THE ROLE OF ARTIFICIAL INTELLIGENCE IN TODAY'S BUSINESS SCENARIO

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ABSTRACT

Nowadays, artificial intelligence plays an important role in today's business organization transformation. the term artificial intelligence refers to computer systems able to perform normally requiring human intelligence. Powerful example:

- Speech Recognition
- Decision-Making.

While acceptance of Artificial intelligence is not a new concept in human society, it is a new event in society. Artificial intelligence came as an entity in 1956. But it took a long time of work to make significant progress towards developing an artificial intelligence system. Artificial intelligence can be useful in business in different ways. In business, Artificial Intelligence has a huge range of utilizations. In fact, most of us interact with artificial intelligence in some forms on a regular basis. From the normal to the breathtaking, Artificial Intelligence is already disrupting virtually every business procedure in every industry. As artificial intelligence technologies rapidly increase in number, they are becoming imperative for businesses that want to maintain a competitive move. The present paper shows that what is artificial intelligence & how it is useful for business. The paper also suggests that how can we use artificial intelligence to enhance our overall business activity.

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Keywords: *Artificial Intelligence, Speech Recognition, Technology, Decision Making, Enhance Busness Activity.*

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Introduction

The Objective of the Study

The Following are the main objectives of the paper:

- Detailed Explanation of Artificial Intelligence; Machine Learning and Deep Learning.
- Artificial Intelligence, Machine Learning, and Deep Learning at Work Place.
- Artificial intelligence and Organizations' in Today's Scenario.
- The Future Scenario of Artificial Intelligence in the Working Place

Research Methodology

Data collection is significant for building the base for the research work. Data is the premise by which the analysis is done and the knowledge is created. Primary data was collected by Interview with a structured Questionnaire contain a set of relevant questions and the secondary data are collected from different Articles, Newspapers, etc.

Introduction

Artificial Intelligence, Machine Learning, and Deep Learning are interrelated terms that can be easily understood by the following diagram:

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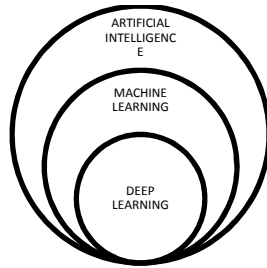
Source: Tyler Danner: The difference between Artificial Intelligence, Machine Learning, and Deep Learning; Aunalytics

In the Historical way; Artificial Intelligence came first; AI is the Fundamental requirement by which; Machine Learning developed and Machine learning is the Fundamental need by which Deep Learning evolves. Detailed explanations of all three terms are as follows:
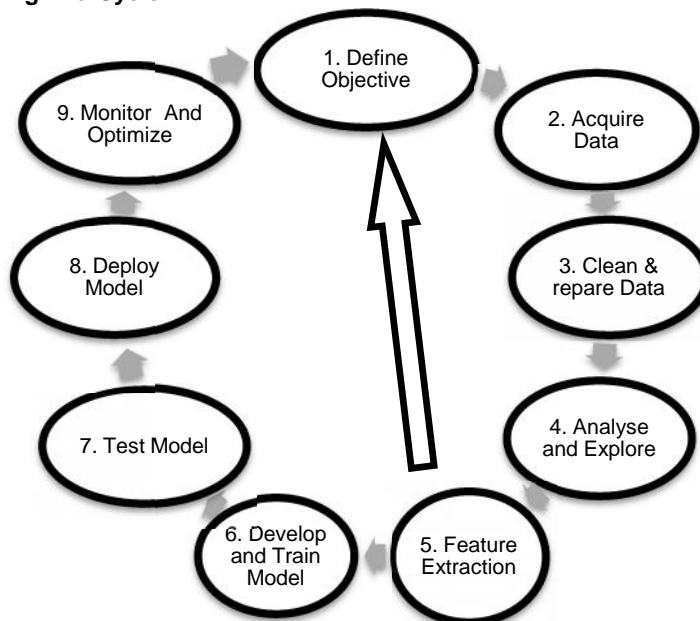
- **Artificial Intelligence**

Artificial Intelligence can be referred to as anything that developing Intelligent Machines through programming. for example useful machines on daily basis i.e smartphones, software relating to marketing. In broad terms, we can define AI as a programmed machine that responds as per well-defined rules and responses.

- **Machine Learning**

Machine learning is a subset of AI. It refers to the scientific terms in which machines that incorporated with the data and observed it and learns from it and improve with experience. Machine learning is primarily won't process huge amounts of data quickly. These sorts of AI are algorithms that appear to "learn" over time, recuperating at what they are doing the more often they are doing it. Feed a machine learning algorithm more data and its modeling will be improved. Machine learning is useful for putting a big amount of data – increasingly captured by connected devices and the internet of things – into a digestible context for human beings. For example, if a person manages a manufacturing plant, their machinery is likely connected to the network. Connected devices feed a continuing stream of information about production and more to a central location. Machine learning can rapidly analyze the data as it comes in, identifying methods and anomalies. If a machine within the plant is functioning at a reduced capacity, A Machine Learning algorithm can catch it and notify decision-makers about the reduced capacity that it is time to dispatch a preventive maintenance team. But Machine Learning is additionally a comparatively broad category of Deep Learning.

