ARTIFICIAL INTELLIGENCE IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT ETHICAL IMPLICATIONS IN AUTOMATION, TRANSPARENCY & SUSTAINABILITY

Volume - I

Editors in Chief

Dr. D. Divya | Dr. G. Vignesh

Sponsored by

INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR), New Delhi

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NIRF Ranking 101 -150

Pollachi, Coimbatore – 642001 Tamil Nadu

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First Edition: 2025

Volume: I

ISBN : 978-93-94004-85-6

Price: Rs. 650

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Printed at
SHANLAX PUBLICATIONS
61, 66 T.P.K. Main Road
Vasantha Nagar
Madurai – 625003
Tamil Nadu, India

Ph: 0452-4208765,
Mobile: 7639303383
email:publisher@shanlaxpublications.com
web: www.shanlaxpublications.com

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AI APPLICATIONS IN BUSINESS, INCLUDING DEEP LEARNING FOR FINANCE AND MARKETING

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Abstract

Artificial Intelligence (AI) and deep learning (DL) have revolutionized business practices, particularly in finance and marketing. This paper explores various AI applications in these domains, including algorithmic trading, fraud detection, customer segmentation, personalized recommendations, and sentiment analysis. The study highlights the benefits and challenges of integrating deep learning into business operations and presents future research directions.

Keywords: *Artificial Intelligence, Deep Learning, Finance, Marketing, Business Analytics, Algorithmic Trading, Customer Segmentation.*

Introduction

The adoption of AI-driven technologies in business has increased significantly in the past decade. Deep learning, a subset of AI, enables machines to analyze complex datasets and make intelligent predictions. In finance, AI enhances trading strategies and fraud detection, while in marketing, it personalizes customer experiences and optimizes advertising campaigns. This paper investigates the role of deep learning in these fields and its transformative impact.

AI and Deep Learning in Finance

Algorithmic Trading

Deep learning models analyze vast amounts of financial data, enabling high-frequency trading and market trend predictions. AI-powered systems identify patterns and execute trades at optimal times, improving profitability and reducing risks.

Fraud Detection and Risk Management

AI detects fraudulent activities in real-time by analyzing transactional patterns. Deep learning models such as recurrent neural networks (RNNs) and convolutional neural networks (CNNs) enhance anomaly detection, reducing financial fraud and improving security.

Credit Scoring and Loan Approvals

Financial institutions use AI to assess creditworthiness, reducing bias in lending decisions. Deep learning models process customer profiles, historical transactions, and behavioral data to predict default risks accurately.

AI and Deep Learning in Marketing

Customer Segmentation and Personalization

AI clusters customers based on behavior, preferences, and demographics, enabling personalized marketing strategies. Deep learning models recommend products and services tailored to individual users, increasing engagement and conversion rates.

Sentiment Analysis and Brand Management

Deep learning analyzes social media posts, reviews, and online comments to gauge customer sentiment. Businesses use these insights for brand reputation management and targeted marketing campaigns.

Chatbots and Virtual Assistant

AI-driven chatbots enhance customer service by providing instant support and resolving queries. Natural Language Processing (NLP) models improve chatbot interactions, making them more human-like and efficient.

Challenges and Future Directions

Despite its advantages, AI adoption in business faces challenges such as data privacy concerns, high implementation costs, and ethical considerations. Future research should focus on explainable AI, reducing biases in deep learning models, and improving AI-driven decision-making frameworks.

Conclusion

AI and deep learning have reshaped finance and marketing, enhancing efficiency and decision-making processes. As technology advances, businesses must adapt to AI-driven strategies to maintain competitiveness. This study underscores the potential of deep learning in business applications and calls for further exploration in AI ethics and regulatory compliance.

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