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THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE BUSINESS TRANSFORMATION OF FEMALE ENTREPRENEURS

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ABSTRACT

Innovations and breakthroughs happen in the blink of an eye in today's technology era, making this the most exciting period in human history. Industrial robots, self-driving automobiles, fitness watches, and online tutorials are examples of Artificial Intelligence (AI) technology advancements. Artificial intelligence (AI) has become a significant aspect of our daily life, with implications for mankind, society, and business. The previous several years have been phenomenal for artificial intelligence, and nearly every company is now altering its strategy and business models to incorporate AI into all commercial activities. Artificial intelligence (AI) is a rapidly growing and popular industry topic. Artificial intelligence is already being used in a wide range of fields, including business and daily life. Artificial intelligence in business could lead to a shift towards more efficient, cost-effective, and precise marketing techniques. By incorporating AI into marketing practises, an entrepreneur can gain a significant competitive advantage over other online businesses. Aside from marketing, it may also be used to renovate businesses with fresh ideas. It also handles complex issues, resulting in enormous corporate growth.

As a result, in this study, we will investigate the expansion of the business sector and entrepreneurs through the application of AI topology and its function in many fields of business. However, because businesses are currently uninformed of the implications of AI adoption, its impact must be managed. The goal of this essay is to look into the impact of artificial intelligence on female entrepreneurs' business transformation. Artificial intelligence, which is already widely accepted, provides a wide range of options and has the potential to transform the workplace. AI will assist companies in planning for the challenges that will come as a result of the rapid improvements in technology in human life and industry. AI has been proved to have a favourable impact on all corporate operations by increasing sustainability and market leadership.

Key Words: Artificial Intelligence, Female Entrepreneurs, Business Transformation

Introduction

Artificial Intelligence

"This term is used when a machine recreates capacities that humans associate with other human personalities, such as learning and critical thinking." The ability of a computer or a computer-enabled robotic system to analyse data and provide results in learning, decision making, and problem solving that are similar to human thought processes is referred to as artificial intelligence. Artificial intelligence is a jargon with no clear definition. It is the creation of intelligent machines, with intelligence defined as an entity's ability to respond effectively and consistently in its environment. The term "artificial intelligence" refers to a process that involves cloud computing, network devices, robots, computer and digital material generation, as well as a variety of corporate processes, systems, and day-to-day activities. Artificial intelligence computers have existed in the past, present, and future. Acceptance and development of artificial intelligence are critical for future marketing activities. Every day,

businesses use artificial intelligence software to improve processes, cut overhead, reduce turnaround time, and increase productivity.

Technology is growing at an unprecedented rate, and companies who have already shifted their focus to marketing AI software will be well-positioned to benefit from the next breakthrough. Every day, businesses use artificial intelligence software to improve processes, reduce overhead, shorten turnaround times, and increase output. Technology is advancing at an unprecedented rate, and businesses that have already shifted their focus to marketing AI software will be well-positioned to capitalise on the next breakthrough. In today's digital world, artificial intelligence (AI) is fast becoming more widespread, and the marketing and advertising industries are no exception. From Siri's caustic and humorous voice to Tessa's self-driving vehicles to Google AI's ability to learn video games in only hours, artificial intelligence is revolutionising industries one by one. The applications of artificial intelligence range from spotting trends in data to reduce market risks to boosting customer service with virtual personal assistants and even evaluating millions of documents across a company's servers to uncover compliance issues. Companies, on the other hand, are only now beginning to anticipate and conceive the business prospects presented by AI and robotics.

In artificial intelligence, self-learning systems are employed in techniques such as data mining, pattern recognition, and natural language processing. Because of its considerable business advantages over human intelligence, artificial intelligence is very scalable, resulting in massive cost savings. Furthermore, the consistency and rule-based systems of Artificial Intelligence enable businesses to eliminate errors. Its long-term resilience, combined with its ability to continuously improve and document operations, translates into revenue-generating business opportunities. Artificial intelligence applications make use of natural language processing, speech recognition, machine learning, robotics, and computer vision.