 "Machine Learning Life-Cycle"

Source: Tyler Danner; The difference between Artificial Intelligence, Machine Leaning and Deep Learning; Aunalytics.

- **Deep Learning**

    Deep Learning can be defined as a broader term than Machine Learning. Deep Learning is the development of artificial neural networks, an interconnected web of artificial intelligence "nodes,"

    Deep learning is a more specific and advanced version of Machine Learning that depends on neural networks to engage in nonlinear reasoning. Deep learning is typical in order to perform more advanced functions, for example, fraudulent activity detection. It can do this by identifying and analyzing a wide range of factors at once. For example, several factors must be noted, analyzed, and responded to at once for self-driving cars to work, Deep learning algorithms are used to help self-driving cars contextualize information collected by their sensors, like the distance of various objects, the speed at which they are moving, and a prediction of where they will be in 10-15 seconds. All this information is calculated side by side to help a self-driving car make decisions like when to change ways.

    Deep learning has a huge impact on business and is likely to be more commonly used in the near future. Older machine learning algorithms move ahead in order to progress in their capability once a certain amount of data has been collected, but deep learning models continue to enhance their performance as more data is received. This makes deep learning models far more detailed; and independent.

    - **Artificial Intelligence, Machine Learning and Deep Learning at Work Place:** At working Place, all three i.e. Artificial Intelligence, Machine Learning, and Deep Learning enable the user to identify a solution that is the most suitable solution for the organizational goal. From the last few years; Almost each and every organization using these technologies in order to grow their business.

    - **Artificial intelligence and Organizations' in Today's Scenario:** Artificial intelligence is generally viewed as a supporting tool for humans in the workplace. Although Artificial Intelligence currently has a tough time completing common-sense tasks in the real world; it is skilled at processing and analyzing the amount of data far more quickly than a human brain could analyze. Artificial intelligence software can return with blended courses of action and present them to the user. In this way, humans can use AI to assist the sport out possible results of every action and streamline the decision-making procedure.

    Artificial Intelligence is kind of the second coming of software that tends to solve the problem on the spot, One of the respondents said that It's a form of software that makes decisions on its own, that's able to act even in situations not predicted by the programmers. Artificial intelligence has a wider thought of decision-making ability as opposed to traditional software."

    Those above-mentioned characteristics make artificial intelligence highly valuable throughout many business organizations, whether it's simply helping visitors and staff make their way around a corporate campus efficiently or performing a task as complex as monitoring a wind turbine to predict when it will need repairs and maintenances.

    Machine learning is employed often in systems that capture an enormous amount of knowledge. As an example, smart energy management systems collect data from sensors attached to varied assets. The amount of knowledge is then analyzed by machine learning algorithms and delivered to human decision-makers to raise understand energy usage and maintenance demands.

    Artificial Intelligence is an important tool when it comes to looking for computer network defenses. one of the respondents said we have fewer cybersecurity experts to look at these Issues Due to the large scale and increasing complexity; Artificial intelligence is playing an important role here for a cybersecurity purpose.

    Artificial intelligence is also responsible for the application of AI into a normal CRM system, a huge transformation takes place as it leads to self-updating, an auto-correcting system that puts the customer on top of their relationship management. An example of artificial intelligence's versatility is within the financial sector of an organization. According to the founder and CEO of artificial intelligence concierge company Fly bits, Dr. Hossein Rahnama worked with Toronto Dominion Bank to integrate artificial intelligence into regular banking operations, such as mortgage loans, etc.

    With the use of Artificial Intelligence; customers get notify about their dues within the time period so that they can fulfill the requirement and take advantage of their rights in terms of banks as well as Insurances.
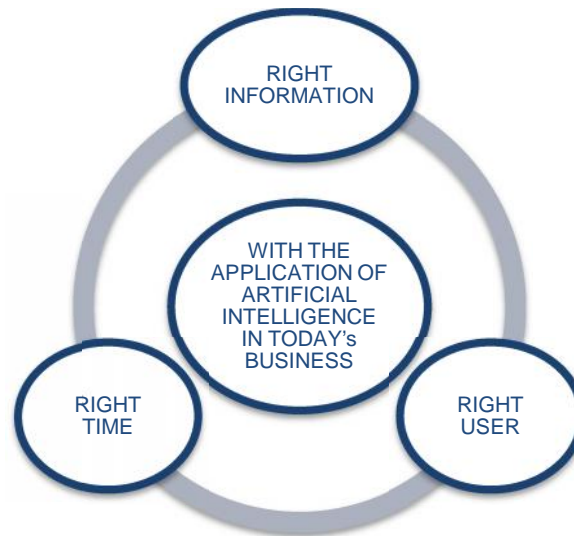
- **The Future of Artificial Intelligence in the Working Environment:** Now the question arises that how might AI be used in the future? It's hard to say how the AI technology will develop, but most of the experts see those "commonsense" tasks becoming even easier for computers for further processing. In the future robots will play a vital role in day-to-day life. One of the respondents said. If you are looking at a property for sale and you spend more than fifteen minutes there, it will send you a possible mortgage offer.

