iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 13 **Issue:** V **Month of publication:** May 2025

DOI: https://doi.org/10.22214/ijraset.2025.70167

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 13 Issue V May 2025- Available at www.ijraset.com

Exploring the Role of Artificial Intelligence in Indian Commerce: Benefits, Hurdles, and Future Prospects

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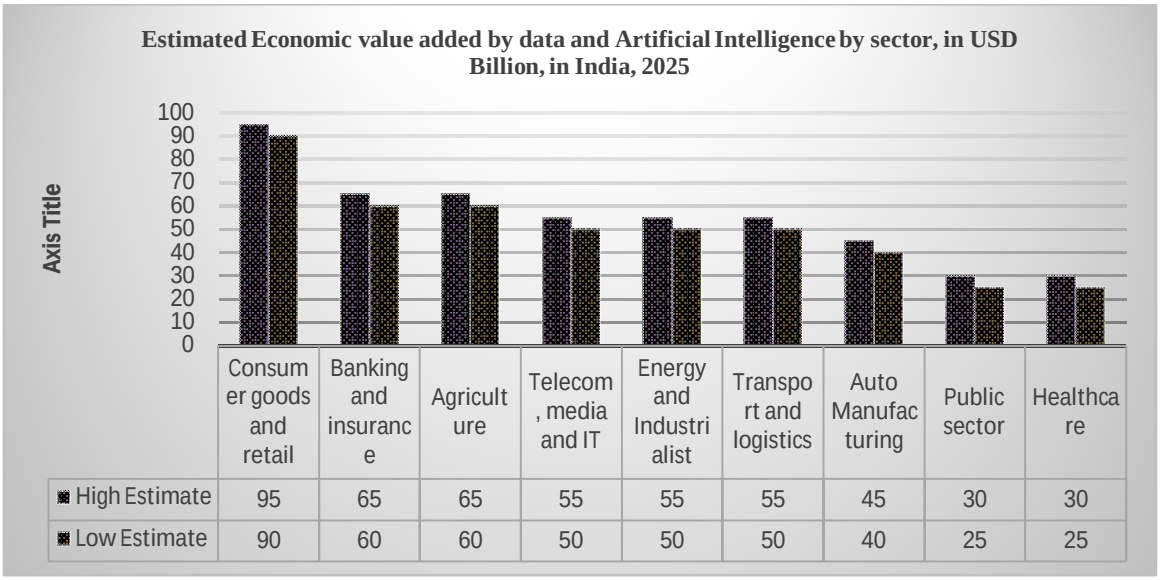
Abstract: ***This research proposal looks into the impact of AI on Indian businesses, focusing on its applications, benefits, challenges, and future potential. It analyses 10 studies on AI adoption across sectors like e-commerce, banking, manufacturing, and hospitality and identifies key themes such as AI's role in enhancing operational efficiency, the challenges of infrastructure and skills shortages, and the opportunities for growth in AI-driven industries. A comparative analysis depicts the contrast of AI adoption in various sectors. It reveals that banking and e-commerce lead, while others like education take a longer time in adopting due to infrastructural and resource limitations. It provides a good source for businesses planning to incorporate AI into their processes. The analysis proposes that AI integration is the practice in banking and e-commerce, while all other sectors are somehow still behind in line due to infrastructural and resource constraints. Future advancements in AI, together with the intersection of AI and many other growing technologies such as blockchain and IoT, are promising enough to transform the Indian industries. However, an organized effort involving government and the private sector in approaching issues on how to overcome the barriers and arrange robust digital infrastructure is very important. This research highlights essential sector-specific AI applications, thereby enabling industries to make informed decisions and optimize their processes to secure a competitive advantage in the changing digital front.***

Keywords: Artificial Intelligence, E- Commerce, Banking, Industries, Sectors.

I. INTRODUCTION

A. Background

Across many industries, artificial intelligence (AI) is transforming ordinary business procedures and fostering previously unheard-of levels of creativity and efficiency (Acerbi, 2021). In commerce, AI applications like customized customer experiences, optimized supply chains, predictive analytics, and automated customer support are increasingly popular. Businesses around the world have widely used AI technologies to improve decision-making, simplify operations, and gain a competitive advantage.