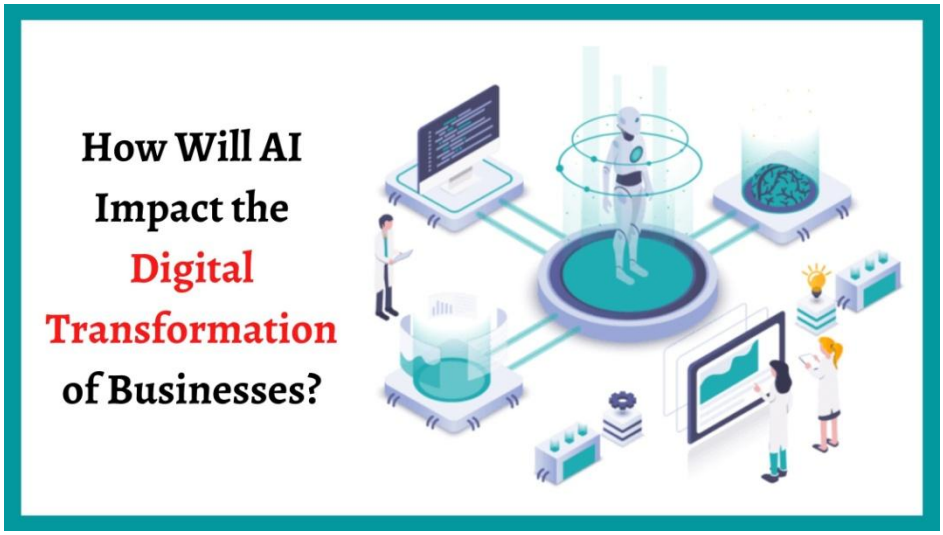
These technologies provide significant commercial opportunities. Deep learning is a branch of machine learning as well as a method of interpreting machine learning. Deep learning systems are inspired by the structure and function of the human brain. The introduction of new technology has had a huge impact on marketing, as it has in every other domain, and this effect is projected to grow dramatically in the coming years. AI has undoubtedly improved marketing performance in a variety of ways. Artificial intelligence, for example, is expected to have a greater impact in the near future. Salespeople will be replaced by robots, and websites will be updated and reformatted automatically based on eye-tracking data.

Marketing research will likely be revised and declared obsolete as new marketing trends develop as a result of AI. Marketing is evolving and will continue to change rapidly as a result of AI improvements. The rate of change will have an effect on the academic, research, and business marketing environments as well. As organisations adapt to the shifting marketing landscape, they will confront considerable obstacles. Businesses will need to teach their personnel on a frequent basis as new technology arises. Working with AI is no longer considered science fiction, but rather a necessity for existence. Marketing professionals must comprehend and study how to grow and match their talents in order to be ready for AI and robots in the near future. The current situation is both exciting and difficult. The purpose of this paper is to look into the impact of artificial intelligence on the firm transformation of a female entrepreneur in Sivaganga, Tamil Nadu.

Business Transformation

Artificial intelligence (AI) is a rapidly expanding field that is gaining traction in business. Artificial intelligence is already being used in many fields, including business and everyday life. The application of AI in business may lead to the industry relying on faster, less expensive and more precise marketing methods. Using AI in marketing practises, an entrepreneur can increase audience response and gain a significant competitive advantage

over other online brands. Aside from marketing, it can also be used to renovate businesses with new ideas. It also solves complex problems, resulting in massive business growth.



