

REFORMING MARKETING PRODUCTIVITY IN LEVERAGING AI TO MODERNIZE MARKETING ENVIRONMENTS

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Abstract

The recently developed Digital Marketing field incorporates the latest artificial intelligence advancements with traditional approaches on productivity, efficiency, and engagement. With AI powered marketing, companies are now able to automate mundane tasks, strengthen interactions with clients, and derive insights from the vast amounts of data for better decisions. In this work, I discuss the importance of AI in automating marketing environments, especially in relation to machine learning, predictive analytics, and natural language comprehension that power marketing campaign optimization. The introduction of AI in marketing makes operations more efficient, thus enabling marketers to put more focus on creativity and strategy rather than slowing and mundane tasks. One of the most important areas where AI has brought a change in the digital marketing arena is its ability to analyse trends and patterns across large data sets for multiple consumers in order to accurately predict future trends. This results in the marketing strategies of businesses being far more effective than otherwise, due to hyper personalization. Marketing AI is powering chatbots, recommendation engines, and Automated content generation which can offer instant relevance to the customers. The latter approach utilizes AI in marketing which raises many concerns, particularly because constant trust to AI larger sum of data centres exploitation leads to data privacy issues, ethical issues, and technology adaptive systems. While AI technology automatizes a lot of marketing processes, it raises the need for some form of interaction with humans which balance creativity, empathy, and ethical issues in the marketing context. This study examines how to mitigate risks while optimizing AI's impact on marketing productivity. Companies can use AI technologies to fundamentally update their marketing strategies, deepen customer relationships, and improve their market position in the modern world. They will improve with the use of AI technologies, and will change the environment of marketing for the rest of the skilled business sectors. Marketing innovation and business growth will be the outcome.

Keywords: Artificial Intelligence (AI), Marketing Automation, Customer Engagement, Predictive Analytics, Personalization.

Introduction

Artificial Intelligence seems to be the catalyst of change in marketing as we know it today. With the digital world quickly evolving, old marketing strategies that used human intuition and broad categorization are abandoned for data driven automated AI strategies. In the present day, any brand looking to stay economically viable needs AI. The productivity and customer experience received by a business has shot up ever since AI was integrated into marketing systems for organizational resource allocation and productivity enhancement. (Agrawal, 2022)

AI chatbots and recommendation engines can actively and efficiently engage with customers through automated email campaigns which improves customer satisfaction rates while simultaneously reducing response times. Marketers are now empowered to analyse and process huge amounts of data thanks to machine learning and natural language processing embedded into AI marketing systems. This

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allows marketers to find patterns, understand trends, and deliver content that matters to the consumer. AI does not stop there as it further refines ad targeting, creation, and sentiment analysis for marketers to make better informed decisions more often.

One of the most prominent advantages of using AI in marketing is the increased productivity stemming from automating mundane processes. With AI-powered automation, activities such as lead generation, social media scheduling, customer interaction, and support require a fraction of the time and energy. Marketing teams can now devote their time to strategy development, creativity, and innovation, which nurtures a highly responsive and streamlined marketing approach. Furthermore, adoption of AI ensures that businesses achieve higher returns on investment (ROI) as marketing money is spent efficiently by reaching the appropriate audience at the most suitable time with the correct message. (Ahmed, 2015)

There are many advantages, but there are hurdles that come with the use of AI in marketing too. Businesses will also have to deal with the challenges of data privacy, security, ethical concerns, and the availability of adequate talent to administer those systems. Because AI works with consumer data, there are worries about the security of data, consent protocols, and algorithmic biases. Hence, organizations have a responsibility to develop ethical marketing policies, take mitigating measures to enable robust data protection, and promote transparency with AI assistance marketing.

This paper looks into the impact of AI in marketing in contemporary business environments, concentrating on how AI can be utilized to improve productivity, enhance customer service and achieve overall marketing effectiveness. By integrating automation and AI with human intelligence, organizations can achieve objectives while solving difficulties that arise from AI's adoption. The marketing industry will have to prepare for the continued growth of AI technology and its subsequent impact on marketing in AI-enabled business worlds. (Basha and Kethan, 2022)

Research Questions

- How does Artificial Intelligence (AI) impact marketing productivity and decision-making in modern marketing environments?
- What are the key challenges and opportunities in leveraging AI to optimize marketing performance and customer engagement?