Source: NASSCOM (India)

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India's rapidly growing economy and expanding digital landscape make it an attractive hub for integrating Artificial Intelligence (AI) into commerce. With increasing internet access and a thriving e-commerce sector, the country is poised to leverage AI-driven solutions. However, challenges such as infrastructure gaps, skill shortages, and concerns around data privacy and algorithmic fairness need attention. Despite these hurdles, the Indian government and businesses are investing heavily in AI initiatives, underscoring the importance of understanding the opportunities, challenges, and trends shaping AI's role in the Indian business landscape.

B. Rationale and problem statement

This study is driven by the paradox of AI in Indian commerce, where immense potential coexists with persistent adoption challenges. As Indian businesses increasingly leverage AI for transformation, there's a notable gap in academic research addressing India's specific context (Suresh, 2020)). Existing studies often focus on global trends, overlooking India's unique dynamics, such as its diverse consumer base, market fragmentation, and infrastructure limitations.This study fills a crucial knowledge gap on AI's transformative potential in Indian commerce, weighing opportunities against implementation challenges. Without nuanced understanding, Indian businesses risk lagging behind global peers in harnessing AI's benefits.

C. Aim and Objectives

1) Aim

Examine the impact of Artificial Intelligence on India's commerce sector, focusing on its potential benefits, obstacles, and future outlook."

2) Research Objectives:

- Examine the current state of AI adoption and applications in Indian commerce.
- Investigate AI's potential to boost efficiency, competitiveness, and customer engagement in Indian businesses.
- Evaluate challenges to AI adoption
- Provide actionable recommendations for successful AI integration

D. Research Questions:

1) What are the key applications and trends of AI in Indian commerce?
2) How can AI create new opportunities for Indian businesses?
3) What are the major constraints hindering widespread AI adoption in Indian trade?
4) What strategies can overcome these limitations and ensure effective AI implementation?

E. Research Hypotheses:

Null Hypothesis (H_0): AI does not significantly impact the growth and competitiveness of India's trading sector.
Alternative Hypothesis (H_1): AI has a significant positive impact on the growth and competitiveness of India's commercial sector.

F. Scope of Research

This study focuses on the applications, challenges, and future opportunities of Artificial Intelligence (AI) in India's commercial sector, with a specific emphasis on:

- Retail
- E-commerce
- Supply chain management

The research covers AI adoption strategies and challenges across various business sizes, from startups to large corporations. It excludes:

- Technical development aspects of AI
- AI applications in non-commercial sectors, such as healthcare and education

This scope allows for an in-depth examination of AI's impact on India's commercial landscape, providing valuable insights for businesses and stakeholders.

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This study's findings will be valuable for corporate leaders, policymakers, and technology firms seeking to leverage AI's potential in India. By recognizing the benefits and obstacles of AI integration in the Indian market, these stakeholders can craft well-informed plans to boost growth, enhance competitiveness, and develop context-specific solutions that cater to local needs.

II. LITERATURE REVIEW

A. Applications of AI in Indian Commerce

India's commercial landscape is experiencing a significant shift with the integration of Artificial Intelligence (AI) in sectors like retail, e-commerce, and supply chain management (Joseph, 2023). Businesses are harnessing AI to enhance customer experiences through personalized recommendations and efficient inventory management (Rana, 2021). E-commerce companies, including major players like Flipkart and Amazon India, are leveraging AI to predict consumer behaviour and streamline logistics. While larger corporations are leading the charge, small and medium-sized enterprises are also beginning to explore AI's potential for targeted marketing and improved customer engagement. Despite the progress, India's AI adoption is still in its nascent stages, and addressing infrastructure and talent gaps is crucial to unlocking the technology's full potential.

B. Challenges in AI Adoption in Indian Commerce

The adoption of Artificial Intelligence (AI) in Indian commerce is hindered by several challenges. Infrastructure limitations, particularly in rural areas, pose a significant barrier to AI implementation (Singh, 2021). Moreover, the shortage of skilled professionals in AI and machine learning restricts the growth of AI systems in Indian businesses. Ethical concerns surrounding data privacy, algorithmic bias, and transparency also need to be addressed, with the Indian government working to establish robust data protection laws (Bhushan, 2021). Balancing innovation with responsibility is crucial, especially in industries like e-commerce, where customer data plays a vital role. Overcoming these challenges is essential to unlock the full potential of AI in Indian commerce.