Female Entrepreneurs

Artificial Intelligence (AI) is changing the way we do things today. The idea of artificial intelligence is simple – machines programmed to perform many of the tasks that humans usually perform. In order to understand the basics of artificial intelligence and how it will affect the future, it's important to know about digital transformation. Women in technology are a powerful combination for making the world a better place. Using their skills to develop artificial intelligence, machine learning and data science, these amazing Indian women in AI are thriving as tech entrepreneurs today. From disrupting trends to coming up with innovative solutions to age-old problems, these women have done it all. Breaking the glass ceiling in the world of technology, these Indian women in AI or artificial intelligence are an inspiration to a new generation of young Indian girls in STEM (Science, Technology, Engineering and Mathematics)

Entrepreneurship not only strengthens the country's economy but also creates a plethora of lucrative market jobs. As a result of initiatives such as Vocal for Local and Make in India, many people have become entrepreneurs. Women have also emerged as an important cog in the wheel of improving India's business situation. According to IBEF, 20.37% of women in India own and run MSMEs efficiently. Despite the fact that the number appears to be lower, given the obstacles and challenges these women face, they are still driving a cultural revolution. More entrepreneurial engagement, however, is required for women to make a significant impact and become self-sufficient. Women entrepreneurs must take the steps necessary to compete in the marketplace. Because research is an unavoidable component of any successful business, the more engaged they are in discovering more cost-effective and innovative ways to conduct business operations, the more quantifiable revenues they will generate.

To survive, whatever specific niche an organisation serves, it must quickly update itself in accordance with newer market trends while breaking down traditional barriers. Entrepreneurs are expected to be knowledgeable about their industry. As a result, the best way to gather information is to read voraciously about trending topics in industry publications. Women entrepreneurs can expand their knowledge and stay up to date on industry trends by attending events and training sessions. Furthermore, communicating with their customers can provide information about the impact their businesses have on the community. Furthermore, women who are starting out as micro-entrepreneurs must keep a long-term perspective in order to capitalise on their ability to think outside the box.

Understanding the power of technology

Incorporating newer technologies into the business can help female entrepreneurs differentiate themselves in the market. Technology has the potential to significantly improve the process of managing multiple operations concu rrently while allocating optimal resources. Today, we are well aware of the internet's power as a connecting platform with the rest of the world. It has increased the visibility of many rural homepreneurs and opened up new markets. ST EM (Science, Technology, Engineering, and Mathematics) technologies such as AI, Machine Learning, Blockchain, and IoT (Internet of Things) are known to be driving the current market.According to industry experts, incorporating these technologies has actually aided businesses in expanding their market reach. Historically, however, fewer wome n have been involved in the development of these technologies. As a result, significant time must be spent researchin g these fields in order to incorporate and benefit from them.

Many small businesses fail because the right people do not discover them. As a result, going digital is critical for a small business to connect with a diverse clientele and build brand recognition online. Social media platforms c onnect everyone with a smartphone. According to a Deloitte study, India will have one billion smart phone users by 2026, with rural areas being the most likely to adopt internet-enabled smart phones. As a result, businesses in remote areas can establish a presence on online marketplaces. Furthermore, as industry leaders, women can use social media to persuade other deserving women to overcome social barriers and pursue a career in entrepreneurship. This has the potential to spark a chain reaction of new businesses, resulting in new jobs for women in both rural and urban areas.

Seeking assistance from well-established platforms

In order to scale up or launch a new venture, it is necessary to seek assistance from established organisations, especially in rural areas where resources are scarce. Among these platforms, community networks serve as a one-stop shop for these female entrepreneurs. They assist these women in becoming self-sufficient and business-ready by offering guidance and support in any way they can, including market reach, networks, financial assistance, and training sessions. This is how they will increase productivity and, consequently, profits.Staying connected can provide a plethora of opportunities in a variety of domains, allowing these female entre preneurs to deliver their business offerings in the most efficient manner possible. These wellestablished platforms are aware of the challenges these women face and can devise strategies and solutions to assist them in standing on their own.

Final Thoughts

Despite the gender gap in the entrepreneurship domain, women have demonstrated equal competence. Women entrepreneurs only need the best opportunity to demonstrate their abilities. According to the Mckinsey Global Institute, women in India could contribute up to $770 billion to the economy by 2025 if they are given equal opportunities as men. Furthermore, according to Bain & Company, by 2030, women entrepreneurs will be able to create 150-170 million jobs for the working-age population. Regardless of size, whether micro or small, all businesses contribute equally to the nation's success. And, in order to contribute to the cause of nation-building, emerging women entrepreneurs can leverage the power of the latest technological trends, community networks, and digitization to generate lucrative market incomes.

