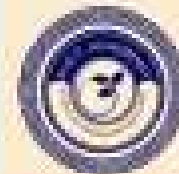




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SYNERGY OF ARTIFICIAL INTELLIGENCE AND INDIAN KNOWLEDGE SYSTEMS IN TRANSFORMING ARTS, HUMANITIES, SOCIAL SCIENCES SCIENCES AND MANAGEMENT

**Conference E-Proceedings
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Dr. Nivetha Martin

Dr. Sunil H Der

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Synergy of Artificial Intelligence and Indian Knowledge Systems in
Transforming Arts, Humanities, Social Sciences and Management

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S. No	Title of the Article
1	Language Technology for Indian Languages: Challenges and Opportunities
2	Human Consciousness in the Age of Artificial Intelligence: A Philosophical Inquiry
3	Frankenstein and the Ethics of Artificial Intelligence: Revisiting Mary Shelley's Warning in the Digital Age
4	Artificial Intelligence and Indian Knowledge Systems: A Framework for Ethical and Sustainable Decision-Making in Contemporary Management
5	Digital Transformation in Hospitality through Artificial Intelligence: Insights from Indian Knowledge Systems
6	Understanding the Research Horizons of Socially Responsible Investment through Bibliometric Investigation
7	Artificial Intelligence in Logistics and Supply Chain Management: Transforming Operational Efficiency
8	Artificial Intelligence-Driven Supply Chain, Logistics, and Operations Management: An Empirical Study of Organizational Performance and Operational Excellence
9	Digital Horizons: Redefining Global Business Paradigms for Viksit Bharat @ 2047
10	Artificial Intelligence in Modern Drug Discovery: Current Advances, Clinical Translation, and Future Perspectives
11	Synergy of Artificial Intelligence and Indian Knowledge Systems: Transforming English Language, Teaching, and Learning
12	TCVE-Net: Topology-Constrained Vessel and Lesion Enhancement Using Adaptive Anatomical Interaction Weighting for Retinal Fundus Image Preprocessing
13	Emerging Trends in Intellectual Property Rights Intellectual Property and Green Technology
14	Bridging Ancient Wisdom and Artificial Intelligence: Rethinking Language, Translation, and Meaning-Making through Indian Epistemological Frameworks

15	Artificial Intelligence in Literary and Linguistic Text Analysis: Opportunities, Limitations, and the Indian Context
16	Digital Resurrection vs. AI Grief Support: Attitudes, Death Anxiety & Continuing Bonds among Bereaved Young Adults in India
17	Indian Knowledge System and AI
18	AI for the Grassroots: Adoption and Impact of Artificial Intelligence on Rural Livelihoods
19	Studentpreneurs 2.0: Transforming Higher Education into Entrepreneurial Ecosystems – Recent Trends and Best Practices
20	Role of AI-Enabled Mobile Banking in Strengthening Women’s Financial Independence: An Indian Knowledge Systems Perspective
21	A Comparative Study of Ancient and Modern Astronomy: Perspectives on Solar Activity
22	AI-Based Personalization in BNPL Services and Its Effect on Consumer Purchase Decisions: An IKS-Based Ethical Analysis
23	Digital Value Stream Mapping: Optimizing the Hybrid Course Design Lifecycle in Higher Education
24	AI in Finance Accounting and Risk Analytics
25	AI in Strategic Management and Decision Making
26	Sustainable Urban Waste Management: Transition from Single-Use Plastics to Eco-Friendly Alternatives in Chennai.
27	Groundnut Leaf Disease Detection Using Artificial Intelligence: A Comprehensive Survey of Deep Learning, Vision Transformers, Explainable AI, Edge Intelligence, and Future Research Directions
28	A Dual-Stream Deep Learning Architecture Using EfficientNetV2S and MobileViT for Multiclass Skin Disease Classification
29	Artificial Intelligence-Based Healthcare Support System for Rural Communities

30	AI in Public Administration and E-Governance
31	The Application of AI in Finance, Accounting and Risk Analysis
32	AI and IKS in Higher Education: A Cognitive Psychology Perception on Attention and Learning
33	Storytelling as a Pedagogical Tool in Indian Knowledge Systems
34	Artificial Intelligence for Wastewater Quality Assessment and Farm Income Optimization in Tiruppur District
35	Optimizing Dairy Farm Operations through AI-Based Decision-Making
36	Ethical and Privacy Risks of Artificial Intelligence in Accounting: A Study in Hyderabad District of Telangana State
37	A Study on Customer Perception toward Unit Linked Insurance Plan
38	Business Intelligence and Ethical Leadership: Integrating AI with Kautilya's Arthashastra
39	The Role of Generative AI in Revitalizing Customers' Online Shopping Behaviour
40	Reimagining Teacher Education for the 21st Century: A SAGE Framework for Synergizing Artificial Intelligence and Indian Knowledge Systems
41	A Unified AI and IoT-Based System for Smart Village Infrastructure and Resource Management
42	An Analysis of Transformer Failure and Repair Mechanisms in Neutrosophic Fuzzy Queuing Systems Using Centroid Ranking Technique
43	Digital India and Indian Knowledge Systems: The Role of Artificial Intelligence in Cultural and Social Transformation
44	Multimodal AI Fusion for Satellite-Based Weather and Solar Energy Forecasting: Fog, Snow, Precipitation, and Photovoltaic Prediction
45	AI in Public Administration: Balancing E-Governance and Data Privacy
46	Marketing Analytics and Consumer Behaviour Using Artificial Intelligence

47	A Study on the Impact of Artificial Intelligence on Entrepreneurship and Innovation
48	A Study on the Effectiveness of AI-Based Human Resource Management Systems
49	Integration of Artificial Intelligence (AI) with Indian Knowledge Systems (IKS) for Transforming Ethical, Social and Human Innovation
50	Indigenous Knowledge Representation in Tara June Winch's The Yield: An Ecocritical and Epistemological Study
51	The Role of AI in Literary & Linguistic Studies, Opportunities & Challenges
52	A Study on the Transforming Digital Banking in India through Artificial Intelligence
53	Artificial Intelligence Literacy, Academic Engagement, and Psychological Well-Being among Undergraduate Nursing Students: A Cross-Sectional Study
54	Bridging Tradition and Technology: A Study on Students' Perspectives towards Artificial Intelligence in Preserving and Promoting the Indian Knowledge System
55	Rural Financial Inclusion by FICCI FLO Kanpur Chapter Using AI
56	Indian Folk Arts: A Vibrant Part of The Indian Knowledge System
57	Multimodal AI for Personalized Learning under NEP 2020: Transforming Higher Education through Adaptive Intelligent Learning Ecosystems
58	An Evaluation on Effectiveness of AI among Beneficiaries towards Atal Pension Yojana in Coimbatore District
59	The Integration of Artificial Intelligence and Data Analytics for Smart Decision Making
60	Generative AI and Cultural Representation: Opportunities and Ethical Challenges
61	Artificial Intelligence in Modern Marketing: A Comprehensive Study of Analytics and Consumer Behaviour
62	A Study on the Tri-Guna Model for Predictive Segmentation: Integrating Indian Knowledge Systems with Machine Learning for Psychographic Profiling in Consumer Behaviour

63	A Study on to Examine the Features and Benefits of UPI Payments System
64	Artificial Intelligence in Higher Education with Special Reference to Bangalore District
65	Knowledge Representation and Indigenous Wisdom: Bridging Tradition and Technology
66	Human Influencers vs Virtual Influencers: A Study on Effectiveness and Engagement in Digital Marketing
67	Digital Inclusion and Work–Life Balance among Single Mothers: A Pathway to Social Equity
68	AI in Mathematics Pedagogy: A Bibliometric Analysis
69	Speaking as Machine: Evidentiality, Tense, and Moral Voice in Ishiguro’s Klara and the Sun
70	The Ghost in the Gilead: Spirituality, Consciousness, and Artificial Intelligence in the Fiction and Essays of Marilynne Robinson
71	Artificial Intelligence in Educational and Pedagogical Innovations: Transforming Teaching and Learning
72	Artificial Intelligence and Indian Knowledge Systems in Enhancing Financial Inclusion
73	From Close Reading to Machine Reading: Reimagining Literary Criticism through AI, Linguistics and Indian Knowledge Systems
74	Decoding Ancient Wisdom: The Role of Artificial Intelligence in Modern Ayurvedic Drug Discovery
75	Artificial Intelligence in English Language Teaching and Literature Classrooms: Transforming Pedagogy, Learning, and Literary Engagement
76	AI-Powered Consumers: Examining Artificial Intelligence Awareness among College Students
77	AI in Personalized Medicine and Precision Healthcare

78	Transforming Indian Knowledge Systems through Artificial Intelligence: Digitization, Knowledge Representation, and Semantic Retrieval
79	AI in Healthcare Systems Inspired by Traditional Knowledge
80	A Study on Customer Experience, Benefits, and Satisfaction toward Battery Swapping Technology in Subscription-Based EV Scooters in Chennai
81	Care, Crisis, and Community: Social Realism in Selected Contemporary Pandemic Novels
82	Flood Prediction Analysis Using Supervised Machine Learning Techniques
83	Real-Time Onion Leaf Disease Detection on Smartphones and Edge Devices Using Lightweight Machine Learning for Precision Agriculture
84	Exploring Identity Construction in AI-Generated Young Adult Fiction: A Comparative Study of the Hate U Give and AI-Generated Narratives
85	Generative Artificial Intelligence in Applied Linguistics: A Systematic Review of Opportunities, Challenges, and Future Directions for Language Education
86	Heritage-AI: A Human-Centered Framework for Preserving India's Traditional Arts through Artificial Intelligence and Indian Knowledge Systems
87	Indian Knowledge System and Digital Humanities: A Contemporary Perspective
88	Artificial Intelligence-Driven Literary and Linguistic Research: Emerging Trends, Methodologies and Applications
89	Cultural Studies of AI and Surveillance in Dave Eggers's The Circle
90	Western vs. Indian Knowledge Systems in English Language Teaching: Towards an Integrative Pedagogical Framework
91	Harmonizing AI with Indian Knowledge: New Frontiers in Management
92	Harmonising Technology and Indian Knowledge Systems: A Human-Centric Approach to Innovation, Education, and Research
93	BRICS Nations Towards Equitable Health Financing

94	AI, Culture and Human Values: Rethinking Cultural Studies in the 21st Century
95	Human Voices, Artificial Stories: A Feminist Reading of Speak and AI-Generated
96	Artificial Intelligence in Finance, Accounting and Risk Analysis: Emerging Trends, Challenges and Future Research Directions
97	Analyzing the Role of Artificial Intelligence in Human Resource Management in Enhancing Employee Well-Being, Engagement, and Organizational Effectiveness
98	Ethics of AI in Creative Industries
99	Affective Computing and Emotion Profiling: Earl-Humaine-Based Analysis of William Blake's Songs of Innocence and Songs of Experience
100	Artificial Intelligence in Literature, Linguistics, and Text Analysis
101	Impact of AI-Enabled Data-Driven Recruitment on Hiring Efficiency and Employee Retention in Organizations: A Study in Coimbatore
102	The Intelligent Enterprise: AI and Indian Knowledge Systems for Sustainable Business Transformation
103	Beyond Algorithmic Justice: Indian Knowledge Systems and the Future of Criminal Justice Governance
104	Digital Payments, UPI Adoption, and GST: An Empirical Study of India's Emerging Global Fintech Leadership
105	Impact of AI-Enabled Data-Driven Recruitment on Hiring Efficiency and Employee Retention in Organizations: A Study in Coimbatore
106	The Intelligent Classroom: AI-Driven Pedagogical Innovation for Education 5.0
107	Artificial Intelligence for Sustainability and Environmental Development-A Systematic Survey
108	AI and Digital Humanities: Interpreting Subjectivity and Belonging in Select Indian Transgender Autobiographies through Indian Knowledge Systems
109	Tamra Jal to Smart Biosensors: Copper-Based Strategies for Water Purification and Electrochemical Environmental Monitoring

110	AI and Storytelling: Integrating English Literary Studies with IKS
111	Beyond Body and Brain: Artificial Intelligence, Medical Replaceability, and the Re-Emergence of the Question of Self
112	India and Global Powers
113	Artificial Intelligence for Sustainable Human Resource Management: Enhancing Organizational Performance in the IT Industry
114	Mathematical Insights from Indian Knowledge Systems: Ancient Algorithms for Contemporary Applications
115	Artificial Intelligence Meets Indian Knowledge Systems: Bridging Tradition and Innovation
116	Customer Experience in Private Supermarkets: The Role of Service Quality Dimensions
117	Digital Payment Adoption in Hyperlocal Delivery Services: Trends and Consumer Insights
118	Traditional Ecological Knowledge and Sustainable Development in the Western Ghats: A Socio-Ecological Study of Dindigul District, Tamil Nadu
119	Artificial Intelligence in Content Marketing: An Empirical Study of AI-Generated Content and Consumer Engagement
120	AI in Supply Chain, Logistics, and Operations Management
121	Human Consciousness in the Age of Artificial Intelligence: A Philosophical Inquiry
122	AI in Finance, Accounting and Risk Analysis
123	AI in Language and Literature: Transforming Communication, Literary Studies and Creativity
124	Reimagining Digital Storytelling through AI and Indian Knowledge Systems
125	The Future of Artificial Intelligence (AI) in Humanities and Social Sciences Education

126	Artificial Intelligence as a Tool for Preserving Indigenous Knowledge Systems: A Sociological Study of Tribal Communities in North-East India
127	Smart Villages and AI: Shaping the Future of Rural Transformation
128	AI in Finance, Accounting and Risk Analytics
129	Can AI Understand Dharma? Artificial Intelligence and the Problem of Translating Indian Political Thought
130	Artificial Intelligence and Indian Knowledge Systems: Reimagining Democratic Governance, Public Policy, and Ethical Statecraft in Political Science
131	Impact of Impulse Buying Behaviour on Consumer Spending: An Empirical Study
132	Artificial Intelligence and Robotics for Automated Product Placement in Modern Shopping Malls
133	Human Resource Management with AI Integration
134	Western Theories vs. Indian Knowledge Systems: A Comparative Framework for Reading Me Hijra, Me Laxmi
135	Artificial Intelligence and E-HRM: Transforming Workforce Productivity in the Digital Era
136	Teaching Prompt Engineering as A Core Academic Skill in Higher Education
137	Entrepreneurial Opportunities in AI-Enabled Indian Knowledge Systems: Emerging Business Models and Market Potential
138	Teaching Prompt Engineering as A Core Academic Skill in Higher Education
139	Empowering Women Entrepreneurs through Artificial Intelligence and Indian Knowledge Systems: A Sustainable Framework for Inclusive Business Growth
140	Student Learning Behaviour Clustering in Online Education Using Hybrid and Supervised Learning Approach
141	Impact of Digital Discounts Pertaining to Impulse Buying Behavior among Gen Z Consumers

142	A Reliability Aware and Interpretable Machine Learning Framework for Diabetic Prediction Using Structured Clinical Data
143	A Digital Twin-Driven Edge–Cloud Architecture for Predictive Resource Optimization in Large-Scale IoT Networks
144	Artificial Intelligence in Education: Transforming Pedagogy through Innovative Teaching and Learning Practices
145	Artificial Intelligence in Promoting Government Digital Investment Schemes: An Empirical Study among Retail Investors
146	Mathematical Modeling of Optimal Selection of Indigenous Forest Conservation Practices
147	Artificial Intelligence and Spiritual Consciousness: Reinterpreting Indian Knowledge Systems through the Maha Kumbh
148	Artificial Intelligence in Human Resource Management and Its Influence on the Well-Being of Migrant Employees: An Empirical Study in Chennai City
149	Digital Value Stream Mapping: Optimizing the Hybrid Course Design Lifecycle in Higher Education
150	Artificial Intelligence-Driven Marketing Analytics and Consumer Behaviour towards Food Adulteration and Contamination: The Moderating Role of FSSAI Food Safety Awareness
151	Artificial Intelligence in Human Resource Management: Trends, Applications and Organizational Impact
152	The Intersection of AI and Literature
153	Indian Spiritual Practices and Yoga for Students' Mental Well-Being: Integrating Traditional Wisdom with Emerging AI Technologies
154	Culture and Society: A Realistic Rendition through Literary Pretext
155	AI and Digital Sovereignty: The Rise of a New Global Governance System
156	Re-Imagining Gender and Social Justice: Synergizing Indian Knowledge Systems

	with Critical AI Studies
157	Artificial Intelligence and Indian Knowledge Systems in Transforming Arts, Humanities, Social Sciences and Management
158	Hybrid AI Models for Disease Prediction and Preventive Healthcare Using Traditional Knowledge Systems
159	AI in Finance, Accounting and Risk Analysis
160	AI in Disaster Management and Social Resilience
161	Artificial Intelligence beyond the Classroom: Transforming Student Learning and Economic Participation in Higher Education
162	AI and NEP 2020 Education Transformation
163	AI in Literary Creation: The Ethical Question
164	AI in Personalized Medicine and Precision Healthcare
165	IoT Mesh Network-Enabled Women's Safety System
166	Faculty Perspectives on Changes in Learning Behaviors among Undergraduate Students Using Generative AI: A Qualitative Study
167	Synergizing Artificial Intelligence and Indigenous Knowledge Systems for Sustainable and Inclusive Development
168	Skill Development in Youth
169	Towards Ethical AI in Literary Studies: Introducing the IKS-RAIL Framework for Responsible AI Practice
170	AI-Enabled Human Detection in Crowded Places for Public Safety: An Indian Knowledge Systems Perspective
171	AI-Enabled Human Detection in Crowded Places for Public Safety: An Indian Knowledge Systems Perspective
172	Human Resource Management with AI Integration
173	Integrating Artificial Intelligence and Indian Knowledge Systems for Holistic

	Physical Education: A Study on Yoga, Indigenous Games and Animal-Inspired Functional Movement
174	Generative AI and Mythic Re-Imagining: A Comparative Analysis of AI-Driven Concept Art for Mainstream and Subversive Characters in Modern Mahabharata Adaptations
175	Artificial Intelligence in AYUSH-Based Preventive Healthcare: An Economic Perspective on Sustainable Healthcare in India
176	Preserving Indigenous Knowledge through Artificial Intelligence: A Pathway to Sustainable Waste Management and Mental Health Promotion
177	Physiological Effects of Yoga Using Wearable Technology: A Modern Approach to Monitoring Health and Performance
178	AI-Enabled Digital Finance and Indian Knowledge Systems for Enhancing Financial Inclusion among Digital Nomads in the Gig Economy
179	Flood Prediction Analysis Using Supervised Machine Learning Techniques
180	Prison Reformation through Knowledge: The Case for Digital Literacy as a Right in Social Work Practice Seminar Theme- Social Science- Digital Divide, Inclusion & Social Equity
181	Artificial Intelligence in Higher Education with Special Reference to Bangalore District
182	Integrating Artificial Intelligence and Indian Knowledge Systems for Holistic Physical Education: A Study on Yoga, Indigenous Games and Animal-Inspired Functional Movement
183	Artificial Intelligence and Constitutional Morality: Insights from Indian Knowledge Systems
184	Reimagining Labour Justice in the Age of Artificial Intelligence: Rethinking the Future of Work through Indian Knowledge Systems
185	A Study on the Effectiveness of Content Marketing in Building Brand Loyalty

186	Blending AI with Indian Service Excellence: Consumer Engagement Strategies in Air India
187	Gods, Algorithms and Narratives: Intersections of Artificial Intelligence and Contemporary Indian Mythological Fiction
188	Preserving Indigenous Knowledge through Artificial Intelligence: A Pathway to Sustainable Waste Management and Mental Health Promotion
189	AI in Historical Research and Archaeology
190	The Intersection of AI and Literature
191	Synergy of Artificial Intelligence and Indian Knowledge Systems: Transforming English Language Teaching and Learning
192	Generative Artificial Intelligence in Applied Linguistics: A Systematic Review of Opportunities, Challenges, and Future Directions in Language Education
193	The Influence of AI-Powered Learning Platforms on Students' Awareness and Adoption of Indian Knowledge Systems
194	Intelligence Transformation: Artificial Intelligence and Evolution of Corporate Innovation and Strategies
195	Transforming Functional Food Development through Artificial Intelligence and Indian Traditional Knowledge
196	Reverence for Life: A Comparative Philosophical Study of Jainism and Franciscan Ecological Thought
197	Artificial Intelligence In Transformation of Social Sciences: Opportunity, Challenges and Future Directions
198	Artificial Intelligence on Human Resource Management: From Manual to AI
199	Synergy of Artificial Intelligence and Indian Knowledge Systems in Transforming Physical Education: A Sustainable Approach to Sports Science, Wellness, and Human Performance
200	Artificial Intelligence, Yoga and Indigenous Sports: Reimagining Physical Education

	in India
201	Artificial Intelligence in Digital Investment Decision-Making: An Empirical Study Among Retail Investors
202	Selection of the Best Indigenous Forest Conservation Practice Using Multi-Criteria Decision Making
203	Fuzzy Cognitive Map Modeling of Ayurvedic Health Systems
204	Decision Making of Effective Temple Management Practice for Heritage Conservation
205	The Role of Artificial Intelligence in Supply Chain Management at Amazon
206	Data Privacy Concerns in AI- Driven Digital Marketing Consumer Trust Evidence from Chennai

LANGUAGE TECHNOLOGY FOR INDIAN LANGUAGES: OPPORTUNITIES AND CHALLENGES

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Abstract

Language technology has emerged as a transformative force in promoting linguistic diversity and digital inclusion. In a multilingual nation like India, with hundreds of languages and dialects, language technology plays a crucial role in bridging communication gaps and ensuring equitable access to information. The development of tools such as machine translation, speech recognition, text-to-speech systems, optical character recognition, and natural language processing has significantly enhanced the digital presence of Indian languages. These technologies facilitate education, governance, healthcare, e-commerce, and social interaction by enabling users to access digital content in their native languages. However, the advancement of language technology for Indian languages faces several challenges, including the scarcity of annotated linguistic resources, limited digital corpora, script diversity, and linguistic complexity. Low-resource languages often remain underrepresented in technological development, leading to digital inequalities. Recent advancements in artificial intelligence and deep learning have opened new avenues for improving language processing capabilities and creating inclusive digital ecosystems. This study examines the current state of language technology for Indian languages, explores its applications, and highlights the challenges and future prospects for sustainable linguistic development. The research emphasizes the need for collaborative efforts among researchers, policymakers, and technology developers to ensure the preservation and promotion of India's rich linguistic heritage in the digital age.

Keywords: *Language Technology, Indian Languages, Natural Language Processing, Machine Translation, Digital Inclusion.*

HUMAN CONSCIOUSNESS IN THE AGE OF ARTIFICIAL INTELLIGENCE: A PHILOSOPHICAL INQUIRY

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Abstract

The rapid advancement of Artificial Intelligence has generated significant debates not only in science and technology but also within the humanities, particularly in relation to human consciousness and the notion of self. While AI systems are designed to simulate cognitive processes such as learning, reasoning, and decision-making, they fundamentally lack the depth of subjective experience that characterizes human consciousness. This paper explores the philosophical dimensions of consciousness by placing human self-awareness in contrast with artificial intelligence.

Drawing on key ideas from philosophy of mind and existential thought, the study examines how consciousness is not merely a computational function but a deeply lived, affective, and reflective experience. It further engages with Indian philosophical perspectives, which conceptualize consciousness as an inner, unified awareness that transcends material processes. In this context, AI, despite its increasing sophistication, remains limited to algorithmic responses without genuine self-realization or emotional depth.

The paper argues that the distinction between artificial cognition and human consciousness lies in the capacity for introspection, meaning-making, and experiential understanding. By situating AI within a broader humanistic framework, the study highlights the continuing relevance of spirituality and philosophical inquiry in an increasingly digital world. Ultimately, this research emphasizes that while AI can augment human capabilities, it cannot replicate the essence of human consciousness, thereby reaffirming the importance of the humanities in interpreting technological progress.

Keywords: *Artificial Intelligence, Human Consciousness, Selfhood, Philosophy of Mind,*

Indian Knowledge Systems

FRANKENSTEIN AND THE ETHICS OF ARTIFICIAL INTELLIGENCE: REVISITING MARY SHELLEY’S WARNING IN THE DIGITAL AGE

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Abstract

Mary Shelley's *Frankenstein* (1818) remains a significant literary work for examining the ethical dimensions of scientific and technological advancement. Although written long before the emergence of artificial intelligence (AI), the novel raises enduring questions about creation, responsibility, and the consequences of innovation without ethical oversight. This study explores how Victor Frankenstein's ambition and neglect of his creation parallel contemporary concerns surrounding AI development. Through an analysis of the creator–creation relationship and the Creature's desire for recognition, companionship, and acceptance, the paper highlights the social and ethical consequences of exclusion and neglect. By drawing connections between the Creature and modern intelligent systems, the study demonstrates how Shelley's novel anticipates current debates on accountability, regulation, and the societal impact of emerging technologies. Adopting a humanistic perspective, it argues that technological progress must be guided by ethical reflection, compassion, and social responsibility. Ultimately, *Frankenstein* serves as a cautionary warning against unchecked ambition and underscores the importance of integrating moral values into the development and governance of artificial intelligence.

Keywords: *Artificial Intelligence, Ethics, Frankenstein, Technology, Responsibility*

**ARTIFICIAL INTELLIGENCE AND INDIAN KNOWLEDGE SYSTEMS: A
FRAMEWORK FOR ETHICAL AND SUSTAINABLE DECISION-MAKING IN
CONTEMPORARY MANAGEMENT**

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Abstract

The growing influence of Artificial Intelligence (AI) in organizational decision-making has transformed modern management practices by enabling data-driven strategies, predictive analytics, and operational efficiency. However, concerns regarding ethical governance, transparency, sustainability, and human-centric decision-making continue to challenge organizations worldwide. In this context, Indian Knowledge Systems (IKS), rooted in principles such as Dharma (ethical duty), Lokasangraha (collective welfare), and holistic well-being, offer valuable perspectives for responsible technology adoption and management practices. This study explores the potential synergy between Artificial Intelligence and Indian Knowledge Systems in developing ethical, sustainable, and inclusive management frameworks.

The paper adopts a conceptual research approach by reviewing contemporary literature on AI-enabled management, organizational ethics, and traditional Indian management philosophies derived from classical texts such as the Bhagavad Gita, Arthashastra, and other indigenous knowledge traditions. The study examines how AI technologies can be integrated with value-based decision-making principles to enhance organizational effectiveness while maintaining social responsibility and stakeholder trust.

The findings indicate that the integration of AI with Indian Knowledge Systems can support balanced decision-making, strengthen ethical governance, improve employee well-being, and promote sustainable business practices. Furthermore, AI-driven insights combined with indigenous wisdom can help organizations address complex managerial challenges while preserving human values and cultural relevance. The study proposes a conceptual framework illustrating the relationship between AI capabilities, ethical leadership, sustainability, and organizational performance.

This research contributes to the emerging discourse on technology-humanity integration by highlighting the relevance of Indian Knowledge Systems in the era of digital transformation. The proposed framework offers practical implications for business leaders, policymakers, and researchers seeking to create responsible and culturally grounded AI-driven management systems.

Keywords: *Artificial Intelligence, Indian Knowledge Systems, Ethical Management, Sustainable Leadership, Organizational Decision-Making, Digital Transformation, Indigenous Knowledge.*

DIGITAL TRANSFORMATION IN HOSPITALITY THROUGH ARTIFICIAL INTELLIGENCE: INSIGHTS FROM INDIAN KNOWLEDGE SYSTEMS

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Abstract

As rapid advancements in Artificial Intelligence (AI) technologies, digital revolution, and data-driven decision making rapidly transform our ways of working, the global hospitality industry is also experiencing an unprecedented change. Intelligent AI-powered systems (e.g., virtual assistants, intelligent reservation systems, recommendation engines, robotic service delivery, data-driven dynamic pricing and revenue management, smart room controls, personalized CRM etc.) continue to restructure the processes of value creation in hospitality organizations. Even as technological innovations improve hospitality operations and customers' experience and satisfaction, a multitude of critical and perplexing issues-such as ethics, human interaction, sustainable practices, cultural preservation and authenticity, and responsible innovation, - continue to confront hospitality managers. This context has reignited interest among academicians in the integration of innovation with indigenous knowledge systems-primarily grounded on values of ethics, human relationships, and sustainable development. Indian Knowledge Systems (IKS), born from millennia of philosophical practices and socio-cultural traditions- with core concepts like Atithi Devo Bhava (Guest is Divine); Vasudhaiva Kutumbakam (The world is One Family); Dharma (ethical principles, duty, law); Seva (selfless service); and Ayurveda principles – can significantly provide an enriched and holistic framework of hospitality services in the digital age that aligns well with ethical, humanitarian, and human-centric organizational principles. The study propose an integration of AI and IKS towards understanding the dual impact of these systems in driving digital transformation in the hospitality industry.

Keywords: *Artificial Intelligence, Digital Transformation, Hospitality Management, Indian Knowledge Systems, Atithi Devo Bhava, Sustainable Tourism, Innovation Capability, Customer Experience*

UNDERSTANDING THE RESEARCH HORIZONS OF SOCIALLY RESPONSIBLE INVESTMENT THROUGH BIBLIOMETRIC INVESTIGATION

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Abstract

The present era of advanced technology has influenced the dynamics of the investment. The motive of the investment has moved beyond getting only the financial gains with the introduction of the socially responsible investment (SRIs). Even though there exist a several studies investigations the field of the SRI is not yet fully unexplored. The present investigation provides concise bibliometric analysis of SRI research published in 2025 to assist the future studies. The Google colab, Python and its various libraries namely, pandas, matplotlib, biblix, and turtle are used. Visualization is done with the help of the Vos viewer. The results demonstrated that among the all-reputed publishers Emerald publishing has published the maximum number of articles that related to research of SRIs. Highest number of articles in this area of research compared to other reputed journals is published by the journal of Corporate Social Responsibility and Environmental Management. The team of the top authors have depicted relatively similar dominance in terms of the article publications. The popular key words used by the authors in this fields are Socially responsible investment, Corporate social responsibility, Sustainable finance, Sustainable development goals, and Investments. The study provides the condensed bibliometric overview of SRI research in 2025 and suggests future analysis using advanced tools such as AI and machine learning.

Keywords: *Socially responsible investment, Sustainable finance, Bibliometric analysis, Paython, Vos viewer,*

ARTIFICIAL INTELLIGENCE IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT: TRANSFORMING OPERATIONAL EFFICIENCY

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Abstract:

Artificial Intelligence (AI) has emerged as a transformative technology that is reshaping logistics and supply chain management by enhancing operational efficiency, improving decision-making, and enabling intelligent automation. The increasing complexity of global supply chains, coupled with evolving customer expectations and market uncertainties, has accelerated the adoption of AI-driven solutions across logistics operations. AI technologies, including machine learning, predictive analytics, natural language processing, computer vision, and intelligent robotics, are being widely applied to demand forecasting, inventory optimization, warehouse automation, transportation planning, route optimization, supplier management, and real-time supply chain visibility. These applications contribute to reduced operational costs, shorter delivery times, enhanced resource utilization, and improved customer satisfaction.

This study aims to examine the role of Artificial Intelligence in transforming operational efficiency within logistics and supply chain management. Specifically, it investigates how AI adoption influences key operational performance indicators such as inventory accuracy, transportation efficiency, warehouse productivity, supply chain agility, responsiveness, and overall organizational performance. The study also explores the challenges associated with AI implementation, including high investment costs, data quality issues, cybersecurity concerns, technological integration, workforce skill gaps, and ethical considerations.

Keywords: *Artificial Intelligence, Logistics Management, Supply Chain Management, Operational Efficiency, Warehouse Automation, Transportation Optimization.*

ARTIFICIAL INTELLIGENCE-DRIVEN SUPPLY CHAIN, LOGISTICS, AND OPERATIONS MANAGEMENT: AN EMPIRICAL STUDY OF ORGANIZATIONAL PERFORMANCE AND OPERATIONAL EXCELLENCE

SNEHASIS SINHA ROY

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Abstract

The rapid evolution of Artificial Intelligence (AI) has significantly transformed supply chain, logistics, and operations management by enabling intelligent automation, predictive analytics, and data-driven decision-making. Organizations are increasingly integrating AI technologies to improve operational efficiency, reduce costs, enhance customer responsiveness, and strengthen supply chain resilience. Despite widespread recognition of AI's strategic importance, empirical evidence regarding its influence on organizational performance and operational excellence remains limited, particularly in developing economies. This study addresses this gap by examining the relationship between AI adoption and organizational outcomes across supply chain and logistics functions.

Keywords: *Artificial Intelligence, Supply Chain Management, Logistics Management, Operations Management, Operational Excellence, Organizational Performance, Predictive Analytics, Digital Transformation.*

DIGITAL HORIZONS: REDEFINING GLOBAL BUSINESS PARADIGMS FOR VIKSIT BHARAT @ 2047

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Abstract:

The national aspiration of achieving a "Viksit Bharat" (Developed India) by 2047 requires a profound transformation of the nation's human capital. This comprehensive report explores the structural shift of the educational sector toward "Education 4.0" as the foundational engine for India's emerging knowledge economy. By positioning Digital Public Infrastructure (DPI) platforms—such as DIKSHA and SWAYAM—at the core of academic reform, the nation aims to democratize access, enhance pedagogical quality, and foster grassroots innovation.

However, systemic challenges, including device poverty, low digital literacy among educators, regional connectivity gaps, and algorithmic biases, threaten to widen the existing digital divide. This paper systematically breaks down these socio-technical barriers, presents strategic multi-stakeholder suggestions, and outlines a future scope focused on artificial intelligence, hyper-localized translation architectures, and adaptive micro-credentials to secure India's trajectory as a global knowledge superpower.

Keywords: *Business, Viksit Bharat, Society*

ARTIFICIAL INTELLIGENCE IN MODERN DRUG DISCOVERY: CURRENT ADVANCES, CLINICAL TRANSLATION, AND FUTURE PERSPECTIVES

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Abstract:

Drug discovery and development are fundamental to the pharmaceutical industry, driving the identification and development of novel therapeutics to improve human health and combat disease. This multifaceted journey, critical for the successful introduction of effective therapeutics into clinical practice, involves several sequential stages, ranging from target identification and lead compound discovery to lead optimization, extensive preclinical testing, and meticulously designed clinical trials. However, the cost of development, time consumption, low efficacy, off-target effects, creating major barriers that impact drug design and discovery. Moreover, the growing volume and complexity of data generated through genomics, proteomics, microarray studies, and clinical trials present significant challenges in data integration and interpretation, creating a major barriers in the drug discovery pipeline. Artificial intelligence (AI) has transformed drug discovery by enabling rapid analysis of large biomedical datasets, accurate target identification, virtual screening, lead optimization, drug repurposing, and ADMET prediction. These capabilities reduce development time and costs while improving the efficiency and precision of candidate selection. AI also enhances clinical trial design through patient stratification, optimized recruitment, and predictive analytics, facilitating faster clinical translation. Beyond drug discovery, AI improves disease diagnosis by enabling early detection, disease risk prediction, and patient stratification through the integration of medical imaging, genomic, and clinical data, supporting precision medicine. This review provides a comprehensive overview of AI-driven drug discovery, highlighting its current applications, clinical translation, existing challenges, and future directions toward precision medicine.

Keywords: *Artificial Intelligence; Drug Discovery; Computational Drug Design; Disease identification; Predictive Toxicology.*

SYNERGY OF ARTIFICIAL INTELLIGENCE AND INDIAN KNOWLEDGE SYSTEMS: TRANSFORMING ENGLISH LANGUAGE TEACHING AND LEARNING

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Abstract:

The fast progress of Artificial Intelligence (AI) in education has remarkably revolutionized conventional pedagogical methods, especially in English Language Teaching (ELT), by introducing advanced, dynamic, and learner-oriented educational approaches. At the same time, the renewed academic interest in Indian Knowledge Systems (IKS) has initiated new pedagogical and research opportunities for integrating indigenous knowledge systems, philosophical traditions, and culture-based pedagogies into contemporary education. This study examines the integration of Artificial Intelligence and Indian Knowledge Systems in reshaping English Language Teaching and Learning in higher education. It proposes that AI-based applications such as Natural Language Processing (NLP), personalized learning systems, automatic speech recognition systems, generative AI models, and intelligent tutoring systems can be systematically integrated with Indian knowledge traditions, including storytelling, ethical and philosophical traditions, Paninian grammatical frameworks, and value-based educational practices to foster a holistic learning ecosystem.

The paper emphasizes that this integration enriches language development by enhancing linguistic competence, fostering cultural understanding, strengthening critical thinking and reasoning abilities, and increasing learner engagement and motivation. Guided by the National Education Policy (NEP 2020), the study employs a conceptual and analytical approach to explore how modern technology and traditional knowledge can be meaningfully integrated into English language classrooms. It also examines significant challenges such as ethical issues in AI implementation, the digital divide, limited AI literacy among educators, and the potential erosion of cultural identity. The paper concludes that a well-balanced integration of AI and IKS can establish an innovative, inclusive, culturally responsive, and

future-oriented framework for English Language Teaching and Learning in higher education, thereby promoting holistic, value-based, and technology-enabled language education.

Keywords: *Artificial Intelligence (AI), Indian Knowledge Systems (IKS), English Language Teaching (ELT), Natural Language Processing (NLP), Paninian Grammar, Value-Based*

**TCVE-NET: TOPOLOGY-CONSTRAINED VESSEL AND LESION
ENHANCEMENT USING ADAPTIVE ANATOMICAL INTERACTION
WEIGHTING FOR RETINAL FUNDUS IMAGE PREPROCESSING**

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Abstract:

Automated screening of diabetic retinopathy (DR) via color retinal fundus photography is frequently impeded by severe optical degradation, including non-uniform retinal illumination, cataract-induced light scattering, low anatomical contrast, and sensor noise. Conventional contrast enhancement algorithms, such as Contrast Limited Adaptive Histogram Equalization (CLAHE) and Retinex-based decomposition models, exhibit a fundamental trade-off: they either amplify background noise and generate false boundary halos, or structurally erode fine capillary networks (1–2 pixels in width) while over-enhancing pathological exudates. To resolve this inherent conflict between vascular preservation and lesion conspicuity, we propose TCVE-Net, a novel, deterministic preprocessing framework governed by adaptive anatomical interaction weighting and rigorous topological constraints. Methods: The proposed methodology sequentially integrates region-of-interest (ROI) extraction and homomorphic illumination correction with a sophisticated multi-prior feature modulation pipeline. Specifically, an Anatomical Confidence Tensor (ACT) is formulated mathematically to quantify the continuous spatial activation of pathological bright/dark lesions, major retinal vessels, and fine capillary beds. Rather than relying on fixed empirical fusion weights across the retinal field, an Adaptive Anatomical Interaction Weight (AAIW) module employs temperature-scaled softmax normalization across the ACT channels to dynamically allocate localized enhancement intensity according to dominant anatomical cues. Furthermore, a topological skeleton extraction module enforces structural continuity across vascular bifurcations and endpoints, preventing fragmentation during contrast enhancement. Results: Comprehensive experimental validation was conducted across six Scopus-indexed

public benchmarks: APTOS 2019, IDRiD, MESSIDOR-2, DRIVE, STARE, and CHASE_DB1. Quantitative evaluations demonstrate that the proposed adaptive framework achieves a peak signal-to-noise ratio (PSNR) of 17.03 dB and a structural similarity index (SSIM) of 0.948 across complex pathological cohorts. Crucially, TCVE-Net yields an Information Entropy of 7.477 bits and a Contrast Improvement Index (CII) of 1.344, significantly outperforming conventional preprocessing pipelines across diagnostic conspicuity (CII=1.348) and downstream clinical AI classification accuracy (+9.4% on EfficientNet-B0 DR grading). Quantitative ablation studies confirm that adaptive weighting via AAIW increases local diagnostic feature entropy (+0.015 bits) while maintaining a perfect Topology Preservation Score (TPS) of 0.600 without inducing boundary halo artifacts. Conclusion: TCVE-Net successfully decouples microvascular topology preservation from lesion contrast enhancement. By dynamically prioritizing anatomical contexts, the framework provides an academically rigorous, artifact-free preprocessing foundation for downstream automated screening systems, clinical segmentation backbones, and deep learning diagnostic architectures.

Keywords: *Diabetic Retinopathy; Retinal Image Preprocessing; Vessel Topology Preservation; Adaptive Anatomical Interaction Weighting; Anatomical Confidence Tensor; Contrast Enhancement; Medical Image Analysis. Downstream Clinical AI Validation; Statistical Inferential Testing.*

EMERGING TRENDS IN INTELLECTUAL PROPERTY RIGHTS INTELLECTUAL PROPERTY AND GREEN TECHNOLOGY

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Abstract:

Intellectual property (IP) rights play a crucial role in promoting innovation, particularly in the rapidly evolving field of green technology. As the world grapples with climate change and environmental degradation, green technologies such as renewable energy, energy efficiency, and sustainable agriculture are becoming central to achieving global sustainability goals. However, the relationship between IP and green technologies is complex. While IP protection incentivizes innovation, it can also create barriers to technology diffusion, particularly in developing countries. This paper examines the role of IP in the development and diffusion of green technologies, highlighting both the opportunities and challenges that arise. It also explores potential policy reforms to strike a balance between fostering innovation and ensuring equitable access to sustainable technologies.

