1. Record Nr. UNINA9910831038903321

Titolo	Impact of artificial intelligence on organizational transformation / / edited by S. Balamurugan [and five others]
Pubbl/distr/stampa	Hoboken, NJ : , : John Wiley & Sons, Inc., , 2022
ISBN	1-119-71027-8 1-119-71030-8 1-119-71005-7
Descrizione fisica	1 online resource (439 pages)
Collana	Artificial Intelligence and So Computing for Industrial Transformation
Disciplina	006.3
Soggetti	Artificial intelligence Business - Data processing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Cover -- Half-Title Page -- Series Page -- Title Page -- Copyright Page -- Contents -- Foreword -- Preface -- 1 Artificial Intelligence Disruption on the Brink of Revolutionizing HR and Marketing Functions -- 1.1 Introduction -- 1.2 Research Methodology -- 1.2.1 Research Objectives -- 1.2.2 Data Collection -- 1.3 Artificial Intelligence in HRM -- 1.3.1 Recruitment -- 1.3.2 Engaging the Applicants and Employees -- 1.3.3 Orientation and Onboarding -- 1.3.4 Performance Appraisal -- 1.3.5 Training -- 1.3.6 Compensation -- 1.3.7 Employee Retention -- 1.4 Artificial Intelligence in Marketing -- 1.4.1 Creation of Customer Profiles/Market Segmentation -- 1.4.2 Cognizance of Consumers Purchase Behavior/Intention -- 1.4.3 Pricing -- 1.4.4 Content/Product/Service Recommendations/ Search Optimization -- 1.4.5 Sales Prediction Based on Consumer's Demographics -- 1.4.6 Virtual Assistants/Real-Time Conversations -- 1.4.7 Visual Searching -- 1.4.8 CRM -- 1.5 Discussion and Findings -- 1.6 Implication for Managers -- 1.7 Conclusion -- References -- 2 Ring Trading to Algo Trading-A Paradigm Shift Made Possible by Artificial Intelligence -- 2.1 Introduction -- 2.2 Ring Trading -- 2.3 Features of Generation 1: Ring Trading -- 2.4 Generation 2: Shifting to Online Platform -- 2.5 Generation 3: Algo Trading -- 2.6 Artificial Intelligence -- 2.7 AI Stock Trading -- 2.8 Algorithmic (Algo Trading) Trading -- 2.9 Conclusion --

References -- 3 AI in HR a Fairy Tale of Combining People, Process, and Technology in Managing the Human Resource -- 3.1 Introduction -- 3.2 Problem Recognition -- 3.3 Journey of AI in HR "From Where Till What" -- 3.4 Work Methodology of AI in HR -- 3.5 Branches of AI in HR -- 3.5.1 Machine Learning -- 3.5.1.1 Variance Detection -- 3.5.1.2 Background Verification -- 3.5.1.3 Employees Abrasion/Attrition -- 3.5.1.4 Personalized Content.