C. Emerging Trends and Prospects of AI in India's Commercial Sector"

India's commercial sector is poised to benefit significantly from advancements in Artificial Intelligence (AI). With AI, businesses can leverage predictive analytics to anticipate market trends and optimize customer engagement. The growing mobile phone and internet user base in India will drive the adoption of AI-powered mobile applications, enabling real-time customer interactions. AI will also transform the retail industry through innovations like smart inventory management and automated checkout systems. Furthermore, AI-driven supply chain optimization will introduce efficient logistics and warehousing solutions. By harnessing AI's potential, Indian businesses can offer personalized services, drive growth, and stay competitive in the global market.

India's commercial sector is poised to benefit significantly from advancements in Artificial Intelligence (AI) (Kumar, 2021). With AI, businesses can leverage predictive analytics to anticipate market trends and optimize customer engagement. The growing mobile phone and internet user base in India will drive the adoption of AI-powered mobile applications, enabling real-time customer interactions. AI will also transform the retail industry through innovations like smart inventory management and automated checkout systems. Furthermore, AI-driven supply chain optimization will introduce efficient logistics and warehousing solutions. By harnessing AI's potential, Indian businesses can offer personalized services, drive growth, and stay competitive in the global market (Malali, 2020).

D. Related theories

1) Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis (1989), provides valuable insights into how individuals and businesses adopt new technologies. According to TAM, two key factors influence technology adoption: perceived ease of use and perceived usefulness. This framework can be applied to analyse the adoption of AI technologies in Indian commerce (Mustafa, 2021). Indian businesses are likely to adopt AI technologies if they perceive them as easy to integrate and useful for improving operational efficiency, customer engagement, or competitiveness. The TAM framework highlights the importance of addressing challenges related to ease of use (infrastructure, training) and usefulness (clear ROI, business outcomes) to drive AI adoption in India.

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2) Diffusion of Innovations Theory

The Diffusion of Innovations (DOI) theory, developed by Rogers, explains how new ideas and technologies spread across cultures(Bharadwaj, 2021). This framework categorizes adopters into five groups: innovators, early adopters, early majority, late majority, and laggards. In the context of AI adoption in Indian commerce, understanding these categories can help businesses and policymakers develop targeted strategies. Large corporations may be early adopters, while small businesses may lag behind.

By recognizing the factors that influence adoption, such as communication channels and perceived innovation benefits, stakeholders can facilitate widespread AI integration across India's diverse business landscape.

3) Resource-Based View (RBV)

The Resource-Based View (RBV) theory suggests that companies can gain a competitive edge by utilizing unique resources and capabilities (Rizvi, 2021). In Indian commerce, AI adoption can be a key differentiator for businesses, enabling them to leverage data, talent, and infrastructure to drive innovation and growth(Lubis, 2022). By harnessing AI's potential, companies can develop distinct capabilities, such as enhanced customer insights and streamlined operations, ultimately leading to sustained success in a rapidly evolving market.

E. Literature gap

There is a notable gap in research on AI adoption in Indian commerce, with most studies focusing on global contexts and overlooking India's unique business landscape. As a result, there is limited understanding of how AI can be effectively integrated into India's diverse and complex commercial environment.

III. METHODS

A. Research Design

This study will examine the impact of Artificial Intelligence (AI) on Indian commerce, leveraging empirical evidence to inform its analysis (Niaz, 2023). By synthesizing existing research and data, the study aims to provide a comprehensive understanding of AI's applications, challenges, and opportunities in the Indian business landscape. The research will contribute to the growing body of literature on AI's role in shaping the future of commerce in India.