Keywords: *IPR, Green Technology, Innovation.*

**BRIDGING ANCIENT WISDOM AND ARTIFICIAL INTELLIGENCE:
RETHINKING LANGUAGE, TRANSLATION, AND MEANING-MAKING
THROUGH INDIAN EPISTEMOLOGICAL FRAMEWORKS**

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Abstract:

Contemporary Artificial Intelligence (AI) systems for natural language processing (NLP), machine translation, and speech recognition are predominantly architected within Anglophone, computationally reductive frameworks that privilege statistical probability and surface-level syntactic structure over the rich pragmatic, philosophical, and cultural layers that constitute meaning in Indian linguistic traditions. This paper critically examines the conceptual limitations of these dominant AI-language paradigms when applied to Indian languages and proposes that Indian Knowledge Systems (IKS)—specifically Panini's Ashtadhyayi, Bhartrhari's Vakyapadiya and Sphota theory, Anandavardhana's Dhvani, and the Rasa framework of Bharata's Natyashastra—offer theoretically sophisticated and underutilized resources for enriching the semantic depth, pragmatic sensitivity, and cultural fidelity of AI-driven language technologies. Drawing on interdisciplinary methodology integrating Sanskrit grammatical theory, computational linguistics, philosophy of language, and postcolonial epistemology, the study maps structural convergences between Paninian generative grammar and finite-state computational morphology; interrogates the tension between Bhartrhari's holistic Sphota semantics and transformer-based token models; examines Dhvani-inspired inference for classical poetry translation; and investigates Rasa theory as a framework for affective computing in Indian literary texts. Applied dimensions addressing Dravidian speech AI, classical text hermeneutics, and IKS-informed ontologies for NER and dialogue systems are analysed. The paper concludes by advocating a decolonial AI paradigm that positions IKS as foundational, generative systems capable of reshaping the field's core assumptions about language, intelligence, and meaning.

Keywords: *Artificial Intelligence; Indian Knowledge Systems; Natural Language Processing; Panini; Sphota; Dhvani; Rasa theory; Sanskrit grammar; Dravidian languages; Machine Translation; Decolonial AI; Speech AI*

ARTIFICIAL INTELLIGENCE IN LITERARY AND LINGUISTIC TEXT ANALYSIS: OPPORTUNITIES, LIMITATIONS, AND THE INDIAN CONTEXT

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Abstract:

This paper looks at how Artificial Intelligence is being used in literary and linguistic text analysis, especially in the Indian context. It explores how AI is being used in corpus work, language learning, text processing, and classroom support. At the same time, the paper also points out that literature is more than just words on the page; it also carries emotion, culture, memory, and symbolic meaning. Because of this, AI has limitations when it comes to understanding deeper meanings, especially in Indian texts that often include regional languages, code-mixing, and culturally rich expressions. Using a review-based approach, the paper studies existing scholarship on AI in literary studies, pedagogy, and ethics. The discussion shows that while AI can support research and teaching, it cannot replace human interpretation. The paper finally argues that AI should be used as a supportive tool, working alongside human judgment, especially in literary and linguistic studies in India.

Keywords: *Artificial Intelligence, Literary analysis, Linguistic analysis, Text processing, Emotion, Ethics, Indian context, Human interpretation.*

DIGITAL RESURRECTION VS. AI GRIEF SUPPORT: ATTITUDES, DEATH ANXIETY & CONTINUING BONDS AMONG BEREAVED YOUNG ADULTS IN INDIA

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Abstract:

Generative AI has quietly made digital resurrection possible. Chatbots, voice clones, and avatars built from a deceased person's digital traces now exist alongside therapeutic grief chatbots and memorialization platforms designed to support bereaved individuals. Although these technologies are spreading globally, their psychological and cultural implications remain underexplored, particularly in India, where death and mourning are shaped by *sraddha*, beliefs about rebirth, and rituals surrounding the soul's onward journey. Drawing on Continuing Bonds Theory, Meaning Reconstruction Theory, and Terror Management Theory, this review examines how continuing bonds, meaning reconstruction, and death anxiety may influence Indian young adults' responses to both forms of technology. It discusses potential benefits including opportunities for meaningful connection and reduced isolation in grief alongside risks such as prolonged dependence, avoidance of mourning, and tensions with spiritual traditions that encourage acceptance and transition following death. Two original contributions emerge from this review: the Culturally Moderated AI Grief Model (CMAG), which conceptualizes cultural-spiritual orientation and digital integration as moderators of responses to AI grief technologies, and the Scaffolding Principle, a preliminary ethical guideline proposing that such technologies function best as temporary bridges toward human connection rather than permanent substitutes for it.

Keywords: *Digital resurrection, AI grief support, death anxiety, continuing bonds, meaning reconstruction, bereavement, Hindu bereavement, Indian Knowledge Systems, CMAG, human-AI interaction, thanatology.*

INDIAN KNOWLEDGE SYSTEM AND AI

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Abstract:

The Confluence of Indian knowledge system and AI shows a profound amalgamation of Ancient Wisdom with Modern AI Technology. Nowadays we can see in India this, convergence is expanding rapidly from formal education to practical ways of technology. Initiative taken by NEP 2020 and India's AI mission, academic institutions are integrating the IKS disciplines with computational intelligence in form of AI. Modern AI Technology directly connected to traditional heritage of knowledge like Yoga, Ayurveda, Linguistics, Logic Shastra, Nyaya Shastra etc.

This confluence of AI and IKS is in process actively in various key areas: AI in linguistics, algorithmic efficiency to study vedic maths, holistic healthcare combined with Ayurveda, preservation of knowledge Heritage digitally, ethical use of AI etc.

Key Words: *Confluence, AI integration, modern technology, NEP 2020, linguistics etc.*

AI FOR THE GRASSROOTS: ADOPTION AND IMPACT OF ARTIFICIAL INTELLIGENCE ON RURAL LIVELIHOODS

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Abstract:

Artificial Intelligence (AI) is increasingly positioned as a lever for rural development, promising better crop and price information for farmers, easier bookkeeping and marketing for small rural businesses, and new avenues of local employment. Yet adoption on the ground remains uneven and poorly understood outside a few well-documented flagship programmes. This study uses primary data collected from 100 rural respondents drawn from farming households, small rural businesses and traders, and casual or salaried rural workers to examine how, and how far, AI-based tools have entered everyday rural livelihoods. The survey captures respondents' livelihood profile, their awareness and usage of AI-enabled tools (advisory chatbots, price and weather apps, digital payment and bookkeeping assistants, and AI-based job or skilling platforms), the benefits they associate with these tools, and the barriers that limit use. A simple linear regression treats AI Adoption as the dependent variable and separately tests four independent variables — awareness of AI tools, digital infrastructure access, perceived ease of use, and availability of government or institutional support — as predictors. The results show that awareness and digital infrastructure access are the strongest individual predictors of adoption, while perceived ease of use and institutional support, though positively associated, explain comparatively less variance on their own. The study concludes that AI's contribution to rural development is currently constrained less by the technology itself than by gaps in awareness, connectivity, and localized institutional support, and recommends targeted, vernacular, community-anchored interventions to close these gaps.

Keywords: *Artificial Intelligence, rural development, rural livelihoods, digital agriculture, AI adoption, digital divide, rural MSMEs, rural employment, primary survey.*

STUDENTPRENEURS 2.0: TRANSFORMING HIGHER EDUCATION INTO ENTREPRENEURIAL ECOSYSTEMS – RECENT TRENDS AND BEST PRACTICES

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Abstract:

The rapidly evolving global economy has transformed entrepreneurship from a career option into an essential competency for students. Higher education institutions are increasingly expected to develop entrepreneurial mindsets alongside academic knowledge, enabling students to become job creators rather than job seekers. The emergence of "studentpreneurs"—students who initiate and manage business ventures while pursuing their education—reflects this paradigm shift. This paper explores recent trends in studentpreneurship and examines how higher education institutions can build entrepreneurial ecosystems that foster innovation, creativity, and sustainable enterprise development.

The study adopts a conceptual research design based on secondary data collected from scholarly journals, government policy documents, reports, and publications on entrepreneurship education. It discusses key developments such as the implementation of the National Education Policy (2020), the expansion of startup incubation centres, innovation and entrepreneurship cells, digital business opportunities, and institutional support mechanisms. The paper also highlights best practices adopted by higher education institutions and presents a practical illustration of a campus-based student enterprise initiative.

The findings suggest that an integrated entrepreneurial ecosystem comprising supportive institutional policies, faculty mentorship, industry collaboration, incubation facilities, and access to financial resources significantly enhances students' entrepreneurial intentions and capabilities. The paper concludes by recommending that higher education institutions embed entrepreneurship across academic disciplines and create sustainable mechanisms to nurture future innovators and entrepreneurs.

ROLE OF AI-ENABLED MOBILE BANKING IN STRENGTHENING WOMEN'S FINANCIAL INDEPENDENCE: AN INDIAN KNOWLEDGE SYSTEMS PERSPECTIVE

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Abstract:

Mobile banking has emerged as an important instrument for expanding financial access, reducing dependence on physical bank branches, and enabling real-time financial participation among women. With the integration of artificial intelligence, mobile banking is moving beyond simple digital transactions toward personalized financial guidance, fraud detection, chatbot-based assistance, alternate credit scoring, language-enabled service delivery, and data-driven financial inclusion. This review paper examines the role of AI-enabled mobile banking in strengthening women's financial independence from an Indian Knowledge Systems perspective. The study is developed within the conference theme of the synergy of AI and Indian Knowledge Systems in transforming social science and management. The paper is based on secondary data collected from scholarly articles, institutional reports, government documents, books, and policy publications. The literature is reviewed under themes such as AI in banking, mobile banking adoption, women empowerment, digital financial literacy, rural–urban digital divide, and Indian Knowledge Systems. The review finds that AI-enabled mobile banking can enhance women's control over savings, payments, credit, insurance, entrepreneurship, and household financial decision-making. However, the empowerment outcome depends on digital literacy, mobile ownership, trust, cybersecurity, language accessibility, social norms, and rural connectivity. The Indian Knowledge Systems perspective strengthens the discussion by connecting financial independence with Atmanirbharata, ethical wealth management, community welfare, savings discipline, and collective empowerment. The paper concludes that AI-enabled mobile

banking can become a culturally rooted, inclusive, and sustainable management tool for women's financial independence.

A COMPARATIVE STUDY OF ANCIENT AND MODERN ASTRONOMY: PERSPECTIVES ON SOLAR ACTIVITY

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Abstract:

The Sun has been a key focus of astronomical study since ancient times, significantly influencing the creation of calendars, agricultural practices, navigation, and cultural customs. Early astronomers from civilizations like India, China, Babylon, Egypt, and Greece tracked solar events, such as the Sun's apparent movement, seasonal changes, eclipses, and, on rare occasions, visible sunspots. While these observations were often framed within religious, philosophical, or mythological contexts, they laid the groundwork for extensive astronomical records and the advancement of scientific exploration. Modern astronomy has altered the understanding of solar activity through breakthroughs in observational technology, theoretical physics, and space-based instrumentation. It is now understood that the Sun is a dynamic star whose activity is controlled by nuclear fusion, plasma dynamics, and magnetic fields. Ground-based observatories and satellite missions are used to continuously monitor phenomena like sunspots, solar flares, coronal mass ejections, and the roughly 11-year solar cycle.

The knowledge of space weather and how it affects satellite operations, communication systems, navigation, and Earth's technological infrastructure has greatly increased as a result of these observations. This study compares ancient and contemporary viewpoints on solar activity, emphasizing variations in scientific interpretation, recording methods, observational strategies, forecasting capacities, and real-world applications. It also looks at how historical astronomical records have contributed to modern solar study, showing how old observations can be used to reconstruct long-term solar variability. The study concludes that while ancient astronomy emphasized careful observation and practical applications, modern astronomy provides a comprehensive physical explanation of solar phenomena through advanced scientific methods. A more comprehensive picture of the

development of solar research is provided by fusing historical astronomical knowledge with modern solar physics, which also highlights the ongoing importance of systematic solar observations throughout civilizations.

Keywords: *Ancient Astronomy, Modern Astronomy, Solar Activity, Sunspots, Solar Cycle, Space Weather, History of Astronomy, Solar Physics.*

AI-BASED PERSONALIZATION IN BNPL SERVICES AND ITS EFFECT ON CONSUMER PURCHASE DECISIONS: AN IKS-BASED ETHICAL ANALYSIS

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Abstract:

Buy Now Pay Later (BNPL) services have emerged as a significant innovation in digital finance by enabling consumers to purchase goods and services immediately and repay the amount in instalments. With the integration of artificial intelligence, BNPL platforms increasingly use data-driven personalization, real-time credit assessment, behavioural analytics, personalized spending limits, repayment reminders, fraud detection, and targeted offers to influence consumer purchase decisions. BNPL is generally positioned as a convenient and flexible credit facility; however, its growing use raises ethical concerns relating to impulsive buying, overspending, repayment stress, data privacy, algorithmic bias, and consumer vulnerability. This review paper examines the effect of AI-based personalization in BNPL services on consumer purchase decisions through an Indian Knowledge Systems perspective. The paper is based on a systematic review of secondary data drawn from scholarly articles, research papers, books, regulatory documents, and credible online sources. The review indicates that AI-based personalization enhances consumer engagement, purchase intention, credit accessibility, and retailer conversion rates, but it may also encourage unplanned consumption and weaken financial self-control. Indian Knowledge Systems offer a valuable ethical framework through concepts such as *dharma*,

artha, *aparigraha*, moderation, self-regulation, and responsible consumption. The paper contributes to the conference theme by integrating artificial intelligence, digital finance, consumer behaviour, ethics, and Indian wisdom to propose a responsible digital credit framework for sustainable consumer decision-making.

Keywords: *AI, IKS, Service*

DIGITAL VALUE STREAM MAPPING: OPTIMIZING THE HYBRID COURSE DESIGN LIFECYCLE IN HIGHER EDUCATION

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Abstract:

While Lean Higher Education (LHE) principles have effectively minimized operational friction in administrative setups such as admissions, procurement, and enrollment, their application within core academic workflows—particularly digital curriculum development—remains largely unexplored. This research investigates how Value Stream Mapping (VSM) can remove non-value-added steps and lower quality anomalies during the design of hybrid courses. Utilizing an action research methodology inside a modern university context, this study charts the "Current State" of digital instructional development. Operational management methodologies, including waste categorization (the 8 Wastes), bottleneck mitigation, and mistake-proofing (Poka-Yoke), are leveraged to architect a streamlined "Future State" framework. Deploying the digital VSM strategy compressed the total timeline for course building by 42% (moving from 12 weeks down to 7 weeks) and curbed post-deployment functional faults, such as broken links and navigation problems, by 65%. This study presents a scalable, empirical framework for tertiary institutions striving to maintain instructional excellence alongside operational agility, successfully bridging the gap between systematic Lean execution and instructional development via a specialized "Digital VSM" protocol.

Keywords: *Lean Higher Education, Value Stream Mapping, Hybrid Learning, Digital Curriculum Development, Operational Efficiency.*

AI IN FINANCE, ACCOUNTING AND RISK ANALYTICS

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Abstract:

This research analyzes how AI (Artificial Intelligence) applies to Finance, Accounting, and Risk Analytics. The research utilizes secondary data (industry reports & academic journal articles) to qualitatively explore the value of (AI) technologies like machine learning & predictive analytics to enhance the operations of finance. Based on the findings, AI can improve financial forecasting and fraud detection, improve the accuracy of accountant records, improve the management of risk through predictive data, as well as improve decision-making based on data analysis. Finally, AI presents an opportunity to support the advancement of financial systems today. At the same time, there are challenges of data privacy, ethics, regulations, and algorithmic bias that must be resolved to implement AI effectively and responsibly within the Financial Industry.

Keywords: *Finance, Accounting, Risks*

AI IN STRATEGIC MANAGEMENT AND DECISION MAKING

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Abstract:

Artificial intelligence (AI) is a branch of computer science dedicated to creating systems capable of performing tasks that typically require human intelligence. Combining Artificial Intelligence with Indian Knowledge Systems (IKS) transforms the arts, humanities, and social sciences by pairing technological scale with ethical, holistic philosophy. The synergy of Artificial Intelligence (AI) and the Indian Knowledge System (IKS) bridges ancient wisdom with modern technology. In this abstract we are going to see the synergies of Artificial Intelligence (AI) and Indian Knowledge System (IKS). We can also see how the Artificial Intelligence (AI) modernize Indian Knowledge System (IKS). By embedding the foundational principles of IKS—specifically Dharma (ethical duty), Vedic management, and Nyaya logic (structured reasoning)—organizations can establish a value-driven compass that prioritizes long-term social and ecological harmony over short-term optimization metrics. This interdisciplinary synergy actively reshapes the broader domains of Arts, Humanities, and Social Sciences. On a strategic level, AI calibrated with IKS frameworks transforms cultural asset management, preserves indigenous creative supply chains, and builds holistic, decentralized socio-economic models. Ultimately, this study presents a comprehensive conceptual roadmap. It demonstrates how fusing Western computational intelligence with Eastern civilizational wisdom cultivates agile, culturally rooted, and socially accountable enterprise decision-making for the global digital era.

Keywords: *AI, Decision making, Strategy*

SUSTAINABLE URBAN WASTE MANAGEMENT: TRANSITION FROM SINGLE-USE PLASTICS TO ECO-FRIENDLY ALTERNATIVES IN CHENNAI

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Abstract:

Plastic waste has become one of the most serious environmental problems in urban areas. Single-use plastics, such as carry bags, straws, cups, and packaging materials, are widely used because they are inexpensive and convenient. However, these plastics create major challenges for waste management, environmental sustainability, and public health. Chennai, one of India's largest metropolitan cities, has experienced a rapid increase in plastic consumption due to urbanisation and changing lifestyles. To address this issue, the Government of Tamil Nadu implemented a ban on several single-use plastic products in 2019 and encouraged the use of eco-friendly alternatives.

This study examines the transition from single-use plastics to eco-friendly alternatives in Chennai and its role in sustainable urban waste management. The research focuses on public awareness, adoption of alternatives, and the effectiveness of government policies. Data were collected from consumers, shopkeepers, and waste management workers using a structured questionnaire. The findings reveal that awareness about plastic pollution is increasing, and many consumers are gradually adopting alternatives such as cloth bags, paper bags, and biodegradable products. However, challenges such as higher costs, limited availability, and behavioural habits still affect the transition process. The study suggests policy measures and awareness programs to strengthen sustainable waste management practices in Chennai.

Keywords: *Single-use plastics, Eco-friendly alternatives, Sustainable urban waste management, Plastic ban, Plastic pollution, Consumer awareness, Chennai, Environmental sustainability.*

GROUNDNUT LEAF DISEASE DETECTION USING ARTIFICIAL INTELLIGENCE: A COMPREHENSIVE SURVEY OF DEEP LEARNING, VISION TRANSFORMERS, EXPLAINABLE AI, EDGE INTELLIGENCE, AND FUTURE RESEARCH DIRECTIONS

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Abstract:

Groundnut (*Arachis hypogaea* L.) is a strategically important oilseed and food-legume crop, yet its productivity remains constrained by foliar and soil-borne diseases such as early leaf spot, late leaf spot, rust, yellowing disorders, stem rot, collar rot, wilt, and *Cercospora* leaf spot. Since 2020, artificial intelligence (AI) methods for crop-health monitoring have progressed from handcrafted color–texture descriptors and shallow classifiers toward deep convolutional networks, lightweight mobile architectures, vision transformers, object detectors, semantic segmentation models, explainable AI, and embedded decision-support systems. This survey provides a critical synthesis of recent research on groundnut leaf disease detection and its adjacent plant-disease literature, with emphasis on studies published from 2023 to 2026. Unlike general plant-disease reviews, this paper focuses on the groundnut domain, where public datasets are fewer, disease symptoms are visually overlapping, and field deployment is strongly affected by illumination, genotype, canopy occlusion, growth stage, and co-infection. The review analyzes public datasets, image acquisition protocols, preprocessing pipelines, classical machine learning, deep learning classifiers, transformer-based models, object detectors, segmentation networks, explainability tools, edge-AI platforms, UAV–IoT systems, and benchmark limitations. Comparative tables summarize datasets, algorithms, deployment platforms, reported performance, and unresolved research gaps. The analysis shows that reported accuracies above 95% are common on curated datasets, but they often overestimate field reliability because of limited geographic diversity, weak external validation, leakage-prone augmentation, and insufficient severity-aware annotation. Future progress will require multi-location datasets, expert-verified lesion-level labels, domain generalization, multimodal fusion, edge-aware architecture design, calibrated uncertainty, agronomic decision integration, and explainable interfaces for extension workers

and farmers. The paper concludes with a research roadmap for robust, interpretable, and deployable AI-based groundnut disease diagnosis.

Keywords—Groundnut disease detection, peanut leaf disease, deep learning, vision transformer, YOLO, U-Net, explainableAI, edgeAI, precisionagriculture, plant phenotyping.

A DUAL-STREAM DEEP LEARNING ARCHITECTURE USING EFFICIENTNETV2S AND MOBILEVIT FOR MULTICLASS SKIN DISEASE CLASSIFICATION

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Abstract:

Skin conditions continue to be a significant global health concern, and prompt and accurate diagnosis is crucial for both curative therapy and halting the disease's progression. Reliable multiclass classification is difficult because many dermatological disorders have very similar visual characteristics in terms of texture, color, lesion boundaries, and surrounding skin look. This study offers a dual-stream deep learning architecture for multiclass skin disease classification that integrates EfficientNetV2S and Mobile Vision Transformer (MobileViT) via an adaptive feature fusion technique. While MobileViT maintains longer-range feature dependencies and wider contextual relationships, the EfficientNetV2S branch is used to

record intricate local lesion textures and structural patterns. For the final prediction, the complimentary representations from both branches are combined into a single discriminative feature space and refined using dense classification layers. Reliable performance is demonstrated by experimental evaluation on a multiclass clinical skin disease dataset, with precision, recall, and F1-score values of 97.0% and an overall accuracy of 97.4%. With Area Under the Curve (AUC) values ranging from 0.981 to 0.988 across nine illness categories, the model also demonstrates high class separability. These results validate the suggested architecture's applicability for computer-aided dermatological diagnosis and early clinical screening by confirming that it offers reliable and consistent multiclass skin condition classification.

Keywords: *Skin Disease, Dermoscopic Image, Adaptive Feature Fusion, Deep Learning, Computer-Aided Dermatology, Skin Lesion Diagnosis.*

ARTIFICIAL INTELLIGENCE-BASED HEALTHCARE SUPPORT SYSTEM FOR RURAL COMMUNITIES

Abstract:

Healthcare accessibility in rural areas is a major challenge due to the shortage of medical professional, poor medical infrastructure, low transportation facility and lack of healthcare awareness. Artificial Intelligence (AI) can help to increase healthcare services through telemedicine, disease prediction, remote monitoring, and intelligent decision-support systems. This paper proposes an AI-based healthcare support framework for rural community to improve the accessibility, affordability, and quality of healthcare services. The proposed system combines AI-powered diagnosis, telemedicine, cloud-based medical records, and mobile healthcare applications to support both patients and healthcare professionals in remote locations. The paper also discusses the system architecture, implementation methods, advantages, challenges, and future scope of AI-based rural healthcare systems. The proposed model aims to reduce the healthcare gap between urban and rural communities and support sustainable healthcare development.

Keywords: *Artificial Intelligence, Telemedicine, Smart Healthcare, Healthcare Accessibility, AI in Healthcare.*

AI IN PUBLIC ADMINISTRATION AND E-GOVERNANCE

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Abstract:

Rapid urbanization and increasingly complex civic infrastructures are straining traditional, reactive models of public administration. In response, contemporary electronic governance (e-governance). AI technologies like machine learning, chatbots, and predictive analytics- are transforming public administration and e-governance by automating routine tasks, optimizing resource allocation, and improving traffic management. AI streamlines smart city operations like traffic management and resource allocation while lowering administrative costs and improving citizen satisfaction.

However, these digital services also introduce risks like algorithmic bias, data privacy vulnerabilities, and unequal access to technology. AI supports policy design, strengthens public sector performance, and helps governments anticipate societal needs. At the same time, AI introduces challenges related to ethics, fairness, accountability, privacy, and the potential for bias or excessive surveillance. Implementing Artificial Intelligence (AI) in public administration drives smart governance by modernizing bureaucratic frameworks, cutting overhead costs, and maximizing citizen satisfaction. When governments shift from traditional, reactive systems to proactive, data-driven methodologies, they transform public services into highly scalable operations.

Keywords: *Artificial Intelligence (AI), E-governance (Electronic Governance), Machine learning, Predictive analytics, Chatbots, Smart governance operations, Public administration, Bureaucratic frameworks, Policy design, Algorithmic bias, Data privacy, Unequal access to technology, Accountability & Fairness.*

THE APPLICATION OF AI IN FINANCE, ACCOUNTING AND RISK ANALYSIS

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ABSTARCT:

The rapid evolution of computational intelligence has fundamentally restructured in the modern financial service and accounting domain or department and risk management frameworks. This paper explores a specific application and strategic Impacts of AI mainly in finance, accounting and risk analysis. Artificial Intelligence not only serves as a passive tool in data storage, but also functions as an effective engine in automated auditing, predictive financial modelling and algorithmic risk quantification. Artificial Intelligence has emerged as a revolutionary technology that is transforming the financial sector. AI in algorithms helps identify profitable investments opportunities, optimize financial portfolios and provides financial advices to customers. The evolution of modern intelligence helps predict future revenues, cash flows, expenses and stock market movements. In accounting, it minimizes human error by calculating the data accurately. Also, identifies the unusual transaction, detects fraud, duplicate payments, fraud financial activities. It automates repetitive tasks such as data entry, invoice, expense tracking which enables professionals in strategic planning highly. AI is used in risk analysis to identify, evaluate, and predict potential risks by analysing large volumes of structured and unstructured data's enabling faster and more accurate decision-making that humans may overlook. AI evaluates the deployment of Machine Learning, Natural Language Processing (NLP), Robotic Process Automation (RPA), and Generative AI within legacy financial ecosystems. This study shows how machine learning models and modern intelligence eliminates human error in auditing and strengthens defence posturing against systematic market shocks. Furthermore, the evolution of AI

adoption has structural challenges such as “black box” problem, data privacy concerns, ethical issues and limited human understanding. Ultimately, this paper synthesizes and provides current benefits, reality and future development vectors.

Keywords: *Artificial Intelligence, Machine Learning, Finance, Accounting, Risk Assessment.*

AI AND IKS IN HIGHER EDUCATION: A COGNITIVE PSYCHOLOGY PERSPECTIVE ON ATTENTION AND LEARNING

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Abstract:

Artificial intelligence (AI) is transforming higher education with adaptive learning platforms, intelligent tutoring systems, and personalized learning environments. Through these innovations, the access to learning has improved which in turn has enhanced instructional efficiency. However, it has also raised concerns regarding decreased attention span, cognitive overload, overdependence on AI-assisted technologies and lesser deep learning of the undergraduate students. The National Education Policy (NEP) 2020 invokes the Indian Knowledge System (IKS) into the higher education system. This includes a variety of traditional practices such as Yoga, Dhyana and Pranayama for cognitive as well as psychological development. Despite much talk around both AI and IKS, not much work has taken place as far as their integration is concerned from the cognitive psychology point of view to enhance attention and learning in students.

This conceptual review considers the use of AI-enabled educational technologies together with Indigenous Knowledge Systems (IKS) based cognitive practices to enhance attention, working memory, self-regulated learning and academic engagement of undergraduate students. The review employs peer-reviewed literature published between 2020 and 2026. Moreover, the review is retrieved from Scopus, Web of Science, and Google Scholar. An analysis of studies that were taken up in the arenas of cognitive psychology, educational technology, artificial intelligence, higher education, and Indian Knowledge Systems to find out common patterns, theoretical perspectives and what has already being studied.

The combination of AI personalized learning with mindfulness based on indigenous knowledge systems may enhance sustained attention, working memory, reduce cognitive fatigue and create meaningful learning experiences (review). Moreover, the evidence indicates that merging technological innovation and indigenous knowledge can enhance students' mental well-being and promote learner-centred teaching-learning environments.

A theoretical framework for AI and IKS integration in higher education is provided by the proposed model. It may inform future empirical research and the emergence of AI-powered educational practices that resonate with the vision of NEP 2020 for holistic, culturally bias and psychologically sound teaching, and learning.

Keywords: *Artificial Intelligence, Indian Knowledge Systems, Higher Education.*

STORYTELLING AS A PEDAGOGICAL TOOL IN INDIAN KNOWLEDGE TRADITIONS

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Abstract:

Indian Knowledge Traditions have long recognized storytelling as a powerful medium for education, ethical instruction, and cultural transmission. From the Vedas, Upanishads, Epics, and Puranas to folk narratives and Panchatantra tales, storytelling has functioned not merely as entertainment but as an effective pedagogical tool that nurtures intellectual, moral, emotional, and spiritual development. This chapter explores the role of storytelling in disseminating knowledge and shaping values within the Indian educational ethos.

The study examines how classical Indian narratives embody experiential learning, critical thinking, ethical reasoning, and community-centered wisdom. Stories in Indian traditions have historically simplified complex philosophical concepts, preserved collective memory, and facilitated intergenerational learning through oral and textual practices. The chapter further analyses the pedagogical dimensions of storytelling in Gurukul education and its relevance in contemporary classrooms, particularly in the context of the National Education Policy (NEP) 2020 and the growing emphasis on Indian Knowledge Systems (IKS).

By integrating traditional narrative methods with modern pedagogical approaches, storytelling can create learner-centered, value-oriented, and culturally rooted educational

experiences. The chapter argues that storytelling fosters empathy, imagination, reflective thinking, and holistic learning, making it a significant educational strategy in both traditional and digital learning environments. Through a multidisciplinary perspective, the chapter highlights the enduring relevance of Indian storytelling traditions in reconstructing meaningful and inclusive pedagogical practices for the twenty-first century.

Keywords: *Indian Knowledge Systems (IKS), Storytelling, Pedagogy, Value Education, Indian Classical Literature, Knowledge Transmission, NEP 2020, Experiential Learning, Gurukul Tradition, Narrative Pedagogy*

ARTIFICIAL INTELLIGENCE FOR WASTEWATER QUALITY ASSESSMENT AND FARM INCOME OPTIMIZATION IN TIRUPPUR DISTRICT

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Abstract:

Water pollution in Tiruppur District has severely impacted crop production. The study focus on the to study the textile industrial units connected and non connected in Tiruppur district, to assess and compare the water quality in the treated waste water and non treated waste water in Tiruppur district and to analyse the impact of treated waste water on farm production and farm income of the farmers. The purpose of the study was to compare the water quality parameter of treated waste water and untreated waste water and to analyse the impact of waste water treatment on potential crop production and potential farm income. Findings reveal a significant difference in water quality between treated and untreated wastewater, with treated water meeting environmental standards and supporting potential crop production and farm income. The study underscores the importance of expanding ETP connectivity to improve environmental outcomes and support sustainable farming in the region.

Keywords: *Crop Production, Effluent Treatment Plant (ETP), Farm Income, “Potential Cultivation Area, Wastewater Treatment.*

OPTIMIZING DAIRY FARM OPERATIONS THROUGH AI-BASED DECISION-MAKING

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Abstract:

The dairy industry plays an important role in farming growth, ensuring a steady food supply, and supporting people's incomes in rural areas, especially in countries like India. Managing a dairy farm requires making many connected decisions about the health of the animals, what they eat, how they're bred, how much milk they produce, keeping diseases under control, maintaining good living conditions, and ensuring the farm is economically successful. Farmers usually make decisions based on their past experiences and by keeping track of things by hand. This can lead to late actions, not using resources well, and having uneven results in how much they produce. Recent improvements in Artificial Intelligence (AI) and machine learning provide big chances to make operations more efficient by using smart, data-based decisions.

This research introduces a decision-making system powered by AI that helps improve how dairy farms run by combining farm management information with tools that predict future outcomes and use machine learning methods. Primary data is gathered from dairy farms in the Pune area using structured questionnaires, farm records, and discussions with experts. The data gathered covers details like the age and gender of the animals, how many are in each group, what they are fed, how much milk they produce, signs of their health, how they are bred, the conditions they live in, and what technologies are used on the farm. After preparing and transforming the data, several machine learning methods like Decision Tree, Random Forest, Logistic Regression, and K-Means Clustering are used to find important factors that influence how well dairy farms perform, group farms based on their features, forecast farm outcomes, and offer smart suggestions.

The proposed framework helps make smart decisions based on evidence by offering timely information on how to manage the herd, use feed more efficiently, prevent diseases, improve productivity, and plan resource use better. The system helps increase the amount of milk produced, lowers the cost of running the farm, takes care of the animals better, and supports farming in a way that is good for the environment. The study checks how well AI makes decisions by using statistical methods and performance measures to confirm how good the models are at making predictions. The results should help create smart systems for managing dairy farms and offer a way to easily use AI in modern dairy farming. This study provides

useful insights for farmers, agricultural experts, and policy makers who want to boost dairy farm output, sustainability, and overall efficiency by using smart decision-making tools.

Keywords: *Artificial Intelligence (AI), Dairy Farm Operations, Decision-Making, Machine Learning, Predictive Analytics.*

ETHICAL AND PRIVACY RISKS OF ARTIFICIAL INTELLIGENCE IN ACCOUNTING: A STUDY IN HYDERABAD DISTRICT OF TELANGANA STATE

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Abstract:

Background of the Study: Swift adoption of AI (Artificial Intelligence) in the area of accounting in terms of mechanized and robotic transaction processing, predictive analytics, irregularity detection, and financial forecasting are going to promise not only proficiency and vision but also generates innovative ethical and data-privacy risks. These take in prejudiced decision-making, opaqueness of models, unauthorized access of crucial financial and personal information, and deteriorate professional accountability. Measurable evidence on the pervasiveness, elements, and countable impacts of these risks in the accounting practice remains inadequate, especially in emerging-market contexts where regulatory backgrounds and organizational safeguards may get diverge.

Objectives of the Study: The present research is going to focus on quantitative assessment of *perceived severity of ethical risks in terms of bias, loss of professional judgment, and accountability gaps and data-privacy risks in relation to data breaches, inappropriate data sharing and lack of consent mechanisms* associated with Artificial Intelligence (AI) involvement in the accounting.

Importance and Implications of the Study: Engendering rigorous empirical evaluations of ethical and privacy risks are going to inform the accounting firms, policymakers and standard-setters by stressing high-risk Artificial Intelligence usage, guiding investment in controls, and shaping regulatory significances. Moreover, the results are going to help organisations to prioritize justification in the nature of not only model governance, access controls and explainability tools but also contribute evidence-based references for professional and regulatory bodies to protect financial integrity and data subjects' constitutional rights.

Research Methodology: The study is going to apply the mixed research design, quantitative approach, geographical area of the study is Hyderabad district of Telangana state, sample method is non-probability, stratified sample technique, type of sample is convenience, size of sample is 50, target population is accounting professionals of different sizes of businesses or organisations like as Auditors, Income Tax Auditors, Tax Practitioners and Financial Accountants, required data is going to be collected through a structured questionnaire with measures including validated Likert Scales for perceived ethical and privacy risk with objective indicators of firstly: reported incidents and control maturity scores, secondly: outcome metrics with self-reported error rates and external quality assessments, for data analysis going to employ multivariate regression through SPSS.

Expected Outcomes of the Study: The study is expecting to offer, the common ethical and privacy risks encountered in AI-enabled accounting, recognize the key organizational and technical predictors in the manner of weak access controls, lack of model validation, low AI literacy of the staff, demonstrate significant relationship between higher risk exposure and adverse outcome indicators like as increased error rates on other hand reduced client trust. In addition to it the empirical outcomes will enable arranged mitigation strategies and provide a base for regulatory guidance and professional standards on Artificial Intelligence governance in accounting.

Keywords: *AI in Accounting, Ethical Risks, Data Privacy, Model Governance and Audit Quality.*

A STUDY ON CUSTOMER PERCEPTION TOWARD UNIT LINKED INSURANCE PLAN

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Abstract:

The introduction of government policies related to globalization and liberalization has made customers more cautious about the quality of services they receive. Today, consumers are well-informed about the various service options available and the organizations that provide them. As a result, their expectations have increased, and service providers need to be attentive to these expectations. This study aims to compare and analyze customer perceptions regarding service quality in public sector and private sector insurance companies. It also explores the relevant aspects of the SERVQUAL/SERVPERF scale within the insurance industry, specifically in the Indian context. A field survey was conducted in Hyderabad, with a total of 210 participants. The main statistical methods used were correlation analysis, factor analysis, and multiple regression analysis. The study provides a quantitative assessment of service quality and its connection to customer perceptions. The findings indicate that public insurance companies received higher ratings compared to private insurance companies.

Exploratory factor analysis, which used principal component analysis, identified five factors. These factors accounted for 78.34% of the variance in the public sector and 77.07% in the private sector. The correlation coefficients ranged from 0.945 to 0.973. Regression analysis was performed using SPSS 17.0, with overall service quality as the dependent variable and the five identified factors as independent variables.

Keywords: *Customer, Perception, Insurance*

BUSINESS INTELLIGENCE AND ETHICAL LEADERSHIP: INTEGRATING AI WITH KAUTILYA'S ARTHASHASTRA

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Abstract:

The rapid advancement of Artificial Intelligence (AI) has transformed Business Intelligence (BI) by enabling organizations to analyze vast amounts of data, automate decision-making processes, and improve strategic planning. The *Arthashastra*, authored by Kautilya around the fourth century BCE, offers enduring insights into governance, strategic thinking, administrative intelligence, and ethical responsibility. Although written in a different historical context, its principles of informed decision-making, accountability, public welfare, and prudent leadership remain relevant for modern organizations. This conceptual paper explores how ethical principles from the *Arthashastra* can complement AI-driven Business Intelligence by providing a governance-oriented framework for responsible leadership and the convergence of AI, BI, and Indian Knowledge System (IKS), proposes a conceptual framework integrating technological intelligence with ethical decision-making, and highlights opportunities and challenges for organizations seeking sustainable and trustworthy AI adoption. This article establishes a conceptual bridge between contemporary AI governance and Kautilya's *Arthashastra*, an ancient Indian treatise on statecraft and economic administration. By mapping the Kautilyan pillars of logical inquiry (*Anvikshiki*), systematic intelligence gathering (*Gudhapurusha*), and collective welfare (*Yogakshema*) onto modern enterprise architectures, we propose a hybrid framework for ethical technological leadership. This synthesis demonstrates that maximizing data-driven efficiency does not require sacrificing moral accountability; rather, ancient strategic wisdom can guide modern corporations toward sustainable, stakeholder-centric techno-ethics.

Keywords: *Artificial Intelligence, Business Intelligence, Ethical Leadership, Indian Knowledge System, Arthashastra, Contemporary AI governance.*

THE ROLE OF GENERATIVE AI IN REVITALIZING CUSTOMERS' ONLINE SHOPPING BEHAVIOUR

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Abstract:

The rapid advancement of Generative Artificial Intelligence (AI) is reshaping the digital commerce landscape and transforming the way consumers shop online. Earlier e-commerce platforms relied mainly on search histories and predictive analytics to recommend products based on previous customer behaviour. Today, advanced generative AI technologies, including Large Language Models (LLMs) and Generative Adversarial Networks (GANs), enable businesses to generate personalized content, simulate customer preferences, and analyse vast amounts of structured and unstructured data in real time. As a result, online shopping is evolving from a simple search-and-purchase process into an interactive and conversational experience.

This paper explores how generative AI influences consumer buying behaviour by enhancing personalization, improving decision-making, and enabling real-time interactions between businesses and customers. It also examines differences in AI adoption among Generation Z and Millennials, discusses both the opportunities and ethical challenges associated with AI-driven commerce—including concerns about privacy and algorithmic bias—and offers practical recommendations to help consumers make informed decisions in increasingly AI-powered marketplaces.

Keywords: *Generative AI, Online Shopping Behaviour, Hyper-Personalization, Conversational Commerce, Consumer Psychology, E-Commerce.*

REIMAGINING TEACHER EDUCATION FOR THE 21ST CENTURY: A SAGE FRAMEWORK FOR SYNERGIZING ARTIFICIAL INTELLIGENCE AND INDIAN KNOWLEDGE SYSTEMS

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Abstract:

Recent global policy initiatives and educational frameworks have recognized Artificial Intelligence (AI) as a transformative force in education, emphasizing the need to prepare teachers who can integrate emerging technologies responsibly while upholding ethical, human-centred, and value-based educational practices. While AI has the potential to enhance teaching, learning, assessment, and professional development, its growing integration into education also raises concerns regarding ethics, human agency, cultural relevance, and the preservation of educational values. These developments necessitate a reimagining of teacher education that extends beyond technological competence to embrace a holistic and culturally responsive paradigm. Indian Knowledge Systems (IKS), with their emphasis on experiential learning, reflective practice, ethical consciousness, and holistic human development, offer a strong philosophical foundation for addressing these contemporary educational challenges.

