THE FUTURE OF GLOBAL BUSINESS AI-DRIVEN SUSTAINABILITY AND MULTIDISCIPLINARY INNOVATIONS IN COMMERCE, FINANCE, AND TRADE

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EDITORS

Dr. R. Sivaramakrishnan
Dr Jitendra Sharma
Dr. S. Poongavanam
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CONTENTS

Sl.NO	PAPER TITLE	AUTHORS	PAGE NO.
1	Study On Impact Of Data Analytics And Business Intelligence In Decision Making In Marketing Industries	[1]Dr.S.Premkumar	**1-18**
2	Roll Of Big Data, Data Analytics And Business Intelligence For Decision Making In Marketing	[1]Mr C.Anbarasan, [2]Ms.K. Kalaivani, [3]Dr.S.Premkumar	**19-52**
3	Impact Of Artificial Intelligence On Fintech Innovation: A Study Among Banks In Sivakasi	Ms.P.Mathivathana	**53-59**
4	A Study On Consumer Perception Towards Organic Products Certification In Salem District	Mrs.E.Kiruthika[1] Mrs.A.Anjali[2]	**60-66**
5	Impact Of Artificial Intelligence Text Generators (Aitgs) On Higher Education	Dr. Saba Inamdar	**67-76**
6	Commerce And Trade's Transformation From Physical To Digital	Dr A R Jayasudha[1], Dr K Vigneshkumar[2], K Vinotha[3]	**77- 91**
7	Artificial Intelligence In Human Resource Management And The Future Of Work	Dr.D.Vijayasree	**92-96**
8	Marketing 5.0:Ai-Enabled Consumer Engagement And Brand Management	Dr.G.Akilandeswari	**97- 100**
.9	Marketing 5.0: Ai-Enabled Consumer Engagement And Brand Management	[1]Mrs.R.Visalakshi; [2]Mrs.S.Chidambara Selvi	**101-107**
10	Digital Trade, Platform Economies, And Rural Women's Economic Empowerment: An Empirical Assessment Of Welfare Schemes In Coimbatore District	Dr.R.Amsaveni	**108-116**
11	Exploring The Link Between Influencer Marketing Exposure And Digital Dependency: Attitudes And Health Outcomes Of Young Adults In Coimbatore — A Conceptual Study	Dr.D.Divya	**117-123**
12	Digital Transformation In Commerce And Trade Of Organic Food Products	Dr. E. Renuga	**124-129**
13	Fintech Innovations: Altruist Ai Reshaping The Indian Financial Services	Dr. B. Sheela	**130-136**

12. DIGITAL TRANSFORMATION IN COMMERCE AND TRADE OF ORGANIC FOOD PRODUCTS

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ABSTRACT

The effectiveness, transparency, and market accessibility have all been improved in the organic food products industry as a result of the swift digital revolution of trade and commerce. In order to overcome structural obstacles, organic food markets—which have historically been hindered by fragmented supply chains and narrow market reach—are increasingly utilizing digital technologies like blockchain, e-commerce platforms, artificial intelligence (AI), and data analytics. Direct market connections between organic farmers, processors, and consumers are made possible by digital platforms, which cut out middlemen and increase producer price realization. While blockchain improves traceability, certification legitimacy, and customer trust in organic labeling, AI-driven solutions facilitate demand forecasting, inventory management, and customized consumer interaction. Additionally, frictionless trade and financial inclusion are made possible by digital payment systems and international e-commerce, especially for smallholder farmers and organic food businesses. In order to encourage equitable and technologically driven growth in the organic food sector and support sustainable agriculture and responsible consumption habits, the study also addresses policy implications and strategic recommendations.

Keywords*:* Digital Transformation, Organic Food Products, E-Commerce and Trade, Artificial Intelligence, Sustainable Commerce

INTRODUCTION

Growing consumer awareness of food safety, environmental sustainability, and health has led to a significant increase in the demand for organic food items worldwide in recent years. Organic food items are essential to sustainable food systems because organic agriculture prioritizes eco-friendly production methods, biodiversity preservation, and the avoidance of synthetic inputs. However, despite growing consumer demand, there are still several obstacles in the way of organic

food product trade and commerce, such as disjointed supply chains, high transaction costs, restricted market access for small producers, and issues with certification and authenticity.