B. Inclusion and exclusion criteria

Eligibility Criteria	Inclusion Criteria	Exclusion Criteria
Geographical Location	Companies operating in India or having a substantial impact on the country's commercial landscape.	Companies operating outside of India with minimal or no impact on the Indian market.
Industry	Industries such as retail, e-commerce, and supply chain management that have adopted or are currently integrating Artificial Intelligence (AI) technologies. Sectors such as retail, e-commerce, and supply chain management that have implemented or are implementing AI solutions.	Non-commercial sectors like healthcare and education, or industries with limited to no AI adoption.
Data Types	This study will utilize existing research materials, including reports, academic publications, government records, and industry surveys, published between 2015 and the present, to gather insights on the topic.	This study excludes primary data sources like surveys and interviews, as well as sources published before 2015.

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AI adoption stage	Companies at various stages of AI adoption, from early-stage explorers to mature AI users.	Organizations that have not yet explored or planned AI implementation.
Language	The study will draw on secondary data sources available in English and Hindi languages.	Data in languages other than English or Hindi will be excluded, unless translated into one of these languages.

Table 1: Inclusion and exclusion criteria
(Source: self-developed)

C. Searching Strategy

1) Boolean Operators

The search strategy will utilize Boolean operators (AND, OR, NOT) to refine results. For example, using "AI AND commerce AND India" will yield relevant results on the impact of AI on Indian commerce.

2) Key Words

Key terms include Artificial Intelligence, AI adoption, Indian commerce, AI applications in India, AI challenges, AI opportunities, e-commerce, retail, and supply chain management.

3) Database

Secondary data will be gathered from reputable databases and platforms, including Google Scholar, JSTOR, ScienceDirect, Statista, and ResearchGate, to compile comprehensive insights on AI's role in Indian commerce.

D. Data Extraction and Quality Appraisal

Data collection involved a systematic extraction of relevant information from secondary sources, including academic articles, industry reports, and government publications (Acerbi et al., 2021). A quality appraisal was conducted to assess the reliability and relevance of each source, considering factors like publication date, methodology, and source credibility. Initially, 10 articles were selected, but after evaluation, the number was narrowed down to 5 authentic articles that met the quality standards.

E. Data Analysis

The data analysis employed a thematic approach, focusing on key themes like AI applications, challenges, and opportunities in Indian commerce. Relevant patterns, trends, and insights were drawn from secondary data to analyse these themes, ultimately informing conclusions about the impact of AI adoption on Indian business.

F. Ethical Consideration

This study upholds ethical standards by ensuring transparency in data usage, respecting intellectual property rights, and maintaining source confidentiality (Pietilä et al., 2020). Proper citation and acknowledgment will be given to original sources of secondary data. Objectivity is prioritized to minimize bias, with results presented fairly and analyzed without prejudice.

IV. FINDINGS AND ANALYSIS

Article	Country	Methodology	Findings
Lari et al. (2022)	India	Literature Review, Case Studies	The e-commerce sector is being reshaped by AI-driven innovations, including tailored customer interactions and optimized business processes. Despite its potential, AI adoption in e-commerce faces hurdles such as data security concerns, infrastructure gaps, and a shortage of skilled talent. Bridging these gaps is essential to harnessing AI's transformative power in the industry.

Suresh and Rani (2020)	India	Survey Methodology (Primary Data Collection)	In Chennai, consumers are embracing AI in e-commerce, particularly for personalized shopping experiences. While some concerns about data security and job impact exist, they don't seem to be major deterrents. To harness AI's potential in Chennai's e-commerce landscape, addressing data privacy issues and fostering trust is crucial.
Rana et al. (2021)	India	Literature Review, Industry Case Studies	In India, artificial intelligence is modernizing the manufacturing landscape by streamlining processes, improving supply chain management, and lowering operational expenses. By enabling advanced quality control, predictive maintenance, and informed decision-making, AI helps Indian manufacturers compete globally. However, to fully capitalize on AI's benefits, the industry must address pressing issues like infrastructure shortcomings, high implementation costs, and a shortage of skilled professionals, particularly in smaller enterprises.
Bhushan (2021)	India	Literature Review, Case Studies	India's hospitality industry is embracing AI to elevate customer experiences and streamline operations. While AI brings numerous benefits, smaller hotels and establishments face obstacles such as steep implementation costs, a lack of trained staff, and inadequate infrastructure. To successfully integrate AI, these businesses require strategic investments, government backing, and thoughtful workforce planning.
Rana et al. (2022)	India	Survey and Secondary Data	The integration of AI in business analytics enhances operational efficiency. However, research reveals that SMEs face challenges in leveraging AI, including inefficiencies and skill gaps. To gain a competitive edge, SMEs must invest in skilled personnel and robust data protection measures.
Malali and Gopalakrishnan (2020)	India	Case Studies, Secondary Data	In the Indian banking industry, AI is being leveraged for fraud prevention, customer engagement, and various other services. While AI has transformed marketing concepts, its adoption is hindered by regulatory challenges, risks, and the digital