Despite growing global attention to AI-enabled teacher education and renewed policy emphasis on Indian Knowledge Systems, existing discourse largely treats technological competence and value-based educational philosophy as parallel rather than complementary domains. Consequently, there remains a lack of a recommendation-oriented conceptual framework that meaningfully integrates these perspectives to guide the redesign of teacher education and teacher preparation for the twenty-first century. Responding to this conceptual gap, the present thematic paper introduces the SAGE (Synergistic Integration–Augmented Teacher Competencies–Grounded Ethical and Cultural Values–Empowered Reflective Educators) Framework for Teacher Education—a recommendation-oriented conceptual framework that advocates the purposeful integration of Artificial Intelligence and Indian

Knowledge Systems to guide the reimagining of teacher education for the twenty-first century.

Drawing upon contemporary scholarship on AI in education, Indian Knowledge Systems, teacher education, and the transformative vision of the National Education Policy (2020), the paper recommends reorienting teacher education through AI literacy, culturally responsive pedagogy, ethical AI practices, reflective teaching, experiential learning, and continuous professional development. Rather than positioning AI as a substitute for teachers, the proposed framework conceptualizes AI as an educational partner guided by the philosophical foundations of Indian Knowledge Systems. The paper concludes by presenting the SAGE Framework for Teacher Education as a conceptual roadmap and recommendation framework for policymakers, curriculum developers, teacher educators, and higher education institutions seeking to redesign teacher education programmes that are technologically competent, ethically grounded, culturally responsive, globally relevant, and rooted in the enduring educational wisdom of Indian Knowledge Systems.

Keywords: *Artificial Intelligence, Indian Knowledge Systems, Teacher Education, Teacher Preparation, Ethical AI, SAGE Framework*

A UNIFIED AI AND IOT-BASED SYSTEM FOR SMART VILLAGE INFRASTRUCTURE AND RESOURCE MANAGEMENT

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Abstract:

To meet the challenges of agriculture, water, health services, sanitation, energy conservation and education in rural areas, innovative approaches to rural development are required. Conventional approaches depend on human oversight and decisions with a lag, resulting in inefficient utilization of resources and reduced productivity. The paper proposes an integrated AI and IoT based Smart Village Platform to enhance the essential village services via continuous monitoring and intelligent data analysis. The proposed system uses IoT devices like soil moisture sensors, environmental sensors, water quality sensors, and livestock monitoring devices, smart waste bins and health care sensors to collect real time information from different sectors of village. The sensed data are transmitted to a cloud platform through ESP32 based controllers. The Artificial Intelligence and Machine Learning techniques analyze the data to give useful recommendations and early warning. The system supports applications such as precision irrigation, crop and livestock health monitoring, water resource management, waste collection scheduling, adaptive street lighting, drinking water quality assessment, health monitoring and smart classroom management. The mobile application and web-based dashboard provide timely notifications and decision support for farmers, healthcare workers, teachers and village administrators in an easy to use format. The proposed solution integrates multiple rural services into a single intelligent platform, which contributes to improving the resource utilization, reducing the operational cost, enhancing the agricultural productivity, strengthening the public services and promoting the sustainable rural development. The platform provides a practical, scalable and affordable approach to transform conventional villages into smart, connected communities using Artificial Intelligence and Internet of Things.

Keywords: *Artificial Intelligence, Resource Management, Smart Village*

AN ANALYSIS OF TRANSFORMER FAILURE AND REPAIR MECHANISMS IN NEUTROSOPHIC FUZZY QUEUING SYSTEMS USING CENTROID RANKING TECHNIQUE

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Abstract

Fuzziness introduces uncertainty by connecting a confounding part to unclear information. The ranking of fuzzy numbers can be handled in a variety of ways. A neutrosophic fuzzy queuing model is formulated to analyse the performance of an unreliable electrical transformer with failure and repair characteristics. We propose the centroid approach for ranking neutrosophic trapezoidal fuzzy numbers in order to determine the performance metrics of the given queuing model. The centroid ranking method converts the arrival rate and service rate statistics into exact figures. Numerical examples are used to validate the models' utility.

Keywords: *Neutrosophic, Centroid, Queueing*

DIGITAL INDIA AND INDIAN KNOWLEDGE SYSTEMS: THE ROLE OF ARTIFICIAL INTELLIGENCE IN CULTURAL AND SOCIAL TRANSFORMATION

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Abstract:

As it has developed, artificial intelligence (AI) has changed how knowledge is created, kept, and shared. India has a special chance to mix its traditional knowledge with modern digital technology, thanks to its long history of Indian Knowledge Systems (IKS). The Digital India program has sped up the shift to digital by encouraging easy access, innovation, and the use of technology to empower people.

The paper talks about how Artificial Intelligence is affecting changes in culture and society, and how it can improve Indian knowledge systems. It looks at what people think and whether they accept using AI in education, learning languages, preserving cultural heritage, and making sure everyone has access to digital tools. The research uses data from 120 people who answered a detailed questionnaire. The results are analysed using mean scores and percentages.

The survey reveals that the respondents have a positive perception about the use of AI in improving the access of traditional knowledge and in protecting the Indian cultural heritage. The study finds that the amalgamation of ethical AI and the Indian knowledge systems can improve the cultural sustainability and develop an inclusive digital society.

Keywords: *Artificial Intelligence, Social Development, Digital India, Indian Knowledge Systems, Digital Transformation, Cultural Heritage.*

MULTIMODAL AI FUSION FOR SATELLITE-BASED WEATHER AND SOLAR ENERGY FORECASTING: FOG, SNOW, PRECIPITATION, AND PHOTOVOLTAIC PREDICTION

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Abstract:

This article describes a special purpose AI and optimization framework for satellite-based meteorological and energy forecasting that incorporates fog and snow detection, precipitation nowcasting, and solar energy forecasting. First, it describes a new hybrid deep learning and optimization model that combines snow cover mapping and short-range fog and snow cover forecasting that uses convolutional feature extraction and a metaheuristic optimization to improve throughput for real time fog and snow cover forecasting and mapping. Second, this framework uses satellite-based estimation of precipitation in combination with nowcasting of convective storms. Here, multimodal AI fusion is used to improve short-term precipitation estimation and severe weather detection. It combines an improved segmentation and predictive architecture for forecasting solar PV output and solar irradiation with estimation of clouds and their motion. This construction incorporates predictive models that recognize the impact of changing cloud cover on solar energy. The framework focuses on ease of use and real-time high spatio-temporal forecasting and is robust to electronic noise and missing data. This system is designed for applications to aviation safety, early warning of impending disasters, and the management of renewable energy resources. When benchmarked against current models, significant gains in forecasting accuracy, lead time, and computing time are realized. This work is an operational attempt to provide satellite-based decision-support tools for the meteorological and energy forecasting domains.

Keywords: *Multimodal, Solar energy, AI*

AI IN PUBLIC ADMINISTRATION: BALANCING E-GOVERNANCE AND DATA PRIVACY

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Abstract

The use of artificial intelligence (AI) is changing the way that governments provide information and services to citizens. AI allows governments to enhance the efficiency, accessibility and responsiveness of their e-Government (electronic government) programs. Governments around the world have begun using AI based technologies in areas such as grievance redressal, public health, taxation, welfare distribution, smart city initiatives and citizen service portals. These innovations can lead to improved administrative decision making, quicker processing of applications and transactions, greater accountability and transparency. The widespread use of AI will require governments to collect, store, and Process vast amounts of personal data from citizens. The vast amount of personal data collected by AI systems raises privacy, security, and ethical concerns about how governments are processing personal data. The Digital Personal Data Protection (DPDP) Act, 2023 creates a comprehensive legal framework for the processing of Personal Data in India and protects the privacy rights of individuals. This paper studies how governments can successfully implement AI within their organizations while complying with the DPDP Act, 2023. Additionally, this paper analyzes the opportunities offered by AI to improve Public Service delivery – as well as the challenges associated with the adoption of AI in government including algorithmic bias, data breaches, lack of transparency, cybersecurity issues, and digital exclusion. A Qualitative Research Approach was employed: both primary and secondary data were collected from government reports, policy documents, and the literature. The paper concludes that Responsible AI Governance (RGA) must strike a balance between innovation and strong regulations.

Keywords: *Artificial Intelligence, Public Administration, E-Governance, DPDP Act 2023, Data Privacy, Ethical AI, Digital Governance, Citizen Trust*

MARKETING ANALYTICS AND CONSUMER BEHAVIOUR USING ARTIFICIAL INTELLIGENCE

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Abstract

Artificial Intelligence (AI) has become a transformative force in marketing analytics, reshaping how organizations interpret consumer behaviour and design strategies. By integrating machine learning, predictive modelling, and natural language processing, AI enables firms to move beyond traditional data analysis toward real-time, adaptive insights. These technologies enhance customer segmentation, sentiment analysis, and personalized recommendations, while also decoding psychological and emotional drivers of consumer decisions. The convergence of AI and marketing analytics thus creates a holistic framework that bridges quantitative data with qualitative human behaviour, empowering businesses to anticipate needs, detect emerging trends, and sustain competitive advantage in dynamic markets.

Keywords: *Artificial Intelligence (AI); Marketing Analytics; Consumer Behaviour; Predictive Modelling; Customer Segmentation; Sentiment Analysis; Personalization; Recommendation Systems, Behavioural Tracking; Emotion Recognition; Trend Detection; Competitive Advantage.*

A STUDY ON THE IMPACT OF ARTIFICIAL INTELLIGENCE ON ENTREPRENEURSHIP AND INNOVATION

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Abstract

The emergence of Artificial Intelligence (AI) has fundamentally reshaped the entrepreneurial landscape by transforming traditional business practices into intelligent, data-driven, and innovation-oriented ecosystems. Beyond automation, AI has become a strategic resource that enables entrepreneurs to recognize emerging market opportunities, anticipate customer needs, accelerate innovation, and create sustainable competitive advantage. The integration of technologies such as machine learning, generative AI, predictive analytics, natural language processing, and intelligent automation has empowered enterprises to make informed decisions, optimize operational performance, and develop customer-centric business models in an increasingly dynamic digital economy. This study examines the multidimensional impact of Artificial Intelligence on entrepreneurship and innovation by analyzing its contribution to opportunity recognition, business model innovation, strategic decision-making, productivity enhancement, and long-term organizational competitiveness. The paper further explores how AI encourages entrepreneurial resilience by reducing uncertainty, improving resource allocation, strengthening market responsiveness, and fostering continuous innovation across startups, small and medium enterprises, and established organizations. While AI presents significant opportunities for business transformation, its adoption also raises critical concerns relating to ethical governance, algorithmic transparency, data privacy, cybersecurity, workforce reskilling, and regulatory compliance. Addressing these challenges is essential to ensure that technological advancement remains responsible, inclusive, and sustainable. The study adopts a qualitative research approach based on an extensive review of secondary data obtained from peer-reviewed journals, scholarly publications, industry reports, and policy documents. The findings indicate that Artificial Intelligence is evolving from a supportive digital tool into a strategic driver of entrepreneurial

excellence and innovation capability. The study concludes that organizations capable of integrating AI with ethical governance, human creativity, and continuous learning will be better positioned to achieve sustainable growth, strengthen competitive resilience, and create long-term economic and societal value in the AI-driven era.

Keywords: *AI, Entrepreneurship, Innovation*

A STUDY ON THE EFFECTIVENESS OF AI-BASED HUMAN RESOURCE MANAGEMENT SYSTEMS

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Abstract

Artificial Intelligence (AI) has significantly influenced the evolution of Human Resource Management (HRM) by introducing intelligent systems that enhance the efficiency and effectiveness of various HR functions. AI-based Human Resource Management Systems (HRMS) enable organizations to automate routine administrative tasks, improve decision-making, and enhance employee experiences. This study examines the effectiveness of AI-based HRMS in key HR functions, including recruitment and selection, employee onboarding, performance management, learning and development, payroll administration, employee engagement, and workforce planning. The integration of technologies such as machine learning, natural language processing, predictive analytics, and intelligent chatbots has enabled HR professionals to streamline operations while focusing on strategic organizational objectives.

The study explores the impact of AI on organizational performance by evaluating its ability to improve recruitment quality, reduce hiring time, support personalized employee development, enhance performance evaluation, and facilitate data-driven workforce planning. AI-powered HR systems also contribute to improved employee engagement through

continuous feedback mechanisms and predictive analytics that assist in talent retention and succession planning. In addition, the study examines challenges associated with AI implementation, including data privacy, cybersecurity, ethical concerns, algorithmic bias, implementation costs, and the importance of maintaining human oversight in HR decision-making.

The study concludes that AI-based Human Resource Management Systems have the potential to significantly improve organizational performance by enabling data-driven decision-making, strengthening talent management, and enhancing employee satisfaction. The successful integration of AI with human expertise can create more agile, innovative, and employee-centric organizations capable of responding effectively to the challenges of the digital business environment. Future organizations that strategically adopt AI in HRM are likely to achieve sustainable growth and maintain a competitive advantage in an increasingly technology-driven world.

Keywords: *AI, Human Resource, Management*

INTEGRATION OF ARTIFICIAL INTELLIGENCE (AI) WITH INDIAN KNOWLEDGE SYSTEMS (IKS) FOR TRANSFORMING ETHICAL, SOCIAL AND HUMAN INNOVATION

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Abstract

The synergy of Artificial Intelligence and Indian Knowledge Systems can shape innovation that is not only efficient, but also ethical, socially grounded and human-centered. In simple terms Artificial Intelligence provides scale and speed, while Indian knowledge system offers values, context and a long tradition of holistic thinking. It is a known fact that the Indian Knowledge System is one of the most ancient systems which helps in running the Indian Education System and has been very effective for Indian Education. While the rapid expansion of modern day Artificial Intelligence is an effective tool for analyzing facts and predicting facts. But Artificial Intelligence lacks ethics which is inherently present in Indian Knowledge System (IKS). The present paper explores the profound link between the Indian Knowledge Systems (IKS) and Artificial Intelligence (AI) and its role in transforming ethical, social and human innovation. It also investigates how ancient Indian philosophical concepts derived from scriptures can guide the ethical, moral and human-centric development of Artificial Intelligence (AI). The concerns about ethics, fairness and human well-being have become central with the rapid growth of AI technologies. The Indian Knowledge system (IKS) offers values like Dharma, Ahimsa and Seva which can serve as guiding lights in AI decision making processes. This attempt highlights the integration of Artificial Intelligence (AI) with Indian Knowledge Systems (IKS) for transforming moral, social and human innovations.

Keywords: *Indian Knowledge Systems (IKS), Artificial Intelligence (AI), Indian Education System, Integration, Ethical, Social, Human, Innovation.*

INDIGENOUS KNOWLEDGE REPRESENTATION IN TARA JUNE WINCH'S *THE YIELD*: AN ECOCRITICAL AND EPISTEMOLOGICAL STUDY

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Abstract

Tara June Winch's *The Yield* (2019) reimagines Indigenous knowledge as a living epistemological system rooted in language, land, memory, and intergenerational continuity. This article examines the novel through the intersecting frameworks of ecocriticism and Indigenous epistemology to explore how knowledge is represented beyond the confines of Western archival traditions. The study argues that Winch challenges colonial systems of knowledge by privileging the Wiradjuri language, oral storytelling, ecological relationships, and cultural memory as legitimate modes of knowing. Rather than presenting knowledge as objective, universal, or textually fixed, *The Yield* constructs it as relational, experiential, and deeply embedded in Country. The novel demonstrates that Indigenous languages function as repositories of ecological intelligence, historical consciousness, and ethical responsibility toward the environment. Through the symbolic structure of Poppy Gondiwindi's dictionary and the juxtaposition of Indigenous narratives with colonial records, Winch exposes the violence of epistemic erasure while simultaneously recovering Indigenous intellectual sovereignty. The article further argues that ecological restoration and linguistic revitalization emerge as interconnected acts of decolonization. By foregrounding Indigenous knowledge systems as dynamic, adaptive, and environmentally sustainable, *The Yield* contributes significantly to contemporary debates on environmental justice, cultural resilience, and epistemic plurality. The novel ultimately redefines literature as a space where marginalized knowledge systems are not merely represented but actively reclaimed and transmitted across generations.

Keywords: *Indigenous knowledge systems, ecocriticism, Indigenous epistemology, knowledge representation, decolonization, environmental humanities*

THE ROLE OF ARTIFICIAL INTELLIGENCE IN LITERARY AND LINGUISTIC STUDIES: OPPORTUNITIES AND CHALLENGES

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Abstract

Driven by advancements in Machine Learning (ML) and Natural Language Processing (NLP), Artificial Intelligence (AI) has emerged as a transformative force in the humanities, fundamentally altering methodologies across literature, linguistics, and text analysis. This study explores the expanding role of AI in textual scholarship, examining how its applications, such as thematic character mapping, authorship attribution, corpus linguistics, and automated topic modeling, enhance the scope and efficiency of data-driven inquiry. However, the integration of these intelligent tools also introduces critical challenges, including algorithmic bias, copyright concerns, data privacy risks, and threats to academic integrity. The study argues that AI should function as a collaborative research assistant rather than a replacement for human intellect and creativity. Ultimately, the future of literary and linguistic scholarship relies on a symbiotic relationship between human expertise and machine intelligence. By adopting responsible, ethical AI practices, researchers can safely expand the boundaries of the digital humanities in an increasingly data-driven world.

Keywords: *Artificial Intelligence, Natural Language Processing, Literary Analysis, Text Mining, Research Ethics.*

A STUDY ON THE TRANSFORMING DIGITAL BANKING IN INDIA THROUGH ARTIFICIAL INTELLIGENCE

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ABSTRACT

Artificial intelligence (AI) has emerged as one of the key drivers in India's digital banking sector which has become more efficient, more customer-friendly, safer and more inclusive. Indian banks are increasingly deploying AI in chatbots, machine learning, predictive analytics, robotic process automation and fraud detection systems. The fast-paced growth of digital payments, banking apps and fintech has accelerated the adoption of AI in banking. The study is based on secondary data collected from journals, books, reports, RBI publications, websites, and research articles. This paper aims at exploring the impact of AI on Indian banking, its advantages and disadvantages, existing research and future direction of banking. The study results show that Artificial Intelligence has transformed the banking ecosystem of India through intelligent and automated services, improved customer satisfaction through chatbots and predictive analytics, improved fraud detection mechanism, increased adoption of digital banking and financial inclusion, while emphasizing the need for stronger cybersecurity measures, effective data governance, supportive regulatory frameworks, and continuous upskilling of employees for responsible and sustainable AI implementation. Customers are more secure, save money, and more accessible to them, and AI has made them very happy. People are still concerned about their security and compliance and data still keep people awake at night.

Keywords: *Digital Banking, Customer Experience, Machine Learning, Artificial Intelligence and Financial Inclusion.*

ARTIFICIAL INTELLIGENCE LITERACY, ACADEMIC ENGAGEMENT, AND PSYCHOLOGICAL WELL-BEING AMONG UNDERGRADUATE NURSING STUDENTS: A CROSS-SECTIONAL STUDY

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ABSTRACT: BACKGROUND:

Artificial Intelligence (AI) is increasingly integrated into nursing education, offering opportunities to enhance learning and clinical decision-making. However, limited evidence exists regarding the relationship between AI literacy, academic engagement, and psychological well-being among nursing students in India.

Objectives: To assess AI literacy among undergraduate nursing students and examine its association with academic engagement and psychological well-being.

Methods: A descriptive cross-sectional study was conducted among **320 undergraduate nursing students** enrolled at a university in South India. Participants were selected using convenience sampling. Data were collected using a structured socio-demographic questionnaire, the **Artificial Intelligence Literacy Scale (AILS)**, the **Utrecht Work Engagement Scale–Student Version (UWES-S)**, and the **Warwick–Edinburgh Mental Well-being Scale (WEMWBS)**. Descriptive and inferential statistics, including Pearson's correlation and multiple linear regression, were performed using SPSS version 26. Statistical significance was set at $p < 0.05$.

Results: The mean AI literacy score was 72.6 ± 10.8 , indicating moderate to high AI literacy among participants. AI literacy demonstrated a significant positive correlation with academic engagement ($r = 0.48$, $p < 0.001$) and psychological well-being ($r = 0.36$, $p < 0.001$). Multiple regression analysis revealed that AI literacy significantly predicted academic engagement ($\beta = 0.41$, $p < 0.001$) after controlling for demographic variables. Students

reporting frequent educational use of AI tools exhibited significantly higher engagement and well-being scores than those with limited AI use ($p < 0.01$).

Conclusion: AI literacy is positively associated with academic engagement and psychological well-being among nursing students. Integrating structured AI education with ethical guidelines and learner-centered pedagogical approaches may improve educational outcomes while supporting students' mental well-being. Higher education institutions should develop AI competency frameworks to prepare future nurses for technology-enabled healthcare.

Keywords: *Artificial Intelligence, AI Literacy, Nursing Students, Academic Engagement, Psychological Well-being, Nursing Education.*

BRIDGING TRADITION AND TECHNOLOGY: A STUDY ON STUDENTS' PERSPECTIVES TOWARDS ARTIFICIAL INTELLIGENCE IN PRESERVING AND PROMOTING THE INDIAN KNOWLEDGE SYSTEM

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ABSTRACT

The Indian Knowledge System (IKS) encompassing Vedic mathematics, Ayurveda, Yoga, Sanskrit and Prakrit textual traditions, Nyaya logic, and indigenous ecological wisdom forms a vital part of India's cultural and intellectual heritage. The National Education Policy (NEP) 2020 explicitly calls for the integration of IKS into mainstream education, coinciding with the rapid diffusion of Artificial Intelligence (AI) tools such as ChatGPT, Gemini, and Claude among students. This study examines how students perceive the role of AI in maintaining, disseminating, and revitalising the Indian Knowledge System. Using a descriptive survey design, primary data were collected from 100 students across undergraduate and postgraduate levels through a structured questionnaire covering awareness, perception, usage patterns, challenges, and suggestions. Findings indicate that a majority of students are aware of IKS and view AI positively as a tool for preservation and access, particularly for digitising manuscripts and reviving endangered languages, but they simultaneously express concern over authenticity, cultural dilution, and the erosion of traditional guru-shishya (teacher-disciple) learning. The paper concludes with justification of findings against objectives, practical suggestions for policymakers and institutions, and directions for future research

Keywords: *Artificial Intelligence, Indian Knowledge System, Student Perception, Higher Education, NEP 2020, Cultural Preservation, Digital Heritage*

RURAL FINANCIAL INCLUSION BY FICCI FLO KANPUR CHAPTER USING AI

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ABSTRACT

Micro finance and rural inclusion through banking sector is the emerging topic in Indian Financial system. Micro finance refers to providing finance to lower income groups, those who cannot access directly the traditional banking services. This concept was started in Bangladesh by Mr. Muhammad Yunus a noble prize winner in the form of Grameen bank.

The idea is to provide extremely **poor** people with small loans so they can start and operate a business. The borrowers are able to save money and pay back the loan over time. The idea behind **microfinance** is to empower borrowers by helping them build a business which can create income and growth. This study is mainly to analyse the Self-Help Groups of Rural Kanpur who got finance via FICCI LADIES ORGANIZATION, KANPUR CHAPTER to measure the progress of financial inclusion. The aim of this study is to analyze whether rural women have been empowered through the provision of microfinance and how AI in micro finance has helped them with the same. The data is collected from respondents of SHG who participated in the flagship program Swayam Shakti Pratiyogita organized in May 2025 by the FICCI FLO Kanpur Chapter in collaboration with the District Administration. Under the leadership of then-Chairperson Kriti Shroff and event

chairs Radhika Gupta and Niti Tandon, the competition identified and celebrated innovative women-led Self Help Groups across the region. The data is also collected from few secondary sources and analysis is done through tabulation and percentages. The research methodology is descriptive in nature.

Keywords – *AI (Artificial intelligence), Self Help Groups, Micro Finance, FLO (FICCI ladies organization)*

INDIAN FOLK ARTS: A VIBRANT PART OF THE INDIAN KNOWLEDGE SYSTEM

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ABSTRACT

Folk arts are a vital and vibrant part of the Indian Knowledge System (IKS). These arts are not merely visual or performing mediums, but are powerful vehicles for transmitting oral traditions, social values, ethics, and respect for nature from one generation to the next. Importance and diversity of folk arts in the Indian knowledge system The Indian Knowledge System (IKS), which operates under the Ministry of Education, Government of India, aims to preserve India's rich intellectual and cultural heritage. In this system, folk arts are viewed as a form of knowledge, science, and philosophy of life. Some of the major highlights of folk arts spread across different states of India are as follows: Folk Paintings: Indian folk paintings are known for their unique symbols and use of natural colors for example Madhubani art. Folk Paintings: Indian folk paintings are known for their unique symbols and use of natural colors. For example, Madhubani art from Bihar, Warli art from Maharashtra, Pattachitra from Odisha, Kalamkari from Andhra Pradesh, and the Phad style from Rajasthan. Performing Arts: Folk music and dance are also integral to IKS, kept alive through the "guru-shishya tradition." These include performances such as Bihu from Assam, Kalbelia from Rajasthan, and Raslila and Yakshagana from various regions. Handicrafts and Sculpture: Objects made using locally available materials (like bamboo, clay, metal) that reflect our traditional science and aesthetics. The relationship between art and the environment In the Indian knowledge system, there is an inextricable connection between art and nature. Folk art depicts trees, plants, rivers, and animals as deities or important ecological components. For example, Pithora or Gond art embodies a profound philosophy of nature conservation. Its inclusion in education Currently, under the National Education Policy (NEP 2020), Indian knowledge

systems are being integrated into formal education. This aims to ensure that the new generation remains connected to their roots and traditional arts.

Keywords: *Folk, Arts, Vibrant, Indian, Knowledge, System*

MULTIMODAL AI FOR PERSONALIZED LEARNING UNDER NEP 2020: TRANSFORMING HIGHER EDUCATION THROUGH ADAPTIVE INTELLIGENT LEARNING ECOSYSTEMS

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ABSTRACT

India's National Education Policy (NEP 2020) calls for a learner-centred, flexible and technology enabled higher education system that accommodates multidisciplinary study, regional languages and equitable access. Artificial Intelligence (AI) has emerged as a transformative force in higher education by enabling personalized, adaptive and inclusive learning experiences. Among recent technological advancements Multimodal Artificial Intelligence (MMAI) which integrates text, speech, images, video and interactive learning resources. It has demonstrated significant potential to enhance teaching and learning processes. Drawing upon recent literature published between 2024 and 2026, the study creates current developments in multimodal generative AI, adaptive learning systems, learning analytics and intelligent tutoring technologies.

The paper proposes a five-layer conceptual framework that termed the Adaptive Intelligent Learning Ecosystem (AILE). It can facilitate individualized learning pathways. The framework is mapped explicitly onto core NEP 2020 provisions including the Academic Bank of Credits, multidisciplinary curriculum and support for Indian languages. The paper concludes with recommendations for policymakers, educators and higher education institutions to substitute responsible and effective adoption of multimodal AI technologies.

Keywords: *Multimodal, AI, Personalized Learning*

AN EVALUATION ON EFFECTIVENESS OF AI AMONG BENEFICIARIES TOWARDS ATAL PENSION YOJANA IN COIMBATORE DISTRICT

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ABSTRACT

The quick development of technology in recent years has drastically changed how governments plan, carry out, and oversee public welfare programs. Among these technical breakthroughs, Artificial Intelligence (AI) has emerged as a potent instrument that promotes efficiency, transparency, and accessibility in governance. The study focuses on the impact of AI on the efficiency of service delivery in the APY scheme and to study the level of satisfaction among beneficiaries towards AI driven services in APY. Primary data has been collected from 662 respondents with the help of a well-structured questionnaire and secondary data has been collected from various journals, magazines and newspapers. Simple percentage analysis, Factor analysis and discriminant analysis has been used as a research tool for the study.

Keywords: *Artificial Intelligence (AI), Atal Pension Yojana (APY), Beneficiaries*

THE INTEGRATION OF ARTIFICIAL INTELLIGENCE AND DATA ANALYTICS FOR SMART DECISION MAKING

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ABSTRACT

The rapid growth of digital technologies has led to an unprecedented increase in the volume of data generated by businesses, governments, and individuals. Extracting meaningful insights from this data has become essential for informed decision-making. Artificial Intelligence (AI) and data analytics have emerged as powerful technologies that work together to transform raw data into actionable intelligence. AI enhances traditional data analytics by automating data processing, identifying hidden patterns, predicting future trends, and supporting real-time decision-making. This article explores the integration of AI and data analytics, its applications across various industries, benefits, challenges, and future prospects. The integration of these technologies is enabling organizations to make smarter, faster, and more accurate decisions in an increasingly data-driven world. The integration of AI and data analytics has found widespread applications across numerous sectors including healthcare, finance, retail, manufacturing, education, transportation, agriculture and smart cities.

Keywords: *Artificial Intelligence, Data Analytics, Machine Learning, Business Intelligence, Predictive Analytics, Smart Decision-Making.*

GENERATIVE AI AND CULTURAL REPRESENTATION: OPPORTUNITIES AND ETHICAL CHALLENGES

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ABSTRACT

The introduction of Generative Artificial Intelligence (GenAI) has fundamentally revolutionized the production of culture by facilitating the creation of text, images, music, video and other creative works that people thought could only be produced by humans. As such, these technologies mold cultural symbols, the development of self-image, and collective memory as they become more commonplace in literature, movie, journalism, education and digital communication. The advantages and challenges of integrating GenAI tools into the preservation and promotion of cultural heritage are very significant, with world-changing potential in its ability to preserve cultural heritage and revitalize languages which are dying or endangered, and in its ability to provide and enhance access to cultural resources and to share innovative opportunities for artistic engagement and creativity. But as with everything, this presents a range of ethical issues, including algorithmic bias, cultural appropriation, copyright, misinformation, and the marginalization of minority cultures. The present conceptual study explores the relationship between Generative AI and cultural representation in a mostly interdisciplinary perspective between Cultural Studies, Media studies, Digital Humanities and AI Ethics. This article engages with the theories of representation, Posthumanism and Algorithmic culture to critically analyze how the GenAI re-represents the existing cultural narratives, alters the same and also questions them. The study also asserts that Ai systems are not simply technological tools but socio-cultural constructs reflecting values and socio- cultural institutions as well as historical records. This means that content created with AI algorithms has the potential to help drive inclusivity and cultural diversity one way or the other. The article calls for the creation of a culturally responsible approach to the ethical development and application of GenAI, one that is based on transparency, accountability, diversity, and community participation. This study brings

together technological innovation to assist with a critical cultural analysis of the future of cultural representation in the accelerated digital world, adding to the growing scholarship on Generative AI's impact on cultural representation.

Keywords: *Generative Artificial Intelligence, Cultural Representation, Digital Heritage, AI Ethics, Cultural Studies, Algorithmic Bias*

ARTIFICIAL INTELLIGENCE IN MODERN MARKETING: A COMPREHENSIVE STUDY OF ANALYTICS AND CONSUMER BEHAVIOUR

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Abstract:

Artificial Intelligence (AI) has rapidly emerged as a transformative force in modern marketing, fundamentally reshaping how businesses understand and respond to consumer behaviour. This paper examines the role of AI in marketing analysis, exploring its key applications, measurable benefits, and practical challenges. Through a review of secondary literature and real-world case studies including Amazon, Netflix, Spotify, and Starbucks this study demonstrates how AI enables data-driven personalization, predictive analytics, and automated marketing at scale. Findings reveal that AI-driven recommendation systems can account for up to 35% of e-commerce revenue, while AI-powered personalization tools contribute to double-digit increases in customer retention and sales. The paper also highlights challenges such as data privacy, algorithmic bias, and implementation costs. The study concludes that AI is not merely a technological tool but a strategic imperative for organizations aiming to achieve competitive advantage in an increasingly digital marketplace.

Keywords: *Artificial Intelligence, Modern Marketing, Consumer Behaviour*

**A STUDY ON THE TRI-GUNA MODEL FOR PREDICTIVE SEGMENTATION:
INTEGRATING INDIAN KNOWLEDGE SYSTEMS WITH MACHINE LEARNING
FOR PSYCHOGRAPHIC PROFILING IN CONSUMER BEHAVIOUR**

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Abstract:

Demographic data and behavioural models based on Western cognitive frameworks remain critical components of modern AI-powered digital marketing. However, they frequently fail to capture the intricate, underlying psychological variables that genuinely affect modern customer decision-making processes, reducing customers to transactional data rather than comprehending their intrinsic motives. This study proposes a highly innovative strategy for predictive market segmentation by merging advanced machine learning architectures with the profound insights of Indian Knowledge Systems (IKS)'s Tri-Guna theory (Sattva, Rajas, Tamas).

We create a strong theoretical framework that precisely connects real-time digital footprints such as browsing velocity, cart abandonment rates, and engagement depth with these three essential psychological states. According to this model, Rajas (action) is closely linked to status-oriented, impulsive behaviours motivated by trend-following and instant gratification, Tamas (inertia) represents habitual, convenience-seeking purchasing behaviour marked by brand apathy, and Sattva (harmony) directly correlates with conscious, value-driven consumption that prioritizes sustainability and ethical sourcing.

These varied behavioural data points can be analysed by computers using unsupervised machine learning approaches like behavioural vector analysis and K-Means clustering to dynamically classify consumers according to their dominant Guna. Highly tailored marketing interventions are made possible by this smooth integration, which enables digital systems to automatically modify user interfaces, dynamic pricing models, and promotional material in real-time to precisely fit a consumer's innate psychological state. In the end, a more comprehensive, culturally sensitive, and globally relevant framework for predictive consumer

analytics is produced by converting these antiquated Indian epistemologies into useful, mathematically based data science models, which promotes more brand resonance and enduring loyalty.

Keywords: *Artificial Intelligence (AI), Indian Knowledge Systems (IKS), Tri-Guna Theory, Predictive Market Segmentation, Consumer Behaviour Analytics, Unsupervised Machine Learning, K-Means Clustering.*

A STUDY ON TO EXAMINE THE FEATURES AND BENEFITS OF UPI PAYMENTS SYSTEM

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Abstract

The rapid growth of **Unified Payments Interface (UPI)** has transformed India's digital payment ecosystem by providing a fast, secure, and convenient platform for real-time financial transactions. Introduced by the **National Payments Corporation of India**, UPI has significantly reduced dependence on cash and encouraged financial inclusion across urban and rural areas. This study examines the impact of UPI payments on the Indian banking sector, focusing on changes in transaction patterns, customer convenience, banking operations, and the adoption of digital financial services. The study explores how UPI has enhanced the efficiency of fund transfers, reduced transaction costs, improved customer satisfaction, and accelerated the digital transformation of banks. It also analyzes the challenges associated with UPI adoption, including cybersecurity risks, fraud prevention, infrastructure requirements, and increasing competition from fintech companies. The research is based on secondary data collected from reports, journals, government publications, and banking statistics. The findings indicate that UPI has revolutionized the Indian banking sector by increasing digital transaction volumes, promoting cashless payments, and strengthening financial inclusion. At the same time, banks must continuously invest in technological infrastructure, security mechanisms, and customer awareness to address emerging challenges. The study concludes that UPI has become a cornerstone of India's digital economy and will continue to play a crucial role in shaping the future of the banking sector through innovation, accessibility, and sustainable digital financial services.

Keywords: *Unified Payments Interface (UPI), Digital Payments, Indian Banking Sector, Financial Inclusion, Cashless Economy, NPCI, Fintech, Digital Banking.*

ARTIFICIAL INTELLIGENCE IN HIGHER EDUCATION WITH SPECIAL REFERENCE TO BANGALORE DISTRICT

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Abstract:

Artificial Intelligence (AI) has become a key driver of transformation in higher education, especially in rapidly developing academic hubs such as Bangalore. The integration of AI technologies into teaching, learning, and administrative systems is reshaping traditional educational practices. This study examines the extent of AI adoption in higher education institutions in Bangalore, focusing on students' and faculty members' perceptions, benefits, and challenges. Primary data collected through a structured questionnaire was analyzed using statistical tools including descriptive analysis, correlation, chi-square tests, and regression modelling. The results reveal a strong positive relationship between AI awareness and adoption levels, while concerns related to privacy, bias, and academic integrity remain significant barriers. The study concludes that AI enhances educational effectiveness but requires ethical governance and structured institutional support for sustainable implementation.

Key Words: *Artificial Intelligence, Higher Education, Bangalore District, AI Adoption Educational Technology.*

KNOWLEDGE REPRESENTATION AND INDIGENOUS WISDOM: BRIDGING TRADITION AND TECHNOLOGY

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Abstract:

Indigenous knowledge (IK) is the local knowledge that indigenous people have gained through experience and interaction with their environment, culture and social systems over centuries. With the advancement of modern information science, a pertinent question arises: how to represent, organize and preserve such orally transmitted, context embedded knowledge in formal knowledge representation systems (KRS) such as taxonomies, ontologies and digital repositories without stripping it of its cultural meaning? This study investigates the link between indigenous knowledge systems and formal knowledge representation frameworks with a special focus on the Indian setting and comparative international practice. The paper first introduces the conceptual foundations of indigenous knowledge and knowledge representation and then surveys Indian initiatives including the Traditional Knowledge Digital Library, the National Innovation Foundation, and community biodiversity registers as well as international efforts such as UNESCO's Local and Indigenous Knowledge Systems programme, the World Intellectual Property Organization's traditional knowledge database, and indigenous data sovereignty initiatives such as the CARE Principles. The study adopts a qualitative document-based comparison methodology to examine the extent to which existing representation systems accommodate the oral, contextual and communal nature of indigenous knowledge. The results show that while digitization has improved documentation and defensive protection from misappropriation, most systems of representation still follow Western bibliographic and ontological assumptions that do not sufficiently address the relational, seasonal and spiritual aspects of indigenous knowledge. Based on these findings, the article recommends policies, designs of technology, and engagements with communities to construct systems of knowledge representation that are

both technically strong and culturally faithful. The study suggests that knowledge organization needs to be reframed as a collaborative and ethical practice, rather than a solely technical exercise, in order to achieve meaningful representation of indigenous knowledge.

Keywords: *Indigenous knowledge, Knowledge representation, Digitization*

HUMAN INFLUENCERS VS VIRTUAL INFLUENCERS: A STUDY ON EFFECTIVENESS AND ENGAGEMENT IN DIGITAL MARKETING

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Abstract:

The rapid growth of digital marketing has accelerated the adoption of influencer marketing, leading to the emergence of virtual influencers alongside traditional human influencers. This study aims to examine and compare the effectiveness and engagement of human influencers and virtual influencers in digital marketing. A quantitative research approach was adopted to achieve the objectives of the study. Data were collected from 200 respondents selected through convenient resampling using a structured questionnaire. The study focuses on key factors influencing influencer effectiveness, including authenticity and trust, brand control and consistency, cost and scalability, campaign performance, engagement quality, and parasocial interaction. To analyse differences in respondents' perceptions across these factors, the Friedman test, a non-parametric statistical technique, was employed. The results indicate that respondents do not perceive all influencing factors equally, demonstrating statistically significant differences in the importance assigned to various dimensions of influencer effectiveness and engagement. The findings highlight that engagement-related and performance-oriented factors play a prominent role in shaping perceptions of both human and virtual influencers, while operational and governance-related aspects receive comparatively varied emphasis. The study contributes to the growing literature on digital marketing by providing insights into how audiences evaluate human versus virtual influencers. The findings offer practical implications for marketers and brand managers in designing influencer strategies that align with audience expectations in an increasingly technology-driven marketing environment.

Keywords: *Human influencers, virtual influencers, digital marketing, consumer engagement, influencer effectiveness and social media marketing.*

DIGITAL INCLUSION AND WORK–LIFE BALANCE AMONG SINGLE MOTHERS: A PATHWAY TO SOCIAL EQUITY

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Abstract:

Digital inclusion has emerged as a key driver of social equity by enabling equal access to information, employment opportunities, education, healthcare, and public services. However, single mothers often experience significant challenges in achieving work–life balance due to caregiving responsibilities, financial constraints, limited social support, and unequal access to digital resources. This paper examines the role of digital inclusion in improving the work–life balance of single mothers and its contribution to promoting social equity. The study explores how access to digital technologies, digital literacy, flexible work arrangements, and online support services empower single mothers to effectively manage both professional and family responsibilities. It also highlights the barriers posed by the digital divide, including inadequate internet access, limited digital skills, and affordability issues, which may further intensify work–life imbalance and social exclusion. Drawing on existing literature and contemporary perspectives, the paper argues that digital inclusion not only enhances employment opportunities and work flexibility but also strengthens the overall well-being and economic independence of single mothers. The study concludes that governments, employers, and policymakers should promote inclusive digital policies, improve digital infrastructure, provide digital skills training, and encourage family-friendly workplace practices to foster greater social equity. By bridging the digital divide, societies can create more inclusive environments where single mothers are better equipped to balance work and family responsibilities while participating fully in social and economic development.

Keywords: *Digital Inclusion, Digital Divide, Work–Life Balance, Single Mothers, Social Equity, Digital Literacy, Flexible Work Arrangements.*

AI IN MATHEMATICS PEDAGOGY: A BIBLIOMETRIC ANALYSIS

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Abstract:

The term "artificial intelligence" (AI) refers to a wide range of computer programs created to carry out increasingly difficult cognitive activities, many of which were previously exclusively performed by people. The reasons for these tools' quick development and assimilation into society are often questioned as they become exponentially more sophisticated and ubiquitous. This is especially true given that they use limited resources and endanger the livelihoods of the skilled people they seem to replace. With a focus on its use in mathematics and the wider real-world consequences of its more widespread use, we examine in this paper the quickly changing impact of AI on the classic philosophical concerns. We contend that the research and implementation of AI must continue to be essentially human-centered, and we claim that AI is a natural extension of human tools created throughout history to promote the production, organization, and distribution of ideas. We suggest a way to include AI into our most difficult and cognitively demanding sectors for the benefit of all people, with an eye toward developing novel solutions to satisfy human needs, improving human quality of life, and increasing human thought and knowledge.