Review of Literature

Demis Hassabis, the creator of Deep Mind - Google's AI Company, states that "Artificial Intelligence is the art of making machines intelligent" (Ahmed, 2015). It is the most widely accepted description and also a suitable fit because AI is a foreign phrase that refers to a wide range of indications. AI is divided into various subcategories, including machine learning and deep learning, which result in real-world AI applications such as search suggestions,

voice recognition, virtual assistants, and image recognition. The term AI refers to the computer-assisted analytical path that strives to construct intelligent automated systems.

People and machines can converse in their native language thanks to natural language processing. An expert system is a mechanical system that blends useful human knowledge into machine memory in order to provide intelligent counsel, clarify, and defend its conclusions or demands. Expert systems solve problems and deliver solutions by referring to a big database of correct, subject-matter-expert information. In order to get the best solution, heuristic problem solving evaluates a limited number of solutions and may make certain assumptions. Vision is defined as the ability to distinguish between forms and qualities, among other things (Huang and Rust 2018; Guibao 2016).

It is the automated system that inputs data to conduct the duties of intelligent beings in a way that increases their success rate. According to IBM's AI research supervisor, Guruduth Banavar, there are many various types of artificial intelligence, therefore it may be viewed of as a collection of technologies (Kaput, 2016). These technologies serve different goals and have different prices, but the goal is essentially the same: to replicate human intellect in technology in order to make the functions intelligent.

A majority of software houses and providers has given a lot in AI and technology organization such as IBM is giving their own marketing computerized solution with IBM Watson Campaign Automation. IBM Watson Campaign Automation has AI by default which is built in the solution. Sales force, which is considered as the leading provider of Customer Relationship Management (CRM) software has also begun to provide AI service along with the Sales force Einstein, which is also executed in the solution (Sterne, 2017).

John McCarthy coined the term artificial intelligence (AI) in 1956. It's defined as "the science and engineering of making intelligent machines" (McCarthy, 2000). AI's scientific goal is to understand intelligence by producing computer software programmes that demonstrate intelligence within the machine via symbolic inference or cognition. AI systems are expected to develop their own programming language in order to better utilise information (Syam and Sharma 2018). AI is a type of software designed to perform tasks that would normally need human intelligence (Huang and Rust 2018). In other terms, it is a system capable of simulating human intellect in order to do specialised tasks like visual perception, speech recognition, recommendation, categorization, and decision-making.

The structure for AI in marketing, known as the 5Ps of Marketing AI, was established by Paul Roetzer, CEO of Marketing Artificial Intelligence Institute. The framework was created to simplify and visualise the groundwork, and it is congruent with studies conducted with various AI organisations and engineers on how AI might assist marketing (Roetzer, 2017). Artificial intelligence (AI) is being used to aid marketing managers in a number of jobs and operations such as digital marketing (buying), web construction, SEO, external email marketing, lead generation, social media monitoring, and A/B testing in today's environment (Davenport, 2017).

Research Problem

AI is being used in a variety of business processes across a wide range of functional domains and business operations. Marketing is one of them, and it is regarded as the beating heart of the company. Artificial intelligence (AI) is changing and will fundamentally disrupt the marketing landscape in the near future. Despite the fact that marketing is one of the most important commercial uses of AI today, and early adopters are attempting to build value from it (Bughinet al. (2017)), literature on the issue is limited when both disciplines are integrated (Wierenga, 2010). Wierenga (2010) claims that there is a lack of AI in marketing and marketing in AI literature.