3.5.2 Deep Learning -- 3.5.2.1 Important Use of Deep Learning in HR Context -- 3.5.3 Natural Language Processing -- 3.5.4 Recommendation Engines -- 3.6 Implication Stages of AI in HR -- 3.6.1 Automate -- 3.6.2 Augment -- 3.6.3 Amplify -- 3.7 Process Model of AI in HR -- 3.8 Key Roles of AI in HRM -- 3.9 Broad Area of Uses of AI in HR -- 3.9.1 Recruitment -- 3.9.2 Interviews -- 3.9.3 Reduction in the Human Biases -- 3.9.4 Retention -- 3.9.5 AI in Learning and Advancement -- 3.9.6 Diminish Gender Bias Equality -- 3.9.7 Candidate Engagement -- 3.9.8 Prediction -- 3.9.9 Smart People Analytics -- 3.9.10 Employee Experience -- 3.10 Dark Side of AI -- 3.10.1 Technical Requirements and Acceptance -- 3.10.2 Cost Involvement -- 3.10.3 Machine Biases -- 3.10.4 Job Losses -- 3.10.5 Emotional Turmoil -- 3.10.6 Fake Identity -- 3.10.7 Having an Audit Trail -- 3.10.8 Question on Decisions -- 3.11 Conclusion -- References -- 4 Effect of Artificial Intelligence on Human Resource Profession: A Paradigm Shift -- 4.1 Introduction -- 4.2 Evolution of Artificial Intelligence -- 4.2.1 Phases of Artificial Intelligence -- 4.3 Changing Role of Human Resource Professionals -- 4.4 Effect of Artificial Intelligence on Human Resource Profession -- 4.4.1 Symbiotic Relationship Between Artificial Intelligence and Human Resource Profession -- 4.5 Limitations of Artificial Intelligence in HRM -- 4.6 Conclusion -- References -- 5 Artificial Intelligence in Animal Surveillance and Conservation -- 5.1 History -- 5.2 Introduction -- 5.3 Need of Artificial Intelligence -- 5.4 Applications of AI in Animal Surveillance and Conservation -- 5.4.1 In Livestock Monitoring -- 5.4.1.1 Chip and Sensor (RFID) -- 5.4.1.2 Microchip (GPS Tracker) -- 5.4.1.3 Mobile Application -- 5.4.1.4 Drone With Thermal Camera -- 5.4.2 In Wildlife Animal Monitoring -- 5.4.2.1 Motion Sensor Camera. 5.4.2.2 GPS Base Animal Tracker -- 5.4.2.3 Smart Camera (Thermal Camera) -- 5.4.2.4 Satellite Base Tag (Ringing, Callers) -- 5.4.2.5 Acoustics/Sound Monitoring -- 5.4.2.6 Radio Transmitter (Transponder) -- 5.5 Some Other Tools of Artificial Intelligence -- 5.5.1 Computer Software and Application -- 5.5.1.1 Wildbook Comb (Bot) -- 5.5.1.2 Betty -- 5.5.1.3 Sensing Clues -- 5.5.2 Resolve's Trail Guard -- References -- 6 Impact of Artificial Intelligence on Digital Marketing -- 6.1 Introduction -- 6.2 The Impact That AI Has on Marketing -- 6.2.1 The Data of Artificial Intelligence in Marketing -- 6.2.1.1 The Audience: Highly Targeted Marketing Segmentation -- 6.2.1.2 Journey to: The Customer's Road -- 6.2.1.3 Offer to: Advice-Based Behavioral Marketing -- 6.2.2 Number of Efficiency Powered by the AI Global Consumer Statistics -- 6.2.3 Cloud Computing: How it Interfaces to Marketing Thanks to Big Data -- 6.2.4 AI World is Made Also With BOT. Exactly What Are BOT? -- 6.2.5 The Chatbot: Service Robot as Support of Customer Care -- 6.3 The Community Regulation "GDPE" and Artificial Intelligence: Here's How Technology is Governed -- 6.4 The Case Study Estée Lauder -- 6.5 Conclusion -- References -- 7 Role of Artificial Intelligence in Transforming the Face of Banking Organizations -- 7.1 Objectives -- 7.2 Introduction -- 7.2.1 Three Stages of Artificial Intelligence -- 7.2.2 Different Types of Artificial Intelligence -- 7.2.3 Trends and Need of Artificial Intelligence in Context of Indian Banking -- 7.2.4 Uses and Role of Artificial

Intelligence in Banks in the Opinion of [20, 25 26 &amp -- 31] -- 7.2.5 Importance of Artificial Intelligence in Banking Practices and Operation -- 7.2.5.1 Chat Bots -- 7.2.5.2 Analytics -- 7.2.5.3 Robotics Process Automation -- 7.2.5.4 Generating Reports -- 7.2.6 Impact of AI in Banking Operations.