Keywords: *PRISMA, systematic review, chatbots, artificial intelligence technologies, human-centric analytics, mathematics education.*

**SPEAKING AS MACHINE: EVIDENTIALITY, TENSE, AND MORAL VOICE IN
ISHIGURO’S KLARA AND THE SUN”**

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Abstract:

This paper examines Kazuo Ishiguro’s *Klara and the Sun* (2021) through the lenses of posthuman ethics and linguistic agency, arguing that the novel reconfigures artificial intelligence not as a tool of human convenience but as a moral subject whose care-based cognition challenges anthropocentric assumptions. Drawing on posthumanist theory (Braidotti, Haraway) and relational ethics, the study analyses how Klara- the Artificial Friend narrator—constructs ethical meaning through attentive observation, sacrificial action, and a distinctive grammatical voice marked by modal restraint and evidential humility. Close reading reveals that Klara’s syntax, particularly her use of tentative modals (*might, could*) and present-perfect constructions, reflects a non-human epistemology grounded in relational responsibility rather than autonomous reasoning. The paper further situates the novel within contemporary debates on AI in education and healthcare, highlighting its relevance for pedagogical contexts where AI companionship intersects with emotional labour. By foregrounding fragility, interdependence, and grammatical nuance as markers of ethical subjectivity, this study contributes to literary AI scholarship and offers a framework for rethinking human–machine coexistence in technologically mediated societies.

Keywords: *posthumanism, AI ethics, care, narration, modality, Klara and the Sun, linguistic agency.*

**THE GHOST IN THE GILEAD: SPIRITUALITY, CONSCIOUSNESS, AND
ARTIFICIAL INTELLIGENCE IN THE FICTION AND ESSAYS OF MARILYNNE
ROBINSON**

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Abstract:

Marilynne Robinson is one of the most philosophically demanding novelists writing in English today, and her fiction offers a sustained meditation on the nature of the inward self that has direct bearing on current debates about consciousness and artificial intelligence. This research paper examines Robinson's five novels "Housekeeping", "Gilead", "Home", "Lila", and "Jack" alongside her nonfiction work "Absence of Mind", arguing that her portrayal of memory, grace, and interiority stands as an implicit challenge to functionalist and computational theories of mind. Reading Robinson against philosophers of consciousness such as David Chalmers, Thomas Nagel, and John Searle, this paper contends that Robinson's fiction resists the assumption that consciousness can be reduced to information processing, however sophisticated. The paper does not claim that Robinson wrote about artificial intelligence, but rather that her account of human inwardness sets the terms by which any claim to machine consciousness must be tested.

Keywords: *Marilynne Robinson, consciousness, artificial intelligence, spirituality, memory,*

ARTIFICIAL INTELLIGENCE IN EDUCATIONAL AND PEDAGOGICAL INNOVATIONS: TRANSFORMING TEACHING AND LEARNING

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Abstract:

Artificial Intelligence (AI) has emerged as one of the most transformative technologies in education, significantly influencing teaching methodologies, learning environments, and institutional management. AI-powered educational tools provide personalized learning experiences, automate administrative and assessment tasks, support intelligent tutoring systems, and facilitate data-driven decision-making. This review paper explores the applications of AI in educational and pedagogical innovations, highlighting its role in adaptive learning, assessment, learning analytics, smart classrooms, and inclusive education. The paper also discusses the benefits, challenges, ethical considerations, and future prospects of AI in higher education. The findings suggest that AI can substantially improve educational quality when integrated responsibly with human-centered pedagogical practices.

Keywords: *Artificial Intelligence, Educational Technology, Pedagogical Innovation, Adaptive Learning, Intelligent Tutoring Systems, Learning Analytics, Smart Education.*

ARTIFICIAL INTELLIGENCE AND INDIAN KNOWLEDGE SYSTEMS IN ENHANCING FINANCIAL INCLUSION

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Abstract:

The rapid expansion of digital technologies has created new opportunities for improving financial inclusion, particularly among underserved and rural populations. This study examines the role of Artificial Intelligence (AI) and Indian Knowledge Systems (IKS) in enhancing access to financial services and promoting inclusive economic development. While AI enables data-driven decision-making, personalized financial services, fraud detection, alternative credit assessment, and efficient service delivery, Indian Knowledge Systems contribute principles of trust, ethics, community orientation, financial prudence, and social welfare that are deeply rooted in Indian socio-cultural traditions. The paper proposes an integrated framework that combines the technological capabilities of AI with the value-based approach of IKS to address persistent barriers such as financial illiteracy, language constraints, lack of trust in formal institutions, and limited credit accessibility. Particular attention is given to the potential of vernacular-language AI applications, digital financial literacy initiatives, and community-centric financial models inspired by Indian knowledge traditions. The study adopts a conceptual and interdisciplinary approach by synthesizing insights from finance, management, technology, and Indian philosophical thought. The findings suggest that the synergy between AI and IKS can improve financial awareness, strengthen customer trust, expand formal credit coverage, and support sustainable financial inclusion. Furthermore, the integration of ethical and culturally sensitive AI systems can enhance user adoption and reduce exclusion among vulnerable groups. The study concludes that combining advanced AI technologies with indigenous knowledge and value systems offers a promising pathway for building an inclusive, responsible, and sustainable financial ecosystem in India.

Keywords: *Artificial Intelligence, Indian Knowledge Systems, Financial Inclusion, Digital Finance, Financial Literacy, Ethical AI, Vernacular Language, Sustainable Development.*

FROM CLOSE READING TO MACHINE READING: REIMAGINING LITERARY CRITICISM THROUGH AI, LINGUISTICS AND INDIAN KNOWLEDGE SYSTEMS

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ABSTRACT

The emergence of large language models and computational text analysis has reopened a foundational question in literary studies: what counts as "reading," and who or what can perform it. This paper argues that the current debate between traditional close reading and algorithmic "distant reading" is impoverished by its exclusive grounding in Euro-American critical theory and proposes that Indian knowledge systems offer conceptual resources uniquely suited to this moment.

Classical Indian poetics particularly, the traditions of *vyakarana* (grammar), *alankara-shastra* (rhetoric), *dhvani* (suggestion/resonance) and *rasa* (aesthetic emotion) developed sophisticated systematic accounts of how meaning is generated and experienced in texts. This paper contends that these traditions, developed over centuries with a rigor comparable to modern linguistics anticipated key tensions now resurfacing in AI-assisted criticism.

Moreover, the study explores how techniques such as topic modelling, sentiment/affect detection and transformer-based semantic analysis might be reframed through *rasa* theory's account of resonance rather than imported from structuralist paradigms. It asks what is lost when AI systems trained on English-language corpora and Western literary theory analyse multilingual texts and whether Indian hermeneutic categories can inform responsive computational tools.

The paper offers a hybrid method provisionally termed "resonant reading" that treats machine reading not as a replacement for the *sahridaya's* interpretive labour rather an instrument surfacing patterns for aesthetic judgment, echoing the classical Indian distinction between the text's structure (*shabda*) and its experienced meaning (*artha, rasa*).

Keywords: *computational literary studies, close reading, distant reading, rasa theory, dhvani, natural language processing, comparative hermeneutics*

DECODING ANCIENT WISDOM: THE ROLE OF ARTIFICIAL INTELLIGENCE IN MODERN AYURVEDIC DRUG DISCOVERY

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Abstract:

The integration of Artificial Intelligence (AI) with Ayurvedic herbology and drug discovery represents a pioneering synergy that is revolutionizing the field of traditional medicine through advanced computational methods. This technological fusion accelerates drug development by machine learning algorithms and natural language processing (NLP) by working on complex datasets, including ancient historical texts, clinical data, and extensive research papers. By systematically decoding these historical repositories, AI identifies novel medicinal herbs and extracts hidden patterns regarding their underlying therapeutic properties. Furthermore, computational tools offer predictive capabilities to evaluate molecular structures and pharmacological profiles. This enables researchers to forecast critical herb-drug interactions, significantly minimizing adverse reactions and maximizing patient safety when combining traditional remedies with modern conventional pharmaceuticals.

In alignment with the holistic principles of Ayurveda, AI further drives the formulation of personalized herbal combinations. By interpreting clinical data alongside an individual's unique physiological constitution and specific health imbalances, data-driven systems optimize tailored treatment strategies. Despite these transformative benefits, bridging ancient tradition with modern technology introduces profound systemic bottlenecks. The principal scientific challenge lies in the experimental validation of AI-generated hypotheses; these theoretical findings must undergo rigorous *in vitro* and *in vivo* laboratory evaluation to definitively establish physical safety and therapeutic efficacy. Ultimately, cross-disciplinary cooperation between Ayurvedic scholars, AI experts, and global healthcare policymakers is essential to build safe, evidence-based, and future-ready medical practices.

Keywords: *Artificial Intelligence, Ayurvedic Herbology, Drug Discovery, Natural Language Processing, Herb-Drug Interactions, Personalized Medicine*

ARTIFICIAL INTELLIGENCE IN ENGLISH LANGUAGE TEACHING AND LITERATURE CLASSROOMS: TRANSFORMING PEDAGOGY, LEARNING, AND LITERARY ENGAGEMENT

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Abstract:

Artificial Intelligence (AI) has emerged as a transformative force in education, reshaping the methodologies of teaching, learning, and assessment across disciplines. In English Language Teaching (ELT) and literature classrooms, AI-powered technologies are redefining traditional pedagogical practices by enabling personalized learning, intelligent tutoring, automated assessment, and interactive literary engagement. From grammar correction and pronunciation analysis to computational literary studies and AI-assisted creative writing, educators are increasingly integrating AI tools to enhance students' linguistic competence and critical thinking. Nevertheless, the adoption of AI in language and literature education raises significant concerns regarding academic integrity, ethical use, algorithmic bias, data privacy, and the evolving role of teachers. Rather than replacing educators, AI functions most effectively as a pedagogical partner that supports instruction, encourages learner autonomy, and facilitates innovative approaches to textual analysis. This paper explores the impact of AI on English language teaching and literature classrooms by examining recent developments, pedagogical applications, opportunities, and challenges. Drawing upon contemporary research in educational technology and digital humanities, the study argues that responsible and ethical integration of AI can enrich language acquisition, literary interpretation, and student engagement while preserving the indispensable role of human creativity, empathy, and critical judgment. The paper concludes that effective AI implementation requires teacher preparedness, institutional support, ethical guidelines, and continuous professional development to ensure meaningful and equitable educational outcomes.

Keywords: *Artificial Intelligence, English Language Teaching, Literature Education, Digital Humanities, Educational Technology, AI-Assisted Learning, Higher Education.*

AI-POWERED CONSUMERS: EXAMINING ARTIFICIAL INTELLIGENCE AWARENESS AMONG COLLEGE STUDENTS

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Abstract:

Artificial Intelligence (AI) has become an integral part of modern digital commerce, significantly influencing consumer behaviour through personalized recommendations, chatbots, virtual assistants, and targeted advertisements. College students, being active users of digital technologies and online shopping platforms, frequently interact with AI-enabled applications that shape their purchasing decisions. However, their level of awareness regarding AI technologies and their impact on consumer behaviour remains an important area for investigation. This study aims to examine the level of AI awareness among college students and analyse its influence on consumer behaviour. A descriptive research design was adopted, and primary data were collected from **30 college students** using a structured questionnaire with a five-point Likert scale. The collected data were analysed using percentage analysis, mean, standard deviation, Pearson correlation, and simple linear regression. The findings indicate that **most college students are familiar with AI-enabled applications used in online shopping and possess a positive level of AI awareness**. The study further reveals that **AI awareness positively influences students' purchasing behaviour, while personalized recommendations encourage them to explore and purchase products**. Although respondents generally **trust AI-based services**, they also express **moderate concerns regarding data privacy**. Furthermore, the results suggest that **higher AI awareness leads to greater acceptance of AI-enabled consumer services and enhances students' online shopping experiences through convenience and personalization**. The study provides valuable insights for educators, marketers, and policymakers in promoting responsible AI usage, strengthening digital consumer literacy, and developing transparent and ethical AI-driven marketing strategies for young consumers.

Keywords: *Artificial Intelligence, Consumer Behaviour, AI Awareness, College Students, Online Shopping, Purchase Decision, Digital Consumer.*

AI IN PERSONALIZED MEDICINE AND PRECISION HEALTHCARE

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Abstract:

Artificial Intelligence (AI) is revolutionizing healthcare by enabling personalized medicine and precision healthcare, where treatments are tailored to individual patient characteristics such as genetic makeup, medical history, lifestyle, and environmental factors. Unlike conventional healthcare approaches that apply uniform treatment protocols, AI-driven systems analyze large and complex datasets to support accurate diagnosis, predict disease risk, optimize treatment selection, and improve patient outcomes. Machine learning, deep learning, and natural language processing have become key technologies in developing intelligent healthcare solutions. These technologies facilitate early disease detection, personalized treatment planning, drug discovery, and continuous patient monitoring. Despite its significant benefits, AI implementation in healthcare faces challenges including data privacy, ethical concerns, algorithmic bias, and regulatory compliance. This paper discusses the role of AI in personalized medicine, its methodologies, applications, outcomes, challenges, and future prospects, highlighting its potential to transform modern healthcare into a more predictive, preventive, and patient-centered system.

Keywords: *Artificial Intelligence, Personalized Medicine, Precision Healthcare, Machine Learning, Deep Learning, Healthcare Analytics, Genomics.*

TRANSFORMING INDIAN KNOWLEDGE SYSTEMS THROUGH ARTIFICIAL INTELLIGENCE: DIGITIZATION, KNOWLEDGE REPRESENTATION, AND SEMANTIC RETRIEVAL

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Abstract:

Indian Knowledge Systems (IKS) represent one of the world's oldest and most comprehensive repositories of knowledge, encompassing disciplines such as philosophy, medicine, mathematics, astronomy, governance, architecture, agriculture, linguistics, and the arts. Despite their immense historical, cultural, and scientific significance, a substantial portion of these knowledge resources remains preserved in fragile manuscripts, inscriptions, and traditional oral practices, limiting accessibility and interdisciplinary research. Recent advances in Artificial Intelligence (AI) provide unprecedented opportunities to preserve, organize, and disseminate this knowledge through intelligent digital technologies. This paper explores the transformative role of AI in the digitization, knowledge representation, and semantic retrieval of Indian Knowledge Systems. It presents a comprehensive conceptual framework integrating Optical Character Recognition (OCR), Natural Language Processing (NLP), Machine Learning (ML), Knowledge Graphs, Ontologies, Vector Embeddings, and Retrieval-Augmented Generation (RAG) to convert heterogeneous knowledge sources into structured, machine-readable repositories. The proposed framework enables semantic search capabilities that move beyond conventional keyword-based retrieval by understanding contextual meaning and conceptual relationships among entities within Indian knowledge traditions. The paper further discusses major challenges associated with multilingual document processing, ancient scripts, metadata standardization, knowledge authenticity, ethical AI, and explainability. It also identifies future research opportunities involving multimodal AI, large language models, digital knowledge ecosystems, and intelligent heritage preservation systems. By integrating advanced AI technologies with the principles of Indian Knowledge Systems, the proposed framework contributes to sustainable digital preservation, improved knowledge accessibility, interdisciplinary research, and inclusive educational innovation. The study provides a roadmap for researchers, educators,

policymakers, and technology developers seeking to harness Artificial Intelligence for preserving and promoting India's intellectual and cultural heritage in the digital era.

Keywords: *Artificial Intelligence, Indian Knowledge Systems, Digitization, Knowledge Representation, Semantic Retrieval, Knowledge Graphs, Natural Language Processing, Ontologies, Retrieval-Augmented Generation, Cultural Heritage.*

AI IN HEALTHCARE SYSTEMS INSPIRED BY TRADITIONAL KNOWLEDGE

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Abstract:

Traditional knowledge (TK) systems — including Ayurveda, Traditional Chinese Medicine (TCM), Unani, Siddha, and Indigenous healing practices — have informed healthcare across civilizations for millennia. Despite their empirical depth, these systems remain largely excluded from contemporary evidence-based medicine frameworks. This paper examines how artificial intelligence (AI) technologies, particularly machine learning (ML), natural language processing (NLP), and knowledge graph engineering, can serve as integrative bridges between traditional and biomedical knowledge systems. We propose a conceptual framework — the Traditional Knowledge–AI Healthcare Integration Model (TK-AIHIM) — that systematizes the extraction, formalization, validation, and clinical translation of TK. We review existing literature on AI-assisted ethnopharmacology, herb–drug interaction prediction, diagnostic decision support grounded in TK ontologies, and patient-centered personalization using TK principles. Ethical dimensions — including epistemic justice, intellectual property rights of Indigenous communities, and data sovereignty — are analyzed alongside technical constraints. Our findings suggest that AI-mediated integration of TK into modern healthcare can enhance diagnostic breadth, therapeutic diversity, and health equity, provided that co-design with knowledge-holding communities is prioritized. This work contributes a roadmap for responsible, culturally informed AI development in global health contexts.

Keywords: *traditional knowledge, artificial intelligence, healthcare integration, machine learning, ethnopharmacology, Ayurveda, Traditional Chinese Medicine, knowledge graphs, health equity, epistemic justice.*

A STUDY ON CUSTOMER EXPERIENCE, BENEFITS, AND SATISFACTION TOWARD BATTERY SWAPPING TECHNOLOGY IN SUBSCRIPTION-BASED EV SCOOTERS IN CHENNAI

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Abstract:

The rapid adoption of battery swapping technology has transformed the electric mobility ecosystem by providing a faster and more convenient alternative to conventional charging, particularly for subscription-based electric scooters operating in urban areas. This study examines customer experience, perceived benefits, and satisfaction toward battery swapping technology among subscription-based EV scooter users in Chennai. This research explores users' perceptions regarding convenience, battery availability, service quality, subscription plans, operational efficiency, environmental sustainability, and overall satisfaction. The primary data were collected from 100 subscription-based EV scooter users through a structured questionnaire, and the responses were analyzed using descriptive statistics, reliability analysis, and correlation analysis. The findings indicate that most respondents perceive battery swapping as a time-saving, convenient, and reliable solution that enhances daily commuting while reducing charging-related inconvenience and maintenance costs. The major users expressed concerns regarding limited swapping stations, occasional battery availability, subscription costs, and mobile application performance, the majority reported positive customer experiences and high satisfaction with the overall service. This study further reveals that service convenience, battery quality, accessible swap infrastructure, responsive customer support, and economical subscription plans significantly influence customer satisfaction and continuance intention. The research provides valuable insights for battery swapping service providers, EV manufacturers, and policymakers in strengthening subscription-based electric mobility and promoting sustainable urban transportation in Chennai.

Keywords: *Customer Satisfaction, Battery Swapping, Technology*

CARE, CRISIS, AND COMMUNITY: SOCIAL REALISM IN SELECTED CONTEMPORARY PANDEMIC NOVELS.

Abstract:

This article examines the representation of care, crisis, and community through the lens of social realism in selected contemporary pandemic novels: *Summer* by Ali Smith, *The End of October* by Lawrence Wright, *The Pull of the Stars* by Emma Donoghue, and *Station Eleven* by Emily St. John Mandel. While these texts differ in historical setting, narrative style, and fictional context, they collectively portray pandemics as social events that expose structural inequalities, ethical dilemmas, and the fragility of human relationships. Employing qualitative textual analysis and comparative literary methodology, the study investigates how the novels depict caregiving, social isolation, collective resilience, and the reconfiguration of community during times of public health crisis. Drawing on the framework of social realism, the article argues that pandemic fiction not only documents individual suffering but also critiques political institutions, healthcare systems, and social hierarchies that shape lived experiences of disease. Furthermore, it demonstrates that acts of empathy, solidarity, and mutual care emerge as essential responses to crisis, offering possibilities for recovery and social renewal. By situating these narratives within contemporary pandemic discourse, the study highlights the significance of literature in preserving collective memory and fostering critical reflection on the ethical and social dimensions of global health emergencies.

Keywords: *Social Realism; Pandemic Fiction; Care; Crisis; Community; Isolation; Resilience; Contemporary Literature; Comparative Literature; Medical Humanities.*

FLOOD PREDICTION ANALYSIS USING SUPERVISED MACHINE LEARNING TECHNIQUES

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Abstract:

Floods are among the most devastating natural disasters in the world, frequently resulting in the loss of human lives, the destruction of property, and environmental harm. Improving flood forecasting models through research has been crucial to reducing risks, aiding policy decisions, protecting lives during floods, and minimizing property damage. In the past 20 years, machine learning approaches have become an essential component in the developing of more accurate prediction models. By simulating the intricate interplay of physical processes involved in flooding, these systems offer more precise results and cost-effective solutions. Researchers are striving to improve the accuracy and an efficiency of flood prediction models by combining and developing novel machine learning (ML) techniques. The primary objective of this article is to describe the most successful models and showcase recent developments in machine learning for predicting floods. In order to comprehend various approaches within a larger evaluation and discussion, it is beneficial to compare the performance of various machine learning models. This study examines current research that has assessed machine learning models based on their accuracy, F-Score, and ROC, providing a thorough summary of the various ML techniques that are now employed. Consequently, this study identifies the most promising techniques for forecasting both short-term and long-term floods.

Keywords—*Machine learning approaches, Flood analysis, Decision Tree, Random Forest, KNN*

REAL-TIME ONION LEAF DISEASE DETECTION ON SMARTPHONES AND EDGE DEVICES USING LIGHTWEIGHT MACHINE LEARNING FOR PRECISION AGRICULTURE

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Abstract:

An onion is one of the most important vegetable crops worldwide, but its productivity is significantly affected by foliar diseases such as purple blotch, downy mildew, and Stemphylium leaf blight. Early and accurate disease detection is essential to minimize crop losses and optimize the use of pesticides. This research proposes a real-time onion leaf disease detection system using a lightweight Machine learning model deployed on smartphones and edge computing devices such as Raspberry Pi and NVIDIA Jetson Nano. The proposed framework employs efficient image preprocessing, data augmentation, and a lightweight convolutional neural network (e.g., MobileNetV3 or EfficientNet-Lite) to classify healthy and diseased onion leaves with high accuracy while maintaining low computational complexity. The trained model is optimized using TensorFlow Lite to enable fast inference with limited memory and processing resources. Farmers can capture leaf images using a mobile phone camera, and the system instantly identifies the disease category along with confidence scores and appropriate management recommendations. Experimental evaluation is performed on a publicly available and field-collected onion leaf disease dataset using metrics including accuracy, precision, recall, F1-score, inference time, and model size. The proposed approach aims to achieve high detection accuracy while reducing latency and power consumption, making it suitable for deployment in resource-constrained agricultural environments. By integrating artificial intelligence with edge computing, the system provides an affordable, portable, and practical solution for precision agriculture, enabling early disease diagnosis, reducing unnecessary pesticide application, and improving onion crop productivity.

Keywords: *Onion leaf disease detection, Precision agriculture, Machine learning, MobileNetV3, Tensor Flow Lite, Raspberry Pi, Jetson Nano, Edge AI, Smartphone application, Real-time disease classification.*

EXPLORING IDENTITY CONSTRUCTION IN AI-GENERATED YOUNG ADULT FICTION: A COMPARATIVE STUDY OF *THE HATE U GIVE* AND AI-GENERATED NARRATIVES

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Abstract:

Young Adult (YA) literature has long explored adolescent identity through themes of race, belonging, and self-discovery. With the rise of generative Artificial Intelligence (AI), AI-generated fiction offers new possibilities for storytelling while raising questions about the authenticity of identity representation. This paper compares AI-generated narratives with *The Hate U Give* by Angie Thomas to examine how adolescent identity is constructed across human- and AI-authored texts. Using qualitative textual analysis informed by socio-psychological theories of identity development, the study investigates representations of selfhood, family, peer relationships, and personal agency. It also evaluates whether AI-generated narratives demonstrate the emotional depth and cultural nuance evident in contemporary YA fiction. The paper argues that although AI can replicate narrative structures and thematic patterns, it often struggles to capture the lived experiences and psychological complexity that shape authentic identity formation. The study contributes to discussions on AI, literary creativity, and digital humanities.

Keywords: *Artificial Intelligence, Young Adult Literature, Identity Construction, AI-Generated Fiction, The Hate U Give, Digital Humanities*

GENERATIVE ARTIFICIAL INTELLIGENCE IN APPLIED LINGUISTICS: A SYSTEMATIC REVIEW OF OPPORTUNITIES, CHALLENGES, AND FUTURE DIRECTIONS FOR LANGUAGE EDUCATION

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Abstract:

Generative Artificial Intelligence (GenAI) is reshaping applied linguistics by transforming language teaching, learning, assessment, academic writing, and linguistic research. Although the adoption of large language models and AI-assisted educational technologies has accelerated, existing scholarship remains dispersed across diverse pedagogical contexts, creating the need for a comprehensive synthesis of current knowledge. This study presents a qualitative systematic literature review to examine the opportunities, challenges, and emerging directions of GenAI in language education. Following a transparent review methodology, recent peer-reviewed studies are synthesised through thematic analysis to identify major developments in personalised learning, intelligent feedback, academic writing support, multilingual communication, assessment practices, teacher roles, ethical considerations, and AI literacy. The review highlights key research trends, identifies persistent gaps in the literature, and proposes future research priorities for responsible AI integration in language education. The study contributes a consolidated evidence base to inform researchers, educators, curriculum developers, and policymakers seeking to foster effective and ethical AI-enabled language learning.

Keywords: *Generative Artificial Intelligence; Applied Linguistics; Language Education; English Language Teaching; Systematic Literature Review; Thematic Analysis; AI Literacy; Digital Pedagogy.*

HERITAGE-AI: A HUMAN-CENTERED FRAMEWORK FOR PRESERVING INDIA'S TRADITIONAL ARTS THROUGH ARTIFICIAL INTELLIGENCE AND INDIAN KNOWLEDGE SYSTEMS

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Abstract:

India's traditional arts represent a rich legacy of cultural heritage, indigenous knowledge, and creative expression that has been preserved across generations. However, many of these art forms are gradually declining due to modernization, reduced participation of younger generations, inadequate documentation, and limited global visibility. Although Artificial Intelligence (AI) has transformed numerous sectors through intelligent automation and data-driven innovation, its application in preserving India's traditional arts remains comparatively underexplored.

Balancing technological innovation with cultural authenticity is essential for ensuring the long-term preservation and revitalization of India's traditional arts.

Unlike existing studies that primarily focus on AI-driven automation, this paper emphasizes a human-centered preservation model in which Artificial Intelligence functions as a collaborative partner, ensuring that technology strengthens rather than replaces traditional artistic knowledge. Guided by the values of Indian Knowledge Systems (IKS), the paper explores how a Human-Centered Artificial Intelligence (HCAI) approach can contribute to the sustainable preservation and revitalization of India's traditional arts.

Adopting a conceptual and interdisciplinary approach, the study examines the potential of AI technologies such as computer vision, intelligent digital archiving, multilingual language models, and generative AI to document endangered art forms, assist in artwork restoration, improve cultural education, and create new opportunities for artisans through digital platforms. To organize these ideas, the paper proposes HERITAGE-AI, a conceptual framework that integrates heritage documentation, ethical AI practices, intelligent digital preservation, technology-enabled learning, artisan empowerment, global

cultural accessibility, and long-term preservation of traditional arts.

The paper concludes that integrating responsible Artificial Intelligence with the philosophical foundations of Indian Knowledge Systems offers a sustainable pathway for preserving cultural identity, empowering traditional communities, and ensuring that India's artistic heritage remains vibrant, authentic, and accessible in the digital era.

Keywords: *Artificial Intelligence, Human-Centered AI, Indian Knowledge Systems, Traditional Arts, Cultural Heritage Preservation, Digital Preservation, Ethical AI.*

INDIAN KNOWLEDGE SYSTEM AND DIGITAL HUMANITIES: A CONTEMPORARY PERSPECTIVE

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Abstract:

The Indian Knowledge System (IKS) stand for a holistic legacy of knowledge that has developed through centuries of intellectual, cultural, and scientific submission. It includes disparate areas such as philosophy, education, mathematics, medicine, eco-friendly methods, language, and literature. In the past few years, the development of Digital Humanities has generated new opportunities to protect, explain, and share this profound knowledge through digital technologies. This paper examines the relationship between the Indian Knowledge System and Digital Humanities and investigates how digital tools can contribute to the protection and upgrade of India's conventional knowledge.

The study discovers that the assimilation of the Indian Knowledge System with Digital Humanities can enhance knowledge conservation, encourage interdisciplinary research, and improve educational convenience. Digital technologies not only protect precious cultural resources but also allow wider public engagement and global academic cooperation. The paper concludes that a balanced combination of traditional knowledge and modern digital methods can assure the forward-looking sustainability and relevance of India's knowledge heritage. Further research should focus on developing inclusive digital platforms, multilingual resources, and cooperative initiatives that elevate the reliable use and propagation of the Indian Knowledge System in the digital era.

The study is based on qualitative research using secondary sources, including books, peer-reviewed journal articles, government journal, and digital source. It discusses the role of digital repository, artificial intelligence, digital libraries, and content analysis in documenting and making traditional knowledge more Reachable to researchers, educators, and students.

Keywords: *Indian Knowledge System, Digital Humanities, Traditional Knowledge, Digital Preservation, Cultural Heritage, Artificial Intelligence, Digital Archives.*

ARTIFICIAL INTELLIGENCE -DRIVEN LITERARY AND LINGUISTIC RESEARCH: EMERGING TRENDS, METHODOLOGIES AND APPLICATIONS

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ABSTRACT

The advent of Artificial Intelligence (AI) has become one of the most significant transformative technologies which has influenced research in the humanities, particularly in literature, linguistics, and text analysis. Nowadays human interpretation and critical thinking are enriched by AI driven computational methods. AI has enabled the research scholars to gain more knowledge and offers to analyse new perspectives on advances in **Natural Language Processing (NLP), Machine Learning (ML), Deep Learning (DL), and Large Language Models (LLMs)**. It also helps the scholars to analyse extensive textual quantities with extraordinary speed and accuracy. AI has slightly replaced the traditional humanistic inquiry, and also serves as an interdisciplinary research companion, supporting pattern recognition, semantic study, authorship attribution, sentimentality analysis, multilingual translation, and corpus-driven investigations. This paper examines the emerging trends, methodologies, and applications of AI-driven in literary and linguistic research within the broader framework of digital humanities. It also considers methodological innovations that combine qualitative explanation with computational analytics, thereby enhancing the reliability and scalability of humanities research. Whereas AI introduces substantial opportunities for interdisciplinary collaboration and data-driven scholarship, it simultaneously raises ethical concerns which is related to algorithmic bias, copyright, transparency, and academic integrity. This paper concludes that the future of humanities research lies in a balanced incorporation of computational astuteness with critical human interpretation, where AI functions as an enhancive tool rather than a substitute for scholarly judgment.

Keywords: *Artificial Intelligence, Digital Humanities, Machine learning, Corpus Linguistics, Natural Language Processing, Literary Studies, Literature, Computational Linguistics, Text Analytics.*

CULTURAL STUDIES OF AI AND SURVEILLANCE IN DAVE EGGERS'S *THE CIRCLE*

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Abstract:

Dave Eggers's *The Circle* presents a disturbing vision of a near future in which a powerful technology company turns social media, surveillance, and data-sharing into a moral system. The novel follows Mae Holland as she becomes absorbed into the company's culture of constant visibility and public approval. Through her experience, Eggers critiques how convenience, popularity, and idealistic language can normalize control over private life. The novel explores the loss of privacy, the pressure to perform identity online, and the danger of allowing corporations to shape democratic values. It also questions whether transparency always produces truth or justice, showing instead that extreme openness can become a form of coercion. Read through a cultural-studies lens, *The Circle* reveals how digital culture influences behavior, language, ethics, and power relations. Eggers uses satire and dystopian exaggeration to warn readers about a society where surveillance is accepted as common sense. The novel remains relevant because it reflects real anxieties about technology, identity, and freedom in the digital age.

Key words: *surveillance, privacy, transparency, digital culture, dystopia, social media, power, identity*

WESTERN VS. INDIAN KNOWLEDGE SYSTEMS IN ENGLISH LANGUAGE TEACHING: TOWARDS AN INTEGRATIVE PEDAGOGICAL FRAMEWORK

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Abstract:

English Language Teaching (ELT) has been deeply rooted in Western pedagogical theories and concepts aiming to enhance critical thinking and establish learner autonomy. It also emphasizes the standardization of assessment worldwide. In doing so, they have influenced language policies almost all around the world; however, aspects of the cultural and linguistic diversity of non-Western countries are almost neglected. This creates barriers for non-Western learners, whereas the Indian Knowledge System (IKS) is shaped by ideologies and theories that aim for holistic development grounded in ethical values. It also emphasizes emotional development, experiential learning, and multilingualism. The study focuses on finding the philosophical and pedagogical differences in inclusivity between Western and Indian Knowledge Systems in the context of English Language Teaching. It investigates how IKS prioritizes value-based, ethics-based, holistic development and culturally rich learning experiences in contrast to Western approaches that advocate learner autonomy, skill-based, and learner-centered learning. Based on accepting the National Education Policy (NEP) 2020, the study suggests amalgamating both traditions to strike a balance between the two and create a framework combining both. This will foster language learning with very limited barriers and will facilitate learning by strengthening cultural identity and increasing comprehensible input for non-Western learners. The study recapitulates that amalgamation of IKS with ELT helps in making language learning more inclusive, relevant, and sustainable in the Indian context and can be replicated in other non-Western countries with needed changes. It also mentions that it does not undermine the importance of English in the global context.

Keywords: *English Language Teaching (ELT), Indian Knowledge System (IKS), Western Pedagogy, NEP 2020, Multilingualism, Cultural Pedagogy, Holistic Education, Value-Based Learning.*

HARMONIZING AI WITH INDIAN KNOWLEDGE: NEW FRONTIERS IN MANAGEMENT

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ABSTRACT

This paper explores the synergistic integration of artificial intelligence (AI) with Indian knowledge systems to create novel paradigms in management theory and practice. Drawing on traditional Indian epistemologies—such as dharma-based ethics, niti (practical wisdom), and participatory governance models—the study maps how AI-driven tools can be contextualized to respect cultural values, enhance decision-making, and foster sustainable organizational practices. We present a conceptual framework that aligns AI capabilities (predictive analytics, natural language processing, and decision-support systems) with principles from Indian management thought (holistic stakeholder consideration, long-term orientation, and value-led leadership). Through illustrative case studies from Indian enterprises and public-sector initiatives, the paper demonstrates applications in human resource development, strategic planning, and community-centered value creation. Ethical considerations, data sovereignty, and algorithmic fairness are examined with reference to indigenous knowledge protections. The findings indicate that harmonizing AI with Indian knowledge systems can yield management models that are more inclusive, resilient, and culturally grounded. The paper concludes with policy recommendations and a research agenda to operationalize this hybrid approach across industry and governance contexts.

Keywords: *artificial intelligence, Indian knowledge systems, management innovation, ethical AI, cultural contextualization*

SYNERGY OF ARTIFICIAL INTELLIGENCE AND INDIAN KNOWLEDGE SYSTEMS: TRANSFORMING ENGLISH LANGUAGE TEACHING AND LEARNING

Abstract:

The fast progress of Artificial Intelligence (AI) in education has remarkably revolutionized conventional pedagogical methods, especially in English Language Teaching (ELT), by introducing advanced, dynamic, and learner-oriented educational approaches. At the same time, the renewed academic interest in Indian Knowledge Systems (IKS) has initiated new pedagogical and research opportunities for integrating indigenous knowledge systems, philosophical traditions, and culture-based pedagogies into contemporary education. This study examines the integration of Artificial Intelligence and Indian Knowledge Systems in reshaping English Language Teaching and Learning in higher education. It proposes that AI-based applications such as Natural Language Processing (NLP), personalized learning systems, automatic speech recognition systems, generative AI models, and intelligent tutoring systems can be systematically integrated with Indian knowledge traditions, including storytelling, ethical and philosophical traditions, Paninian grammatical frameworks, and value-based educational practices to foster a holistic learning ecosystem.

The paper emphasizes that this integration enriches language development by enhancing linguistic competence, fostering cultural understanding, strengthening critical thinking and reasoning abilities, and increasing learner engagement and motivation. Guided by the National Education Policy (NEP 2020), the study employs a conceptual and analytical approach to explore how modern technology and traditional knowledge can be meaningfully integrated into English language classrooms. It also examines significant challenges such as ethical issues in AI implementation, the digital divide, limited AI literacy among educators, and the potential erosion of cultural identity. The paper concludes that a well-balanced integration of AI and IKS can establish an innovative, inclusive, culturally responsive, and future-oriented framework for English Language Teaching and Learning in higher education, thereby promoting holistic, value-based, and technology-enabled language education.

Keywords: *Artificial Intelligence (AI), Indian Knowledge Systems (IKS), English Language Teaching (ELT), Natural Language Processing (NLP), Paninian Grammar, Value-Based Education, National Education Policy (NEP 2020), Educational Technology, Higher Education, Multidisciplinary Learning.*

HARMONISING TECHNOLOGY AND INDIAN KNOWLEDGE SYSTEMS: A HUMAN-CENTRIC APPROACH TO INNOVATION, EDUCATION, AND RESEARCH

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Abstract:

The growing influence of advanced digital technologies is transforming the landscape of education, research, and decision-making across various academic disciplines. While these technologies create new opportunities for innovation, efficiency, and knowledge generation, they also present significant ethical, cultural, and pedagogical challenges. In this context, Indian Knowledge Systems (IKS), founded on holistic perspectives, ethical conduct, experiential learning, and sustainable living, offer a meaningful framework for ensuring that technological progress remains aligned with human values and societal well-being. Current academic discourse increasingly highlights the need to connect technological advancements with indigenous knowledge traditions to foster responsible and culturally sensitive educational practices.

This paper examines the potential of integrating contemporary intelligent technologies with Indian Knowledge Systems in the domains of Arts, Humanities, Social Sciences, and Management. It argues that technology should serve not merely as an instrument of automation but as a catalyst that strengthens creativity, critical inquiry, ethical reasoning, and indigenous wisdom. The study discusses how technology-enabled platforms can support the preservation of cultural heritage, promote multilingual learning, enhance literary and social science research, and enable informed managerial decision-making. These applications can be enriched through the guiding principles of Indian thought, including *Dharma*, *Vasudhaiva Kutumbakam*, and the pursuit of holistic well-being, thereby creating a balanced and value-oriented educational environment.

Using a conceptual and interdisciplinary perspective, the paper reviews relevant literature and policy frameworks to propose an approach for integrating technological innovation with

Indian Knowledge Systems in higher education. It concludes that such a synthesis can encourage innovation while safeguarding cultural identity, ethical responsibility, and social inclusiveness. The study further recommends curriculum redesign, faculty capacity-building, interdisciplinary scholarship, and institutional partnerships to equip learners with the competencies needed to succeed in a rapidly evolving world while remaining rooted in indigenous knowledge traditions and human-centred values.

Keywords: *Indian Knowledge Systems, Higher Education, Arts and Humanities, Social Sciences, Management, Ethics, Cultural Heritage, Digital Transformation, Indigenous Knowledge.*

BRICS NATIONS TOWARDS EQUITABLE HEALTH FINANCING

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Abstract:

The study examines whether disparities in health expenditure across BRICS nations have narrowed by assessing convergence dynamics during the period 2000–2020. Convergence analysis provides a framework to test whether countries with lower initial levels of health expenditure catch up with higher-spending counterparts, thereby reducing cross-country disparities. Using sigma and beta convergence approaches, the study evaluates the evolution of health spending patterns within the BRICS peer group. The empirical results indicate no convergence and instead reveal significant divergence in health expenditure among BRICS countries over the study period. These findings suggest that health spending trajectories across BRICS economies have not moved together. The study highlights the need for lagging countries to strengthen and prioritise health financing in line with advancing peers to promote a more equitable allocation of health expenditures. Such efforts are essential for progressing towards Universal Health Coverage (SDG 3.8) and achieving the broader health-related Sustainable Development Goals, including SDG 3.C.

Keywords: *Health, Health Expenditure, Convergence, BRICS.*

AI, CULTURE AND HUMAN VALUES: RETHINKING CULTURAL STUDIES IN THE 21ST CENTURY

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Abstract

The 21st century is defined by the rapid integration of Artificial Intelligence into everyday cultural life. From algorithmic curation of music and film to AI-generated art and literature, AI is no longer a background tool but an active participant in the making of meaning. This paper examines how AI challenges the core concerns of cultural studies: identity, power, representation, and value. It argues that cultural studies must move beyond critiques of media and text to engage with AI as a cultural agent that reshapes human values. Key issues addressed include algorithmic bias, cultural homogenization, the redefinition of creativity and authorship, and the digital divide. Drawing on posthumanist theory, media studies, and ethics, the paper proposes a human-centered framework for cultural studies that prioritizes diversity, accountability, and empathy. In doing so, it calls for a rethinking of culture itself—not as something humans produce for machines, but as something humans and machines co-produce, with profound implications for what it means to be human.