The production, marketing, trading, and consumption of organic food items are being transformed by digital technologies like blockchain, cloud computing, artificial intelligence (AI), e-commerce platforms, and digital payment systems. These technologies help producers, dealers, and policymakers make data-driven decisions, enhance traceability and transparency, and enable smooth information flow across value chains. By putting farmers in direct contact with customers, merchants, and exporters, the incorporation of digital platforms into organic food commerce has significantly improved market connectedness.

Digital technology adoption in organic food trade is inconsistent and limited by a number of variables, despite its transformative potential. Significant obstacles include inadequate internet infrastructure, limited digital literacy among smallholder farmers, expensive technology adoption, and complicated regulations, especially in developing nations. Coordinated efforts incorporating capacity building, policy assistance, and inclusive digital strategies catered to the needs of organic food stakeholders are needed to address these issues. In light of this, the current study investigates how digital transformation might improve organic food product trade and commerce.

CONCEPT OF DIGITAL TRANSFORMATION IN ORGANIC FOOD COMMERCE

The methodical integration of digital technology to enhance sustainability, efficiency, and transparency throughout the organic food value chain is known as "digital transformation" in organic food commerce. It entails a major transition from conventional, disjointed trade systems to technology-driven commerce models that promote consumer trust, market connection, and data-driven decision-making. Digital transformation is essential to improving traceability and accountability in the organic food industry, where authenticity and certification are crucial. Organic farmers, processors, merchants, retailers, and consumers may communicate seamlessly thanks to technologies like blockchain, digital payment systems, e-commerce platforms, and artificial intelligence.

Digital marketplaces increase market access and lessen reliance on middlemen, especially for marginal and small organic producers. Demand forecasting, inventory planning, and pricing strategies are all supported by AI-driven data, which enable companies to adapt successfully to shifting customer preferences. Additionally, by simplifying digital payments and enhancing organic businesses' access to finance, FinTech solutions advance financial inclusion. In general,

digital transformation in organic food commerce contributes to robust and competitive organic food trade systems by bringing technology innovation into line with the values of sustainability, trust, and inclusivity.

ROLE OF DIGITAL PLATFORMS AND E-COMMERCE IN ORGANIC FOOD TRADE

By establishing effective, transparent, and inclusive market systems, digital platforms and e-commerce are crucial in revolutionizing the trade of organic food goods. By enabling direct-to-consumer and business-to-business formats, these platforms greatly diminish the function of middlemen and enhance price realization for organic producers and farmers. Digital platforms enable organic food businesses to reach national and international consumers outside of traditional local marketplaces by expanding their market access. E-commerce portals increase consumer confidence in organic labeling by facilitating real-time price discovery, online certification display, and comprehensive product information.

Digital payment system integration guarantees quick and safe financial transactions, encouraging financial inclusion and lowering transaction costs. Businesses may better understand customer preferences, effectively manage inventory, and tailor marketing campaigns with the use of advanced analytics built into e-commerce platforms. Digital platforms also improve last-mile delivery and logistics coordination, both of which are essential for preserving the quality of perishable organic goods.

DIGITAL PAYMENTS AND FINANCIAL INCLUSION IN ORGANIC FOOD TRADE

In the organic food industry, digital payments are essential for boosting financial inclusion and increasing transactional efficiency. Faster, safer, and more transparent financial transactions between organic farmers, traders, retailers, and customers are made possible by the use of digital payment systems including mobile wallets, internet banking, Unified Payments Interface (UPI), and e-commerce payment gateways. These technologies improve liquidity and working capital management for organic food businesses by reducing reliance on cash-based transactions, lowering transaction costs, and minimizing payment delays. Digital payments provide small and marginal organic farmers with a way to access the official financial system.