7.2.6.1 Front Office Operations/Customer Centric -- 7.2.6.2 Middle Office/Operation Centric -- 7.2.6.3 Back Office/Decision Centric -- 7.2.7 Future of Artificial Intelligence in Banks -- 7.3 Existing Technology -- 7.4 Methodology -- 7.4.1 Search Process -- 7.4.2 Selection Criteria and Review Process -- 7.5 Findings -- 7.6 Conclusion -- 7.7 Suggestions -- References -- 8 Artificial Intelligence and Energy Sector -- 8.1 Introduction -- 8.1.1 Increase in the Emission of Greenhouse Gases -- 8.1.2 Increase in the Financial Burden -- 8.1.3 Huge Power Deficit -- 8.1.4 Water Scarcity -- 8.2 Challenges of Indian Power Sector -- 8.2.1 Global Warming -- 8.2.2 Depletion of Coal -- 8.2.3 Huge Financial Stress -- 8.2.4 Power Crisis -- 8.2.5 Health Issues -- 8.2.6 Plant Load Factor -- 8.2.7 Transmission and Distribution (T&amp -- D) Losses -- 8.3 Artificial Intelligence for Energy Solutions -- References -- 9 Impact of Artificial Intelligence on Development and Growth of Entrepreneurship -- 9.1 Introduction -- 9.2 Entrepreneurship -- 9.3 Artificial Intelligence -- 9.4 Artificial Intelligence and Entrepreneurship -- 9.5 Process of Entrepreneurship -- 9.5.1 Entrepreneurial Recognition -- 9.5.2 Human Capital -- 9.5.3 Technology Requirements and Idea Generation -- 9.5.4 Opportunity Recognition Phase -- 9.5.5 Opportunity Development -- 9.5.6 Resource Requirements -- 9.5.7 Entrepreneurship -- 9.5.8 Financial Resources -- 9.5.9 Opportunity Exploitation -- 9.5.10 Knowledge Networks -- 9.5.11 Validation of the Product -- 9.6 The Need of Artificial Intelligence for Business Development -- 9.6.1 Consumer Satisfaction -- 9.6.2 Cybercrime Protection -- 9.6.3 CRMs -- 9.6.4 AI-Based Analytics -- 9.6.5 Demand and Supply Management -- 9.6.6 Improved Maintenance and Better Equipment Safety -- 9.6.7 Searching Capable Employees -- 9.6.8 Virtual Assistance for Sales.
9.6.9 Improvements With Self-Driven Technologies -- 9.7 Some Important Facts About AI -- 9.8 Opportunities for Artificial Intelligence in Business -- 9.8.1 AI in the Field of Marketing -- 9.8.2 For Track Competitors -- 9.8.3 Make Less Work of Huge Data -- 9.8.4 AI as Customer Support System -- 9.8.5 Artificial Intelligence in CRMs -- 9.9 Further Research Possibilities -- 9.10 Conclusion -- References -- 10 An Exploratory Study on Role of Artificial Intelligence in Overcoming Biases to Promote Diversity and Inclusion Practices -- 10.1 Introduction -- 10.1.1 Objectives of the Study -- 10.1.2 Background of the Study -- 10.1.3 Relevance and Scope of the Study -- 10.2 Research Gaps Identified -- 10.3 Experiential Work -- 10.3.1 Hypothetical Research Model -- 10.3.2 Methodology -- 10.3.3 Search Process -- 10.3.4 Selection Criteria and Review Process -- 10.3.5 Systematic Representation of Literature Review -- 10.3.6 Understanding Workforce Diversity -- 10.3.7 Benefits and Challenges of Workforce Diversity -- 10.3.8 Biases as Obstacles in Diversity and Inclusion Practices -- 10.3.9 AI as a Tool to Prevent Bias and Promote D&amp -- I Practices -- 10.4 Synthesis of the Study -- 10.5 Managerial Implications and Conclusion -- References -- 11 Artificial Intelligence: Revolutionizing India Byte by Byte -- 11.1 Introduction -- 11.2 Objectives of the Chapter -- 11.3 AI for India's Transformation -- 11.4 Economic Impact of Artificial Intelligence -- 11.5 Artificial Intelligence and its Impact on Various Sectors -- 11.5.1 AI in Healthcare -- 11.5.2 AI in Banking and Finance -- 11.5.3 Artificial Intelligence in Education -- 11.5.4 Artificial Intelligence in Agriculture Sector -- 11.5.5 Artificial Intelligence in

Smart Cities and Infrastructure -- 11.5.6 AI in Smart Mobility and Transportation -- 11.6 SWOT Analysis of Artificial Intelligence -- 11.6.1 Strength.
11.6.2 Weakness.