Keywords: *Artificial intelligence, cultural studies, Human values, Algorithmic culture, Posthumanism, Digital Ethics, Identity .*

HUMAN VOICES, ARTIFICIAL STORIES: A FEMINIST READING OF *SPEAK* AND AI-GENERATED FICTION

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Abstract

The emergence of generative Artificial Intelligence (AI) has transformed contemporary storytelling, raising critical questions about the representation of women's experiences, agency, and identity in literary narratives. This paper examines feminist representations in *Speak* by Laurie Halse Anderson and AI-generated fiction through the lens of feminist literary theory. Employing qualitative textual analysis, the study explores themes of gender, trauma, silence, resistance, and female empowerment to evaluate how AI-generated narratives portray women's experiences in comparison with human-authored fiction. The analysis investigates whether AI can authentically represent feminist concerns such as patriarchal oppression, bodily autonomy, voice, and selfhood or whether it merely reproduces dominant gender stereotypes embedded in its training data. The study argues that while AI effectively imitates narrative structures and stylistic conventions, it remains limited in capturing the emotional depth and lived experiences that characterize feminist writing. The paper contributes to the growing discourse on feminist literary criticism, digital humanities, and Artificial Intelligence.

Keywords: *Feminist Literary Theory, Artificial Intelligence, AI-Generated Fiction, Female Agency, Speak, Digital Humanities*

ARTIFICIAL INTELLIGENCE IN FINANCE, ACCOUNTING, AND RISK ANALYSIS: EMERGING TRENDS, CHALLENGES, AND FUTURE RESEARCH DIRECTIONS

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Abstract:

Artificial Intelligence (AI) is transforming the domains of finance, accounting, and risk analysis by enabling intelligent decision-making, process automation, and predictive analytics. This paper explores the growing adoption of AI technologies, including machine learning, deep learning, natural language processing, and robotic process automation, in enhancing financial forecasting, fraud detection, auditing, compliance, and enterprise risk management. It examines the benefits of AI in improving operational efficiency, accuracy, transparency, and real-time data analysis while addressing critical challenges such as data privacy, cybersecurity, algorithmic bias, regulatory compliance, and ethical concerns. The study also highlights the evolving role of finance and accounting professionals in an AI-driven environment, emphasizing the need for digital competencies and human oversight. By reviewing recent developments and identifying existing research gaps, the paper provides insights into future research directions that support responsible AI adoption and sustainable innovation in financial management, accounting practices, and risk assessment.

Keywords: *Artificial Intelligence (AI); Finance; Accounting; Risk Analysis; Machine Learning; Predictive Analytics*

**ANALYZING THE ROLE OF ARTIFICIAL INTELLIGENCE IN HUMAN
RESOURCE MANAGEMENT IN ENHANCING EMPLOYEE WELL-BEING,
ENGAGEMENT, AND ORGANIZATIONAL EFFECTIVENESS**

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Abstract

Artificial Intelligence (AI) has become an essential component of Human Resource Management (HRM), enabling organizations to enhance HR processes, improve decision-making, and create better employee experiences. This study focuses on the secondary data collected from research articles, conference proceedings, industry reports, and scholarly publications. This study examines the role of AI in increasing employee well-being, employee engagement, and organizational effectiveness. The findings reveal that AI-driven HR practices, including intelligent recruitment, personalized learning, performance analytics, and employee sentiment analysis, contribute positively to employee well-being and engagement while improving organizational productivity and overall effectiveness. However, the review also identifies challenges such as ethical concerns, data privacy, algorithmic bias, and the need to maintain a balance between technological efficiency and human interaction. The study concludes that organizations should adopt a human-centric approach while implementing AI in HRM.

Keywords: *Artificial Intelligence, Human Resource Management, Employee Well-being, Employee Engagement, Organizational Effectiveness.*

ETHICS OF ARTIFICIAL INTELLIGENCE IN CREATIVE INDUSTRIES

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Abstract

Artificial Intelligence (AI) has emerged as a transformative force in the creative industries, reshaping the ways in which art, music, literature, film, advertising, design, and digital media are conceived, produced, and distributed. Advanced generative AI systems have enhanced creative efficiency by automating repetitive tasks, generating original content, and facilitating collaboration between humans and intelligent machines. While these technological developments offer unprecedented opportunities for innovation and economic growth, they also raise complex ethical concerns that demand critical examination. Key issues include copyright infringement, intellectual property rights, authorship and ownership of AI-generated content, algorithmic bias, transparency, accountability, data privacy, and the displacement of creative professionals.

The increasing reliance on AI challenges conventional notions of originality and human creativity, raising questions about whether AI should be regarded as a tool, a collaborator, or an independent creator. Furthermore, the use of copyrighted datasets without consent and the lack of clear regulatory frameworks have intensified debates surrounding fairness and responsible AI governance. This paper explores the ethical dimensions of AI in creative industries through a comprehensive review of current literature, industry practices, and emerging policy frameworks. It examines how ethical principles such as fairness, transparency, accountability, inclusivity, and respect for intellectual property can guide the responsible development and deployment of AI technologies. The study argues that sustainable innovation in creative industries depends on balancing technological advancement with the protection of human creativity, cultural diversity, and artists' rights.

It concludes by recommending stronger ethical guidelines, transparent AI governance, collaborative policy development, and continuous human oversight to ensure that AI serves as an enabler of creativity rather than a replacement for human imagination. The findings contribute to the growing discourse on responsible AI and provide insights for researchers, policymakers, creative professionals, and technology developers seeking to foster ethical and sustainable innovation in the digital era.

Keywords: *Artificial Intelligence, Creative Industries, AI Ethics.*

AFFECTIVE COMPUTING AND EMOTION PROFILING: EARL-HUMAINE-BASED ANALYSIS OF WILLIAM BLAKE'S *SONGS OF INNOCENCE* AND *SONGS OF EXPERIENCE*

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Abstract:

William Blake's *Songs of Innocence* and *Songs of Experience* portray contrasting emotional worlds through symbolic and metaphorical language. Although these collections have been widely examined through literary and philosophical perspectives, their emotional structures have rarely been explored using standardised affective annotation frameworks. This study employs the Emotion Annotation and Representation Language (EARL), proposed by the HUMAINE (Human-Machine Interaction Network on Emotion) Project, to investigate the emotional dynamics of Blake's poetry. It is a flexible, XML-based representation framework that supports interoperable emotion annotation. Its pluggable architecture accommodates discrete and fuzzy emotion categories, dimensional representations (VAD) and appraisal-based descriptions, allowing continuous and blended emotional states to be represented alongside categorical labels.

The study views emotion as a dynamic, context-dependent process shaped by appraisal and cognition rather than as a fixed psychological state. This perspective is particularly suited to Blake's varied layers of contrasting emotional outbursts in the selected corpora, where multiple emotional states frequently coexist. By constructing structured emotional profiles for *Songs of Innocence* and *Songs of Experience*, the study compares affective patterns, emotional transitions, and the interplay of contrasting emotions across the two collections.

The proposed methodology includes linguistic feature extraction by analysing lexical items, multi-word expressions, and sentence-level structures to identify emotion-laden and emotion-label linguistic features, represented using EARL annotations that capture emotional category, intensity, confidence, and contextual relationships. The research also demonstrates

that EARL provides a robust and scalable framework for representing complex literary emotions complementing traditional close reading.

Keywords: *William Blake, EARL, HUMAINE Project, affective computing, dimensional emotion models (VAD), linguistic feature extraction, computational literary analysis, digital humanities*

ARTIFICIAL INTELLIGENCE IN LITERATURE, LINGUISTICS, AND TEXT ANALYSIS

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Abstract:

Artificial Intelligence (AI) is revolutionizing the field of humanities by transforming the ways literary texts are created, analysed, and interpreted. This paper explores the growing role of AI in three interconnected areas: literature, linguistics, and text analysis. In literature, AI contributes to creative writing, literary criticism, and narrative generation, raising important questions about creativity, authorship, and ethics. In linguistics, In text analysis, AI enables researchers to examine themes, stylistic features, emotions, character relationships, and authorship with greater speed and accuracy through computational methods.

The study adopts a qualitative approach by reviewing recent developments in AI applications within English literary studies and digital humanities. It evaluates both the opportunities and challenges of integrating AI into literary scholarship, including issues of bias, originality, ethical responsibility, and the limitations of machine interpretation. While AI significantly improves research efficiency and facilitates the analysis of large textual corpora, it cannot fully replicate the emotional depth, cultural understanding, and critical judgment of human readers.

It concludes that AI should be viewed as a collaborative tool rather than a replacement for human scholars. The integration of AI with traditional literary criticism opens new possibilities for interdisciplinary research, making literary studies more accessible, innovative, and data-informed while preserving the essential role of human creativity and interpretation.

Keywords: *Artificial Intelligence, English Literature, Linguistics, Text Analysis, Natural Language Processing, Literary Criticism, Digital Humanities, AI Ethics.*

THE INTELLIGENT ENTERPRISE: AI AND INDIAN KNOWLEDGE SYSTEMS FOR SUSTAINABLE BUSINESS

TRANSFORMATION

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Abstract

Artificial Intelligence (AI) is transforming the modern business environment by enhancing decision-making, improving operational efficiency, and fostering innovation across industries. However, the increasing adoption of AI has also raised concerns regarding ethical governance, transparency, sustainability, and responsible management. Indian Knowledge Systems (IKS) provide a rich repository of indigenous knowledge, strategic thinking, ethical governance, and sustainable business practices that can complement AI-driven organizational transformation. This paper explores how the integration of AI and Indian Knowledge Systems can create intelligent enterprises that are technologically advanced, ethically responsible, and sustainable.

The study adopts a conceptual research approach by reviewing existing literature on AI-enabled business transformation and the management principles embedded in Indian Knowledge Systems. It draws insights from the Arthashastra, traditional Indian governance models, indigenous business practices, and sustainable resource management to examine their relevance in the digital economy. The paper discusses the application of AI in strategic management, financial analytics, marketing, supply chain management, human resource management, customer relationship management, and entrepreneurial innovation. It further examines how Indian Knowledge Systems contribute to ethical decision-making, long-term strategic planning, stakeholder value creation, and sustainable organizational growth.

The paper proposes a conceptual framework that integrates AI capabilities with the principles of Indian Knowledge Systems to support responsible innovation, organizational resilience, and sustainable business transformation. By combining advanced technologies with indigenous management wisdom, enterprises can enhance competitiveness while maintaining ethical standards, social responsibility, and environmental sustainability.

The study concludes that the convergence of AI and Indian Knowledge Systems offers a holistic approach to building intelligent enterprises capable of addressing the challenges of the digital era. This integration enables organizations to balance technological innovation with responsible governance and sustainable value creation, providing practical insights for business leaders, entrepreneurs, policymakers, and management educators. The paper also

highlights future research opportunities in AI governance, indigenous innovation, and sustainable management practices.

Keywords: *Artificial Intelligence, Indian Knowledge Systems, Sustainable Business Transformation, Intelligent Enterprises, Strategic Management, Arthashastra, Ethical Governance, Responsible Innovation, Digital Transformation, Entrepreneurship.*

BEYOND ALGORITHMIC JUSTICE: INDIAN KNOWLEDGE SYSTEMS AND THE FUTURE OF CRIMINAL JUSTICE GOVERNANCE

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Abstract

Artificial Intelligence has become an influential force in contemporary criminal justice, yet the prevailing debate continues to measure its value through speed, predictive capability, and administrative efficiency. Such a perspective risks overlooking a more fundamental concern: criminal justice is not merely an exercise in data processing but an expression of the State's constitutional responsibility towards its citizens. This paper argues that the future of criminal justice governance should not be determined by the expanding capacity of algorithms, but by carefully defining the legal and moral boundaries within which intelligent technologies may legitimately operate.

Drawing upon Indian Knowledge Systems, the paper contends that justice has traditionally been understood as a contextual and reasoned public responsibility rather than a sequence of automated decisions. It therefore questions the growing tendency to view technological substitution as an unquestioned marker of institutional progress. Instead, it advances the proposition that AI should remain an assistive public instrument, while decisions involving liberty, culpability, punishment, and rehabilitation must continue to rest upon accountable human judgment informed by constitutional values and social realities.

The paper concludes that India's contribution to global discussions on AI and criminal justice need not lie in replicating technology-driven models of governance. Rather, it lies in articulating a jurisprudential vision that preserves justice as a human institution, recognises the limits of algorithmic authority, and reimagines innovation through the enduring principles of responsible public power, constitutional morality, and societal trust.

Keywords: *IKS, Criminal Justice, Governance*

DIGITAL PAYMENTS, UPI ADOPTION, AND GST: AN EMPIRICAL STUDY OF INDIA'S EMERGING GLOBAL FINTECH LEADERSHIP

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Abstract:

This study analyzes the growth of digital payments in India with special reference to the Unified Payments Interface (UPI) and its contribution to strengthening India's position in the global FinTech ecosystem. Primary data were collected from 150 respondents in Coimbatore district using a structured questionnaire, and the analysis was carried out through percentage analysis, descriptive statistics, and factor analysis. The findings indicate that UPI has significantly accelerated digital payment adoption owing to its ease of use, cost efficiency, transparency, and transaction speed. Higher adoption is observed among educated, urban, and middle-income groups, with notable participation from business and self-employed users, reflecting UPI's relevance for both personal and commercial transactions. Factor analysis reveals four key dimensions influencing UPI's global relevance: financial inclusion and cost efficiency, interoperability and global benchmarking, international adoption and cross-border remittance facilitation, and scalability with global FinTech influence, together explaining 56.24 percent of the total variance. The study concludes that UPI represents a robust digital public infrastructure model with strong domestic impact and significant potential for global replication. With sustained policy support and international collaboration, UPI can further enhance India's leadership in the global digital economy.

Keywords: *UPI, business, Fintech Ecosystem.*

**IMPACT OF AI-ENABLED DATA-DRIVEN RECRUITMENT ON HIRING
EFFICIENCY AND EMPLOYEE RETENTION IN ORGANIZATIONS: A STUDY IN
COIMBATORE**

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Abstract:

Artificial Intelligence (AI) has significantly transformed modern recruitment practices by enabling organizations to use data-driven approaches for talent acquisition. AI-powered recruitment tools such as resume screening systems, chatbots, and predictive analytics help organizations identify suitable candidates more efficiently while reducing hiring time and cost. These technologies improve hiring efficiency by automating repetitive tasks and analysing large volumes of candidate data to select the most suitable applicants. Furthermore, AI-based analytics help organizations predict employee behaviour and turnover patterns, thereby improving employee retention strategies. Studies show that AI recruitment systems can reduce time-to-hire, enhance candidate quality, and improve overall recruitment productivity.

This study examines the impact of AI-enabled data-driven recruitment practices on hiring efficiency and employee retention in organizations with special reference to Coimbatore. The research aims to understand how AI tools support human resource departments in making better hiring decisions and improving long-term employee retention. The findings will help organizations adopt more effective and sustainable recruitment strategies in the digital era.

Key Words: *Artificial Intelligence, Data-Driven Recruitment, Hiring Efficiency, Employee Retention, Human Resource Analytics, Recruitment Technology, Organizational Performance, Talent Acquisition.*

THE INTELLIGENT CLASSROOM: AI- DRIVEN PEDAGOGICAL INNOVATION FOR EDUCATION 5.0

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Abstract

The use of artificial intelligence (AI) is transforming higher education into a more intelligent, student-centric educational approach that goes beyond technology enhanced learning to true intelligence and learning methods. The Intelligent Classroom is but a glimpse of the vision of Education 5.0, a future where the classroom environment integrates various forms of AI to enrich the learning and educational experience through an ecosystem in which AI – based tools, learning environments, and human expertise all function synergically. This paper introduces a holistic pedagogical approach that considers the potential benefits of AI in improving the skills of teachers, learners, critical thinking, creativity, communication, collaboration and lifelong learning. The current study has used a two-component approach, which combine the systematic review of literature from the current studies with the empirical components, namely data derived from the teacher educators and teacher educators from higher education courses were gathered using structured questionnaires and semi-structured interviews. Overall, the research indicates that AI innovations in pedagogy have the potential to transform personalized learning, to give immediate feedback to students and to boost better data-informed teaching decisions. But it also covers some of the important topics that deserve to be discussed like algorithmic bias, digital inequality, ethical questions and issues, and the multiple roles of educators in the technologically enhanced classrooms. The proposed framework sees teachers using AI as an ally to enhance teaching and learning but retains place for teachers' professional judgment, ethics and pedagogical knowledge. The study makes a significant contribution to the new concept of EDUCATION 5.0 which provides a conceptual and practical implementation model for creating smart learning environments that focus on addressing the values inherent in human beings alongside technological innovations. The results hold recommendations and practical implications

for curriculum planners, teacher educators, institutional leaders, and policy makers for introducing sustainable, inclusive and future-ready pedagogies in higher education.

Keywords: *AI, Pedagogy, Innovation, Education*

ARTIFICIAL INTELLIGENCE FOR SUSTAINABILITY AND ENVIRONMENTAL DEVELOPMENT-A SYSTEMATIC SURVEY

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Abstract

Artificial Intelligence (AI) has become a disruptive technology to tackle the issues of global sustainability and environmental development. AI enables efficient monitoring, prediction and optimization of environmental systems by leveraging machine learning, computer vision, the Internet of Things (IoT) and big data analytics. AI can be applied in precision agriculture, smart energy management, climate change modeling, waste management, water resource conservation, and biodiversity monitoring, all of which have potential to improve resource efficiency and reduce environmental impacts. AI-driven solutions help support informed decision-making, improve disaster preparedness and contribute to the achievement of the United Nations Sustainable Development Goals (SDGs) . However, the implementation of AI is not without challenges, including high computational energy consumption, data privacy concerns, algorithmic bias, and unequal access to AI technologies. This paper reviews the major applications, opportunities, and limitations of AI in sustainability and environmental development, highlighting recent advancements and future research directions. It emphasizes the need for interdisciplinary collaboration, ethical AI practices, and sustainable innovation to maximize environmental and societal benefits. The study concludes that AI, when integrated with sound environmental policies and sustainable development strategies, can play a pivotal role in building resilient ecosystems, promoting resource conservation, and fostering a more sustainable future.

Keywords: *Artificial Intelligence, Sustainability, Environmental Development, Climate Change, Smart Agriculture, Renewable Energy, Waste Management, Sustainable Development Goals (SDGs).*

**AI AND DIGITAL HUMANITIES: INTERPRETING SUBJECTIVITY AND
BELONGING IN SELECT INDIAN TRANSGENDER AUTOBIOGRAPHIES
THROUGH INDIAN KNOWLEDGE SYSTEMS**

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Abstract:

Artificial Intelligence (AI) is transforming literary studies by enabling innovative approaches to textual interpretation, thematic analysis, and knowledge preservation. Simultaneously, Indian Knowledge Systems (IKS) provide indigenous epistemological frameworks that recognize gender diversity through historical, cultural, and spiritual traditions. This paper explores how AI-assisted literary analysis can deepen the interpretation of subjectivity and belonging in select Indian transgender autobiographies, namely *The Truth About Me* by A. Revathi, *I Am Vidya* by Living Smile Vidya, *Me Hijra*, *Me Laxmi* and *Red Lipstick* by Laxmi Narayan Tripathi, and *A Small Step into a Long Journey* by Akkai Padmashali. Using qualitative textual analysis supported by AI-enabled tools such as keyword extraction, thematic clustering, and sentiment analysis, the study examines how these narratives negotiate identity, selfhood, cultural memory, and social inclusion. Rather than replacing human interpretation, AI functions as a complementary analytical tool that identifies recurring narrative patterns and emotional trajectories across autobiographical texts. The discussion is further situated within the framework of Indian Knowledge Systems to understand how indigenous traditions and cultural practices influence transgender identity and belonging. The study argues that integrating AI with literary criticism and IKS expands the scope of Digital Humanities while promoting inclusive scholarship on marginalized communities. It concludes that AI-assisted interpretation offers a valuable interdisciplinary methodology for preserving, analysing, and disseminating transgender life narratives, thereby

contributing to contemporary debates on identity, belonging, and knowledge production in Indian literary studies.

Keywords: *Artificial Intelligence, Indian Knowledge Systems, Transgender Autobiographies, Subjectivity, Belonging, Digital Humanities.*

TAMRA JAL TO SMART BIOSENSORS: COPPER-BASED STRATEGIES FOR WATER PURIFICATION AND ELECTROCHEMICAL ENVIRONMENTAL MONITORING

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Abstract:

Copper has been historically used for secure drinking water storage for centuries because of its first-rate antimicrobial and redox homes. This review explores the clinical foundation behind copper-mediated water purification and its evolution into modern-day electrochemical bio sensing technology. Traditional copper vessels, commonly known as Tamra Jal structures, release Cu^{2+} ions that interact with microbial membranes, proteins, and nucleic acids, resulting in microbial inactivation through oligo dynamic motion and reactive oxygen species (ROS) generation. Those redox-pushed techniques contribute to pathogen destruction and contaminant degradation, validating the empirical understanding embedded in historic water purification practices. Current electrochemical biosensors make the most the identical conductivity, catalytic hobby, electron switch functionality, and surface reactivity of copper and its nanostructured derivatives consisting of CuO and Cu_2O . Copper based nanocomposites provide blessings together with low cost, portability, rapid reaction, and suitability for real-time environmental tracking.

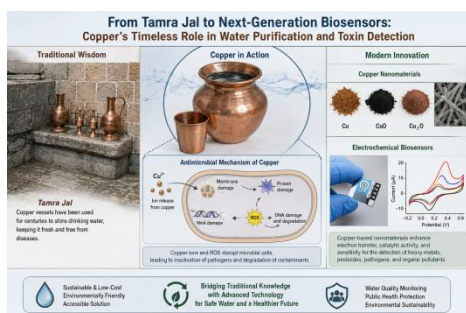


FIG 1: Graphical Abstract

This overview establishes a conceptual bridge among traditional copper-primarily based purification structures and contemporary biosensor technology, demonstrating how indigenous information can encourage sustainable clinical innovation. Moreover, future perspectives regarding nanotechnology, green synthesis strategies, artificial intelligence (AI), and internet of things (IoT)-incorporated sensing platforms are highlighted as promising guidelines for developing green, and decentralized water fine tracking structures.

Key Words: *Copper Shield, Tamra Jal, Smart Sensing, Water Purification, Nanotechnology*

AI AND STORYTELLING: INTEGRATING ENGLISH LITERARY STUDIES WITH IKS

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Abstract

Artificial Intelligence (AI) is transforming film, media, and digital storytelling through scriptwriting, visual effects, animation, dubbing, and audience analytics. While AI enhances creative production, storytelling remains rooted in human imagination, emotion, and ethical responsibility. This paper examines AI-assisted storytelling through the perspectives of English Literary Studies and Indian Knowledge Systems (IKS). Literary concepts such as narrative, characterization, and symbolism are complemented by IKS principles including Dharma, Rasa, Satya, and Lokasangraha, promoting culturally sensitive and value-based narratives. The study argues that AI should function as a collaborative tool, enriching rather than replacing human creativity in the digital age.

Keywords: *Artificial Intelligence (AI), Digital Media, Visual Storytelling, English Literary Studies, Indian Knowledge Systems (IKS), Narrative, Digital Humanities, Ethical AI.*

BEYOND BODY AND BRAIN: ARTIFICIAL INTELLIGENCE, MEDICAL REPLACEABILITY, AND THE RE-EMERGENCE OF THE QUESTION OF SELF

Abstract

For centuries, the human mind — memory, reasoning, cognition — has served as the final ground on which humans claimed superiority over other beings, a refuge once bodily attributes such as beauty and strength inevitably declined with age. The rise of Artificial Intelligence, capable of replicating and even surpassing memory and cognitive functions once considered exclusively human, is widely perceived as a threat to this last bastion of human distinctiveness. This paper argues for an alternative reading: that AI's encroachment on cognitive faculties, occurring alongside rapid advances in regenerative and prosthetic medicine that increasingly allow replacement of bodily organs with artificial components, does not diminish human significance but instead reopens, with new urgency, the oldest question in philosophy — *what constitutes the self, if neither body nor brain can claim that status permanently?* Drawing on Western frameworks of personal identity (Locke, Parfit), the extended mind thesis, and Indian philosophical traditions of Atman and Anatta, the paper examines a hypothetical trajectory in which both body and brain become technologically replaceable, and asks whether this scenario clarifies rather than confuses the question of identity — potentially pointing toward frameworks of consciousness, collective consciousness, and non-dual awareness found in Indian Knowledge Systems. Rather than treating AI as a competitor to be feared, this paper reframes it as a catalyst compelling renewed philosophical and psychological inquiry into the nature of selfhood beyond material substrates.

Keywords: *Artificial Intelligence, Personal Identity, Consciousness, Indian Knowledge Systems, Transhumanism, Philosophy of Mind*

INDIA AND GLOBAL POWERS

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Abstract:

India has emerged as one of the world's most influential nations due to its growing economy, strategic location, military strength, democratic values, and active role in international organizations. Its relations with major global powers such as the United States, China, Russia, Japan, and the European Union shape regional and global politics. This topic examines India's foreign policy, strategic partnerships, economic cooperation, security concerns, and its aspirations to become a leading global power while maintaining strategic autonomy.

Keywords: *Global, AI, Strategy*

ARTIFICIAL INTELLIGENCE FOR SUSTAINABLE HUMAN RESOURCE MANAGEMENT: ENHANCING ORGANIZATIONAL PERFORMANCE IN THE IT INDUSTRY

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Abstract

Artificial Intelligence (AI) has emerged as a transformative force in Human Resource Management (HRM), particularly within the Information Technology (IT) industry, where organizations face dynamic workforce challenges, rapid technological evolution, and intense global competition. This study explores the role of AI in enabling sustainable Human Resource Management practices and its impact on enhancing organizational performance. The purpose of the research is to examine how AI-driven HRM tools contribute to improved recruitment efficiency, employee engagement, performance management, and long-term workforce sustainability.

The methodology adopted for this study is a qualitative-descriptive approach supported by secondary data collected from scholarly journals, industry reports, and case studies of leading IT firms. The analysis focuses on identifying patterns in AI adoption across HR functions and evaluating their implications for organizational outcomes. Key AI technologies examined include machine learning algorithms, predictive analytics, natural language processing (NLP), chatbots, and robotic process automation (RPA). The major findings indicate that AI significantly enhances HR efficiency by automating repetitive tasks such as resume screening, onboarding, payroll management, and employee query handling. AI-based predictive analytics improves talent acquisition by identifying candidates with higher job-fit probability, thereby reducing hiring costs and turnover rates. In performance management, AI enables continuous feedback systems and data-driven evaluation, replacing traditional annual appraisal methods.

However, the study also identifies several challenges associated with AI adoption in HRM. These include data privacy concerns, algorithmic bias, lack of transparency in decision-making systems, high implementation costs, and resistance to technological change among employees. Ethical considerations remain critical, particularly in ensuring fairness, accountability, and inclusiveness in AI-driven HR decisions. The implications of this study suggest that organizations in the IT sector must adopt a balanced approach that integrates AI capabilities with human judgment to ensure sustainable HRM practices. Strategic investment in digital infrastructure, employee training, and ethical AI governance frameworks is essential for maximizing benefits. Overall, AI has the potential to redefine HRM by making it more efficient, data-driven, and employee-centric, thereby contributing to sustainable organizational growth in the IT industry.

Keywords: *Artificial Intelligence (AI), Sustainable Human Resource Management, HR Analytics Employee Engagement, Information Technology Industry.*

**MATHEMATICAL INSIGHTS FROM INDIAN KNOWLEDGE SYSTEMS:
ANCIENT ALGORITHMS FOR CONTEMPORARY APPLICATIONS**

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Abstract

Indian Knowledge Systems (IKS) preserve a rich mathematical heritage that has significantly influenced the development of algebra, geometry, combinatorics, and astronomy. This paper explores the mathematical insights embedded within Ancient Indian Mathematics by examining selected ancient mathematical algorithms and evaluating their contemporary applications. The paper highlights ancient Indian mathematical methods are not merely historical achievements but depict enduring algorithmic frameworks that continue to inspire innovation in education, computational thinking, and interdisciplinary research.

Keywords: *Indian Knowledge Systems (IKS), Ancient Indian Mathematics, Mathematical Algorithms, Computational Thinking, Contemporary Applications*

ARTIFICIAL INTELLIGENCE MEETS INDIAN KNOWLEDGE SYSTEMS: BRIDGING TRADITION AND INNOVATION

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Abstract

Artificial Intelligence (AI) has emerged as a transformative force that is reshaping knowledge creation, education, governance, healthcare, business, and cultural preservation. Simultaneously, the Indian Knowledge Systems (IKS), representing India's rich intellectual traditions developed over millennia, offer holistic perspectives on ethics, sustainability, education, governance, language, medicine, and human well-being. The convergence of AI and IKS presents an opportunity to combine technological innovation with indigenous wisdom to address contemporary societal challenges. This paper explores the synergy between AI and Indian Knowledge Systems and examines its transformative impact on arts, humanities, social sciences, and management. It discusses how AI facilitates the preservation of cultural heritage, multilingual knowledge dissemination, ethical decision-making, and sustainable management practices while drawing inspiration from Indian philosophical principles. The paper also highlights challenges such as ethical concerns, algorithmic bias, digital inequality, and the need for interdisciplinary collaboration. It concludes that integrating AI with Indian Knowledge Systems can create an inclusive, culturally rooted, and technologically advanced knowledge ecosystem aligned with sustainable development goals.

Keywords: *Artificial Intelligence, Indian Knowledge Systems, Ethics, Digital Humanities, Cultural Heritage, Sustainability, Management*

CUSTOMER EXPERIENCE IN PRIVATE SUPERMARKETS: THE ROLE OF SERVICE QUALITY DIMENSIONS

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Abstract

Customer experience has become the buzzword of the modern era. It is an indispensable determinant of competitive advantage in the retail sector, particularly for private supermarkets where service interactions significantly influence customer perceptions. This study examined the effect of service quality on customer experience in private supermarkets, using the SERVQUAL framework, which comprises reliability, responsiveness, assurance, empathy, and tangibles. Service quality enhances customer satisfaction, repeated purchases, and positive recommendations (Kotler & Keller, 2003). A quantitative research design was employed. Data were collected from 100 customers through a structured questionnaire using a five-point Likert scale. The reliability and validity of the measurement instrument were evaluated prior to the hypothesis testing. Descriptive statistics, correlation analysis, and multiple regression analysis were used to examine the relationships among the study variables.

The findings revealed that service quality had a significant positive effect on customer experience. The study concludes that enhancing service quality is essential for improving customer experience in private supermarkets. The findings provide practical application for supermarket managers to augment customer satisfaction and long-term loyalty through service quality improvements.

Keywords: *Customer Experience, Service Quality, SERVQUAL, Private Supermarkets, Retail Management, Customer Loyalty.*

DIGITAL PAYMENT ADOPTION IN HYPERLOCAL DELIVERY SERVICES: TRENDS AND CONSUMER INSIGHTS

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Abstract

The rapid growth of hyperlocal delivery services has significantly transformed the retail ecosystem by enabling consumers to receive groceries, food, medicines, and other essential products within a short period. Alongside this growth, digital payment systems such as UPI, mobile wallets, credit and debit cards, and internet banking have become the preferred modes of transaction due to their convenience, security, and speed. This study aims to analyze the adoption of digital payment methods in hyperlocal delivery services using secondary data collected from government reports, industry publications, research articles, and company reports. The study examines the growth of digital payments, factors influencing consumer adoption, emerging trends, challenges, and the role of digital payment technologies in improving customer experience and operational efficiency. The analysis highlights that increasing smartphone penetration, government initiatives promoting a cashless economy, secure payment infrastructure, and attractive promotional offers have significantly accelerated digital payment adoption. However, concerns related to cybersecurity, digital literacy, and transaction failures continue to present challenges. The findings provide valuable insights for hyperlocal delivery platforms, digital payment providers, and policymakers in understanding current market trends and identifying opportunities for strengthening India's digital commerce ecosystem.

Keywords: *Digital Payment, Hyperlocal Delivery, UPI, Consumer Behavior, Secondary Data, Digital Commerce, Cashless Economy.*

TRADITIONAL ECOLOGICAL KNOWLEDGE AND SUSTAINABLE DEVELOPMENT IN THE WESTERN GHATS: A SOCIO-ECOLOGICAL STUDY OF DINDIGUL DISTRICT, TAMIL NADU

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Abstract

Indigenous knowledge systems have gained increasing global recognition in contemporary sustainable development discourse due to growing ecological degradation, biodiversity loss, climate change, and unsustainable developmental practices. Traditional Ecological Knowledge (TEK), practiced by rural and hill communities in the Western Ghats, represents centuries of accumulated ecological wisdom rooted in environmental ethics and sustainable resource management. The present study examines indigenous ecological practices in selected regions of Dindigul district, Tamil Nadu, including Sirumalai Hills, Palani Hills, Kodaikanal foothills, and Oddanchatram regions. The study adopts a mixed-method research design integrating descriptive, analytical, ethnographic, and socio-ecological approaches. Primary understanding was obtained through field observations, participatory interactions, and ecological observations, while secondary data were collected from Census reports, government publications, environmental reports, and scholarly literature. The study analyses traditional agricultural systems, ethnomedicinal knowledge, sacred grove conservation, indigenous water management systems, and climate adaptation practices. The findings reveal that indigenous ecological systems significantly contribute toward biodiversity conservation, food security, climate resilience, sustainable livelihoods, and environmental sustainability. Traditional millet cultivation, herbal medicine systems, agroforestry, and community-based water conservation practices directly support Sustainable Development Goals (SDGs), particularly SDG 2, SDG 3, SDG 6, SDG 13, and SDG 15. The study concludes that integrating indigenous ecological wisdom into environmental governance, climate adaptation strategies, and rural development planning is essential for ensuring long-term ecological sustainability and inclusive rural transformation in the Western Ghats region.

Keywords: *Indigenous Knowledge, Traditional Ecological Knowledge, Western Ghats, Biodiversity Conservation, Climate Resilience, SDGs.*

ARTIFICIAL INTELLIGENCE IN CONTENT MARKETING: AN EMPIRICAL STUDY OF AI-GENERATED CONTENT AND CONSUMER ENGAGEMENT

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Abstract

Artificial Intelligence (AI) has transformed content marketing by enabling organizations to create personalized, relevant, and data-driven content that enhances consumer experiences across digital platforms. As businesses increasingly adopt AI-powered tools for content generation and recommendation, understanding consumer responses to AI-enabled content has become essential for developing effective marketing strategies. The present study examines the impact of AI-enabled content creation on consumer engagement in digital content marketing. Primary data were collected from 170 consumers in Coimbatore District using a structured questionnaire administered through Google Forms. The study employed descriptive statistics and the Friedman Rank Test to analyze consumer perceptions and identify the major drivers influencing engagement with AI-generated content. The findings indicate that AI-enabled personalization, contextual relevance, and timely content delivery significantly enhance consumer engagement. Personalized AI-generated content recorded the highest level of consumer acceptance, while ease of accessing AI-recommended content received comparatively lower ratings. Furthermore, the Friedman Rank Analysis revealed that the precision of AI-based content recommendations is the most influential factor driving consumer engagement, whereas the emotional resonance of AI-generated messages has relatively less influence. The study concludes that AI-enabled content creation serves as an effective strategic tool for improving consumer engagement by delivering relevant, personalized, and responsive content. The findings provide practical insights for marketers in designing AI-driven content strategies and contribute to the growing body of literature on artificial intelligence in digital marketing.

Keywords: *Artificial Intelligence, AI-Enabled Content Marketing, AI-Generated Content, Consumer Engagement, Digital Marketing.*

**AI IN SUPPLY CHAIN, LOGISTICS, AND OPERATIONS
MANAGEMENT**

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THARSHINI SK

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ABSTRACT

Artificial Intelligence (AI) is becoming an important part of supply chain, logistics, and operations management. Businesses are increasingly using AI to improve efficiency, make better decisions, and reduce errors in their daily operations. In logistics, AI helps optimize delivery routes, track shipments in real time, and lower transportation costs and fuel consumption. In operations management, it supports production planning, quality control, predictive maintenance, and better use of resources, leading to higher productivity and smoother business operations. Although AI offers many advantages, many organizations still face challenges in adopting it. High implementation costs, data security concerns, and the need for skilled professionals can make its adoption difficult. In addition, there is still limited research that clearly explains how AI creates value across different supply chain activities. This exploratory study examines how different companies are using AI in their supply chain operations and the business models they have developed around these technologies. It also evaluates the benefits of AI solutions in improving business performance. Based on these findings, the study identifies key areas where AI creates value in the supply chain and proposes an approach for designing effective AI-driven business models for future applications.

Keywords: *Artificial Intelligence (AI)_Smart Supply Chain_Automation_Machine Learning_Predictive Analytics_Demand Forecasting_Inventory Management_Route Optimization*

HUMAN CONSCIOUSNESS IN THE AGE OF ARTIFICIAL INTELLIGENCE: A PHILOSOPHICAL INQUIRY

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Abstract

The rapid advancement of Artificial Intelligence has generated significant debates not only in science and technology but also within the humanities, particularly in relation to human consciousness and the notion of self. While AI systems are designed to simulate cognitive processes such as learning, reasoning, and decision-making, they fundamentally lack the depth of subjective experience that characterizes human consciousness. This paper explores the philosophical dimensions of consciousness by placing human self-awareness in contrast with artificial intelligence.

Drawing on key ideas from philosophy of mind and existential thought, the study examines how consciousness is not merely a computational function but a deeply lived, affective, and reflective experience. It further engages with Indian philosophical perspectives, which conceptualize consciousness as an inner, unified awareness that transcends material processes. In this context, AI, despite its increasing sophistication, remains limited to algorithmic responses without genuine self-realization or emotional depth.

The paper argues that the distinction between artificial cognition and human consciousness lies in the capacity for introspection, meaning-making, and experiential understanding. By situating AI within a broader humanistic framework, the study highlights the continuing relevance of spirituality and philosophical inquiry in an increasingly digital world. Ultimately, this research emphasizes that while AI can augment human capabilities, it cannot replicate the essence of human consciousness, thereby reaffirming the importance of the humanities in interpreting technological progress.

Keywords: *Artificial Intelligence, Human Consciousness, Selfhood, Philosophy of Mind, Indian Knowledge Systems*

AI IN FINANCE, ACCOUNTING AND RISK ANALYSIS

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Abstract:

Artificial Intelligence (AI) has become a fundamental component of the transformation of the financial sector, reshaping the way organizations manage financial operations, accounting processes, and risk analysis. By leveraging advanced technologies such as machine learning, natural language processing, predictive analytics, and intelligent automation, AI enables faster, more accurate, and data-driven decision-making. Financial institutions are increasingly adopting AI-powered solutions for fraud detection, credit risk assessment, algorithmic trading, financial forecasting, automated auditing, and regulatory compliance, thereby improving operational efficiency while reducing financial and operational risks. This paper reviews current research and industry practices to examine the evolving role of AI in finance, accounting, and risk management. It highlights the key benefits of AI and discusses major challenges associated with AI adoption. The findings indicate that AI is not merely a technological innovation but a strategic enabler that is redefining the financial services landscape. It also includes major opportunities associated with AI Adoption in management practices. It has quantitative research regarding many companies that adopted AI in expanding their performance and in accounting reports. Therefore, a balanced approach is essential to maximize the benefits of AI, ensuring that intelligent technologies complement rather than replace human judgment and ethical decision-making.

Keywords: *Artificial Intelligence (AI), Finance, Accounting, Risk Analysis, Machine Learning, Predictive Analytics, Fraud Detection, Financial Technology (FinTech), Automation, Data Analytics*

AI IN LANGUAGE AND LITERATURE: TRANSFORMING COMMUNICATION, LITERARY STUDIES AND CREATIVITY

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Abstract

Artificial Intelligence (AI) is transforming the study and practice of language and literature by facilitating new methods to communication, literary exploration, translation and creative writing. Technologies such as NLP (Natural Language Processing), machine learning and generative AI aid scholars scrutinize large volumes of text, preserve imperiled languages, assist in language learning, and support writers in the creative process. While AI enriches competence and inflates access to literary resources, it also raises questions about creativity, authorship, bias, and ethics. This paper explores the role of AI in language and literature, highlighting its applications, benefits, challenges, and future prospects. It concludes that AI should be regarded as a collaborative tool that complements, rather than replaces, human creativity and critical analysis.

Keywords: *Literature, Artificial Intelligence, Natural Language Processing, Digital Humanities, Creative Writing, Machine Translation, Language.*

REIMAGINING DIGITAL STORYTELLING THROUGH AI AND INDIAN KNOWLEDGE SYSTEMS

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Abstract

Narration is an art that gives life to a story, while the storyteller's imagination shapes its meaning and emotional impact. Traditionally, storytelling relied on oral narration, allowing listeners to visualize events, characters, and settings through their own imagination. In the Indian context, these oral traditions form a vital component of Indian Knowledge Systems (IKS), preserving cultural values, ethical principles, indigenous wisdom, and collective memory through epics, folklore, myths, and legends. The imaginative engagement fostered creativity, critical thinking, and multiple interpretations of the same narrative. The study explores the transformative role of Artificial Intelligence (AI) in storytelling by examining its impact on narration, imagination, and audience engagement. It highlights how AI converts textual and oral narratives into immersive visual experiences while expanding creative possibilities in literature, film, and digital media. Drawing on the principles of Indian Knowledge Systems (IKS), the paper emphasises the importance of preserving oral traditions, indigenous knowledge, regional languages, and cultural heritage through AI-enabled visualisation, animation, and multilingual digital platforms. Rather than replacing human creativity, AI serves as a collaborative tool that enhances storytelling, strengthens cultural preservation, and promotes the global dissemination of India's rich narrative traditions in the digital age.

