

CONTENTS

| Sl. No. | Title | Page No. |
|--|---|----------|
| E-COMMERCE AND RETAIL | | |
| 1 | THE IMPACT OF ONLINE REPUTATION MANAGEMENT (ORM) ON BRAND IMAGE IN THE RETAIL INDUSTRY Sivapathi NA & Dr. S. Kavitha | 1-9 |
| ETHICAL, LEGAL AND SOCIAL IMPLICATIONS OF ARTIFICIAL INTELLIGENCE | | |
| 2 | REVOLUTIONIZING EDUCATION THROUGH AI WITH TAILORED LEARNING EXPERIENCES AND DYNAMIC ASSESSMENTS Mrs. P. Aileen Chris, ME. | 10-18 |
| 3 | A STUDY ON THE ARTIFICIAL INTELLIGENCE CHATBOTS PREFERRED BY COLLEGE STUDENTS S. Nishani & Dr. R. Mary Sophia Chitra | 19-25 |
| 4 | ROAD AHEAD: OPPORTUNITIES FOR AUTOMATED VEHICLES WITH AI IN INDIA'S GROWING ECONOMY Dr. D. Jebaselvi Anitha | 26-29 |
| FINANCE AND ACCOUNTING | | |
| 5 | THE ROLE OF ARTIFICIAL INTELLIGENCE IN TRANSFORMING THE BANKING SECTOR IN INDIA Dr. R. Sundareswaran & Mr. J. Justin Manohar | 30-35 |
| 6 | A STUDY ON BENEFICIARIES' ATTITUDE TOWARDS MEDICLAIM INSURANCE IN MADURAI CITY Dr. M. Balamurugan & R.S. Saroj Deborlin Christina | 36-44 |
| 7 | AI IS MAKING AN IMPACT OF ADMINISTRATIVE PROFESSIONALS IN PRIVATE HEALTH CARE SECTOR Dr. S.A. Shamsudeen Ibrahim & Dr. S. Mohamed Hussain | 45-49 |
| HUMAN RESOURCE MANAGEMENT | | |
| 8 | EXPLORING THE DYNAMICS OF ARTIFICIAL INTELLIGENCE: CONTEMPORARY APPLICATIONS, WORKFORCE INTEGRATION, AND ETHICAL CONSIDERATIONS FOR A FUTURE AI REVOLUTION Dr. R. Manikandan & Dr. Subramania Bala Jeshurun | 50-59 |
| MARKETING AND CONSUMER BEHAVIOUR | | |
| 9 | THE IMPACT OF AI-POWERED RECOMMENDATION SYSTEMS ON CUSTOMER PURCHASE BEHAVIOR AND BRAND LOYALTY J. Dharmaraj & Dr. S. Rahini | 60-68 |
| 10 | VIRTUAL INFLUENCERS: A WIN FOR BRANDS OR A DILEMMA FOR HUMAN CREATORS Ganeshram S & Dr. S. Rahini | 69-78 |

| | | |
|----|--|---------|
| 11 | A STUDY ON THE ROLE OF ARTIFICIAL INTELLIGENCE IN OPTIMIZING GREEN COSMETIC INGREDIENTS BY THE MANUFACTURERS OF GREEN COSMETIC PRODUCTS IN MADURAI CITY J Nancy Rebecal & Dr. D. Kanakavalli | 79-85 |
| 12 | A STUDY ON AI FOR PERSONALISED HEALTH COACHING AND LIFESTYLE OPTIMISATION IN SMARTWATCHES Narmatha M & Dr. D Kanakavalli | 86-92 |
| 13 | A STUDY ON EXPLORING CONSUMER ENGAGEMENT WITH AI-DRIVEN EXPERIENCES ON NETFLIX STREAMING PLATFORM Mr. N. Abishek & Dr. E. Keren Judi | 93-100 |
| 14 | A STUDY ON AI - POWDERED VIRTUAL SHOPPING ASSISTANTS AND CONSUMER ENGAGEMENT: A SPECIAL REFERENCE TO MYNTRA APP M. Suruthika & Dr. R. Mary Sophia Chitra | 101-108 |
| 15 | THE ROLE OF ARTIFICIAL INTELLIGENCE IN MODERN MARKETING: APPLICATIONS, CHALLENGES, AND OPPORTUNITIES Dr. N. Vivek & I. Grace Julia | 109-113 |
| 16 | A STUDY ON THE USE OF AI TOOLS AMONG STUDENTS OF THE AMERICAN COLLEGE, MADURAI Dr. C. Antony Mary Vinothini & A. Shakhil Reginald | 114-122 |
| 17 | A STUDY ON CUSTOMERS PERCEPTION TOWARDS THE APPLICATION OF AI TOOLS IN THE ONLINE SHOPPING OF IMITATION JEWELS IN MADURAI CITY Dr. C. Antony Mary Vinothini & S. Jigisha | 123-130 |
| 18 | ROLE OF AI IN BUSINESS DECISION MAKING Dr. A. Hilary Joseph & Dr. A. Sathyalekha | 131-138 |
| 19 | A STUDY ON INVESTMENT PATTERN OF WORKING WOMEN IN MADURAI CITY Dr. R. Rajathipandi | 139-143 |
| 20 | LEVERAGING AI TOOLS FOR ENHANCED BRAND PERFORMANCE, CUSTOMER ENGAGEMENT, AND INNOVATION Dr. T. Mary Arul Mathy | 144-149 |
| 21 | AI TOOLS TO EDUCATE THE CUSTOMERS TOWARDS ORGANIC FOOD PRODUCTS Ms. S. Alhafeza & Dr. V. Devika | 150-154 |
| 22 | THE FUTURE OF FORENSIC INVESTIGATIONS: HARNESSING THE POTENTIALS OF AI T. Mahalakshmi | 155-160 |
| 23 | ARTIFICIAL INTELLIGENCE IN BUSINESS AND MANAGEMENT: TRANSFORMING STRATEGIES AND OPERATIONS Dr. R. Kalyan Kumar & Dr. B. K. Keerthiga Priyatharsini | 161-165 |

| | | |
|----|--|---------|
| 24 | ROLE OF ARTIFICIAL INTELLIGENCE (AI) IN EDUCATION Dr. P. Mangayarkarasi | 166-169 |
| 25 | ENHANCING CUSTOMER EXPERIENCE AND SERVICE MANAGEMENT THROUGH AI IN ONLINE SHOPPING Dr. K. Bagavathi & Dr. T. I. Priya | 170-176 |
| 26 | THE FUTURE OF WORK - DATA DRIVEN PERFORMANCE MANAGEMENT Rinosha Banu K. | 177-184 |
| 27 | OPTIMIZING EMPLOYEE ENGAGEMENT AND RETENTION IN THE BANKING SECTOR USING AI-DRIVEN STRATEGIES Dr. T. Vigneshkumar & Dr. K. Bagavathi | 185-193 |
| 28 | A STUDY ON CONSUMER PERCEPTION REGARDING THE ACCURACY AND REALISM OF AI - POWERED AUGMENTED REALITY TRY-ONS IN LENSART APPLICATION R. Prakash Ashlin & Dr. R. Mary Sophia Chitra | 194-199 |
| 29 | AI-POWERED EMOTIONAL STORYTELLING FOR BRAND NARRATIVES AND CONSUMER PERCEPTION T Alaghappan & Dr. R. Nalini | 200-210 |