

**INTERNATIONAL CONFERENCE ON
ARTIFICIAL INTELLIGENCE AND DIGITAL
TRANSFORMATION: STRATEGIES FOR GROWTH
AND SUSTAINABILITY**



*Organized by
Research & Development Cell
in Association with A.P.J
Abdul Kalam Library*



ICAIDT - 2024

NILGIRI COLLEGE OF ARTS & SCIENCE (AUTONOMOUS),

(Accredited with "A++" Grade by NAAC)

Thaloor, The Nilgiris, Tamilnadu, India. – 643 239

ISBN



978-81-8734774-1

29	Hiba Thahzin , Ramesh Arasan.	UNDERSTANDING THE DIGITAL MARKETING REVOLUTION TECHNOLOGY DIVES CONSUMER ENGAGEMENT AND BRAND SUCCESS AT IQRAA HOSPITAL, WAYANAD
30	Mr. Jithin Scaria,	THE IMPACT OF INFLUENCER MARKETING STRATEGIES IN KERALA: A REGIONAL STUDY OF EFFECTIVENESS AND TRENDS
31	Mr. Kaship Krishna P K, Mr. Abinend Krishna .	AI-POWERED EARLY CHILDHOOD DEVELOPMENT ASSESSMENT
32	Junaid Naseer, Bayis Ismail .	ADDRESSING CYBERSECURITY THREATS THROUGH BLOCKCHAIN: A CONSENSUS ALGORITHM FRAMEWORK
33	Fhammida Begum A . Dr.M.Alaguthankamani	DIGITAL MARKETING AND ITS CHALLENGES – A CONCEPTUAL VIEW
34	Safrin Sanam	A STUDY ON UNDERSTANDING THE KNOWLEDGE GAP IN TAX FILING AMONG MICRO SMALL AND MEDIUM ENTERPRISES WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT
35	Visalakshi R , Chandhru.M	SOCIAL IMPLICATIONS OF AI AND DIGITAL TRANSFORMATION
36	Mrs.R. Jayanthi	SOCIAL IMPLICATIONS OF ARTIFICIAL INTELLIGENCE (AI) AND DIGITAL TRANSFORMATION IN EDUCATION
37	Mohammad Mansoor	AI AND DIGITAL TRANSFORMATION IN SUPPLY CHAIN MANAGEMENT: A MIDDLE EASTERN PERSPECTIVE
38	S.Chidambara selvi , R.Prasanth Balaji	AI IN SUPPLY CHAIN MANAGEMENT AND LOGISTICS OPTIMIZATION
39	Paulin Yazhini A	A DESCRIPTIVE STUDY ON HISTORY AND GROWTH OF HEALTH INSURANCE IN INDIA
40	S. Sangeetha, Dr R Sujatha	DEEP LEARNING APPROACHES FOR IRIS RECOGNITION: ENHANCING BIOMETRIC PRECISION AMIDST IRIS CANCER CHALLENGES
41	Uthiramoorthy A , Muralidharan R	ENHANCING MICROBLOGGING SEARCH EXPERIENCE: A HYBRID APPROACH TO PERSONALIZED AND DIVERSIFIED CONTENT DISCOVERY

AI IN SUPPLY CHAIN MANAGEMENT AND LOGISTICS OPTIMIZATION

S.Chidambara selvi ¹ and R.Prasanth Balaji²

¹Assistant Professor, Department of Business Administration Nallamuthu Gounder Mahalingam College, Pollachi

² III BBA , Department of Business Administration Nallamuthu Gounder Mahalingam College, Pollachi

ABSTRACT

0.0.1 The integration of Artificial Intelligence (AI) into supply chain management (SCM) and logistics has brought transformative changes, significantly enhancing efficiency, accuracy, and decision-making processes. This paper explores the application of AI technologies, including machine learning, predictive analytics, and robotic process automation, in optimizing supply chains and logistics. It examines the benefits, challenges, and future trends associated with AI, supported by case studies and industry insights.

Keywords: Benefits , Challenges , Future trends associated , AI



INTERNATIONAL CONFERENCE ON ARTIFICIAL
INTELLIGENCE & DIGITAL TRANSFORMATION: STRATEGIES
FOR GROWTH & SUSTAINABILITY