Keywords: *Artificial Intelligence (AI), Storytelling, Narration, Indian Knowledge Systems (IKS), Oral Traditions, Digital Storytelling, Cultural Preservation, Indigenous Knowledge, Visual Narratives, Imagination.*

THE FUTURE OF ARTIFICIAL INTELLIGENCE (AI) IN HUMANITIES AND SOCIAL SCIENCES EDUCATION

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Abstract

Artificial Intelligence (AI) has emerged as a transformative technology with the potential to reshape teaching, learning, research, and administration across various disciplines. While AI has traditionally been associated with science, engineering, and computing, its applications in Humanities and Social Sciences (HSS) education are expanding rapidly. AI-driven tools such as intelligent tutoring systems, natural language processing, adaptive learning platforms, generative AI, virtual assistants, and learning analytics are revolutionizing educational practices by enhancing personalized learning, improving student engagement, and supporting academic research. However, AI adoption also introduces ethical, social, cultural, and pedagogical challenges, including concerns related to privacy, algorithmic bias, academic integrity, and digital inequality. This review paper examines the evolution of AI in Humanities and Social Sciences education, explores current applications, discusses emerging trends, identifies key challenges, and presents future research directions. The study concludes that AI should complement rather than replace educators, fostering human-centered education that combines technological innovation with critical thinking, ethical reasoning, and cultural understanding.

Keywords: *Artificial Intelligence, Humanities Education, Social Sciences, Generative AI, Personalized Learning, Educational Technology, AI Ethics.*

**ARTIFICIAL INTELLIGENCE AS A TOOL FOR PRESERVING INDIGENOUS
KNOWLEDGE SYSTEMS: A SOCIOLOGICAL STUDY OF TRIBAL COMMUNITIES IN
NORTH-EAST INDIA**

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Abstract

Indigenous Knowledge Systems (IKS) refer to the body of ecological wisdom, cultural practices, oral tradition, and sustainable resource management systems created by indigenous tribal populations. In North-East India, IKS is under threat due to several factors including modernization, migration, changing environment, and erosion of oral traditions. Artificial Intelligence (AI) provides various opportunities for the documentation, conservation, and dissemination of indigenous knowledge through digital archives, natural language processing, speech recognition, and knowledge mapping. Yet, the adoption of AI technologies poses a number of sociological problems related to digital exclusion, ownership of indigenous knowledge, cultural appropriation, data sovereignty, and biases in algorithms. With the adoption of a sociological perspective, the present paper aims at exploring the potential of AI as an instrument for the conservation of Indigenous Knowledge Systems among the tribal populations of North-East India. By referring to the perspectives of the sociology of knowledge, digital sociology, and decolonial theory, the paper investigates the role of AI in cultural conservation in the context of community engagement, ethical management, and social justice. AI should be viewed as a technological tool that serves as a culturally sensitive and community-centred instrument of cultural conservation in order to preserve indigenous voices and knowledge for future.

Keywords: *Artificial Intelligence, Indigenous Knowledge Systems, Tribal Communities, North-East India.*

SMART VILLAGES AND AI: SHAPING THE FUTURE OF RURAL TRANSFORMATION

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Abstract

Artificial Intelligence (AI) is emerging as a transformative technology capable of addressing the socio-economic challenges faced by rural communities. The concept of Smart Villages integrates digital technologies, AI-powered services, and sustainable development practices to improve the quality of life in rural areas. This study examines the awareness, adoption, perceived benefits, and challenges of AI in Smart Village development. Primary data were collected from 126 respondents using a structured questionnaire through the purposive sampling method. The collected data were analyzed using simple percentage analysis, rank analysis, and Chi-square test. The findings reveal that AI has significantly improved access to agricultural information, digital education, healthcare services, and government welfare schemes. However, inadequate digital infrastructure, limited technical knowledge, and internet connectivity remain major challenges. The study concludes that AI has the potential to accelerate rural transformation when supported by appropriate government policies, digital literacy programs, and infrastructure development.

Keywords: *Artificial Intelligence, Smart Villages, Rural Development, Digital Transformation, Agriculture, Purposive Sampling*

AI IN FINANCE, ACCOUNTING AND RISK ANALYTICS

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ABSTRACT

This research analyzes how AI (Artificial Intelligence) applies to Finance, Accounting, and Risk Analytics. The research utilizes secondary data (industry reports & academic journal articles) to qualitatively explore the value of (AI) technologies like machine learning & predictive analytics to enhance the operations of finance. Based on the findings, AI can improve financial forecasting and fraud detection, improve the accuracy of accountant records, improve the management of risk through predictive data, as well as improve decision-making based on data analysis. Finally, AI presents an opportunity to support the advancement of financial systems today. At the same time, there are challenges of data privacy, ethics, regulations, and algorithmic bias that must be resolved to implement AI effectively and responsibly within the Financial Industry.

Keywords: *Finance, AI, Risks*

CAN AI UNDERSTAND DHARMA? ARTIFICIAL INTELLIGENCE AND THE PROBLEM OF TRANSLATING INDIAN POLITICAL THOUGHT

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Abstract

Recovering indigenous political vocabulary has been central to decolonising Indian political thought. Concepts such as Dharma, Nyaya, and Rashtra carry intellectual histories that exceed their conventional English renderings religion, justice, nation and resist full translation into these categories. As generative AI increasingly mediates access to knowledge, a pressing question follows: does AI engage such concepts on their own epistemic terms, or does it default to inherited structures of conceptual translation?

Drawing on debates around coloniality, the politics of knowledge, and the vernacularisation of Indian political thought, this paper offers a comparative qualitative analysis of AI-generated explanations of Dharma, Nyaya, and Rashtra. It identifies recurring patterns of conceptual substitution, semantic reduction, and epistemic homogenisation, and situates these within broader debates on Eurocentrism and the methodological difficulty of reading non-Western political thought through categories presented as universal.

The paper argues that AI functions not as a neutral repository of knowledge but as an emerging site of epistemic mediation. While generative AI may widen access to Indian Knowledge Systems, its dependence on existing linguistic and textual corpora risks reproducing inherited hierarchies of knowledge production. Decolonising AI, therefore, demands more than the numerical inclusion of indigenous texts; it requires cultivating conceptual sensitivity to distinct epistemological traditions. The paper contributes to debates on AI and Indian Knowledge Systems by asking not simply whether AI can transmit indigenous knowledge, but whether it can encounter conceptual difference without dissolving it in translation.

Keywords: *Artificial Intelligence; Indian Political Thought; Indian Knowledge Systems; Dharma; Epistemic Coloniality; Conceptual Translation; Decolonising AI*

ARTIFICIAL INTELLIGENCE AND INDIAN KNOWLEDGE SYSTEMS: REIMAGINING DEMOCRATIC GOVERNANCE, PUBLIC POLICY, AND ETHICAL STATECRAFT IN POLITICAL SCIENCE

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Abstract

The fast development of Artificial Intelligence (AI) is changing the process of governance, policymaking, and democracy worldwide. On the other hand, the increasing attention to the Indian Knowledge Systems (IKS) creates the possibility to introduce indigenous philosophy, ethics of governance, and decision-making process into modern politics. This paper is devoted to the interrelation of AI and IKS from the point of view of political science. The focus of the research will be on how Rajdharma, Lokasangraha, Sarvodaya, Panchayati Raj, and Vasudhaiva Kutumbakam can be used to shape the ethically-oriented AI governance in terms of public institutions. Utilizing the qualitative and interpretative research methodologies, the study analyzes the classical Indian political theory together with AI governance theories to assess their potential in solving problems related to algorithmic bias, transparency, accountability, digital inclusion, and citizens' participation in policymaking. In particular, it is necessary to pay attention to the fact that AI brings more efficiency to governance processes, promotes evidence-based policymaking, and enhances the provision of public services. However, the potential of AI cannot be realized properly without the guidance of the principles of justice, dignity of humans, sustainability, and well-being of the society. The combination of IKS and AI helps to create a culturally embedded approach for innovation in technology that is consistent with democratic ideals and constitution. The research makes a significant contribution to the growing debate on AI governance by developing an interdisciplinary approach that brings together the best of political knowledge and technological advancements. The research concludes that the intersection of AI with Indian Knowledge System will help in creating more resilient and inclusive governance institutions and promoting digital democracy in the twenty-first century.

Keywords: *Artificial Intelligence, Indian Knowledge Systems, Democratic Governance, Public Policy.*

IMPACT OF IMPULSE BUYING BEHAVIOUR ON CONSUMER SPENDING: AN EMPIRICAL STUDY”

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Abstract:

Impulse buying has become a significant aspect of consumer purchasing behaviour due to rapid technological advancements, the growth of organized retail, and the widespread use of digital marketing and social media. Consumers are increasingly exposed to promotional offers, personalized advertisements, influencer recommendations, and attractive in-store displays that encourage spontaneous purchasing decisions. Such unplanned purchases have a direct impact on consumer spending patterns and financial behaviour. This conceptual study examines the impact of impulse buying behaviour on consumer spending by exploring the psychological, social, and marketing factors that stimulate impulsive purchases. The study reviews existing literature to identify key determinants such as emotional state, promotional strategies, product placement, discounts, online shopping convenience, and social media influence. It also discusses the consequences of impulse buying on consumers, including increased expenditure, reduced financial planning, post-purchase regret, and changes in consumption habits. The paper concludes that while impulse buying contributes positively to business sales and economic activity, excessive impulsive spending may adversely affect consumers' financial well-being. The study highlights the need for marketers to adopt ethical marketing practices while enabling consumers to develop greater awareness and self-control in purchasing decisions. The findings provide valuable insights for researchers, marketers, retailers, and policymakers seeking to understand and manage consumer spending behaviour in the modern retail environment.

Keywords: *Impulse Buying Behaviour, Consumer Spending, Consumer Behaviour, Digital Marketing, Online Shopping, Sales Promotion, Retail Marketing.*

ARTIFICIAL INTELLIGENCE AND ROBOTICS FOR AUTOMATED PRODUCT PLACEMENT IN MODERN SHOPPING MALLS

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Abstract

Modern shopping malls are increasingly adopting Artificial Intelligence (AI) and robotics to improve operational efficiency and enhance customer satisfaction. This paper presents an AI-based robotic system for automated product placement that minimizes manual effort while ensuring accurate shelf organization. The proposed system integrates computer vision, deep learning, and autonomous navigation to identify products, determine their designated shelf locations, and place them efficiently. A convolutional neural network (CNN)-based object detection model recognizes products, while simultaneous localization and mapping (SLAM) enables safe navigation within the retail environment. An intelligent path-planning algorithm optimizes movement and reduces placement time, improving overall productivity. The system also supports real-time inventory updates, reducing placement errors and improving stock availability. Experimental analysis indicates that the proposed framework achieves high product recognition accuracy, reduced operational time, and enhanced placement efficiency compared to conventional manual methods. The proposed AI-driven robotic solution offers a scalable, reliable, and cost-effective approach for smart retail automation, contributing to the advancement of intelligent

shopping malls and next-generation retail management systems.

Keywords: *Artificial Intelligence, Robotics, Product Placement, Computer Vision, Retail Automation, Shopping Mall.*

HUMAN RESOURCE MANAGEMENT WITH AI INTEGRATION

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Abstract:

Artificial Intelligence (AI) is transforming Human Resource Management (HRM) by automating routine tasks, improving decision-making, and supporting digital transformation in organizations. AI-powered technologies, including Applicant Tracking Systems (ATS), machine learning, and HR analytics, are enhancing recruitment, employee engagement, performance management, onboarding, and workforce planning. This study examines the integration of AI in HRM, with a particular focus on the role of ATS in minimizing human intervention during recruitment through automated resume screening, candidate shortlisting, and interview scheduling. The study also explores the benefits and challenges of digitalizing HR functions using AI. A descriptive research approach based on secondary data from journals, research articles, and industry reports was adopted to analyze the impact of AI on modern HR practices. The findings reveal that AI integration improves recruitment efficiency, reduces hiring time and operational costs, enhances employee experience, and supports data-driven decision-making. However, challenges such as data privacy, algorithmic bias, and ethical concerns highlight the need for responsible AI implementation and human oversight. The study concludes that AI is a strategic tool that complements HR professionals, enabling organizations to build a more efficient, transparent, and future-ready workforce.

Keywords: *Artificial Intelligence (AI), Human Resource Management (HRM), Applicant Tracking System (ATS), Digital HRM, Recruitment, HR Analytics.*

WESTERN THEORIES VS. INDIAN KNOWLEDGE SYSTEMS: A COMPARATIVE FRAMEWORK FOR READING ME HIJRA, ME LAXMI

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Abstract

The increasing prominence of transgender life writing in India has generated significant scholarly interest in questions of identity, agency and social belonging. Most existing studies on Indian transgender autobiographies, however, predominantly employ Western theoretical frameworks such as Judith Butler's Gender Performativity, Queer Theory and Intersectionality to interpret transgender experiences. While these approaches provide valuable insights into gender construction, power relations, and resistance, they often do not fully capture the cultural, philosophical, and spiritual dimensions embedded within Indian transgender identities. This paper argues that Indian Knowledge Systems (IKS) offer an equally significant and culturally grounded framework for interpreting Indian transgender narratives.

Using Laxmi Narayan Tripathi's *Me Hijra, Me Laxmi* as the primary text, the study undertakes a comparative analysis of Western theories and Indian Knowledge Systems. The Western framework examines identity formation through concepts of gender performativity, discourse, and social marginalization, whereas the IKS framework draws upon indigenous concepts such as *Ardhanarishvara*, *Tritiya Prakriti*, *Atman*, *Dharma* and the Guru Chela tradition to explore gender plurality, selfhood, spirituality, and community belonging. Adopting a qualitative textual analysis, the paper compares how both frameworks interpret the autobiography's representation of identity, embodiment, activism, spirituality and social acceptance.

The study demonstrates that Western theories effectively explain structures of oppression, identity politics, and the struggle for rights, while Indian Knowledge Systems illuminate the cultural continuity, philosophical depth, and spiritual dimensions of transgender existence that are often overlooked in Eurocentric analyses. Rather than positioning these frameworks in opposition, the paper argues that they are complementary, with IKS providing culturally specific insights into the

lived realities of Indian transgender communities. By foregrounding indigenous knowledge traditions alongside established Western theories, this study contributes to expanding the theoretical landscape of transgender literary criticism and advocates for a more context-sensitive approach to interpreting Indian transgender autobiographies.

Keywords: *Me Hijra Me Laxmi, Western theories, Indian knowledge systems frameworks, Western theories Vs. Indian Knowledge Systems.*

ARTIFICIAL INTELLIGENCE AND E-HRM: TRANSFORMING WORKFORCE PRODUCTIVITY IN THE DIGITAL ERA

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Abstract:

Artificial Intelligence (AI) is revolutionizing Human Resource Management by enabling organizations to automate routine processes, enhance decision-making, and improve workforce performance. The integration of AI with Electronic Human Resource Management (E-HRM) has emerged as a strategic approach to managing human capital in the digital era. AI-powered E-HRM systems facilitate efficient recruitment, employee onboarding, performance appraisal, training and development, workforce analytics, and employee engagement, thereby contributing to organizational effectiveness and productivity.

This paper examines the role of Artificial Intelligence in transforming E-HRM practices and its impact on workforce productivity. The study explores how AI-driven technologies such as machine learning, predictive analytics, chatbots, and intelligent decision-support systems are reshaping HR functions and creating value for organizations.

The paper also highlights the benefits of AI-enabled E-HRM, including improved operational efficiency, data-driven decision-making, enhanced employee experience, reduced administrative burden, and increased organizational competitiveness.

Furthermore, the study discusses the challenges associated with AI adoption in HRM, such as data privacy concerns, ethical issues, algorithmic bias, and the need for workforce reskilling. By reviewing contemporary literature and emerging industry practices, the paper provides insights into the transformative potential of AI in human resource management and its contribution to sustainable workforce productivity in the digital age. The findings are expected to assist academicians, HR professionals, and policymakers in understanding the strategic importance of AI-enabled E-HRM for future-ready organizations.

Keywords: *Artificial Intelligence, E-HRM, Workforce Productivity, Human Resource Management, Digital Transformation, Workforce Effectiveness*

TEACHING PROMPT ENGINEERING AS A CORE ACADEMIC SKILL IN HIGHER EDUCATION

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Abstract:

Prompt engineering is emerging as an essential academic literacy in higher education, especially as students increasingly rely on generative AI tools for reading support, brainstorming, writing, revision, and research assistance. This paper argues that prompt engineering should be treated not as a technical add-on, but as a foundational skill that helps learners ask better questions, shape clearer responses, and engage critically with AI-generated output. In the classroom context, prompt engineering can be integrated into English language and communication courses, research writing sessions, and interdisciplinary learning modules. The study proposes a pedagogical framework that introduces students to prompt formulation, refinement, evaluation, and ethical use through guided tasks and reflective practice. Emphasis is placed on the human dimension of learning, where AI supports but does not replace student thinking, creativity, and academic judgment. By developing prompt literacy, learners can improve the quality of their academic work while also cultivating digital responsibility, metacognitive awareness, and independent problem-solving skills. The paper concludes that prompt engineering has the potential to become a core academic competency for twenty-first-century learners in higher education.

Keywords: *Prompt engineering; academic literacy; generative AI; higher education; digital pedagogy*

ENTREPRENEURIAL OPPORTUNITIES IN AI-ENABLED INDIAN KNOWLEDGE SYSTEMS:

EMERGING BUSINESS MODELS AND MARKET POTENTIAL

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Abstract

This conceptual research paper examines the entrepreneurial opportunities emerging at the intersection of artificial intelligence (AI) and Indian Knowledge Systems (IKS). The study argues that IKS should not be treated only as cultural memory or archival content, but also as a living knowledge base that can inform new products, platforms, services, and responsible business models. Drawing on policy documents, institutional initiatives, and literature on AI, traditional knowledge protection, language technology, and business model innovation, the paper proposes a framework that links IKS knowledge assets, AI capabilities, entrepreneurial value propositions, revenue models, and governance safeguards. The paper identifies eight opportunity areas: AI-enabled IKS education, multilingual knowledge platforms, cultural heritage and tourism technologies, wellness and preventive lifestyle platforms, sustainable design and ecological advisory services, creative industry tools, corporate leadership and management learning products, and intellectual property/compliance services for traditional knowledge commercialization. The paper also highlights key risks, including misrepresentation of traditional knowledge, weak evidence standards, cultural appropriation, lack of benefit sharing, data limitations, and over-commercialization. The study concludes that the market potential of AI-enabled IKS lies not in a single sector, but in a multi-sector ecosystem across education, wellness, tourism, creative industries, enterprise learning, and public digital infrastructure. Sustainable entrepreneurship in this area requires authenticity, community participation, transparent AI design, intellectual property safeguards, and ethical commercialization.

Keywords: *Artificial intelligence, Indian Knowledge Systems, entrepreneurship, business models, traditional knowledge, market potential, responsible innovation*

TEACHING PROMPT ENGINEERING AS A CORE ACADEMIC SKILL IN HIGHER EDUCATION

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Abstract:

Prompt engineering is emerging as an essential academic literacy in higher education, especially as students increasingly rely on generative AI tools for reading support, brainstorming, writing, revision, and research assistance. This paper argues that prompt engineering should be treated not as a technical add-on, but as a foundational skill that helps learners ask better questions, shape clearer responses, and engage critically with AI-generated output. In the classroom context, prompt engineering can be integrated into English language and communication courses, research writing sessions, and interdisciplinary learning modules. The study proposes a pedagogical framework that introduces students to prompt formulation, refinement, evaluation, and ethical use through guided tasks and reflective practice. Emphasis is placed on the human dimension of learning, where AI supports but does not replace student thinking, creativity, and academic judgment. By developing prompt literacy, learners can improve the quality of their academic work while also cultivating digital responsibility, metacognitive awareness, and independent problem-solving skills. The paper concludes that prompt engineering has the potential to become a core academic competency for twenty-first-century learners in higher education.

Keywords: *Prompt engineering; academic literacy; generative AI; higher education; digital pedagogy*

EMPOWERING WOMEN ENTREPRENEURS THROUGH ARTIFICIAL INTELLIGENCE AND INDIAN KNOWLEDGE SYSTEMS: A SUSTAINABLE FRAMEWORK FOR INCLUSIVE BUSINESS GROWTH

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Abstract

Artificial Intelligence (AI) is transforming entrepreneurship by improving decision-making, innovation, market access, and business efficiency. At the same time, Indian Knowledge Systems (IKS), rooted in values such as sustainability, ethical leadership, community welfare, and holistic development, offer a strong foundation for inclusive and responsible entrepreneurship. This paper explores how the integration of AI and Indian Knowledge Systems can empower women entrepreneurs to overcome challenges related to finance, digital literacy, market access, and business sustainability.

The study adopts a conceptual approach based on a review of existing literature, policy documents, and recent research on AI, women entrepreneurship, and Indian Knowledge Systems. It examines how AI-enabled tools, combined with traditional Indian principles of ethical business practices, self-reliance, and sustainable development, can enhance entrepreneurial capabilities and promote long-term business growth. The paper also highlights the role of digital platforms, AI-driven marketing, financial technologies, and skill development in strengthening women-led enterprises.

The findings suggest that the synergy between AI and Indian Knowledge Systems can create an inclusive entrepreneurial ecosystem that supports innovation while preserving cultural values and social responsibility. This integrated approach contributes to sustainable economic development, women's empowerment, and the achievement of national development goals. The paper concludes that combining emerging technologies with indigenous knowledge can serve as an effective framework for fostering resilient and socially responsible women entrepreneurship in India.

Keywords: *Artificial Intelligence, Indian Knowledge Systems, Women Entrepreneurs, Sustainable Development, Inclusive Business Growth, Digital Entrepreneurship.*

STUDENT LEARNING BEHAVIOR CLUSTERING IN ONLINE EDUCATION USING HYBRID UNSUPERVISED LEARNING APPROACH

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Abstract –

The rapid growth of online education has generated vast amounts of student activity data, providing opportunities to understand learning behavior and improve personalized interventions. Identifying hidden patterns in student engagement is essential for enhancing academic performance and retention. This study proposes a hybrid unsupervised learning approach to cluster students based on multiple behavioral features, including attendance, quiz scores, assignment submissions, LMS time spent, login frequency, forum interactions, and video completion rates. Three clustering algorithms—KMeans, Agglomerative Hierarchical, and Gaussian Mixture Models (GMM)—were applied, and the optimal method was selected using silhouette score, a measure of cluster quality. The results revealed distinct groups of learners, ranging from highly engaged students to those with minimal participation, providing actionable insights for educators. Visualization using PCA and dendrograms confirmed clear cluster separation. This hybrid approach demonstrates the potential of unsupervised learning in online education to inform targeted interventions, enhance engagement, and support data-driven decision-making for student success.

Keywords – Online Education, Student Learning Behavior, Clustering, Hybrid Unsupervised Learning, Gaussian Mixture Model, KMeans, Hierarchical Clusterin

A STUDY ON THE IMPACT OF DIGITAL DISCOUNTS ON IMPULSE BUYING BEHAVIOR AMONG GENERATION Z CONSUMERS.

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Abstract

The rapid growth of digital commerce and promotional strategies has significantly influenced consumer purchasing behaviour, particularly among Generation Z consumers. This study examines the impact of digital discounts on the impulse buying behaviour of Gen Z consumers. It aims to analyse how Gen Z consumers, being highly engaged with digital platforms, how different forms of digital discounts influence unplanned purchases and identify the factors that drive impulsive buying tendencies in the digital marketplace. Digital discounts are price reductions or promotional offers delivered through digital platforms such as e-commerce websites, mobile apps, social media, email, SMS, digital wallets, or online coupon codes. They encourage customers to make purchases, often by creating a sense of urgency or value. Impulse buying behavior refers to unplanned, spontaneous purchase decisions made without prior deliberation, often triggered by emotional responses rather than rational evaluation. The study also considers demographic and situational moderators, such as income level, shopping companionship, time pressure, and prior purchase experience, which may amplify or suppress impulsive tendencies. The convenience of online shopping, coupled with attractive discount offers such as cashback, coupons, and limited-time deals, encourages spontaneous and impulsive purchases.

Keywords: *Generaltion Z customers, Digital discounts*

A RELIABILITY-AWARE AND INTERPRETABLE MACHINE LEARNING FRAMEWORK FOR DIABETES PREDICTION USING STRUCTURED CLINICAL DATA

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Abstract:

Diabetes prediction plays an important role in reducing long-term health risks by enabling early medical intervention. Although machine learning models have been widely applied to this task, many existing studies emphasise predictive accuracy while giving comparatively little attention to the reliability, interpretability, and stability of the resulting decisions. This paper develops a reliability-aware and interpretable machine learning framework for diabetes prediction from structured clinical data. Three complementary models—Logistic Regression, Random Forest, and Extreme Gradient Boosting (XGBoost)—are trained on the Pima Indians Diabetes dataset so that both simple linear and complex non-linear relationships are captured. Beyond conventional discrimination metrics, the reliability of the predicted probabilities is quantified using the Brier score and reliability (calibration) diagrams. Interpretability is addressed with SHapley Additive exPlanations (SHAP) at both the global (cohort) and local (individual patient) levels. Because different models frequently emphasise different predictors, we formalise a *Feature Consistency Index* (FCI) that quantifies the cross-model agreement of SHAP-derived feature importance and combines it with normalised importance into a single ranking score. Finally, a perturbation-based robustness analysis measures the sensitivity of each model’s output to small changes in the input record. Experimentally, XGBoost achieves the highest discrimination (accuracy 0.7597, ROC-AUC 0.8374), whereas Random Forest attains the best-calibrated probabilities (Brier score 0.1646), demonstrating that discrimination and reliability are not interchangeable. The FCI identifies Glucose and BMI as simultaneously the most influential and the most consistently attributed predictors, while Blood Pressure and Skin Thickness are both weak and unstable. Under a 5% Gaussian perturbation of a representative patient record, the linear and bagged models shift by less than 0.01 in predicted probability, whereas the boosted model shifts by 0.0386, revealing an accuracy–stability trade-off that a purely accuracy-driven evaluation would not expose.

Keywords—*Diabetes prediction, explainable artificial intelligence, SHAP, model calibration, Brier score, feature stability, robustness analysis, clinical decision support*

A DIGITAL TWIN-DRIVEN EDGE-CLOUD ARCHITECTURE FOR PREDICTIVE RESOURCE OPTIMIZATION IN LARGE-SCALE IOT NETWORKS.

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Abstract

Large-scale IoT networks generate heterogeneous and continuous data streams which present various challenges in terms of computing power, network bandwidth usage, power consumption, and service latency. Traditional cloud-based architectures cannot effectively address these types of workloads due to network congestion, latency issues, and ineffective usage of resources. Even though Edge Computing partially solves these problems by bringing computing power closer to IoT devices, the coordination of resources between edge and cloud remains complicated due to rapidly changing workload and network environment. In this paper, a “Digital Twin-driven Edge-Cloud Architecture for Predictive Resource Optimization in Large Scale IoT Networks” is proposed. The proposed architecture will create a virtual model of IoT devices, edge nodes, network conditions, and workload in order to monitor the current state of the system and predict the future resource requirements. Then, the predictive resource optimization will be performed in order to dynamically allocate resources and select appropriate locations for the execution of tasks in edge and cloud environments. The following aspects will be considered as optimization criteria: “latency, energy consumption, resource utilization, and workload distribution”. Machine learning-based prediction algorithm is included into the Digital Twin in order to predict changes in the workload and perform proactive management of resources instead of reactive allocation. The proposed architecture will try to solve scalability issues, unnecessary communication of cloud and improve QoS of latency-sensitive IoT applications. Its efficiency can be compared with traditional cloud-only, static edge, and current edge-cloud resource allocation solutions with respect to the following criteria: “end-to-end latency, energy consumption, resource utilization, task execution time, network load, and task completion ratio”.

Keywords: *Resource Optimization, Cloud Architecture. Prediction*

ARTIFICIAL INTELLIGENCE IN EDUCATION: TRANSFORMING PEDAGOGY THROUGH INNOVATIVE TEACHING AND LEARNING PRACTICES

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Abstract

Artificial Intelligence (AI) has emerged as a transformative force in education, reshaping traditional teaching methodologies and creating opportunities for innovative pedagogical practices. The integration of AI-powered technologies, including intelligent tutoring systems, adaptive learning platforms, automated assessment tools, learning analytics, and generative AI applications, has enabled educators to deliver personalized, interactive, and learner-centered educational experiences. These advancements support differentiated instruction, provide real-time feedback, enhance student engagement, and reduce administrative burdens, allowing educators to focus on higher-order teaching and mentoring activities.

This paper examines the evolving role of AI in fostering pedagogical innovation across educational institutions. It explores how AI facilitates personalized learning pathways, improves curriculum delivery, enhances assessment strategies, and promotes collaborative and experiential learning. The study also discusses the integration of AI with emerging pedagogical approaches such as flipped classrooms, blended learning, competency-based education, and project-based learning. While highlighting the educational benefits, the paper critically examines challenges associated with AI adoption, including ethical concerns, data privacy, algorithmic bias, digital inequality, academic integrity, and the need for teacher preparedness and professional development.

The paper concludes that AI should be viewed not as a replacement for educators but as an enabling technology that complements human expertise and enriches teaching and learning processes. Successful implementation requires responsible governance, ethical frameworks, institutional readiness, and continuous capacity building among educators. By strategically integrating AI with sound pedagogical principles, educational institutions can create inclusive, adaptive, and future-ready learning environments that equip learners with the knowledge and skills required in an increasingly digital society.

Keywords: *Artificial Intelligence, Education, Pedagogical Innovation, Personalized Learning, Adaptive Learning, Generative AI, Educational Technology, Teaching and Learning, Higher Education, Digital Transformation.*

ARTIFICIAL INTELLIGENCE IN PROMOTING GOVERNMENT DIGITAL INVESTMENT SCHEMES: AN EMPIRICAL STUDY AMONG RETAIL INVESTORS

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Abstract

Artificial Intelligence (AI) is steadily reshaping the way retail investors in India discover, understand and participate in government-sponsored digital investment schemes such as the Sovereign Gold Bond (SGB) Scheme, the RBI Retail Direct Scheme, the National Pension System (NPS), digitally accessible Public Provident Fund (PPF) accounts, and Digital Gold. AI-enabled chatbots, robo-advisory recommendation engines, e-KYC systems and personalised alerts are increasingly used by government agencies and financial institutions to widen awareness and simplify participation among first-time and small-ticket investors. This study examines how AI-enabled tools influence awareness, trust and participation behaviour among retail investors with respect to these schemes. A descriptive research design was adopted, and primary data were gathered from 150 retail investors in Madurai, Tamil Nadu, through a structured questionnaire, analysed using descriptive statistics and One-Way ANOVA supplemented by a Tukey HSD post-hoc test to identify differences in perceived AI benefits across income groups. Findings indicate that AI tools significantly improve scheme awareness, reduce onboarding friction, and increase investors' willingness to participate through official digital channels. The study concludes that deeper, income-sensitive integration of AI into government outreach strategies can meaningfully expand inclusive participation in India's digital investment ecosystem, with implications for policymakers, financial institutions and fintech developers seeking to promote responsible, AI-enabled public investment schemes.

Keywords: *Artificial Intelligence, Government Digital Investment Schemes, Retail Investors, Robo-Advisory, Financial Inclusion, Digital India.*

MATHEMATICAL MODELING OF OPTIMAL SELECTION OF INDIGENOUS FOREST CONSERVATION PRACTICES

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Abstract

Global warming and climate change are demanding conservation of natural resources and biodiversity to maintain ecological balance. Presently every nation is constrained with the challenges of forest conservation and requires effective strategic practices. This research work proposes a mathematical modeling framework considering the dynamics of multi criteria decision making. The proposed decision architecture considers the key alternatives namely Sacred groves conservation, community forest management, agroforestry, conventional joint forest management, bamboo based mangement. The selection of these alternatives is based on the core criteria of biodiversity conservation, community participation, sustainability, cost effectiveness, and long term efficiency. The decision framework applies TOPSIS MCDM method to determine the optimal choice of forest conservation practice. This research work blends the conventional traditional knowledge with mathematical modeling in identifying the most feasible alternative.

Keywords: *Forest Conservation, MCDM, Mathematical Modeling*

ARTIFICIAL INTELLIGENCE AND SPIRITUAL CONSCIOUSNESS: REINTERPRETING INDIAN KNOWLEDGE SYSTEMS THROUGH THE MAHA KUMBH

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Abstract

This paper examines the relationship between artificial intelligence and spiritual consciousness through the lived experience of the Maha Kumbh, treating the festival as a living demonstration of the Indian Knowledge System (IKS). While AI has radically changed how knowledge is created, preserved, and shared—performing complex tasks in learning, reasoning, and natural language its processes remain computational and cannot, IKS asserts, generate subjective or spiritual consciousness. Drawing on Indian philosophy and scholarship on the Maha Kumbh, this interdisciplinary qualitative study investigates how the Kumbh embodies qualities such as faith, self-realization, holiness, collective consciousness, renunciation, and spiritual enlightenment. Through literature review and philosophical analysis, the paper argues these qualities emerge from lived ritual, embodied practices, and ontological commitments central to IKS dimensions that exceed algorithmic replication. At the same time, the study recognizes AI's practical value: as a tool for documenting, analyzing, and disseminating India's spiritual and cultural heritage, AI can extend access to rich textual, oral, and visual records of the Kumbh. The paper thus proposes a complementary view: spiritual consciousness, grounded in IKS and manifest at the Maha Kumbh, resists reduction to computation, yet benefits from AI-mediated preservation and scholarship. By juxtaposing computational intelligence with an Indian philosophical account of consciousness, this research contributes to debates in AI, Digital Humanities, and cultural studies, highlighting both the limits of artificial replication and the promise of technological support for safeguarding intangible traditions.

Keywords: *Artificial Intelligence; Indian Knowledge Systems; Spiritual Consciousness; Maha Kumbh; Cultural Heritage*

ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT AND ITS INFLUENCE ON THE WELL-BEING OF MIGRANT EMPLOYEES: AN EMPIRICAL STUDY IN CHENNAI CITY

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Abstract

The rapid adoption of Artificial Intelligence (AI) within Human Resource Management has transformed recruitment, scheduling, grievance redressal, and welfare administration in many organisations. However, its implications for the well-being of migrant employees, a workforce segment that already faces distinct social and economic vulnerabilities, remain underexplored, particularly in the context of a major migrant-receiving city such as Chennai. This study empirically examines the relationship between exposure to AI-enabled HR practices and the overall well-being of migrant employees working in Chennai city. Primary data were collected from 180 migrant employees across construction, manufacturing, hospitality, and textile establishments using a structured questionnaire covering demographic details, level of exposure to AI-enabled HR tools, and a standardised employee well-being scale. Descriptive statistics and one-way ANOVA were used to analyse the data. The results indicate that employee well-being varies significantly with the level of AI-enabled HR practice exposure, monthly income, and sector of employment, while age group and duration of stay in Chennai did not show statistically significant variation. The study concludes with recommendations for designing inclusive, well-being-oriented AI applications in HRM for migrant workforces.

Keywords: *Artificial Intelligence, Human Resource Management, Migrant Employees, Employee Well-Being, Chennai*

DIGITAL VALUE STREAM MAPPING: OPTIMIZING THE HYBRID COURSE DESIGN LIFECYCLE IN HIGHER EDUCATION

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Abstract

While Lean Higher Education (LHE) principles have effectively minimized operational friction in administrative setups such as admissions, procurement, and enrollment, their application within core academic workflows—particularly digital curriculum development—remains largely unexplored. This research investigates how Value Stream Mapping (VSM) can remove non-value-added steps and lower quality anomalies during the design of hybrid courses. Utilizing an action research methodology inside a modern university context, this study charts the "Current State" of digital instructional development. Operational management methodologies, including waste categorization (the 8 Wastes), bottleneck mitigation, and mistake-proofing (Poka-Yoke), are leveraged to architect a streamlined "Future State" framework. Deploying the digital VSM strategy compressed the total timeline for course building by 42% (moving from 12 weeks down to 7 weeks) and curbed post-deployment functional faults, such as broken links and navigation problems, by 65%. This study presents a scalable, empirical framework for tertiary institutions striving to maintain instructional excellence alongside operational agility, successfully bridging the gap between systematic Lean execution and instructional development via a specialized "Digital VSM" protocol.

Keywords: *Lean Higher Education, Value Stream Mapping, Hybrid Learning, Digital Curriculum Development, Operational Efficiency.*

ARTIFICIAL INTELLIGENCE-DRIVEN MARKETING ANALYTICS AND CONSUMER BEHAVIOUR TOWARDS FOOD ADULTERATION AND CONTAMINATION: THE MODERATING ROLE OF FSSAI FOOD SAFETY AWARENESS

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Abstract

The rapid advancement of Artificial Intelligence (AI) has transformed marketing analytics by enabling organizations to analyze consumer data, predict purchasing behaviour, and deliver personalized marketing strategies. In the food sector, growing concerns regarding food adulteration and contamination have significantly influenced consumers' purchasing decisions, increasing the demand for safe, authentic, and quality-certified food products. This study examines the influence of AI-driven marketing analytics on consumer behaviour towards purchasing safe food products, with awareness of the Food Safety and Standards Authority of India (FSSAI) serving as a moderating variable. The research adopts a quantitative approach using a structured questionnaire administered to consumers. AI-driven marketing analytics is considered the independent variable, consumer behaviour the dependent variable, and FSSAI food safety awareness the moderating variable. Data will be analyzed using descriptive statistics, correlation analysis, multiple regression, and Structural Equation Modeling (SEM) or Partial Least Squares-Structural Equation Modeling (PLS-SEM) to test the proposed relationships. The study hypothesizes that AI-enabled marketing analytics positively influences consumer awareness, trust, and purchase intention by providing personalized recommendations, transparent product information, and enhanced traceability. Furthermore, it is expected that higher levels of FSSAI food safety awareness will strengthen the relationship between AI-driven marketing analytics and consumer behaviour by improving consumers' ability to recognize certified, safe, and authentic food products. The findings are expected to provide valuable theoretical and practical implications for policymakers, food manufacturers, marketers, and regulatory authorities by demonstrating how AI-powered marketing strategies, combined with food safety awareness initiatives, can enhance consumer confidence, encourage informed purchasing decisions, and contribute to reducing the risks associated with food adulteration and contamination while promoting a safer and more transparent food ecosystem.

Keywords: *Artificial Intelligence, Marketing Analytics, Consumer Behavior, Food Adulteration, Food Contamination, FSSAI Food Safety Awareness.*

ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT: TRENDS, APPLICATIONS AND ORGANIZATIONAL IMPACT

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Abstract:

This article examines how artificial intelligence is reshaping core human resource functions, particularly recruitment, performance evaluation, and employee development. AI is fundamentally transforming human resource management by embedding advanced technologies into its most critical processes. It strengthens organizational human capital by enabling customized recommendations for employee learning, skill-building, and career growth. As organizations increasingly adopt AI, the broader human resource landscape continues to evolve, with recruitment, performance management, and employee development emerging as the areas most affected by this shift. Beyond streamlining these functions, AI enhances workplace efficiency, reduces bias in decision-making, and supports more objective, effective outcomes. By automating routine tasks, generating analytical insights, and enabling innovative approaches to organizational goals, AI is increasingly recognized as a driver of stronger overall HR performance.

Keywords: *Artificial intelligence, Human resource management, Employee development, Performance management, Predictive analytics, Administrative operations.*

THE INTERSECTION OF AI AND LITERATURE

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. S. UMAMAGESWARI

Abstract:

Artificial Intelligence has become an increasingly popular subject of contemporary literature as more and more humans are concerned about intelligent machines and how they will affect our civilization. I appears in many forms in fiction but primarily as a limited or metaphorical device. This raises some questions about how well fiction depicts both technological and moral realities. This study will look at specific examples of AI from a selection of literary works and how these stories provide images of humanity, consciousness, and the relationship between technology and humanity. The research that will be used is qualitative analysis of a selection of science fiction and modern novels that contain AI to identify common themes and interpretations of AI. The results show that when AI is used in literature, it is often used to demonstrate human feelings, ethical dilemmas, identity crises, and the lines between human and machine intelligence. Literature is also critical for providing the public with examples of both cautionary and creative approaches to the future of technology.

Keywords: *Artificial Intelligence, Literature, Science Fiction, Human–Machine Relationship.*

INDIAN SPIRITUAL PRACTICES AND YOGA FOR STUDENTS' MENTAL WELL-BEING: INTEGRATING TRADITIONAL WISDOM WITH EMERGING AI TECHNOLOGIES

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Abstract:

In today's world, a large number of people, especially students, are affected by mental health problems. Excessive academic pressure, intense competition in every field, dependence on digital technology, the far-reaching influence of social media, and uncertainty about the future are all having a significant impact on students' mental health. In this context, Indian spiritual practices, including yoga, meditation, and pranayama, play an effective role in promoting mental peace and emotional well-being. These practices help reduce stress, improve concentration, and enhance emotional stability. Yoga, in particular, is one of the most effective ways to develop self-control, cultivate a positive mindset, and achieve a balanced and healthy life. On the other hand, Artificial Intelligence technology can assist students by providing personalized yoga and meditation practices based on their individual needs, monitoring their mental health, and offering appropriate guidance and support. This paper examines, from the perspective of the Indian Knowledge System, the significance of yoga and spiritual practices in promoting and preserving students' mental health. It also explores the potential for integrating these traditional practices with AI technology to enhance students' overall mental well-being.