			divide in rural areas. Addressing these issues is crucial for banks to fully harness AI's potential.
Jaiswal and Arun (2021)	India	Literature Review, Case Study	AI has the potential to transform the education sector through personalized learning, increased flexibility, and streamlined administrative processes. It can also optimize resource utilization and task management. However, challenges persist, including inadequate infrastructure, high implementation costs, and a shortage of educators with AI skills.
Rizvi et al. (2021	India	Literature Review, Industry Reports	In India's manufacturing sector, AI applications are primarily focused on automation, predictive maintenance, and supply chain optimization. However, challenges like skill gaps, high upfront costs, and limited digital infrastructure hinder more widespread adoption. Addressing these obstacles could unlock greater potential for AI in Indian manufacturing.
Kaur et al. (2020)	India	Literature Review, Secondary Data	The Indian banking sector is undergoing a significant transformation thanks to AI, which improves customer service, streamlines operations, and enhances risk management. However, the industry faces challenges such as high technology costs, inadequate regulatory frameworks, and a shortage of skilled professionals. To overcome these hurdles, banks must focus on developing their workforce, pushing for clearer regulations, and collaborating with technology partners to unlock AI's full potential and stay competitive globally.
Chatterjee et al. (2021)	India	Survey, Case Studies	Indian businesses have harnessed AI-powered CRM systems to boost customer engagement and inform strategic decisions. However, integration hurdles, data security concerns, and skill shortages pose significant challenges. To overcome these obstacles, organizations must prioritize employee training, data protection, and streamlined system integration, thereby unlocking the full potential of AI-driven CRM.

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A. Analysis

Theme 1: AI Applications and Benefits in Indian Commerce

Findings:Research indicates that AI drives innovation and business value across various Indian sectors. Its applications include:

- E-commerce: personalized recommendations and predictive analytics
- Manufacturing: process optimization, cost reduction, and supply chain enhancement
- Banking: fraud detection and automated customer support
- Hospitality: tailored guest experiences

AI's impact is evident across industries, transforming operations and delivering benefits.

Comparative Analysis:

AI adoption varies across industries, with banking and retail leading the charge due to significant investment capacity and regulatory support. In contrast, sectors like education and hospitality face hurdles related to infrastructure and resource constraints, slowing their AI integration.

Theme 2: Challenges in AI Adoption

Findings

The adoption of Artificial Intelligence (AI) in various industries is hindered by several challenges. According to Rizvi et al. (2021), infrastructure limitations, high deployment costs, and workforce shortages are significant impediments. Furthermore, regulatory issues and security concerns are prominent in the financial and manufacturing sectors. Small and medium-sized enterprises (SMEs) face additional challenges, including limited resources and digital skill gaps. Moreover, ethical concerns surrounding data privacy and algorithmic bias have been highlighted in several studies, underscoring the complexity of AI integration across industries.

B. Comparative Analysis

AI adoption varies significantly between large and small firms. While larger corporations can integrate AI relatively seamlessly, smaller firms struggle with limited resources and inadequate infrastructure. Industries like banking, with advanced digital transformation, face complex challenges such as regulatory compliance. In contrast, sectors like education prioritize addressing infrastructure gaps.