Objectives

- To examine the impact of Artificial Intelligence (AI) on marketing productivity by analysing its role in automation, data-driven decision-making, and customer engagement.
- To identify the challenges and opportunities associated with AI-driven marketing strategies and provide recommendations for businesses to optimize AI integration in their marketing environments.

Methodology

This blend of qualitative and quantitative research strives to analyze how Artificial Intelligence affects the various components of marketing optimization, including decision-making and customer engagement. This study utilizes mixed methodologies for assessing the impact of AI on marketing productivity. (Basha and Ramaratnam, 2017)

Research Design

The research employs an exploratory methodology to analyze how advertising and marketing are modernized by AI. The investigation will involve case study methods, surveys, and secondary analysis to collect information regarding AI application in enhancing marketing efficiency productivity. (Basha *et al.*, 2021)

Data Collection Methods

Primary Data: A survey will be administered to study the experiences of marketers, AI experts, and business executives towards AI based marketing tools. Qualitative evidence on the adoption of AI will be obtained through interviews with industry experts.

Secondary Data: A detailed analysis on trends, applications and best practices of AI marketing will be conducted by collating existing literature, industry reports, and case studies. To understand the impact of AI on marketing environments, relevant findings will be collated from academic journals, white papers, and publications. (Bughinet *et al.*, 2017)

Data Analysis

This thesis, with its chosen topic, follows the framework analytical method of thematic analysis. This is quite useful for qualitative analysis because novice researchers do not have to spend a lot of time familiarizing themselves with the data. In the first stage of a framework analysis as defined by Chris Nosko and Thomas Blake, a researcher is supposed to go through data collection transcripts. At this stage, the analyst should also be able to understand, take notes, and begin to identify patterns. Second, start with the dataset and construct a thematic framework. At this stage of the analysis, the themes can emerge from the data, even if they have been discussed previously. The next step is complete indexing. This is how components of parts of the data collection are related to the topics. Then data is charted according to the contextual information they provide, such as categories. In the final stages of analysis the mapping and interoperations are based on the facts that form the base of the inquiry. (Chatterjee *et al.*, 2019)

Template analysis can, in a specific way, serve to advance framework analysis. The results from the interviews are arranged in this research using template analysis strategy. Template analysis stands out with its focus on hierarchical coding as well as doing structural analysis of the research; it is a form of framework analysis. According to Saunders, template analysis is done with the structures that already exist before coding interview data. This impacts how themes are categorized and set. For example, one can make use of the research questions to help formulate categories. The interview conducted post the codification of results looks at the questions formed during the interview. Hence, template's topic categorization is determined by the study questions in this case. Considerations are given to the core ideals of each question when selecting themes. Patterns that put emphasis on specific outcomes were needed in data gathering and thus, subcategories were created beforehand. After coding data from each question, the information is analyzed in terms of how it relates to an overarching theme and the researchers work to shed light on the key aspects provided by all participants. Furthermore, after identifying the key contributions to each theme, groups and subcategories are formed primarily on the basis of hierarchy. (Columbus, 2019)

In the end, the researchers must continuously review, evaluate, and refine the template's structural design until it is accurate, reliable, and congruent with the research conclusions. Qualitative analysis, as a result, achieves a greater level of sophistication. In addition, the qualitative strategy of this study suggests that it will sample participant's data repeatedly to look for patterns.

In the end, this study attempts to apply knowledge management to order and categorize the data so that the most accurate and believable information is obtained and trustworthiness is evaluated. Customization and codification as distinguished within the framework of knowledge management. As Hislop explains, personalization is a systematic method for peers to give out knowledge that involves describing their backgrounds and sharing implicit knowledge. As opposed to this, codification is the opposite; it is the process of creating knowledge that can be stored, reused, and used as a record. The primary concern on this is to demonstrate that the author's essay suggests precisely his or her evaluative judgement is as crucial as the understandings that emerged from the interviews with the contributors' essay knowledge that can be formed. (Davenport *et al.*, 2019)

Validity and Reliability

This dissertation analyzes criteria suggested by Creswell and Poth (2013). To begin with, an approach is authentic when the outcomes of the study resonate with the meaning of participant. Second, the credibility of the research is guaranteed when all the participants and the articulated points are considered. Third, all aspects of the study are subjected to critical scrutiny. In the last place, the researcher's credibility is accepted to hold on the ground of self-reflection. The following measures have been taken to deal with these issues. (Dimitrieska *et al.*, 2018)

- The researchers used terms as the subjects in all statements, without changing meaning.
- The study analysis took into account all interview data in the codification process. The study preserves a coherent line of argument by using pertinent information.
- The author of this research examined the paper's validity through repeated proofreading and considered the comments of other authors and the supervisor.