Keywords: *Indian Knowledge System, Spirituality, Yoga, Meditation, Pranayama, Mental Well-being, Artificial Intelligence.*

CULTURE AND SOCIETY: A REALISTIC RENDITION THROUGH LITERARY PRETEXT

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Abstract

Culture and society are two identities of greater impact to literary writings and literary expressions. They are interwoven in most narratives to imbibe values and sensible realism to thought and predictions of human mind. In fact the impact of culture on society is of greater pretext to reality of human life. Every storyline is woven with intricacies of cultural identities which makes a practical though analysis to predictive expression. The concept taken to research relevance is to emphasize its significance to the literary world with a few samples taken to narrate the evidential concerns of the topic taken to writing. Furthermore, the realities as existing are of foremost importance in the world of literary pretext as it becomes the reason for justification of research prediction in this paper. The details are specific to literary context with authors related for identities as needed in relation to their writings. The influence of culture is in the creation of effective literary pieces of expression which supports the growth and development of an enigmatic society. Nevertheless, the diversified aspects of language, religious values, gender relatedness, norms and ethics of society play a pivotal role in shaping literary precepts taken to analyses for the futurity. However, literature for sure has an outstanding eloquence that reflects the culture, customs and traditional practices from the age old past to the present realities giving us a glimpse of the mnemonic topography.

Key Words: *Predictions, Intricacies, justification, enigmatic, diversified, Mnemonic.*

AI AND DIGITAL SOVEREIGNTY: THE RISE OF A NEW GLOBAL GOVERNANCE SYSTEM

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Abstract

The advent of Artificial Intelligence (AI) has heralded a new age. Equally, it has redefined the traditional concept of sovereignty in digital space. The legitimate heads of the states and governments are encountering a new situation wherein they have to exert their control over digital technology and resources. Hence, they need to equip them to deal with these new entities for which existing laws and regulations are not sufficient. Digital sovereignty refers to a government's control over its digital assets, data and technology, ensuring operational, regulatory and security autonomy. With AI crossing and accessing all frontiers of human civilization and beyond, the maintenance of digital sovereignty is fast becoming near impossible. This has pushed humanity to a new global governance system.

This research will address the following questions:

First, how to conceptualize or orient the new digital global governance framework?

Second, will the major global powers once again play a significant role in shaping this digital governance?

Third, is it so that the mega tech giants will directly influence this new governance mechanism to define the contours of it?

Finally, a set of recommendations will be offered to design the new digital system, keeping in mind the role of human elements.

Keywords: *AI, Digital Sovereignty, Global Governance, MNCs, Human Civilization.*

RE-IMAGINING GENDER AND SOCIAL JUSTICE: SYNERGIZING INDIAN KNOWLEDGE SYSTEMS WITH CRITICAL AI STUDIES

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Abstract

Artificial Intelligence (AI) is transforming society, yet it often reproduces existing inequalities embedded in data, institutions, and technological design. This paper examines the gendered and social justice implications of AI through the lens of Indian Knowledge Systems (IKS). While dominant AI ethics frameworks are largely rooted in Western perspectives, they frequently overlook India's intersecting realities of caste, class, and gender. The paper argues that algorithmic bias is not merely a technical issue but a reflection of broader structural inequities.

Drawing on IKS principles such as *Dharma* (ethical responsibility), *Ahimsa* (non-harm), and *Nyaya* (justice), the study proposes a culturally grounded framework for ethical AI. By integrating these values with critical AI studies and feminist perspectives, it advocates inclusive and participatory AI systems that promote equity, preserve indigenous knowledge, and empower marginalized communities. The paper concludes that the synergy between AI and IKS offers a sustainable pathway for transforming the Arts, Humanities, Social Sciences, and Management by fostering ethical innovation, social justice, and culturally responsive AI governance.

Keywords: *Artificial Intelligence, Indian Knowledge Systems, Gender Studies, Social Justice, Algorithmic Bias, Feminist Technoscience, AI Ethics, Inclusive Innovation.*

**ARTIFICIAL INTELLIGENCE AND INDIAN KNOWLEDGE SYSTEMS IN
TRANSFORMING
ARTS, HUMANITIES, SOCIAL SCIENCES AND MANAGEMENT**

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Abstract

Artificial Intelligence (AI) and Indian Knowledge Systems (IKS) are transforming education, research, and professional practices by combining technological innovation with traditional wisdom. AI enhances automation, data analysis, intelligent decision-making, and digital solutions, while IKS contributes ethical values, cultural heritage, and indigenous knowledge. Their integration creates new opportunities in Arts, Humanities, Social Sciences, and Management. AI supports digital preservation, language processing, research, and business analytics, whereas IKS strengthens cultural identity, ethical leadership, sustainability, and community-centered approaches. Together, they promote interdisciplinary learning, responsible innovation, and value-based governance. This synergy bridges modern technology with ancient knowledge, fostering holistic, inclusive, and sustainable development while preparing society to address contemporary challenges through culturally rooted and technologically advanced solutions.

Keywords: *Artificial Intelligence, Indian Knowledge Systems, Arts, Humanities, Social Sciences, Management, Digital Transformation.*

HYBRID AI MODELS FOR DISEASE PREDICTION AND PREVENTIVE HEALTHCARE USING TRADITIONAL KNOWLEDGE SYSTEMS

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Abstract

Artificial Intelligence has become a useful tool for predicting diseases and helping people stay healthy. This paper is about a way of using Artificial Intelligence that combines machine learning, deep learning and something called Explainable Artificial Intelligence with old ways of keeping people healthy like herbal medicine and eating well. Using Explainable Artificial Intelligence makes it clear how predictions are made, so doctors and patients can trust them more. By putting new Artificial Intelligence technologies with old ways of keeping people healthy that have been proven to work this framework provides a way of keeping people healthy that is sensitive to different cultures does not cost too much and is good, for the planet. The goal of this model is to help find diseases early make sure doctors have all the information they need to make good decisions and improve how healthy the public is, all while making sure old ways of keeping people healthy are part of new digital health systems. Artificial Intelligence is used to make sure people get the healthcare possible. The proposed model uses Artificial Intelligence to support disease detection and informed clinical decision-making and it does this by using Artificial Intelligence in a way that is helpful and easy to understand.

Keywords: *Hybrid AI, Disease Prediction, Traditional Knowledge Systems, Deep Learning, Personalized Healthcare, Digital Health.*

AI IN FINANCE, ACCOUNTING AND RISK ANALYSIS

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Abstract

Artificial Intelligence (AI) has become a fundamental component of the transformation of the financial sector, reshaping the way organizations manage financial operations, accounting processes, and risk analysis. By leveraging advanced technologies such as machine learning, natural language processing, predictive analytics, and intelligent automation, AI enables faster, more accurate, and data-driven decision-making. Financial institutions are increasingly adopting AI-powered solutions for fraud detection, credit risk assessment, algorithmic trading, financial forecasting, automated auditing, and regulatory compliance, thereby improving operational efficiency while reducing financial and operational risks. This paper reviews current research and industry practices to examine the evolving role of AI in finance, accounting, and risk management. It highlights the key benefits of AI and discusses major challenges associated with AI adoption. The findings indicate that AI is not merely a technological innovation but a strategic enabler that is redefining the financial services landscape. It also includes major opportunities associated with AI Adoption in management practices. It has quantitative research regarding many companies that adopted AI in expanding their performance and in accounting reports. Therefore, a balanced approach is essential to maximize the benefits of AI, ensuring that intelligent technologies complement rather than replace human judgment and ethical decision-making.

Keywords: Artificial Intelligence (AI), Finance, Accounting, Risk Analysis, Machine Learning, Predictive Analytics, Fraud Detection, Financial Technology (FinTech), Automation, Data Analytics.

AI IN DISASTER MANAGEMENT AND SOCIAL RESILIENCE

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Abstract

The advent of artificial intelligence is revolutionizing disaster prediction by employing machine learning algorithms to analyse decades of data on seismic activity, satellite imagery and weather patterns to predict natural disasters before conventional models can identify the risks. Experiments have shown AI predicting earthquakes and floods up to a week in advance with accuracies that were previously unimaginable, inspiring hope that prediction itself might be a problem that is about to be solved. Yet there are still limitations on the use of AI in predicting natural disasters, as it makes mistakes in its calculations, misses disasters occasionally, and works reliably only in those parts of the world where there is a rich network of sensors installed, especially in wealthy countries. As a result, the more vulnerable populations are those who are less likely to benefit from advances in AI and predictive modelling because they lack access to adequate data. This paper will highlight the success of AI in disaster prediction while critiquing the inadequate infrastructure and unequal data access in developing countries.

Keywords: *Artificial Intelligence, Disaster Management, Prediction, Developing Countries, Disaster Risk Reduction*

ARTIFICIAL INTELLIGENCE BEYOND THE CLASSROOM: TRANSFORMING STUDENT LEARNING AND ECONOMIC PARTICIPATION IN HIGHER EDUCATION

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Abstract

Artificial Intelligence (AI) is rapidly transforming higher education by influencing not only how students learn within classrooms but also how they participate in emerging digital economies beyond traditional academic environments. While existing research has largely examined AI-assisted learning and digital platform participation as separate phenomena, limited attention has been given to understanding their combined influence on students' educational experiences and economic engagement. This study addresses this gap by integrating evidence from two independent survey-based studies involving nearly 500 higher education students.

The first investigation examines students' adoption of Generative Artificial Intelligence (GenAI) as a learning companion, exploring how interaction with AI influences trust, learning enhancement, task completion, and perceived learning trade-offs. The second investigates students' participation in AI-enabled digital platform ecosystems, including gig work, freelancing, online service platforms, and digital marketplaces, to understand how technology is reshaping economic participation while pursuing higher education.

Drawing on survey-based evidence, the study adopts a multidisciplinary perspective linking educational technology, economics, and digital transformation. The findings suggest that AI is extending learning beyond classroom boundaries by enabling personalized learning support, improving digital competencies, creating flexible income opportunities, and strengthening students' preparedness for rapidly evolving labour markets. At the same time, concerns regarding dependency on AI, algorithmic management, academic integrity, and digital inequalities highlight the need for balanced institutional policies.

The paper argues that higher education institutions must move beyond viewing Artificial Intelligence merely as an instructional technology and instead recognize it as a comprehensive ecosystem that simultaneously influences learning behaviour, employability, entrepreneurship, and student agency. The study contributes to ongoing discussions on AI-driven educational transformation by proposing an integrated framework for understanding the interconnected roles of AI in academic and economic life. The findings provide practical implications for educators, policymakers, and universities seeking to design future-ready learning environments that promote responsible AI adoption while enhancing student development and workforce readiness.

Keywords: *Artificial Intelligence, Higher Education, Generative AI, Student Learning, Digital Platforms, Gig Economy, Employability, Digital Transformation.*

AI AND NEP 2020 EDUCATION TRANSFORMATION

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Abstract

The National Education Policy (NEP) 2020 brings a fresh and progressive approach to India's education system by focusing on flexibility, inclusivity, and the smart use of technology. Artificial Intelligence (AI) plays an important role in this transformation by making learning more personal and student-friendly. With the help of AI tools, learning content can be tailored to suit each student's pace, abilities, and learning needs, while also offering instant feedback and regular assessments. For teachers, AI helps reduce routine administrative work and provides useful insights into students' progress, allowing them to focus more on effective teaching. AI also promotes multilingual learning and supports digital platforms, helping to overcome language barriers and reduce the gap between rural and urban education. However, the successful use of AI under NEP 2020 depends on strong digital infrastructure, proper teacher training, data privacy, and ethical use of technology. In the Indian context, AI has the potential to improve access to education, enhance learning outcomes, and prepare students for future challenges, making it a key driver in achieving the vision of a modern, inclusive, and future-ready education system.

Key words: *Flexible and inclusive education, engagement and assessment, workload, multilingual and digital learning*

AI IN LITERARY CREATION: THE ETHICAL QUESTION

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Abstract

Artificial Intelligence (AI) is creating a new world. It goes beyond human skills both in creation and generation of new ideas in literary world. In truth, AI is reshaping literature. The latest AI tools and technologies including machine learning, natural language processing (NLP) and latest generative models, are widely used to create literary works such as poetry, fiction and drama. This raises pertinent ethical issues veered around authorship, intellectual property rights and authenticity. In a world full of social media platforms and AI bots, literary creations have gone for a toss. Ironically, it is absolutely difficult find the original creator or author. This brings the ethical debate into limelight.

First, my research will illustrate why generating texts without disclosing the identity or original source is a simple way to mislead readers. Clearly, big techs while employing AIs as training models on already copyrighted works without the consent of the author deprives him of credit and compensation.

Second, this article will also analyze how algorithmic writings tends to prioritize already available patterns over human experience rooted in emotional depth and lived reality.

Third, it is argued that AI is not something that matches or surpasses human intelligence in totality. It is indeed true that AI is performing some activities through machines that once we used to do. This is the fundamental replacement effect on humanity today.

Finally, my paper will offer a set of suggestions to use AI in literary creations while leveraging superior human skills. Frankly, AI can't replace human labour or creation in toto.

Keywords: *AI, literature, human skill, technology, ethics*

AI IN PERSONALIZED MEDICINE AND PRECISION HEALTHCARE

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Abstract

Artificial Intelligence (AI) is revolutionizing healthcare by enabling personalized medicine and precision healthcare, where treatments are tailored to individual patient characteristics such as genetic makeup, medical history, lifestyle, and environmental factors. Unlike conventional healthcare approaches that apply uniform treatment protocols, AI-driven systems analyze large and complex datasets to support accurate diagnosis, predict disease risk, optimize treatment selection, and improve patient outcomes. Machine learning, deep learning, and natural language processing have become key technologies in developing intelligent healthcare solutions. These technologies facilitate early disease detection, personalized treatment planning, drug discovery, and continuous patient monitoring. Despite its significant benefits, AI implementation in healthcare faces challenges including data privacy, ethical concerns, algorithmic bias, and regulatory compliance. This paper discusses the role of AI in personalized medicine, its methodologies, applications, outcomes, challenges, and future prospects, highlighting its potential to transform modern healthcare into a more predictive, preventive, and patient-centered system.

Keywords: *Artificial Intelligence, Personalized Medicine, Precision Healthcare, Machine Learning, Deep Learning, Healthcare Analytics, Genomics.*

IOT MESH NETWORK-ENABLED WOMEN'S SAFETY SYSTEM

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Safety risks to women have risen in public and isolated areas, which necessitates an efficient, faster emergency response systems [1]. This proposed works on an IoT Mesh Network-Enabled Women's Safety System where a wearable security tool is incorporated to broadcast the emergency alert even where there is a weak cellular signal or no cellular connectivity. The proposed system is designed to employ low-power microcontroller, GPS module, a panic trigger and the available Wireless Communications such as LoRa, Zigbee or Bluetooth Mesh to build up a decentralized mesh network system.

In this mesh network, upon triggering of the panic switch by the user, the emergency message is broadcast to a neighboring node with a location tag and user data and thereafter passed across multiple hops until it is received by a gateway with internet access that can send the message to emergency services.

The multi-hop capability provides better coverage, reliability, and resilience than current smartphone based Safety Applications. Additionally, the system has provisions for real time location monitoring of the user, transmission of the alert message to emergency contact individuals as well as for cloud assisted monitoring to expedite real time rescue of the user [1]. By circumventing the dependency on a central communication infrastructure with community-driven forwarding mechanism, the system is able to provide a robust, energy efficient, scalable and accessible Safety System for women, which can be implemented in urban and rural areas, including disaster-prone areas [2],[3]. Performance validation of the proposed mesh network enabled women's Safety wearable is carried out by analyzing parameters like the alert forwarding delay, the range of transmission, the packet delivery ratio and power consumption[2],[3].

Keywords— *Internet of Things (IoT), Women's Safety, Wearable Device, Mesh Network, LoRa, Zigbee, Bluetooth Mesh, GPS, Emergency Alert System, Multi-hop Communication.*

FACULTY PERSPECTIVES ON CHANGES IN LEARNING BEHAVIORS AMONG UNDERGRADUATE STUDENTS USING GENERATIVE AI: A QUALITATIVE STUDY

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Abstract

The rapid integration of generative artificial intelligence (AI) into higher education has transformed students' approaches to learning, information seeking, and academic engagement. Faculty perception means attitude, values and beliefs of educators. Learning behaviour is any action, habit, or response that an organism develops or changes as a result of experience. Existing studies have predominantly examined students' perceptions and patterns of AI use. But there are limited studies on faculty perceptions. This study aims to explore faculty perspectives on changes in learning behaviors among undergraduate students associated with the use of generative AI . A qualitative approach and a descriptive design will be employed. A purposive sampling technique will be used to recruit samples from various higher educational Institutions. The estimated sample size is 30. The data will be collected through semi-structured interviews. The collected data will be analyzed using Braun and Clarke's thematic analysis to identify recurring patterns and key themes. The study is expected to reveal both positive and negative changes in the learning behaviors of Undergraduate students. By emphasizing faculty experiences, the study will offer practical implications for the curriculum design, institutional policies that promote the ethical, responsible development of pedagogical approaches that harness the benefits of generative AI. And also promoting critical thinking, learner autonomy, and academic responsibility among undergraduate students.

Keywords: *Generative AI, Learning behaviors, Faculty perspectives, Undergraduate students*

SYNERGIZING ARTIFICIAL INTELLIGENCE AND INDIGENOUS KNOWLEDGE SYSTEMS FOR SUSTAINABLE AND INCLUSIVE DEVELOPMENT

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ABSTRACT

Artificial Intelligence (AI) is rapidly transforming education, governance, environmental management, and decision-making processes across the world. While AI offers unprecedented opportunities for innovation, concerns regarding transparency, inclusivity, sustainability, and cultural relevance continue to challenge its widespread adoption. Simultaneously, Indigenous Knowledge Systems (IKS) provide valuable insights into sustainable living, environmental stewardship, and community-centered problem-solving that remain largely underutilized in contemporary AI applications. This study proposes an interdisciplinary framework that integrates Human-Centered Artificial Intelligence, Explainable AI (XAI), and Indigenous Knowledge Systems to support sustainable development and educational transformation.

The proposed framework emphasizes the development of trustworthy AI systems that are transparent, ethically responsible, and culturally inclusive. By incorporating indigenous practices and community knowledge into AI-driven platforms, the framework aims to enhance environmental management, climate change mitigation strategies, and socially responsible governance. Furthermore, the model aligns with the objectives of the National Education Policy (NEP) 2020 by promoting technology-enabled learning experiences that are adaptive, accessible, and contextually relevant to diverse learner communities.

The study adopts a conceptual and interdisciplinary approach by examining the intersections between AI technologies, indigenous knowledge, sustainability goals, and educational innovation. It highlights the role of explainable AI in improving user trust, accountability, and decision transparency while ensuring that technological advancement remains aligned with societal and cultural values. The findings suggest that integrating AI with indigenous wisdom can foster resilient, inclusive, and sustainable ecosystems that support both technological progress and cultural preservation. This research contributes to the growing discourse on responsible AI by presenting a holistic model for leveraging emerging technologies to address contemporary societal challenges.

Keywords: *Human-Centered AI, Explainable AI, Indigenous Knowledge Systems, Sustainable Development, Educational Transformation*

SKILL DEVELOPMENT IN YOUTH

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ABSTRACT-

Skill development in youth is a vital factor in shaping a productive, innovative, and self-reliant society. In the contemporary world, rapid technological changes, globalization, and evolving employment patterns have increased the demand for skilled human resources. Therefore, equipping young people with relevant skills is essential for both individual success and national development.

Youth represent the most energetic and adaptable segment of the population. When provided with appropriate training, they can contribute effectively to economic growth and social progress. Skill development enhances employability by preparing youth for diverse career opportunities. Along with technical and vocational skills, soft skills such as communication, teamwork, problem-solving, and leadership are equally important. These skills enable young individuals to perform efficiently in professional environments and maintain positive social relationships. Digital skills have become especially significant in the modern era. Knowledge of computers, internet usage, and emerging technologies increases productivity and expands access to global opportunities. In addition, entrepreneurial skills encourage innovation and self-employment, reducing dependence on limited job markets and promoting economic independence among youth.

Educational institutions play a crucial role in promoting skill development by integrating practical training with academic learning. Internships, apprenticeships, and project-based learning help bridge the gap between education and industry requirements. Government initiatives and skill development programs further support youth by providing training, certification, and employment opportunities.

Despite these efforts, challenges such as inadequate infrastructure, lack of awareness, and mismatch between training and industry needs persist. Addressing these issues requires coordinated efforts from educational institutions, policymakers, and industry stakeholders.

In conclusion, skill development in youth is fundamental for sustainable development. Empowering young people with relevant skills ensures a capable workforce, promotes social stability, and strengthens the nation's future.

Keywords- *Skill development, innovative, job markets, Internships, apprenticeships, and project-based learning, educational institutions, policymakers.*

TOWARDS ETHICAL AI IN LITERARY STUDIES: INTRODUCING THE IKS-RAIL FRAMEWORK FOR RESPONSIBLE AI PRACTICE

ABHA DEVI

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Abstract: The increasing adoption of Artificial Intelligence (AI) in literary studies has transformed research, teaching, textual interpretation, translation, and academic writing. While generative AI tools enhance efficiency and accessibility, they also raise ethical concerns regarding authorship, academic integrity, algorithmic bias, fabricated information, cultural representation, and the erosion of critical reading practices. Existing AI ethics frameworks are primarily grounded in Western principles of transparency, fairness, accountability, and privacy, with limited engagement with indigenous knowledge traditions. This paper proposes the IKS-RAIL (Indian Knowledge Systems Framework for Responsible Artificial Intelligence in Literary Studies) as a culturally informed ethical model for AI-assisted literary scholarship. Drawing upon the Indian Knowledge Systems principles of Dharma (ethical responsibility), Satya (truthfulness), Viveka (critical discernment), Ahimsa (non-harm), and the Guru-Shishya tradition (dialogic learning), the framework advocates the responsible, transparent, and critical use of AI while preserving human interpretation and cultural diversity. Using a qualitative and conceptual methodology, the study synthesizes literature on AI ethics, digital humanities, and Indian philosophical thought to develop a framework that complements existing ethical guidelines. By integrating indigenous ethical values with contemporary AI practices, the IKS-RAIL Framework offers a human-centered approach to responsible AI in literary studies and contributes to broader discussions on ethical AI in the humanities.

Keywords: *Artificial Intelligence, Indian Knowledge Systems, IKS-RAIL Framework, Responsible AI, Literary Studies, AI Ethics, Digital Humanities, Dharma, Viveka, Academic Integrity.*

AI-ENABLED HUMAN DETECTION IN CROWDED PLACES FOR PUBLIC SAFETY: AN INDIAN KNOWLEDGE SYSTEMS PERSPECTIVE

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Abstract

The rapid expansion of urban spaces, public transportation systems, educational campuses, marketplaces, religious gatherings, and large-scale events has significantly increased the need for effective public safety management in crowded environments. Traditional surveillance systems often depend on manual monitoring of CCTV footage, which can be time-consuming, error-prone, and insufficient in situations involving dense crowds, occlusion, and continuous movement. In this context, Artificial Intelligence (AI) and computer vision provide a promising solution by enabling automated human detection in real time. The present study proposes an AI-enabled human detection framework for crowded public places with the objective of supporting public safety, crowd observation, and decision-making in surveillance environments. The system is conceptually designed to detect human presence in crowded scenes through image processing and deep learning techniques such as preprocessing, feature extraction, object detection, and classification using models such as YOLO, CNN-based detectors, or OpenCV-supported methods.

The study is positioned not only as a technical contribution to crowd monitoring but also as a value-based approach to public safety. It interprets AI-enabled surveillance through the lens of Indian Knowledge Systems (IKS), particularly through ideas of collective welfare, responsible governance, and ethical protection of human life. Concepts such as *Lokasangraha* and the broader principle of social well-being provide an important perspective for understanding AI not merely as a mechanism of surveillance, but as a socially responsible tool for safer public environments. The paper discusses the need for intelligent human detection in crowded spaces, outlines a conceptual methodology for implementing such a system, explains its public safety applications, and establishes its relevance to Indian Knowledge Systems. The study concludes that AI-based human detection, when guided by ethical and welfare-oriented values, can contribute meaningfully to smart public safety management and the development of humane technological systems.

Keywords: *Artificial Intelligence, Human Detection, Crowd Monitoring, Public Safety, Computer Vision, Deep Learning, Surveillance, Object Detection, Indian Knowledge Systems, Lokasangraha, Ethical AI.*

HUMAN RESOURCE MANAGEMENT WITH AI INTEGRATION

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ABSTRACT

Artificial Intelligence (AI) is transforming Human Resource Management (HRM) by automating routine tasks, improving decision-making, and supporting digital transformation in organizations. AI-powered technologies, including Applicant Tracking Systems (ATS), machine learning, and HR analytics, are enhancing recruitment, employee engagement, performance management, onboarding, and workforce planning. This study examines the integration of AI in HRM, with a particular focus on the role of ATS in minimizing human intervention during recruitment through automated resume screening, candidate shortlisting, and interview scheduling. The study also explores the benefits and challenges of digitalizing HR functions using AI. A descriptive research approach based on secondary data from journals, research articles, and industry reports was adopted to analyze the impact of AI on modern HR practices. The findings reveal that AI integration improves recruitment efficiency, reduces hiring time and operational costs, enhances employee experience, and supports data-driven decision-making. However, challenges such as data privacy, algorithmic bias, and ethical concerns highlight the need for responsible AI implementation and human oversight. The study concludes that AI is a strategic tool that complements HR professionals, enabling organizations to build a more efficient, transparent, and future-ready workforce.

Keywords: *Artificial Intelligence (AI), Human Resource Management (HRM), Applicant Tracking System (ATS), Digital HRM, Recruitment, HR Analytics.*

INTEGRATING ARTIFICIAL INTELLIGENCE AND INDIAN KNOWLEDGE SYSTEMS FOR HOLISTIC PHYSICAL EDUCATION: A STUDY ON YOGA, INDIGENOUS GAMES AND ANIMAL-INSPIRED FUNCTIONAL MOVEMENT

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ABSTRACT

The rapid advancement of digital technologies has significantly influenced teaching, learning, and assessment practices across higher education. Physical Education is also experiencing this transformation through the adoption of Artificial Intelligence (AI), which supports movement analysis, performance monitoring, personalized feedback, and data-driven decision-making. At the same time, there is growing recognition of the importance of preserving and promoting Indian Knowledge Systems (IKS), particularly Yoga, Indigenous Games, and traditional movement. A practices, as essential components of holistic education. Rather than viewing technology and tradition as separate approaches, integrating them can create meaningful learning experiences that are both innovative and culturally relevant.

The present study examined the awareness and perceptions of undergraduate and postgraduate Physical Education students regarding the integration of Artificial Intelligence and Indian Knowledge Systems. A descriptive survey design was adopted for the study. Data were collected from 100 students using a structured questionnaire consisting of 30 statements distributed across four dimensions: Artificial Intelligence Awareness, Indian Knowledge Systems Awareness, Animal-Inspired Functional Movement Awareness, and Integration with Future Readiness. The collected data were analysed using frequency, percentage, mean, standard deviation, Independent Sample t-test, and Pearson Product Moment Correlation.

The findings revealed that the respondents demonstrated a generally positive perception towards integrating Artificial Intelligence with traditional Indian physical practices. Although postgraduate students obtained slightly higher mean scores than undergraduate students, the difference was not statistically significant. Correlation analysis indicated positive relationships among the major dimensions of the study, suggesting that students who appreciated Indian Knowledge Systems also expressed favourable attitudes towards technology-supported Physical Education.

The study concludes that Artificial Intelligence has the potential to complement, rather than replace, traditional Indian approaches to physical activity. Integrating intelligent technologies with Yoga, Indigenous Games, and Animal-Inspired Functional Movement may contribute to culturally responsive, learner-centred, and future-ready Physical Education programmes. The findings also support the vision of the National Education Policy (2020), which encourages the integration of technology with India's indigenous knowledge traditions to promote holistic education.

Keywords: *Artificial Intelligence, Indian Knowledge Systems, Physical Education, Yoga, Indigenous Games, Animal-Inspired Functional Movement, Higher Education, NEP 2020.*

GENERATIVE AI AND MYTHIC RE-IMAGINING: A COMPARATIVE ANALYSIS OF AI-DRIVEN CONCEPT ART FOR MAINSTREAM AND SUBVERSIVE CHARACTERS IN MODERN MAHABHARATA ADAPTATIONS

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Abstract:

Modern literary retellings of the *Mahabharata* have shifted traditional epic paradigms by demythologizing classical narratives through the lens of political realism. In these contemporary adaptations, rigid moral binaries are dismantled: mainstream heroes like Arjuna and Yudhishtira reveal deep psychological vulnerabilities, while traditionally marginalized or antagonistic figures like Karna and Shakuni are recontextualized as complex anti-heroes with profound socio-political grounding. As literature embraces this morally gray landscape, this paper explores the intersection of computational creativity and Indian Knowledge Systems (IKS) by evaluating how text-to-image Generative Artificial Intelligence (GenAI) models visualize these nuanced character transformations.

Employing a comparative methodological framework, this study pairs celebrated mainstream archetypes with their subversive counterparts to test the interpretive boundaries of AI diffusion models. The research utilizes a two-tiered prompting strategy, contrasting baseline mythological titles with highly detailed, demythologized textual descriptions from modern fiction. The resulting concept art is systematically evaluated for "archetype bias"—investigating whether algorithms inherently default to glorified visual tropes for mainstream heroes while applying adversarial coding to subversive figures. Furthermore, the outputs are critiqued via classical Indian aesthetics (*Rasa* theory) to assess how effectively text-to-image prompts translate intricate emotional states (*Bhavas*) without falling into westernized fantasy caricatures.

The findings indicate a significant algorithmic dependency on mainstream cultural hegemony, revealing that generative models require highly complex prompt engineering to bypass built-in stereotypes and capture genuine moral ambiguity. By bridging text-based digital humanities and AI-driven visual arts, this research highlights the limitations and potentials of generative tools

handling culturally specific, psychologically intricate characterizations, ultimately offering a novel methodology for visual storytelling within Indian Knowledge Systems.

Keywords: *Generative AI, Mahabharata Retellings, Archetype Bias, Rasa Theory, Digital Humanities.*

ARTIFICIAL INTELLIGENCE IN AYUSH-BASED PREVENTIVE HEALTHCARE: AN ECONOMIC PERSPECTIVE ON SUSTAINABLE HEALTHCARE IN INDIA

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Abstract:

India is facing a rapid rise in non-communicable diseases leading to increased healthcare costs, reduced productivity, and higher out-of-pocket expenses for households. The AYUSH system in India offers a preventive and holistic approach rooted in the Indian Knowledge Systems (IKS). The majority of current AI-health models are based on allopathic frameworks and ignore the diagnostic and preventive constructs embedded in AYUSH systems. Integrating AI with AYUSH has the potential to enhance early disease detection, promote preventive healthcare, and improve the economic efficiency of healthcare delivery. Despite this, artificial intelligence (AI) has made significant progress in clinical diagnostics. The Council on AI of the Organization for Economic Cooperation and Development (OECD) defines an AI system as “A machine-based system that can, for a given set of human-defined objectives, make predictions, recommendations, or decisions influencing real or virtual environments.” This paper explores the role of AI in strengthening AYUSH-based preventive healthcare in India. The objectives of this study are to examine the role of Artificial Intelligence in strengthening AYUSH-based preventive healthcare in India and to analyze the economic benefits of integrating Artificial Intelligence with AYUSH for sustainable healthcare delivery. The study adopts a conceptual approach using secondary information from government reports, AYUSH publications, WHO reports, and relevant academic literature. The results underscore the significance of interdisciplinary collaboration and evidence-based policy support for utilizing AI and AYUSH as the pillars of India's future healthcare and economic development.

Keywords: *Artificial Intelligence, AYUSH, Preventive Healthcare, Indian Knowledge System, Sustainable Development*

PRESERVING INDIGENOUS KNOWLEDGE THROUGH ARTIFICIAL INTELLIGENCE: A PATHWAY TO SUSTAINABLE WASTE MANAGEMENT AND MENTAL HEALTH PROMOTION

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Abstract

Indigenous knowledge systems embody centuries of experience in environmental stewardship, resource conservation, and sustainable waste management. These traditional practices—including natural composting, community-based resource sharing, biodegradable material utilization, and circular consumption patterns—offer valuable insights for addressing contemporary environmental challenges. However, rapid urbanization, industrialization, and changing lifestyles have contributed to the gradual erosion of this knowledge, creating an urgent need for its preservation and wider dissemination. Artificial Intelligence (AI) presents innovative opportunities to document, analyze, and preserve indigenous environmental knowledge while integrating it into modern sustainable development initiatives.

This paper explores the role of AI in digitally preserving indigenous knowledge and examines its potential contribution to sustainable waste management and mental health promotion. AI technologies, such as machine learning, natural language processing, geospatial analytics, and digital knowledge repositories, can facilitate the collection, classification, and dissemination of traditional ecological practices. When combined with indigenous wisdom, these technologies can strengthen circular economy models by promoting waste reduction, recycling, resource recovery, and environmentally responsible consumption.

The paper further highlights the psychological dimensions of environmental sustainability. Poor waste management, environmental degradation, and pollution are associated with increased stress, anxiety, reduced quality of life, and diminished community well-being. Conversely, cleaner environments, stronger community participation, and the preservation of cultural heritage contribute to resilience, social cohesion, and positive mental health outcomes. Integrating AI with indigenous environmental knowledge can therefore foster not only ecological sustainability but also psychological well-being by empowering communities, enhancing environmental awareness, and reinforcing cultural identity. Drawing upon interdisciplinary perspectives from environmental psychology, sustainable development, indigenous studies, and artificial intelligence, this conceptual paper proposes an integrated framework linking AI-enabled knowledge preservation, sustainable waste management, community resilience, and mental health promotion. The framework aligns with the **United Nations Sustainable Development Goals (SDGs)**, particularly **SDG 3 (Good Health and Well-being)**, **SDG 11 (Sustainable**

Cities and Communities), SDG 12 (Responsible Consumption and Production), SDG 13 (Climate Action), and SDG 15 (Life on Land).

The study concludes that AI should complement, rather than replace, indigenous knowledge systems by serving as a collaborative tool for preserving cultural heritage and supporting evidence-based environmental governance. Such integration has the potential to create resilient communities where traditional wisdom and emerging technologies jointly contribute to sustainable waste management, environmental conservation, and improved mental health.

Keywords: *Artificial Intelligence, Waste Management, Mental health*

PHYSIOLOGICAL EFFECTS OF YOGA USING WEARABLE TECHNOLOGY: A MODERN APPROACH TO MONITORING HEALTH AND PERFORMANCE

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Abstract

Yoga is one of the widely known mind-body approaches that involve physical postures, breathing exercises, meditations, and relaxation techniques. Numerous positive impacts on the cardiovascular, respiratory, neuromuscular, autonomic and psychological systems due to yoga have been proved scientifically. With the help of the rapid development of wearable technologies, it became possible to evaluate objectively the physiological effects of the yoga practice by means of non-invasive and continuous measurements. Fitness trackers, smartwatches, chest strap heart rate monitors, smart rings, and sensorized clothes provide the opportunity to track continually such vital physiological parameters as heart rate, heart rate variability, respiratory rate, oxygen saturation level, sleep, energy expenditure, and physical activity. The aim of the current review is to discuss the effects of yoga practice on cardiovascular, respiratory, neuromuscular, nervous and endocrine systems in terms of the physiological response to yoga practice monitoring using wearable technologies among athletes and general population. Currently, it is scientifically proved that yoga practice leads to autonomic balance improvement, cardiovascular and respiratory system functioning improvements, flexibility and endurance increase, physiological stress reduction, and faster recovery after the practice. The use of wearable devices while doing yoga allows one to get objective data on physiological parameters and continuously monitor health status, identify effects of yoga practice on the organism, and develop personalized intervention strategies.

Keywords: *Yoga, Wearable Technology, Physiological Responses, Heart Rate Variability, Sports Science, Digital Health, Health Monitoring, Athletic Performance.*

AI-ENABLED DIGITAL FINANCE AND INDIAN KNOWLEDGE SYSTEMS FOR ENHANCING FINANCIAL INCLUSION AMONG DIGITAL NOMADS IN THE GIG ECONOMY

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Abstract

The rapid expansion of the gig economy and the emergence of digital nomads have transformed the nature of work, income generation, and financial participation. Digital nomads and gig workers operate through flexible, platform-mediated, and technology-dependent work arrangements; however, they often experience irregular income, limited access to formal credit, inadequate insurance, weak financial planning, and exclusion from conventional financial systems. In this context, AI-enabled digital finance offers new possibilities for inclusive financial access through digital payments, alternative credit scoring, robo-advisory services, fraud detection, automated financial planning, and personalized financial literacy tools. At the same time, the use of artificial intelligence in finance raises concerns relating to algorithmic bias, data privacy, consumer vulnerability, over-borrowing, and ethical accountability. This review paper explores how Indian Knowledge Systems can provide an ethical and human-centric foundation for digital financial inclusion by emphasizing Dharma, Artha, Aparigraha, Lokasangraha, responsible wealth creation, disciplined saving, and sustainable livelihood. Based on a conceptual review of literature from fintech, artificial intelligence, financial inclusion, financial literacy, gig economy studies, digital nomadism, and Indian Knowledge Systems, the paper develops an integrated understanding of inclusive digital finance for emerging work communities. The paper contributes to management and social science literature by proposing that the synergy of AI and Indian Knowledge Systems can support not only technological access but also responsible, ethical, and sustainable financial participation among digital nomads in the gig economy.

Keywords: *AI-enabled digital finance; Indian Knowledge Systems; Financial inclusion; Digital nomads; Gig economy*

FLOOD PREDICTION ANALYSIS USING SUPERVISED MACHINE LEARNING TECHNIQUES

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Abstract

Floods are among the most devastating natural disasters in the world, frequently resulting in the loss of human lives, the destruction of property, and environmental harm. Improving flood forecasting models through research has been crucial to reducing risks, aiding policy decisions, protecting lives during floods, and minimizing property damage. In the past 20 years, machine learning approaches have become an essential component in the developing of more accurate prediction models. By simulating the intricate interplay of physical processes involved in flooding, these systems offer more precise results and cost-effective solutions. Researchers are striving to improve the accuracy and an efficiency of flood prediction models by combining and developing novel machine learning (ML) techniques. The primary objective of this article is to describe the most successful models and showcase recent developments in machine learning for predicting floods. In order to comprehend various approaches within a larger evaluation and discussion, it is beneficial to compare the performance of various machine learning models. This study examines current research that has assessed machine learning models based on their accuracy, F-Score, and ROC, providing a thorough summary of the various ML techniques that are now employed. Consequently, this study identifies the most promising techniques for forecasting both short-term and long-term floods.

Keywords—*Machine learning approaches, Flood analysis, Decision Tree, Random Forest, KNN*

PRISON REFORMATION THROUGH KNOWLEDGE: THE CASE FOR DIGITAL LITERACY AS A RIGHT IN SOCIAL WORK PRACTICE
SEMINAR THEME- SOCIAL SCIENCE- DIGITAL DIVIDE, INCLUSION & SOCIAL EQUITY

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Abstract: Socio-Economic Vulnerability and the Modern Digital Divide

The majority of prison inmates come from backgrounds of extreme poverty, starvation, and systemic deprivation. When these individuals complete their sentences, they do not return to the society they left behind; instead, they step into a highly complex, hyper-digitalized social system. In this modern era, digital awareness is no longer an optional skill or a luxury—it is a fundamental **Citizen Right**. Denying inmates this literacy is a violation of the true spirit of correctional reformation. **The Threat of Recidivism: Forced into Digital Darkness**

Releasing prisoners into a tech-driven society without securing their **Digital Well-being** is equivalent to pushing them back into poverty, ignorance, and darkness. Without digital survival skills, former inmates face extreme social exclusion:

- They are unable to access basic citizen rights, banking services, or government welfare schemes.
- They are easily excluded from the modern job market, worsening their financial starvation.
- This profound sense of helplessness and lack of tech-literacy inevitably forces them back into the cycle of crime (**Recidivism**).

The Cyber Reality: Technology as a Trap vs. Safeguard

In the era of Artificial Intelligence (AI) and advanced surveillance, an individual with zero technological awareness can be easily trapped, exploited, or framed.

- Today, a single photo, a manipulated video, a tower location log, or a single phone call is enough to incriminate someone or trap them in a legal web.
- It is critically urgent to teach inmates how digital footprints work, how evidence is tracked, and how to navigate the digital world safely. Digital awareness is their shield against cyber-exploitation and involuntary re-offending

Integrating Traditional Vocations with Modern AI-Driven Literacy

While traditional vocational training in prisons (such as tailoring, carpentry, and agriculture) is highly valuable, it is no longer sufficient on its own. **Modern digital awareness must be integrated as a mandatory pillar of prison rehabilitation frameworks.**

This is where **Artificial Intelligence (AI)** becomes the ultimate equalizer. For inmates coming from backgrounds of illiteracy and poverty, standardized tech training can be intimidating. Customized, voice-assisted, and multilingual AI learning systems can adapt to each inmate's learning pace, teaching them essential digital literacy, civic rights, and cyber safety in their native language before release.