According to MartnezLópez and Casillas (2013), Scopus had less than 50 papers in business transformation journals that were related to artificial intelligence. The number of Scopus research publications on the issue has since increased, but it is still less than 100. According to Martnez-López and Casillas (2013), further studies demonstrating the impact of AI on marketing are needed due to a lack of study in the literature and the potential of the combination in making marketing decisions. The project will address this essential issue by examining the business transformation of female entrepreneurs in Tamilnadu's Sivaganga areas using artificial intelligence.

Objectives of the Study

- To find out the impact of artificial intelligence on business
- To recommend solutions or strategies for the effective use of AI technologies in business

Research Questions

The research will be addressing the following questions:

1. What is the impact of Artificial intelligence on business?
2. What is the recommendation for the effective use of AI technologies in business?
3. What are the different challenges in the use of AI technologies in business?

Research Methodology

The researcher conducted this investigation utilising a qualitative research method. The qualitative technique is mostly exploratory research, which is used to identify reasons, points of view, and points of view in order to address the study topic. Because the goal of the research is to learn about the influence of AI on marketing from marketing specialists' perspectives, qualitative research is the ideal option. Primary and secondary sources are being sought for data collection. For the first time, the researcher got primary data to solve the research subject, and this material was gained through the interview method. Many publications, journals, books, websites, and blogs are included as secondary data sources. The interviews are with marketing professionals from Sivaganga-based businesses.

A sample size of 120 participants was determined, and interviews with 120 entrepreneurs from Tamilnadu's Sivaganga areas were conducted. The researcher employed a purposive sample strategy, in which respondents were included in the study for a stated reason. The primary qualification for participation in the study was that respondents work for a company that employs AI in the marketing function. This was done so that marketers involved in AI adoption would have a better understanding of how AI affects business. The interview method was utilised, with the respondents being asked a series of open-ended questions. However, in order to follow the inductive research approach, which has no constraints imposed by current theories, the researcher was willing to add more questions to the interview based on the situation. Due to the nature of the research, a one-month time is set aside to collect data from respondents.

Table No.1
Demographic profile of the respondents

S.No	Variable	Classification of the Variable	Frequency N=120	Percentage %
1	Age	Below25	10	8
		25-35	28	23
		35-45	44	37
		45-55	27	23
		Above 55	11	9
2	Marital Status	Married	98	82
		Unmarried	22	18
3	Years of Professional Experience	Below 5	15	12
		5-10	31	26
		10-15	44	37
		15-20	17	14
		Above 20	13	11
4	Location of Business	Urban	55	46
		Rural	65	54
5	Annual Turnover	Below 1 Lakhs	15	12
		1-2 Lakhs	31	26
		2-3Lakhs	44	37
		3-4 Lakhs	17	14
		Above 4 Lakhs	13	11

The respondents' ages varied from 35 to 45 (37%), according to previous data. In addition, respondents' Marital Status, married (82%), Unmarried (18%), and Years of Professional Experience (10-15) (37%), (5-10) years of professional experience (26%), Business Location Rural 54%, Urban 46%, and Annual Turnover 2-3 Lakhs 37%, 1-2 Lakhs 26% were also reported. The results are shown in the table above.

Table No.2
MEAN AND STANDARD DEVIATION OF RESPONDENTS IN BUSINESS PERFORMING ARTFICIAL INTELIGENCE

THE RAW MATERIAL ISSUES IN THEIR BUSINESS	Mean	Std. Deviation
Digital Maturity	3.79	1.173
Media Attention	4.08	1.116
Marketing Strategy Formulation	4.08	1.097
Time Saving	4.01	1.163
Technical Compatibility	3.84	1.202
Technical Knowledge	3.67	1.331

More principles to guide and inform the development of AI	4.09	1.100
More guidelines as such as human decision making of HI	4.00	1.013
Mean Score	**31.56**	**9.195**

The forces influencing responders adopting artificial intelligence to execute business are given in the table below. More concepts for AI development to guide and inform 4.09 (1.100), Media Attention, and Marketing Strategy Development. The availability of raw materials varies according to season (4.08 (1.116& 1.097). Time Saving 4.01(1.163). More standards are 4.00 (1.013), such as HI's human decision making. Technical Compatibility and Technical Knowledge received 3.84 (1.202), 3.79 (1.173), and 3.67 (1.331) points, respectively. Overall, the standard deviation is 31.56. The artificial intelligence company gets the highest mean value of 9.195.