Results

This section summarizes the procedures and methods of the data collection that follows the framework analysis. The analysis will focus on template analysis conducted on two groups of participants

as follows. Like mentioned in the data analysis section, template analysis is an advanced form of framework analysis. The analysis was reached through the following procedures which are described below. These findings would first need to be reviewed by the author and thereafter the author would need to select a particular theme framework. In this instance, the interview questions provide the themes. The most important aspects which enable the analysis to be conducted, as noted earlier, should be emphasized by the author. Hence, the subject of the question gives birth into the theme. The third stage is identifying and tagging the data values which are relevant to the identified themes as well as the associated index. This means that a response will be given by the people. The next phase, which is the fourth one, involves the division of the data into multiple groups and subgroups according to their relevance and importance. In order to ensure the accuracy of the classification the template is pulled up repeatedly prior to the search. Finally, to aid in the investigation, begin cognitive mapping and inter-operations. This is done through the descriptive interpretation and understanding of the data that produces the results. (Isac *et al.*, 2023)

Analysis and Discussion

In this chapter, the content interview is briefly summarized. As mentioned in Methods, this study was designed to look for patterns so specific data from participants would be repeatedly analyzed, forming a qualitative character. These patterns in the participants' responses create the basis for the headings. The results mitigate any concerns about bias because the interview participants' terms were directly applied. After going through the relevant steps, I will be able to map these values, compare them and draw conclusions. The goal was to explore to what extent the participants knew about AI and its relation to marketing automation. As indicated in the methods section, this thesis was completed by input from a total of six respondents. Each participant was grouped according to their occupations into two groups of three. The guides for the interviews were split and were set in terms of their relevance to the study goals, and two segments of data were uploaded beforehand. It was agreed by all respondents that AI technology improves marketing functions through instant client preference offers and fast customer data processing. In the future, marketers wish to hone their skills in real-life AI and marketing analysis. (Karthik *et al.*, 2023)

Therefore, marketers will have an easier time completing successful AI Marketing Campaigns if they know and understand the technology and tactics behind the marketing tool being utilized. The AI will make it easier for businesses to understand the connections between datasets and aid in constructing models that will help them navigate the constantly shifting world of digital business. Furthermore, with the assistance of AI and machine learning technologies, decision models may anticipate a future event with much more accuracy and detail, enabling personalized communication that has monetary benefits for the entity. (Santhosh and Basha, 2022)

Viewpoints of AI in Marketing

One section of the interview was devoted to discussing the participant's occupation and background. Participants were also instructed to define AI and give their opinions and ideas AI in marketing. The guides were structured to enable automation of AI technologies into digital marketing. (Halal, 2023)

AI Experts

According to the evidence gathered, AI's sector experience and specialization show some flexibility. When it comes to the participants' views on marketing and AI, everybody gives the same response. Everyone has the conviction that the way AI is developing currently is prominent for marketing automation. Moreover, this group believes that AI solutions are designed in such a way that marketers are not expected to understand even the rudimentary framework of the system. They believe that marketers should grasp the actual limits of the tool, as this can be helpful and provide a greater understanding. This suggests to them that they should understand both the positive and negative aspects relating to the tool. Prejudice is not something they need to concern themselves with in the use of these options. AI experts often underestimate the practical and technological expertise of marketers. Still, they seem to think trained marketers do have a reasonable understanding of marketing automation. The experts agree on the fact that it is beneficial for marketers having more knowledge with regard to the architecture of AI. However, they also consider that knowing how the system operates and the consequences of its input and output is the most important thing for marketers to know. (Jagadeesh *et al.*, 2020)

