team members. The benefits of artificial intelligence in promotion of product and brand management Timelines, Completeness, Consistency, Relevance, Transparency, Accuracy, Representativeness and Cost – friendly. Artificial intelligence can also help marketers to identify certain risk to their customer and target them with much information to re-engage with the existing brand. To generate more numbers of customers and to promote a product and make them brand addict artificial intelligence plays a vital role.

23. A Study on Patient Satisfaction towards Services Offered by Private Hospital with Reference to Chennai City

Ms. N. Fardhana Begum

Assistant Professor,
Department of Commerce,
Dr. M. G. R. Educational and
Research Institute.

Ms. M. Deepa

Assistant Professor,
Department of Commerce,
Dr. M. G. R. Educational and
Research Institute.

“As the person who has health is young, so the person who owes nothing is rich” – Traditional Proverb

23.1 Abstract:

Patient satisfaction is one performance measure of health quality. Patient satisfaction embodies the patient's perceived need, his or her expectation from the service system and also experience of the health care. Health care quality which emphasizes that interpersonal process of care given by the doctors and also the nurses plays a great role in the patient satisfaction. A patient with positive perception has a greater chance of changing it into a positive. To find out the awareness level of the patients towards private sector hospitals. To evaluate the patients satisfaction towards healthcare service of the private sector hospital in Chennai city. To recognize the needs of the patients and find out the reasons for dissatisfaction if any and to recommend the hospital to improve their satisfaction level in private sector hospital. This study concluded that service quality in private hospitals is essential for measuring the patient's satisfaction. The patient satisfaction has become a main focus for functioning of much healthcare facility. People select private healthcare hospitals for better medical services for perception, experienced, expert doctors and for latest medical facility provided by them. The communication among healthcare providers, health facilities, food, drinking water, rooms, and medical services enhances patient satisfaction and improves the quality of service, as a outcome of the strong relationship created. Some patients face difficult in getting appointment on time, treatment for a long time and waiting for doctor consultation.

Keywords: Patient Satisfaction - Health Care - Interpersonal Process - Private Sector Hospital - Doctors – Nurse - Satisfaction Level - Service

24. A Study on Fundamental Analysis with Special Reference to MNCs Companies, Chennai

Mr. P. Anbarasan

Assistant Professor,
Tagore Engineering College,
Chennai.

Dr. P. Priyadarsini

Professor and Head,
Tagore Engineering College,
Chennai.

24.1 Abstract:

A Systematic assessment of the past performance and the expected future performance of an economy or an industry or a company is known as fundamental analysis. Fundamental analysis is undertaken with respect to the three components such as the economy in industry, company & in share market. Fundamental analysis makes an estimate of future share price and dividends of an equity stock and the analysis is based on assumptions that the price movements of an equity stock is based on certain fundamental factors such as the global economic conditions, general state of the economy and performance of the industry in general and the company in particular. An analysis attempts to capture the intrinsic value of an equity stock as measured by its present and future earnings.

Keywords: Fundamental, Stock Market, Equity Market, Investment, Buying and Selling

25. Future of Artificial Intelligence and Robotics in Business

Dr. Amarjeet Kaur

Dyal Singh College University,
Delhi.

25.1 Abstract:

As we all know that due to globalization system the competition level is very high in every field of business and to meet out the competition at the world level, the work with humans or labours are not enough, the AI and robotic system is required. As to meet out the competitions and growth of business the requirement of AI and robotics increases. In this paper we will discuss about future of artificial intelligence and robotics in business.

Keywords: Artificial intelligence, human intelligence, robotic system, business growth, globalization

THANKING NOTE

Organizing Secretary Dr. S. Meena



GI would like to express my heartfelt thanks to each of you who participated in International Conference, COMCON 3.0 on the theme “Role of Robotics, Automation and Artificial Intelligence Conference held on Friday 3rd September 2021. Over 1644 participants from 58 organizations and 5 countries gave their time and resources to attend and to contribute. The overwhelming response from the Research Scholars, Faculties, Students who have made our 3rd Conference a success and it was a great pleasure to see so many of the responses. Highlighting the objective of the Conference theme the pandemic has also compelled more business to adapt digital technology for its survival and to achieve growth in the future. It is my great pleasure to thank the Speakers of the conference for their valuable inputs. I would also like to thank the entire team who did outstanding work in organizing this event. I am sure that the cooperation with most of you will continue in the near future.

Place Holder For The Very Long And Detailed Title Of Book I

Organizing Secretary Ms. Geetha Lakshmi



On behalf of the management, HOD and staff members of Dr. MGR University Commerce department, I extend my thanks and gratefulness to all members who have participated in the event and contributed significantly for the success of the Comcon 3.0 conference. I extend my thanks to the management of our university for providing us the necessary platform and support to organize and conduct the event through online, a sincere appreciation to our HOD who have been instrumental and supported us in each stage of the conference, helped, motivated and directed us to achieve this conference amidst various circumstances. Our sincere thanks to the each and every staff members who have been highly influential and supported in completing the task well ahead of the schedule and make this event a grand success. We look forward to organize and conduct many more events and also looking for your participation.

FEEDBACK

Excellent effort taken by the entire team, very informative session Very Informative Lecture by you sir. Got lot of useful information about Robotics. Thanks sir Thank you for your opportunity sir and mam and my University I really enjoy the session and more information to us Useful topics to us thanks for our college, and department of commerce and all team members who participated in this event thank you... This webinar is very useful for us nod more interesting and overall I loved it totally enjoyed and learned a lot in a comfortable environment. The style and the knowledge of the presenter, Marg, was totally amazing. Thank you for this wonderful Event, we are expecting more wonderful events like this. It is very informative for us. We gained more knowledge about robotics Thank you for inviting such an engaging talented speaker would recommend this course for anyone excellent sessions provided very valuable information for my career I didn't know any ideas about robotics but in session i had learnt many things about robotics thank you for this opportunity... Role of robotics and automation and artificial intelligence is an interesting topic. We discussed more about that today. It is a useful conference for students.

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Pune - 411021, Maharashtra, India.
Mob: +91 8007068686
Email: editor@kdpublications.in
Web: <https://www.kdpublications.in>

ISBN: 978-93-90847-68-6