Table No.2

Ho- There is no relationship between Age and Benefits of integrating AI in Business

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	480.000[a]	16	**.000**
N of Valid Cases	120		
a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is 1.41.			

The table above shows the association between age and the benefits of integrating AI in company, with a Pearson chi square value of 480, differences of 16, and a significant value of 0.000. As a result, the significant value is less than 0.05. As a result, the null hypothesis was rejected.

Table No.3

Ho- There is no relationship between Professional Experience and Annual Turnover

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.108[a]	16	.003
N of Valid Cases	120		
a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is 1.08.			

With a Pearson chi square value of 9.108, 16 differences, and a significant value of 0.003, the table above indicates the relationship between annual turnover and professional experience. As a result, the statistical significance is less than 0.05. The null hypothesis was thus rejected.

Table No.4

There is no relationship between the respondents' Influencing factors in integrating AI in business and Benefits of integrating AI in Business.

PC- Pearson Correlation

Sig - Sig. (2-tailed)

Correlations					
		Benefits_of_Integreting	**Influencing_Factors**	**Major_Challenge**	**Ethical_Aspects**
Benefits_of_Integreting	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	120			
Influencing_Factors	Pearson Correlation	.832**	1		
	Sig. (2-tailed)	**.000**			
	N	120	120		
Major_Challenge	Pearson Correlation	.175	.087	1	
	Sig. (2-tailed)	.056	.344		
	N	120	120	120	
Ethical_Aspects	Pearson Correlation	.143	.092	.836**	1
	Sig. (2-tailed)	.119	.317	**.000**	
	N	120	120	120	120
**. Correlation is significant at the 0.01 level (2-tailed).					

The table above shows the elements that influence AI integration in business, the benefits of AI integration in business, a major difficulty of AI integration in business, and the ethical aspects of AI in business. All variables are acceptable.

Conclusion and Recommendations

The paper's goal was to evaluate the impact of AI on business by incorporating the perspective of a Salem entrepreneur. Several steps were performed to accomplish the research's purpose and answer the research questions. Initially, a thorough literature review was highlighted, which offered a thorough understanding of AI and its use in business by including the opinions of numerous academics. Second, the researcher used a qualitative study approach that includes semi-structured interviews with ten different Sivaganga entrepreneurs. The key findings of the study found that the most relevant aspects in integrating AI in business were competitive pressure, media attention, digital maturity, and customers. Respondents made a variety of remarks about the findings addressing the benefits of incorporating AI in marketing. The major benefits, according to marketing pros, are higher efficiency, time savings in marketing tasks, improved conversion rates, a better grasp of consumer information, making decisions more viable, boosting ROI, insights, enhanced service, and customer pleasure.

The most difficult challenge in AI integration, according to the responses, is technology compatibility. Respondents also emphasised that having data in place is vital because it is the most important component of AI, and hence, according to them, data is also the most challenging task. Data is the most crucial ethical aspect to consider when interacting with clients, according to the respondents. When asked about AI's application in the enterprise, respondents stated that it had increased the firm's effectiveness. They asserted that artificial intelligence (AI) supports in the creation of sales and marketing strategies, resulting in considerable gains in company performance. The preceding studies highlight the significance of AI in business. Furthermore, the major challenges, ethical concerns, and applications provided direction for organisations to embrace AI in business. While incorporating AI into their operations, businesses should address the following factors and issues. Lacks the necessary data and skill sets; struggles to find suitable vendors; cannot identify an appropriate use case; an AI team fails to explain how a solution works; different AI teams fail to collaborate; management fears having to overhaul legacy systems; and some solutions are simply too complex to integrate.

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