Even though they are proficient in other fields, the respondents showed an interest in learning artificial intelligence to help with their marketing activities. In the notes, the respondents refer to AI as a mind that works like a human but faster and more efficiently. It is the ability of machines or computers to perform a human task more efficiently. According to AI specialists, the technology appropriately improves the system of marketing. (Jaggaiah, 2015)

The participants argue that, in order for their strategy to be successful, the marketing managers must have AI capabilities. The respondents propose that marketers take short courses that have the potential to improve their marketing strategies, such as the 12-day Python coding courses. HubSpot and other tools are also available to marketers for automation. One of the most powerful shifts in the working of the marketing field is the development of marketing automation. Automated methods of understanding the needs of the customers and providing adequate personalized information that facilitates the customer decision making process reduces the level of effort needed to solicit such information. Automation helps sellers categorize their potential target market and alerts the customers of the likely places to buy the products. It is valid to argue that 'marketing automation' can promise a leap in the efficiency developed of AI and all of its other sophisticated industries. The increasing effectiveness of digital marketing efforts along with greater satisfaction offered to customers is the self-evident outcome of such practices. Such changes in the digital marketing game will provide the much-needed proof to aid researchers analyze how AI changes the landscape of digital marketing. (Jaggaiah, 2021)

Marketers

The marketers comprehended the interface between artificial intelligence and digital marketing. For example, one of the respondents offered that AI is a system that acts autonomously within set parameters. According to one participant's definition, AI is a system that is evolving into a sort of human machine. Essentially, projecting your thoughts onto a computer. AI enables humans to have the same sort of mental processes, dialogues, assumptions, and practical abilities. Participants claimed to have done some digital marketing using Amazon and other automation powered platforms, but claimed to have no knowledge of AI tools. Once participant noted that they provide AI-enabled automation to assist clients with employee scheduling, which enables social media marketing. Participants broadly concluded that some understanding of artificial intelligence still existed, but very little. These quotes are consistent with the 2017 one, in which one thousand five hundred senior business leaders in the United States were interviewed about technology of artificial intelligence and 83 percent of them reported that they had never heard of it. Therefore, the lack adoption of more sophisticated techniques in digital marketing results in inefficient marketing strategies for many corporations. (Jaggaiah and Balaji, 2021)

A survey conducted in late 2020 showed that 41% of marketers all over the globe believe that incorporating AI in their marketing activities enhances performance and boosts revenues. Besides, 38% attributed the rise of personalized consumer experiences to the use of AI in marketing. It's clear that marketing is greatly adopting the use of AI in the quest of improving efficiency. The responses provided by the marketers interviewed for this study suggest, however, that there still remains a lot of work to do in informing and educating marketers on how to use AI technology in their marketing strategies. (Jain and Aggarwal, 2020)

The Impact of AI on Marketers' Responsibilities and its Development

This segment discusses the role of AI in marketing and the ramifications that marketers need to take into consideration. It also highlights the importance of going throughout innovation as well as social responsibility concerning the level of automation in the marketing business. The second part of the inquiries wanted the marketers' opinions on the adoption of AI in the marketing practice. One of the marketers interviewed mentioned that "It's going to change everything and consume our entire reality in the next twenty to twenty-five years...". Another interviewee, who was a marketing professional, reported that working with artificial intelligence allows them to develop more focused products and services for the customers. Undoubtedly, AI technology has enhanced digital marketing. Numerous studies conducted on this technology have shown that there are numerous advantages such as improved communication, enhanced customer understanding, as well as effective product delivery. Subsequently, results, including this study, show that artificial intelligence enables marketers to obtain quick feedback which in turn helps them to adjust the products to meet the customers' satisfaction. Participants of the research had various views on the future of AI technology using marketing. One of the key common feelings among participants was feeling optimistic seeing the technology offering new dimensions to marketing strategies. (Kethan and Mahabub Basha, 2023)

Marketing campaigns and strategies have the potential to integrate new AI technologies and the data from past campaigns to figure out market positioning and figure out what type of information is popular. One respondent noted, AI is going to change everything. In addition, AI will also aid in creating and understanding customer connections on a deeper emotional level in the future. The future anticipation is for AI to provide marketers with information on the emotional attitude of customers on a product. In this way, they will possess advanced knowledge of customer emotions and psychology which will give marketers further insights for their campaigns. The purpose of marketing is to ensure that customers are satisfied and that they receive what they require, and to achieve that, you need data on the customer. There is hope that AI technology will satisfy this need well enough so that marketers do not struggle. Marketers captured in the interviews claimed that their respective firms have made use of AI technology in concurrent marketing, and it has helped the business a great deal. (Kethan, 2012)