By providing specialized financial products like microcredit, pay-later choices, and digital insurance that are suited to the requirements of organic producers and agri-entrepreneurs, FinTech technologies, bolstered by artificial intelligence, further improve financial inclusion. Additionally, by streamlining currency exchange and regulatory compliance, digital payment

integration with e-commerce platforms promotes international trade and the export of organic agricultural goods. All things considered, digital payments and FinTech solutions assist sustainable development in the organic food sector by giving organic food stakeholders financial access, transparency, and resilience.

POLICY FRAMEWORK AND GOVERNMENT INITIATIVES SUPPORTING DIGITAL ORGANIC TRADE

- To enhance market access, traceability, and transparency, governments and regulatory agencies have established policy frameworks that combine digital technologies with organic trade goals. Initiatives in India seek to improve the digital capabilities of the organic industry in addition to export and market growth objectives.
- To improve regulatory oversight and operational efficiency for organic producers and traders, the Ministry of Commerce and Agriculture, for instance, is trying to increase organic exports and improve digital traceability and certification through systems like TraceNet 2.0.
- The National Digital Framework, which includes programs like the Ministry of Electronics and Information Technology's National Blockchain Framework, offers digital infrastructure that can support trust-based digital marketplaces and transparent organic supply chain systems through blockchain technology.
- Open e-commerce ecosystems that enable small sellers, including organic producers, to access wider markets and take part in digital trade platforms are fostered by digital commerce policies like India's Open Network for Digital Commerce (ONDC), which increase inclusion and lessen reliance on conventional middlemen.
- State-level initiatives that facilitate the integration of organic producers into national agriculture markets and expedite digital marketing and transactions include connecting Farmer Producer Organizations (FPOs) to digital market networks like ONDC and e-NAM.

FUTURE PROSPECTS OF DIGITAL TRADE IN ORGANIC FOOD PRODUCTS

As digital technologies continue to develop and interact with agricultural value chains, the digital trade in organic food items is expected to grow and innovate significantly in the future. The growth of AI-powered market intelligence, which enables producers and traders to more precisely predict demand, optimize pricing, and customize product offerings to changing customer tastes, is one important prospect. Increased openness will boost consumer confidence, lower fraud and mislabeling rates, and encourage adherence to global organic standards, all of which will promote

export expansion. As empowering customers to interactively investigate the origins and certifications of organic products, the integration of digital commerce platforms with cutting-edge technologies like augmented reality (AR) and virtual marketplaces may enhance consumer engagement. Additionally, small and marginal organic producers will be able to access larger markets with cheaper entry costs thanks to scalable open e-commerce networks. All things considered, the convergence of sustainable production, digital innovation, and favorable policy environments suggests that organic food products will be traded more effectively, openly, and inclusively in the future, supporting robust food systems and ethical consumption habits across the globe.

CONCLUSION

By improving efficiency, transparency, and inclusivity throughout the value chain, digital transformation has become a potent driver for changing the trade and commerce of organic agricultural goods. Organic producers and businesses have been able to overcome conventional market obstacles like restricted market access, information asymmetry, and high transaction costs by integrating digital platforms, artificial intelligence, data analytics, blockchain-based traceability, and digital payment systems. In addition to promoting data-driven decision-making and sustainable business practices, these technologies have increased consumer trust through enhanced certification transparency and traceability. Organic farmers now have direct access to customers and international markets thanks to e-commerce and digital trade platforms, which has improved price realization and encouraged financial inclusion. Simultaneously, government initiatives and supportive policy frameworks have made digital adoption easier by offering capacity-building processes, infrastructure, and regulatory support. Despite these developments, issues with infrastructure deficiencies, digital literacy, and regulatory harmonization still exist and call for focused solutions. Coordinated initiatives including legislators, tech companies, and natural stakeholders are necessary to fully fulfill this potential. Digital trade may greatly support sustainable agriculture, economic empowerment, and ethical consumption in the organic food industry by promoting inclusive digital ecosystems and responsible technology use.

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