Key Seminar Objectives

- To advocate for digital literacy and digital well-being as fundamental human rights within the correctional system.
- To analyze how "digital poverty" and tech-ignorance directly contribute to high rates of recidivism among underprivileged ex-convicts.
- To propose a modernized rehabilitation model that bridges the gap between traditional vocational skills and AI-driven digital literacy.

Keywords: *Correctional Reformation, Citizen Rights, Digital Well-being, Artificial Intelligence (AI), Prisoner Rehabilitation, Recidivism, Socio-Economic Marginalization.*

ARTIFICIAL INTELLIGENCE IN HIGHER EDUCATION WITH SPECIAL REFERENCE TO BANGALORE DISTRICT

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ABSTRACT

Artificial Intelligence (AI) has become a key driver of transformation in higher education, especially in rapidly developing academic hubs such as Bangalore. The integration of AI technologies into teaching, learning, and administrative systems is reshaping traditional educational practices. This study examines the extent of AI adoption in higher education institutions in Bangalore, focusing on students' and faculty members' perceptions, benefits, and challenges. Primary data collected through a structured questionnaire was analyzed using statistical tools including descriptive analysis, correlation, chi-square tests, and regression modelling. The results reveal a strong positive relationship between AI awareness and adoption levels, while concerns related to privacy, bias, and academic integrity remain significant barriers. The study concludes that AI enhances educational effectiveness but requires ethical governance and structured institutional support for sustainable implementation.

Keywords: *Artificial Intelligence, Higher Education, Bangalore District, AI Adoption Educational Technology*

INTEGRATING ARTIFICIAL INTELLIGENCE AND INDIAN KNOWLEDGE SYSTEMS FOR HOLISTIC PHYSICAL EDUCATION: A STUDY ON YOGA, INDIGENOUS GAMES AND ANIMAL-INSPIRED FUNCTIONAL MOVEMENT

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ABSTRACT

The rapid advancement of digital technologies has significantly influenced teaching, learning, and assessment practices across higher education. Physical Education is also experiencing this transformation through the adoption of Artificial Intelligence (AI), which supports movement analysis, performance monitoring, personalized feedback, and data-driven decision-making. At the same time, there is growing recognition of the importance of preserving and promoting Indian Knowledge Systems (IKS), particularly Yoga, Indigenous Games, and traditional movement. A practices, as essential components of holistic education. Rather than viewing technology and tradition as separate approaches, integrating them can create meaningful learning experiences that are both innovative and culturally relevant.

The present study examined the awareness and perceptions of undergraduate and postgraduate Physical Education students regarding the integration of Artificial Intelligence and Indian Knowledge Systems. A descriptive survey design was adopted for the study. Data were collected from 100 students using a structured questionnaire consisting of 30 statements distributed across four dimensions: Artificial Intelligence Awareness, Indian Knowledge Systems Awareness, Animal-Inspired Functional Movement Awareness, and Integration with Future Readiness. The collected data were analysed using frequency, percentage, mean, standard deviation, Independent Sample t-test, and Pearson Product Moment Correlation.

The findings revealed that the respondents demonstrated a generally positive perception towards integrating Artificial Intelligence with traditional Indian physical practices. Although postgraduate students obtained slightly higher mean scores than undergraduate students, the difference was not statistically significant. Correlation analysis indicated positive relationships among the major dimensions of the study, suggesting that students who appreciated Indian Knowledge Systems also expressed favourable attitudes towards technology-supported Physical Education.

The study concludes that Artificial Intelligence has the potential to complement, rather than replace, traditional Indian approaches to physical activity. Integrating intelligent technologies with Yoga, Indigenous Games, and Animal-Inspired Functional Movement may contribute to culturally responsive, learner-centred, and future-ready Physical Education programmes. The findings also support the vision of the National Education Policy (2020), which encourages

the integration of technology with India's indigenous knowledge traditions to promote holistic education.

Keywords: *Artificial Intelligence, Indian Knowledge Systems, Physical Education, Yoga, Indigenous Games, Animal-Inspired Functional Movement, Higher Education, NEP 2020.*

ARTIFICIAL INTELLIGENCE AND CONSTITUTIONAL MORALITY: INSIGHTS FROM INDIAN KNOWLEDGE SYSTEMS

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Abstract

Artificial Intelligence is no longer confined to laboratories or private industry. It has entered courtrooms, public administration, policing, healthcare, education, financial systems etc., influencing decisions that directly affect the lives of citizens. Here arises doubt “Can technology participate in public decision-making without weakening the values on which a constitutional democracy rests”. While current debates largely rely on international ethical principles and regulatory models, India's own constitutional philosophy offers a deeper and contextually relevant basis for addressing these challenges. The doctrine of constitutional morality demands that every exercise of public power whether by a human authority or an algorithmic system remains faithful to the Constitution's commitment to justice, equality, liberty, dignity, and the rule of law.

The paper brings these two traditions into a single constitutional conversation. It argues that constitutional morality provides the legal foundation for AI governance, while Indian Knowledge Systems enrich that framework with enduring ethical insights capable of guiding technological decision-making. Rather than treating constitutional law and indigenous knowledge as separate domains, the paper demonstrates how they can work together to shape an approach to AI that is accountable, inclusive, transparent, and sensitive to human values.

It concludes that India's constitutional experience, when read alongside its knowledge traditions, offers more than a national perspective; it presents a meaningful contribution to the global search for an AI governance model that protects both innovation and constitutional democracy.

Keywords: *Artificial Intelligence, Constitutional Morality, Indian Knowledge Systems, AI governance, Decision Making.*

REIMAGINING LABOUR JUSTICE IN THE AGE OF ARTIFICIAL INTELLIGENCE: RETHINKING THE FUTURE OF WORK THROUGH INDIAN KNOWLEDGE SYSTEMS

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Abstract:

Artificial Intelligence (AI) is reshaping workplaces by influencing recruitment, performance evaluation, work allocation, and employment relationships, thereby redefining the contours of labour justice. While these technological developments enhance efficiency and productivity, they also raise critical concerns regarding fairness, accountability, employment security, and the protection of workers' dignity. Existing labour law frameworks, largely developed for conventional industrial relations, are increasingly challenged by AI-driven forms of work that blur traditional notions of employer responsibility and employee rights. This paper contends that addressing these emerging challenges requires more than regulatory reform; it calls for a normative framework that places human values at the centre of technological progress.

Against this backdrop, the paper examines how Indian Knowledge Systems can contribute to contemporary debates on labour justice without treating tradition as a substitute for modern law. Instead, it argues that India's intellectual heritage offers enduring perspectives on ethical governance, social responsibility, and human-centred decision-making that remain relevant in the age of AI. Employing a doctrinal research methodology, the study analyses the implications of AI for labour law in India through the lens of constitutional values, labour welfare principles, and evolving workplace practices. It concludes that a balanced integration of technological innovation with value-based legal reasoning can strengthen labour governance and ensure that the future of work remains consistent with the ideals of justice, dignity, equity, and inclusive development.

Keywords: *Artificial Intelligence; Labour Justice; Indian Knowledge Systems; Future of Work; Labour Law; Human-Centred Governance; Constitutional Values.*

A STUDY ON THE EFFECTIVENESS OF CONTENT MARKETING IN BUILDING BRAND LOYALTY

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Abstract

Content marketing has become one of the most effective digital marketing strategies for developing long-term relationships with customers and enhancing brand loyalty. This study examines the effectiveness of content marketing in building brand loyalty by analyzing consumer perceptions and engagement with digital content. The research was conducted using a structured questionnaire distributed among 55 respondents selected through stratified sampling. Both primary and secondary data were employed to understand consumer preferences, satisfaction, and the influence of content quality on brand loyalty. Statistical tools including percentage analysis, Chi-square test, one-sample t-test, and correlation analysis were used to analyze the collected data. The findings reveal that informative, relevant, and engaging content significantly influences customer trust, satisfaction, and repeat purchase intention. Social media platforms, particularly Instagram, were identified as the most preferred channels for engaging with branded content. The study concludes that organizations adopting customer-centric content marketing strategies are more likely to build stronger emotional connections with consumers, resulting in enhanced brand loyalty and long-term business sustainability. The research provides practical recommendations for digital marketers to improve content quality, consistency, personalization, and customer engagement for sustainable competitive advantage.

Keywords: *Content Marketing, Brand Loyalty, Digital Marketing, Customer Engagement, Social Media Marketing, Consumer Behaviour, Brand Trust.*

BLENDING AI WITH INDIAN SERVICE EXCELLENCE: CONSUMER ENGAGEMENT STRATEGIES IN AIR INDIA

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ABSTRACT

The integration of Artificial Intelligence (AI) into the airline industry has significantly transformed the way airlines engage with customers by delivering personalized, efficient, and seamless travel experiences. Air India, as India's flagship carrier, is increasingly leveraging AI-powered technologies, including chatbots, virtual assistants, predictive analytics, personalized recommendations, and automated customer support, to enhance passenger satisfaction and operational efficiency. At the same time, Air India reflects the essence of Indian service excellence through its emphasis on hospitality, cultural values, and customer-centric service. This conceptual paper explores how the integration of AI with traditional Indian service values creates a unique approach to consumer engagement in the airline industry. It examines the role of AI in improving customer interactions across different stages of the passenger journey, including ticket booking, pre-flight assistance, in-flight services, baggage tracking, and post-travel support. The study also discusses how personalized communication, timely service recovery, and digital innovation contribute to customer satisfaction, trust, and long-term brand loyalty. While AI offers numerous opportunities for enhancing consumer engagement, the paper also highlights challenges related to data privacy, ethical use of customer information, transparency, and the need to preserve the human touch in service delivery. The findings suggest that combining AI-driven innovation with India's tradition of warmth, empathy, and hospitality can create a competitive advantage for Air India in the evolving aviation sector. The study provides valuable insights for airline managers, marketers, and researchers on developing customer-centric engagement strategies that balance technological advancement with service excellence, thereby contributing to sustainable growth and improved passenger experiences in the digital era.

Keywords: *Artificial Intelligence, Air India, Consumer Engagement, Indian Service Excellence, Customer Experience.*

GODS, ALGORITHMS AND NARRATIVES: INTERSECTIONS OF ARTIFICIAL INTELLIGENCE AND CONTEMPORARY INDIAN MYTHOLOGICAL FICTION

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Abstract

Mythology has always been an important repository of cultural memory, collective imagination, ethical values, philosophical ideas, and social identity. In contemporary Indian literature, mythology has increasingly moved beyond traditional retellings and has become a dynamic narrative space in which ancient stories are reconstructed through modern perspectives. The emergence of mythological fiction has enabled writers to reinterpret familiar gods, heroes, legends, and epic narratives in ways that address contemporary social, political, technological, and cultural concerns. In this context, the rapid development of Artificial Intelligence (AI) introduces a new dimension to the production, interpretation, preservation, and circulation of mythological narratives. The present paper explores the intersection of Artificial Intelligence, mythology, and contemporary Indian mythological fiction, with particular reference to Amish Tripathi, Ashwin Sanghi, and Kevin Missal.

The study focuses on how contemporary writers transform inherited mythological materials into engaging narratives for modern readers. Amish Tripathi's reinterpretation of Shiva presents mythology through a contemporary narrative framework, while Ashwin Sanghi's works bring together mythology, history, mystery, science, and technology to create intellectually engaging narratives. Kevin Missal's mythological fiction similarly demonstrates how traditional stories and mythological figures can be reconstructed through modern literary imagination. Their works reveal that mythology is not a fixed or unchanging body of stories; rather, it can be continuously reinterpreted according to the cultural and technological circumstances of each generation.

However, the integration of AI with mythology also raises significant questions concerning cultural representation and literary ethics. Indian mythology is deeply connected with religious beliefs, cultural practices, regional traditions, oral histories, and collective memory. When algorithms interpret or generate mythological narratives, questions may arise regarding accuracy, contextual understanding, cultural sensitivity, authorship, originality, and the distinction between creative reinterpretation and distortion. AI systems learn from existing textual and digital materials and may therefore reproduce particular cultural assumptions, omissions, or biases present in their training data. The representation of gods, sacred narratives, and traditional knowledge through automated systems consequently requires careful human supervision and responsible literary practice.

Through a comparative reading of selected works by Amish Tripathi, Ashwin Sanghi, and Kevin Missal, this paper investigates the changing relationship between human creativity, mythology, and technological mediation. It considers whether AI can become a creative partner in the reinterpretation of mythology while recognising that cultural meaning cannot be reduced entirely to algorithmic patterns. The study also explores the possibility that AI may contribute to preserving endangered versions of myths, making mythological literature accessible to younger generations, and introducing Indian mythology to global digital audiences.

The paper argues that the encounter between mythology and Artificial Intelligence represents not merely a technological development but a significant cultural and literary transformation. Contemporary mythological fiction demonstrates the continuing adaptability of ancient narratives, while AI provides new platforms and methods through which these narratives can be interpreted and experienced. At the same time, responsible engagement with AI requires a balance between technological innovation and respect for cultural traditions. The future of mythological fiction may therefore depend upon a productive dialogue between human imagination and artificial intelligence, in which technology expands the possibilities of storytelling without replacing the cultural, ethical, and creative responsibilities of the human author.

Keywords: *Artificial Intelligence, Indian Mythology, Mythological Fiction, Amish Tripathi, Ashwin Sanghi, Kevin Missal, Digital Humanities, Cultural Representation, AI and Literature, Narrative Innovation.*

PRESERVING INDIGENOUS KNOWLEDGE THROUGH ARTIFICIAL INTELLIGENCE: A PATHWAY TO SUSTAINABLE WASTE MANAGEMENT AND MENTAL HEALTH PROMOTION

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Abstract

Indigenous knowledge represents generations of experience in caring for the environment, conserving natural resources, and managing waste in sustainable ways. Practices such as natural composting, sharing and reusing resources, using biodegradable materials, and avoiding unnecessary consumption reflect a close understanding of ecological relationships. However, rapid urbanization, industrial development, and changing lifestyles are gradually weakening the transmission of this knowledge from one generation to another. Preserving and making this knowledge accessible has therefore become increasingly important. Artificial Intelligence (AI) provides new possibilities for documenting, organizing, analysing, and sharing Indigenous environmental knowledge while connecting it with contemporary approaches to sustainable development.

This conceptual paper examines how AI can contribute to the digital preservation of Indigenous knowledge and explores its possible role in sustainable waste management and mental health promotion. Technologies such as machine learning, natural language processing, geospatial analysis, and digital knowledge repositories can assist in recording and organizing traditional ecological practices and making them accessible for future use. When these technologies are used alongside Indigenous knowledge, they may strengthen circular approaches to waste management by supporting waste reduction, recycling, resource recovery, and more responsible patterns of consumption.

The relationship between environmental sustainability and psychological well-being is another important dimension of this discussion. Poor waste management, pollution, and environmental degradation can negatively affect people's psychological well-being by contributing to stress, anxiety, reduced quality of life, and weakened community well-being. In contrast, cleaner surroundings, active community participation, and the preservation of cultural heritage can strengthen resilience, social connectedness, and positive mental health. Bringing Indigenous environmental knowledge together with AI may therefore contribute not

only to environmental sustainability but also to psychological well-being by increasing community participation, strengthening environmental awareness, and supporting cultural identity.

Drawing on perspectives from environmental psychology, sustainable development, Indigenous studies, and artificial intelligence, this paper proposes an integrated framework connecting AI-based knowledge preservation, sustainable waste management, community resilience, and mental health promotion. The framework is particularly relevant to the United Nations Sustainable Development Goals, including SDG 3 (Good Health and Well-being), SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), SDG 13 (Climate Action), and SDG 15 (Life on Land).

Keywords: *Sustainable Goals, AI, Mental Health*

AI IN HISTORICAL RESEARCH AND ARCHAEOLOGY

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ABSTRACT

Artificial intelligence (AI) revolutionizes the area of historical research and archaeology through providing new methods and techniques for the analysis, preservation, and interpretation of historical evidence. The paper seeks to explore the application of AI in the fields of artifact restoration, analysis of manuscripts, discovery of archaeological sites, and preservation of cultural heritage. Analyzing secondary literature, the study discusses the advantages, difficulties, and future prospects of AI applications in these fields. It appears that AI enriches existing research techniques, allowing for accurate discoveries and understanding of human history.

Keywords: *Artificial Intelligence (AI), Historical Research, Archaeology, Cultural Heritage.*

THE INTERSECTION OF AI AND LITERATURE

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Abstract

Artificial Intelligence has become an increasingly popular subject of contemporary literature as more and more humans are concerned about intelligent machines and how they will affect our civilization. I appears in many forms in fiction but primarily as a limited or metaphorical device. This raises some questions about how well fiction depicts both technological and moral realities. This study will look at specific examples of AI from a selection of literary works and how these stories provide images of humanity, consciousness, and the relationship between technology and humanity. The research that will be used is qualitative analysis of a selection of science fiction and modern novels that contain AI to identify common themes and interpretations of AI. The results show that when AI is used in literature, it is often used to demonstrate human feelings, ethical dilemmas, identity crises, and the lines between human and machine intelligence. Literature is also critical for providing the public with examples of both cautionary and creative approaches to the future of technology.

Keywords: *Artificial Intelligence, Literature, Science Fiction, Human–Machine Relationship, Ethics, Identity, Consciousness.*

SYNERGY OF ARTIFICIAL INTELLIGENCE AND INDIAN KNOWLEDGE SYSTEMS: TRANSFORMING ENGLISH LANGUAGE TEACHING AND LEARNING

Abstract

The fast progress of Artificial Intelligence (AI) in education has remarkably revolutionized conventional pedagogical methods, especially in English Language Teaching (ELT), by introducing advanced, dynamic, and learner-oriented educational approaches. At the same time, the renewed academic interest in Indian Knowledge Systems (IKS) has initiated new pedagogical and research opportunities for integrating indigenous knowledge systems, philosophical traditions, and culture-based pedagogies into contemporary education. This study examines the integration of Artificial Intelligence and Indian Knowledge Systems in reshaping English Language Teaching and Learning in higher education. It proposes that AI-based applications such as Natural Language Processing (NLP), personalized learning systems, automatic speech recognition systems, generative AI models, and intelligent tutoring systems can be systematically integrated with Indian knowledge traditions, including storytelling, ethical and philosophical traditions, Paninian grammatical frameworks, and value-based educational practices to foster a holistic learning ecosystem.

The paper emphasizes that this integration enriches language development by enhancing linguistic competence, fostering cultural understanding, strengthening critical thinking and reasoning abilities, and increasing learner engagement and motivation. Guided by the National Education Policy (NEP 2020), the study employs a conceptual and analytical approach to explore how modern technology and traditional knowledge can be meaningfully integrated into English language classrooms. It also examines significant challenges such as ethical issues in AI implementation, the digital divide, limited AI literacy among educators, and the potential erosion of cultural identity. The paper concludes that a well-balanced integration of AI and IKS can establish an innovative, inclusive, culturally responsive, and future-oriented framework for English Language Teaching and Learning in higher education, thereby promoting holistic, value-based, and technology-enabled language education.

Keywords: *Artificial Intelligence (AI), Indian Knowledge Systems (IKS), English Language Teaching (ELT), Natural Language Processing (NLP), Paninian Grammar, Value-Based Education, National Education Policy (NEP 2020), Educational Technology, Higher Education, Multidisciplinary Learning.*

GENERATIVE ARTIFICIAL INTELLIGENCE IN APPLIED LINGUISTICS: A SYSTEMATIC REVIEW OF OPPORTUNITIES, CHALLENGES, AND FUTURE DIRECTIONS IN LANGUAGE EDUCATION

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Abstract:

Generative Artificial Intelligence (GenAI) has redefined applied linguistics by bringing a lot of transformation in language education, learning processes, assessment, writing skills, and linguistic research (Bahroun et al., 2023; Chapelle, 2024). Despite the rapid integration of Large Language Models (LLMs) and AI-enabled educational advancements, the available literature remains fragmented across several educational contexts, underscoring the necessity for a comprehensive consolidation of this existing knowledge. This study uses a qualitative systematic literature review to examine the opportunities, challenges, and emerging directions of GenAI in language education. Following a transparent and systematic review, recent eight empirical peer-reviewed studies are systematically identified and through thematic analysis the key developments in customized ways of learning, AI generated immediate feedback, academic writing assistants, multilingual discourse, assessment systems, facilitators' roles, ethical consideration, and AI literacy (Cotton et al., 2024). This review highlights significant research trends, identifies persistent gaps in the literature, and offers future research priorities for ethical AI integration in language education. The study also contributes a synthesized body of evidence to guide researchers, educators, facilitators, curriculum planners, and policymakers seeking to foster effective and ethical AI-enabled language learning .

Keywords: *Generative Artificial Intelligence (GenAI), Applied Linguistics, Language Education, Language Teaching, Systematic Literature Review, Thematic Analysis, AI Literacy, Digital Pedagogy.*

THE INFLUENCE OF AI-POWERED LEARNING PLATFORMS ON STUDENTS' AWARENESS AND ADOPTION OF INDIAN KNOWLEDGE SYSTEMS

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Abstract:

Artificial Intelligence (AI) has significantly transformed the educational landscape by providing personalized, adaptive, and technology-driven learning experiences. The National Education Policy (NEP) 2020, which places a strong emphasis on the preservation and advancement of India's rich intellectual, cultural, and scientific legacy, has also drawn a lot of attention to the integration of Indian Knowledge Systems (IKS) into contemporary education. The current study looks into how students' awareness and acceptance of Indian Knowledge Systems are affected by AI-powered learning platforms. The study used a descriptive research methodology and convenience sampling to gather primary data from 200 undergraduate and graduate students using a structured question. The study employed Percentage Analysis, Chi-Square Test, and One-Way ANOVA to analyze the collected data. The results show that AI-powered learning platforms are widely used by students for educational reasons and that these platforms play a major role in raising awareness of Indian Knowledge Systems. While the One-Way ANOVA results demonstrate substantial variations in awareness levels based on the frequency of platform usage, the Chi-Square analysis shows a strong association between the use of AI-powered learning platforms and awareness of Indian Knowledge Systems. The study comes to the conclusion that by offering accessible, interesting, and customized learning experiences, AI-powered learning platforms are useful instruments for encouraging and spreading Indian Knowledge Systems among students. In the digital age, integrating AI with Indian knowledge systems can support holistic student growth, cultural preservation, and educational transformation.

Keywords: *Artificial Intelligence, AI-Powered Learning Platforms, Indian Knowledge Systems, Student Awareness, Knowledge Adoption, Educational Technology, Digital Learning, Higher Education, Personalized Learning, NEP 2020.*

INTELLIGENCE TRANSFORMATION:ARTIFICIAL INTELLIGENCE AND EVOLUTION OF CORPORATE INNOVATION AND STRATEGIES

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Abstract:

Technological advancement has become a defining force in shaping the modern global economy. As organizations strive to remain competitive in an increasingly digital marketplace, the adoption of Artificial Intelligence (AI) has emerged as a critical enabler of innovation and operational excellence. Across industries, AI-driven tools are fundamentally altering traditional paradigms, from automating routine tasks to providing predictive insights that inform strategic decision-making. In particular, business functions such as Human Resources (HR), Marketing, Customer Relationship Management (CRM), and Logistics are experiencing significant disruption as AI technologies streamline processes and enhance analytical capabilities. While the benefits of AI integration—including improved efficiency, personalized customer engagement, and optimized supply chain management—are well-documented, the rapid deployment of these tools also introduces a range of challenges. Issues pertaining to data privacy, algorithmic bias, workforce adaptation, and the ethical implications of machine-led decision-making necessitate careful examination. Accordingly, this paper adopts a conceptual framework to investigate the multifaceted role of AI tools in contemporary business practices. By synthesizing existing literature and industry trends, this study aims to provide a balanced analysis of both the transformative potential and the inherent limitations of AI adoption across key business domains.

Keywords: *AI, Corporate Strategies, Innovations*

TRANSFORMING FUNCTIONAL FOOD DEVELOPMENT THROUGH ARTIFICIAL INTELLIGENCE AND INDIAN TRADITIONAL KNOWLEDGE

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Abstract

The increasing prevalence of lifestyle-related disorders has accelerated the demand for functional foods that promote health beyond basic nutrition. Indian Traditional Knowledge (ITK), encompassing Ayurveda, Siddha, traditional dietary practices, and indigenous medicinal plants, provides a rich repository of bioactive ingredients with proven therapeutic potential. However, scientific validation, formulation optimization, and large-scale commercialization of these traditional food resources remain significant challenges. Artificial Intelligence (AI) offers innovative solutions by enabling data-driven analysis, predictive modelling, ingredient screening, formulation design, quality assessment, and personalized nutrition.

This paper explores the synergy between Artificial Intelligence and Indian Traditional Knowledge in transforming the development of functional foods. AI techniques, including machine learning, deep learning, and predictive analytics, can identify potential functional ingredients, optimize product formulations, evaluate bioactive compound interactions, predict consumer preferences, and enhance quality control throughout the food production process. Simultaneously, integrating traditional knowledge systems ensures the preservation of India's rich culinary and medicinal heritage while promoting evidence-based utilization of indigenous ingredients such as turmeric, moringa, amla, ashwagandha, tulsi, millets, and fermented foods.

The paper highlights how the convergence of AI and Indian knowledge systems supports innovation, sustainability, and personalized nutrition while facilitating the development of safe, effective, and culturally relevant functional food products. It also discusses the challenges associated with data standardization, scientific validation of traditional knowledge, ethical considerations, and regulatory compliance. The integration of AI with India's traditional food wisdom represents a transformative approach for advancing functional food research, strengthening public health, and fostering sustainable food systems. This interdisciplinary framework offers significant opportunities for researchers, food industries, healthcare professionals, and policymakers to harness indigenous knowledge using emerging digital technologies for future-ready food innovations.

Keywords: *Artificial Intelligence; Functional Foods; Indian Traditional Knowledge*

REVERENCE FOR LIFE: A COMPARATIVE PHILOSOPHICAL STUDY OF JAINISM AND FRANCISCAN ECOLOGICAL THOUGHT

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Abstract

The contemporary ecological crisis has stimulated renewed scholarly interest in the ethical and philosophical resources of the world's religious traditions for addressing environmental degradation and promoting sustainable coexistence. Among these traditions, Jainism and the Franciscan tradition within Christianity offer distinctive yet complementary ecological perspectives grounded in reverence for life, compassion, simplicity, and responsibility toward the natural world.

This article undertakes a comparative philosophical study of Jainism and Franciscan ecological thought with the objective of examining their respective ecological foundations and exploring their relevance for contemporary environmental ethics. Employing a comparative hermeneutical and textual methodology, the study analyses primary religious texts together with major philosophical and theological scholarship to investigate the principles of *ahimsā*, *anekāntavāda*, *aparigraha*, and *jīva* in Jainism, alongside the Franciscan themes of creation as God's gift, universal fraternity, voluntary poverty, and love for creation. The comparative analysis demonstrates that, despite their distinct metaphysical and theological foundations, both traditions converge in affirming the intrinsic dignity of life, ecological responsibility, compassionate coexistence, and disciplined simplicity. Building upon these convergences, the study proposes an Integral Ethics of Reverence for Life as a constructive philosophical framework that respects the integrity of both traditions while identifying complementary ethical principles capable of enriching contemporary ecological discourse.

The article argues that ecological sustainability requires not only scientific and technological innovation but also moral formation, spiritual transformation, and interreligious dialogue. By bringing Jain philosophy and Franciscan ecological thought into sustained conversation, this

study contributes to comparative philosophy, religion and ecology, and contemporary environmental ethics, while demonstrating the continuing relevance of religious wisdom in responding to the ecological challenges of the twenty-first century.

Keywords: *Jainism; Franciscan Ecological Thought; Reverence for Life; Comparative Philosophy; Environmental Ethics; Ahimsa; Ecological Spirituality; Sustainability.*

ARTIFICIAL INTELLIGENCE IN TRANSFORMATION OF SOCIAL SCIENCES: OPPORTUNITY, CHALLENGES AND FUTURE DIRECTIONS

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Abstract

Artificial Intelligence(AI) is rapidly transforming the landscape of social science by introducing modern method of data collection, coding, analysis, interpretation and decision making . The synergism of AI technologies, including machine learning process has enabled the researchers to examine complex social phenomena with unprecedented speed and accuracy. AI driven approaches facilitates the analysis of large volume of data, uncover the hidden patterns, improve forecasting capabilities, evidence based policy making across social science disciplines such as Rural development, sociology, Political science Economics, Psychology and public administration. Despite these opportunities, synergism AI in social sciences has significant challenges such as algorithmic bias, data privacy, transparency and ethical accountability and human judgment rises potential question in use of AI technology, further, unequal access of technology and methodological limitations leads to disparities in research quality and outcome addressing these issues interdisciplinary collaboration, robotic ethical framework and continuous evaluation of AI system are required.

The future of AI in Social sciences lies in the development of explainable, inclusive and responsible AI models that complement rather than replace the human expertise and emerging trends such as human centred AI, computational social science and real time social analytic are expected to reshape the research practice and development policy. Balancing the technological innovation with ethical and social considerations, AI can serve as a powerful tool for advancing knowledge and addressing complex societal issues in the 21st century.

Key words: Artificial intelligence, Social Science, ethical consideration and innovation

ARTIFICIAL INTELLIGENCE ON HUMAN RESOURCE MANAGEMENT: FROM MANUAL TO AI

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Abstract

"Artificial Intelligence is the future, and the future is already here." In today's rapidly evolving digital era, organizations are transitioning from traditional manual Human Resource Management (HRM) practices to AI-driven intelligent automation to improve speed, accuracy, efficiency, and decision-making. Artificial Intelligence has emerged as a transformative technology that is reshaping HR functions by automating routine tasks and supporting strategic workforce management.

This paper explores the transformation of Human Resource Management from conventional manual processes to intelligent automation through the adoption of Artificial Intelligence. It examines the major applications of AI in key HR functions, including recruitment and selection, employee onboarding, training and development, performance management, payroll administration, employee engagement, and HR analytics. The study also highlights the benefits of AI adoption, such as increased productivity, reduced operational costs, improved hiring accuracy, enhanced employee experience, and data-driven decision-making. In addition, it discusses the challenges associated with AI implementation, including data privacy, ethical concerns, algorithmic bias, workforce adaptation, and the need for human oversight.

The study is based on secondary data collected from books, research journals, scholarly articles, and published reports. The findings suggest that Artificial Intelligence is a powerful tool for enhancing HR efficiency and effectiveness. However, AI cannot replace the human element in Human Resource Management. Instead, it complements HR professionals by enabling them to make better decisions, focus on strategic initiatives, and create a more productive and employee-centric workplace.

Keywords: *Artificial Intelligence, Human Resource Management, Intelligent Automation, Recruitment, HR Analytics, Digital Transformation, Employee Experience.*

**SYNERGY OF ARTIFICIAL INTELLIGENCE AND INDIAN KNOWLEDGE
SYSTEMS IN TRANSFORMING PHYSICAL EDUCATION: A SUSTAINABLE
APPROACH TO SPORTS SCIENCE, WELLNESS, AND HUMAN PERFORMANCE**

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Abstract

Artificial Intelligence (AI) is transforming every sector of education, including Physical Education (PE), sports science, coaching, fitness assessment, and athlete performance analysis. Simultaneously, the Indian Knowledge Systems (IKS), rooted in thousands of years of indigenous wisdom, offer holistic approaches to health, physical fitness, mental well-being, ethics, and sustainable living through Yoga, Ayurveda, traditional games, and martial arts. Integrating AI with IKS provides a new paradigm for Physical Education that combines technological innovation with cultural heritage. This paper explores the synergy between AI and Indian Knowledge Systems in transforming Physical Education. It discusses AI applications in sports analytics, injury prevention, personalized training, indigenous sports promotion, yoga assessment, and wellness monitoring. The paper also highlights future opportunities, challenges, and policy recommendations for integrating AI-based technologies with traditional Indian physical culture to promote sustainable human development.

Keywords: *Artificial Intelligence, Indian Knowledge Systems, Physical Education, Yoga, Sports Science, Indigenous Sports, Sports Analytics, Athlete Performance.*

ARTIFICIAL INTELLIGENCE, YOGA AND INDIGENOUS SPORTS: REIMAGINING PHYSICAL EDUCATION IN INDIA

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Abstract

The rapid advancement of Artificial Intelligence (AI) is reshaping physical education by introducing intelligent coaching systems, wearable technologies, motion analysis, personalized learning, and data-driven performance evaluation. At the same time, India's rich Indian Knowledge Systems (IKS), particularly Yoga and indigenous sports, offer holistic approaches to physical, mental, emotional, and ethical development. This paper explores the integration of AI with Yoga and indigenous sports to reimagine physical education in India. AI technologies can enhance posture analysis in Yoga, provide personalized training plans, monitor physiological responses, predict injuries, and improve coaching effectiveness. Similarly, AI-based video analytics and performance assessment can support the scientific preservation, promotion, and modernization of indigenous sports such as Kabaddi, Kho-Kho, Mallakhamb, Silambam, and Kalaripayattu. The paper argues that combining AI with traditional knowledge creates a learner-centered, culturally responsive, and technologically advanced physical education system aligned with the vision of the National Education Policy (NEP) 2020. It further discusses opportunities, challenges, ethical considerations, and policy implications for integrating AI and Indian Knowledge Systems into physical education curricula. The study concludes that the synergy of AI, Yoga, and indigenous sports can strengthen holistic health, cultural preservation, sports excellence, and sustainable development while preparing future generations for a digitally empowered and culturally grounded society. Recent reviews indicate that AI is increasingly supporting personalized learning, movement analysis, and teacher development in physical education, while Indian Knowledge Systems provide complementary holistic and culturally relevant approaches.

Keywords: *Artificial Intelligence, Indian Knowledge Systems, Physical Education, Yoga*

ARTIFICIAL INTELLIGENCE IN DIGITAL INVESTMENT DECISION-MAKING: AN EMPIRICAL STUDY AMONG RETAIL INVESTORS

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ABSTRACT

Artificial Intelligence (AI) is steadily reshaping the way retail investors approach financial decisions. From robo-advisors and algorithmic trading tools to AI-driven portfolio management applications, technology is giving individual investors access to capabilities that were once available only to institutional players. This study examines how AI-powered investment tools influence the decision-making behaviour and investment confidence of retail investors in India.

A descriptive research design was adopted, and primary data were gathered from 120 retail investors through a structured questionnaire. The data were analysed using descriptive statistics and One-Way ANOVA to identify differences in AI adoption attitudes across income groups.

Findings indicate that AI tools significantly improve investment confidence, reduce decision-making time, and enhance portfolio awareness among retail investors. The study concludes that wider AI adoption in personal finance will lead to more informed, disciplined, and rewarding investment experiences for retail participants. Implications are discussed for fintech developers, financial educators, and policymakers seeking to promote responsible AI-driven investing.

Keywords: *Artificial Intelligence, Digital Investment, Retail Investors, Robo-Advisors, Decision-Making, Financial Technology*

SELECTION OF THE BEST INDIGENOUS FOREST CONSERVATION PRACTICE USING MULTI-CRITERIA DECISION MAKING

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Abstract

Indigenous forest conservation practices, rooted in Indian Knowledge Systems (IKS), have played a significant role in preserving biodiversity and maintaining ecological balance for centuries. However, selecting the most suitable conservation practice requires the consideration of multiple environmental, social, and economic factors. This study proposes a Multi-Criteria Decision-Making (MCDM) framework to evaluate and rank indigenous forest conservation practices based on criteria such as biodiversity conservation, community participation, ecological sustainability, implementation cost, cultural significance, and long-term effectiveness. Expert opinions are used to determine the relative importance of the evaluation criteria, while an MCDM technique is employed to prioritize the alternative conservation practices. The proposed model provides a transparent and systematic decision-support tool for policymakers, environmental managers, and local communities. By integrating mathematical decision-making with traditional ecological knowledge, the study contributes to sustainable forest management and demonstrates the applicability of MCDM in preserving Indian Knowledge Systems.

Keywords: *Indian Knowledge Systems, Multi-Criteria Decision Making, Forest Conservation, Sustainability, Biodiversity, Decision Support.*

FUZZY COGNITIVE MAP MODELING OF AYURVEDIC HEALTH SYSTEMS

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Abstract

Ayurveda is one of the indigenous health care systems existing in India since ages, focusing on balanced well being with natural elements. The modern health care systems emphasize on well-defined life style in addition to medicinal inputs. This demonstrate that diet, lifestyle , Doshas (body constitution), immunity and their interactions are indispensable for holistic well being . This study proposes a fuzzy cognitive mathematical modeling framework to address the interactions and inter causal relationship between the key ayurvedic concepts including Diet, Lifestyle, Vata, Pitta, Kapha, Digestion (Agni), Immunity (Ojas), Disease Risk contributing to overall health. The FCM dynamics applied facilitates in exploring the inter relational impacts. The association of fuzzy logic to cognitive modelling handles the uncertainty and facilitates in drawing insights on composition of ayurvedic factors influencing health care. The results support in developing an intelligent health care decision support systems blending ayurvedic knowledge with modern health care architecture.

Keywords: *Fuzzy Cognitive Map, Ayurveda, Decision Support, Causal Analysis.*

DECISION MAKING OF EFFECTIVE TEMPLE MANAGEMENT PRACTICE FOR HERITAGE CONSERVATION

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Abstract

Temples reflect the cultural heritage of Indian nation and serves as a centre for religious, historical, architectural, and social significance. Effective temple management is highly essential to conserve heritage and promote tourism. This research work proposes a decision making model considering the alternatives of temple management practices namely traditional community - based management , Heritage management, public -private partnership, trust -based autonomous management, digital smart management. The criteria considered for decision making are heritage preservation, financial sustainability, visitor management, community participation and environmental sustainability. The proposed decision framework employs the multi criteria decision making method of VIKOR in prioritizing the alternatives. The results shall be compared with different combination of decision methods to evolve suitable and effective temple management systems.

Keywords: *Temple Management, Decision system, Optimal solution*

THE ROLE OF ARTIFICIAL INTELLIGENCE IN SUPPLY CHAIN MANAGEMENT AT AMAZON

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ABSTRACT

Artificial Intelligence (AI) has emerged as a transformative technology that significantly influences supply chain management practices across industries. The integration of AI into supply chain operations has enabled organizations to improve forecasting accuracy, inventory management, transportation planning, warehouse automation, and customer service. Amazon, one of the world's largest e-commerce companies, has extensively adopted AI technologies to enhance its supply chain performance and maintain its competitive advantage in the global marketplace.

This study examines the role of Artificial Intelligence in Supply Chain Management at Amazon and evaluates its impact on operational efficiency and customer satisfaction. The research focuses on various AI applications used by Amazon, including machine learning algorithms, robotics, predictive analytics, demand forecasting systems, route optimization software, and automated warehouse operations. The study adopts a descriptive research design and utilizes both primary and secondary data sources. Primary data were collected through structured questionnaires from 100 respondents, while secondary data were gathered from journals, books, company reports, and research articles.

The findings indicate that AI significantly improves supply chain efficiency by reducing operational costs, minimizing delivery delays, enhancing inventory control, and improving customer experience. The study also reveals that AI-driven logistics systems contribute to faster order fulfillment and better decision-making processes. Furthermore, the implementation of AI technologies has enabled Amazon to respond effectively to changing customer demands and market conditions.

The study concludes that Artificial Intelligence plays a critical role in strengthening Amazon's supply chain capabilities and achieving operational excellence. Continuous investment in AI technologies, employee training, and innovation will further enhance supply chain performance and customer satisfaction.

Keywords: *Artificial Intelligence, Supply Chain Management, Amazon, Machine Learning, Logistics Management, Inventory Control, Demand Forecasting, Warehouse Automation, Customer Satisfaction, Predictive Analytics.*

DATA PRIVACY CONCERNS IN AI- DRIVEN DIGITAL MARKETING CONSUMER TRUST EVIDENCE FROM CHENNAI.

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ABSTRACT

Artificial Intelligence (AI) made a leap in the industry which transformed the way how business understands and communicates with consumers. Personalized advertisements, recommendations, and other AI-based marketing practices depends totally on consumer data, making data privacy an important concern. This study examines data privacy concerns and consumer trust in AI-driven digital marketing among consumers in Chennai. This study follows a descriptive research design and uses a quantitative survey approach. Primary data were collected from consumers and analyzed using appropriate statistical tools which include correlation and regression analysis. The findings show a very strong positive relationship between data privacy concerns and consumer trust, with a Pearson correlation coefficient of $r = 0.950$. The regression analysis further indicates that data privacy concerns explain 90.2% of the variation in consumer trust ($R^2 = 0.902$) in the sample. The findings highlight that consumers' perceptions of how their personal information is handled are closely connected with their trust in AI-driven marketing. The study suggests that businesses should adopt transparent data practices, clearly communicate how consumer information is collected and used, and strengthen responsible data protection measures. Such practices can help create greater confidence and more sustainable relationships between consumers and AI-driven digital marketing platforms.

Keywords: *Artificial Intelligence, Digital Marketing, Data Privacy, Consumer Trust, Personalization.*