This group claims that the most AI technologies employed in their businesses include Google AI, Machine Learning, and AI-enabled Python, as well as AI Integration and HubSpot. The respondents highlight that marketing has been simplified due to the modern technology used in their companies, which is an anticipated outcome. The respondents stated that they have achieved some marketing objectives. One marketer claimed: Marketing has always adopted one form of AI technology or the other, thus enabling efficiency. However, it is becoming more effective because new methods are being implemented and it learns from the data. We begin with efficient marketing to our clients because they appreciate what we offer..." (Marketing Respondent) Marketers these days have to be digital natives and understand contemporary approaches to marketing to adopt best practices of marketing automation where AI is seen as a means of easing a consumer's interaction with technology. (Kethan and Basha, 2022)

Skills for implementing AI in Marketing

People no longer require advanced knowledge of AI and its features. Participants saw advanced knowledge as less important. They thought that the use of a particular technology does not necessarily indicate a failure in Fi's conception of the machine. Both parties appear to think that advanced AI systems are to be utilized without any understanding or prior knowledge of AI. This belief might in fact be useful, as both participating groups suggest. The previous findings from the interviews also suggest the importance of having some level of background knowledge on artificial intelligence. According to AI specialists, their AI-related skills were acquired through persistent technology engagement. One respondent has been able to learn and grow his skills in programming from a younger age and is still doing so today. Moreover, the incorporation of AI into their online marketing campaigns increases their familiarity with these technologies which results in a higher level of competence. So, one does not need to do the course only. AI technology is based on actual work that broadens the scope of skills and knowledge for the person, especially in context of advertising. The participants reported that their knowledge of social media marketing combined with the use of machine learning has significantly improved their business marketing performance. Business strategies should include AI and its application. To gain from its benefits and remain competitive. (Kethan *et al.*, 2022)

It is critical for buyers in the marketplace to grasp the relationship between data collection and advertising techniques. Although the future of marketing stands to gain tremendously from the use of AI technology, appropriate measures should be taken to govern the data gathered through AI. (Mohammed *et al.*, 2022)

Conclusion

The emergence of AI in digital marketing is redefining business processes and increasing productivity, efficiency, and customer engagement. The venerable marketing sphere has embraced AI technologies such as machine learning, predictive analytics, and natural language processing. As a result, businesses can now automate repetitive tasks, improve the overall decision-making process, and provide an unparalleled level of service to their customers. A combination of chatbots, recommendation engines, and automated content generation and editing mark a new era in the relations between businesses and customers. It is marketing but more advanced, flexible, and proactive.

AI offers marketers a unique opportunity to analyze virtually limitless multi-faceted consumer data to determine trends and patterns that will increase the effectiveness of targeting and campaigns. Elite marketers employ AI technologies to directly create marketing strategies that will capture the attention and spark the engagement of consumers like never before. Increasing conversion rates has become effortless. Furthermore, letting AI help automate tasks will greatly enhance operational

efficiency. This allows marketers to utilize their time on strategic planning and creative processes instead of mundane tasks. Businesses are moving towards a real-time data analysis where insights generated will ensure that all marketing efforts are on point amid fierce competition in the digital frontier.

Adopting AI in marketing is not as easy as it seems. The most prominent obstacles involve privacy issues, ethical considerations, and the availability of professionals skilled enough to control AI systems. There is a necessity to manage the application of AI and comprehend the importance of human input in brand advertising. Marketing demands creativity, empathy, and an ethical approach. Therefore, preparing for AI marketing calls for establishing trust with clients by comprehensive data security controls and proper AI governance.

AI drives innovation, and the marketing and advertising industry is one that has and will continue to benefit from it. As discussed, AI enables a modern marketing environment which is centered on consumer behavior and devoid of guesswork. More companies should adopt AI, and as AI matures, we will find it practically impossible to imagine the future of brand marketing strategies without it.

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