Theme 3: Future Potential and Growth of AI in Indian Commerce

Fidnings

The future of AI in Indian commerce looks promising, with anticipated growth in adoption as digital infrastructure improves (Kaur et al., 2020). AI has vast potential to drive innovation in sectors like retail, banking, and education, particularly when combined with emerging technologies such as IoT and blockchain. As AI-powered CRM systems become more automated, customer experiences and organizational efficiency are expected to undergo significant transformations.

Comparative analysis:

The banking and e-commerce sectors are poised for rapid growth through AI adoption, driven by their ability to quickly integrate new technologies. In contrast, industries like manufacturing and education will experience moderate growth, contingent on advancements in infrastructure and human capital development.

V. DISCUSSION

This study explores AI's role in Indian commerce, highlighting its applications, challenges, and opportunities. Given India's growing digital economy and global interest in AI, this research is timely and relevant. As a major emerging economy, India offers a unique context for examining AI's potential and barriers in commerce. The findings will contribute to existing knowledge, providing insights for Indian businesses, from e-commerce giants to SMEs, on leveraging AI for growth, efficiency, and improved customer experiences.

The incorporation of Artificial Intelligence (AI) in Indian commerce has been steadily growing across diverse fields such as retail, e-commerce, and supply chain management. In the retail sector, AI is used to transform customer experiences through personalized recommendations, real-time pricing, and promotional strategies. E-commerce giants like Amazon and Flipkart are leveraging AI to predict consumer behaviour and optimize inventory management.

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AI also benefits the supply chain industry by automating tasks, reducing human errors, and increasing operational speed. Moreover, AI provides businesses with valuable insights into customer behaviour, enabling them to adjust their strategies accordingly (Gochhait et al., 2020).

However, the adoption of AI in Indian commerce also faces several challenges. One major concern is the lack of organized infrastructure, particularly in remote areas where access to high-speed internet and reliable energy sources is limited. This poses a significant problem for implementing AI in small and medium-sized enterprises (SMEs). Additionally, India suffers from a shortage of qualified specialists who can develop, deploy, and maintain AI technologies, resulting in a skills gap. Furthermore, issues such as data privacy and algorithmic bias become more prominent as AI systems are increasingly integrated into business operations. The implementation of data protection laws is still evolving, making these issues delicate and complex.

The study also examines the future prospects of AI in Indian trade, where rapid digitization and advancements in machine learning, natural language processing, and robotics are creating opportunities for businesses to gain a competitive edge. AI is poised to transform industries like retail and e-commerce by enabling real-time, personalized customer interactions and automating routine tasks. Furthermore, the convergence of AI with emerging technologies like blockchain and IoT will lead to enhanced business operations, characterized by increased security, transparency, and efficiency.

VI. CONCLUSION

The integration of Artificial Intelligence (AI) in Indian commerce has the potential to transform industries, enhance customer experiences, and improve operational efficiency. While sectors like banking, e-commerce, and retail are already leveraging AI, others like education and manufacturing face challenges due to infrastructure limitations and skill gaps. Addressing these challenges and harnessing AI's potential can drive growth, innovation, and competitiveness in Indian businesses.

VII.RECOMMENDATIONS

1) Invest in digital infrastructure: Governments and businesses should invest in developing robust digital infrastructure, including high-speed internet and reliable energy sources, to support AI adoption.
2) Develop AI skills: Educational institutions and industries should collaborate to develop AI-related skills and training programs to address the shortage of qualified professionals.
3) Address data privacy and security concerns: Businesses and governments should prioritize data protection and develop robust frameworks to address concerns around data privacy and algorithmic bias.
4) Encourage AI adoption in SMEs: Governments and industries should provide support and resources to SMEs to adopt AI technologies and improve their competitiveness.

VIII. SUGGESTIONS

1) Industry-academia collaboration: Encourage collaboration between industries and academia to develop AI-related research and innovation.
2) AI-powered innovation hubs: Establish innovation hubs that focus on developing AI-powered solutions for Indian businesses.
3) AI awareness and education: Organize awareness programs and workshops to educate businesses and individuals about the benefits and applications of AI.