Artificial Intelligence makes the impossible possible. One of the respondents said due to AI, driverless cars are become reality due to fast access to GPUs and Training Data, both are key enablers. With the use of GPUs speed of processors has improved. Fast processes and lots of filtered data are key to the success of AI.

AI is starting to make what was once considered impossible possible, like driverless cars," one of the respondents said, "Driverless cars are become a reality because of access to Training Data and Fast Graphics Processing Units, which are both key enablers. To train driverless cars, a huge amount of accurate data is needed, and speed is the key to undertake the training. GPUs are only going to get faster, improving the applications of artificial intelligence software systems across the board. Many fresh data and Fast processes are the keys to the success of AI,

Other analysts, According to one respondent, see artificial intelligence speedup the activities. It also predicts that artificial intelligence could be used by a restaurant company's for example, to decide which musical instrument to be played based on the interests of the guests in attendance. Artificial intelligence could even alter the appearance of the wallpaper based on what the technology anticipates the appreciation of beauty preferences of the crowd might be.

If that may not far-out enough for you, he predicted that computer science will take digital technology out of the two-dimensional form to which individuals have grown customary. Instead, the first interface will become the physical environment surrounding an individual.

We have depended on a two-dimensional display:

- Play a Game
- Read an E-Book.

These will be 3D experiences one can actually feel. One of the respondents said, without AI we can't move and work with customers or anyone. We work as team spirit even distance is more than a hundred kilometers. And above, all types of office audiences reduce up to 75%.

What does artificial intelligence mean for the worker?

With these new AI use cases comes the seeming question of whether machines will force humans into obsolescence. Some experts passionately deny that AI will automate so many jobs that millions of people find themselves unemployed, where other experts see Artificial Intelligence as an immediate problem.

Due to AI, workforce structure has changed but AI is not essentially replacing jobs. AI Algorithm is replacing the white-collar job. Such as business analysts, fund managers, etc. One of the respondents said that the shift toward artificial intelligence-based systems will likely cause the economy to add jobs that is employment which facilitates the transitional generates wealth. One of the respondents said, it helps to speedup transparency and it seems more practical while using AI in the workplace. For example, robots are replacing humans in the workplace and doing account-related work there.

One of the respondents said that the structure of the workforce is changing, but I don't think artificial intelligence is essentially replacing jobs. AI establishes knowledge supported economy to make better automation for a way better kind of life. It might be a touch bit theoretical, but I feel if you've got to stress about AI and robots replacing our jobs, it's probably algorithms replacing white-collar jobs. but it'll not be equitably distributed within the economy, especially at an initial stage. The changes are going to be subliminally felt and not overt.

For example, a tax accountant won't at some point receive a dismissal and meet the robot that's now getting to sit at her desk. Rather, subsequent time the tax accountant applies for employment, it'll be a touch harder to seek out one."

One said he anticipates that artificial intelligence in the workplace will separate long-standing workflows, creating many human jobs to integrate those workflows.

In the past, there were opportunities to move from farming to manufacturing to services," One of the respondents said Now, that's not the case. Why? The industry has been completely robotized, and we can see that automation makes more sense economically." Self-driving trucks and artificial intelligence concierges like Siri and Cortana as examples, stating that as these technologies improve, widespread use could eliminate as many as millions of jobs in India alone.

Now the question arises that what is it that makes us productive? What does productivity mean? We must really believe this and choose what makes us productive and what's the worth of individuals in society. We need to possess this debate and have it quickly because technology won't await us."

Whether another one says, the future is coming quickly, and artificial intelligence will certainly be a part of it. As this technology develops, the world will see new and innovative startups; a large number of business applications and consumer uses as well as the replacement of certain jobs and the creation of entirely new ones. Along with the internet of things, artificial intelligence has the ability to dramatically remake the economy, but its exact impact remains to be seen.

Conclusion

After all the above discussion that the importance of Artificial Intelligence; Machine Learning and Deep Learning is increasing constantly in human life. Business Organisations and Customers are taking advantage of these technologies. In the current scenario, Artificial Intelligence is an essential part of the Business Organizations due to High Competition and in order to detect fraudulent activity as well as to detect hacking of data, etc.

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