IX. FUTURE WORK

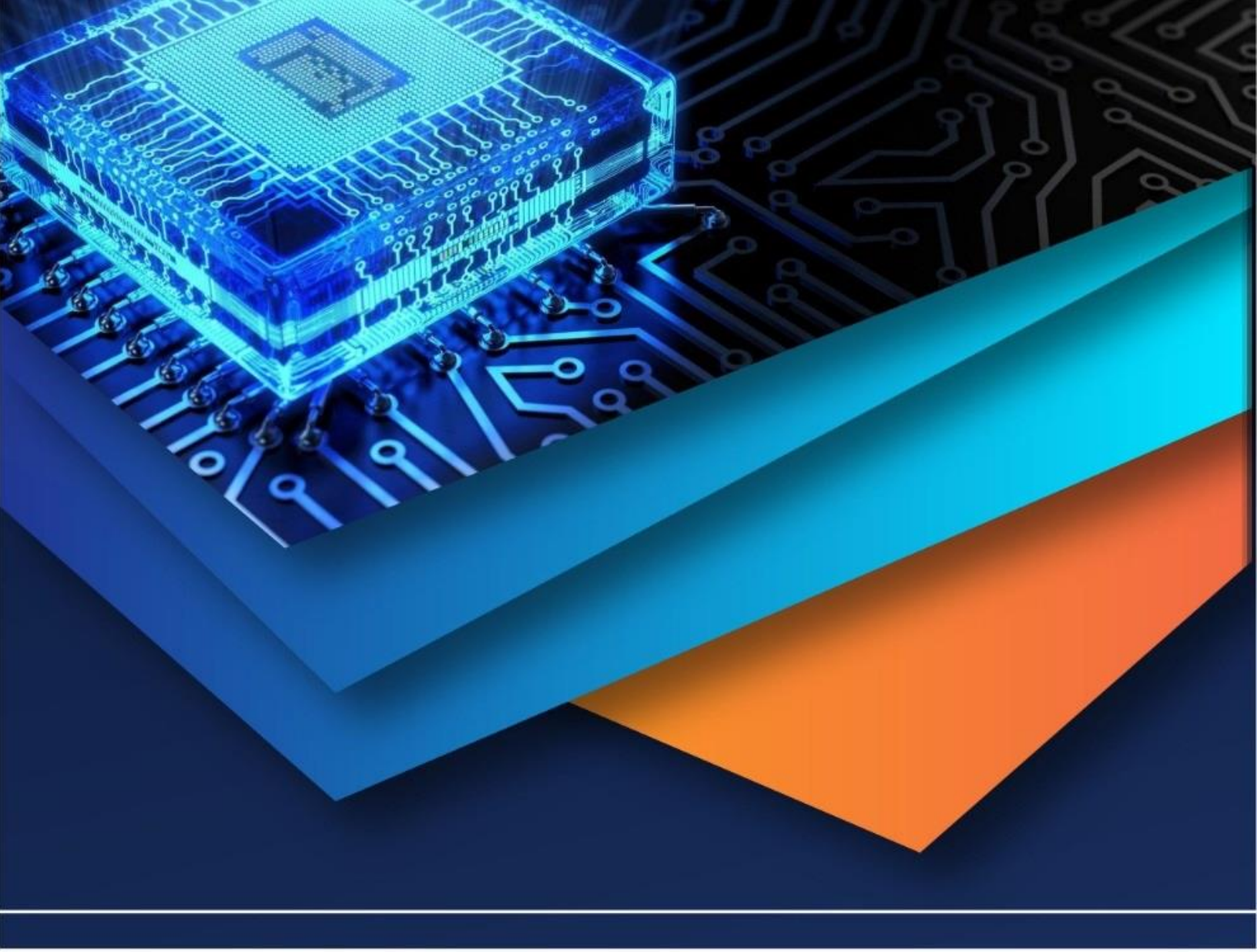
1) Study the impact of AI on Indian workforce: Investigate the potential impact of AI on the Indian workforce and identify strategies to mitigate job displacement.
2) Develop AI-powered solutions for Indian industries: Design and develop AI-powered solutions that cater to the specific needs of Indian industries, such as agriculture, healthcare, and education.
3) Examine the role of AI in sustainable development: Investigate the potential of AI to contribute to sustainable development goals in India, such as reducing carbon footprint and improving resource efficiency.

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