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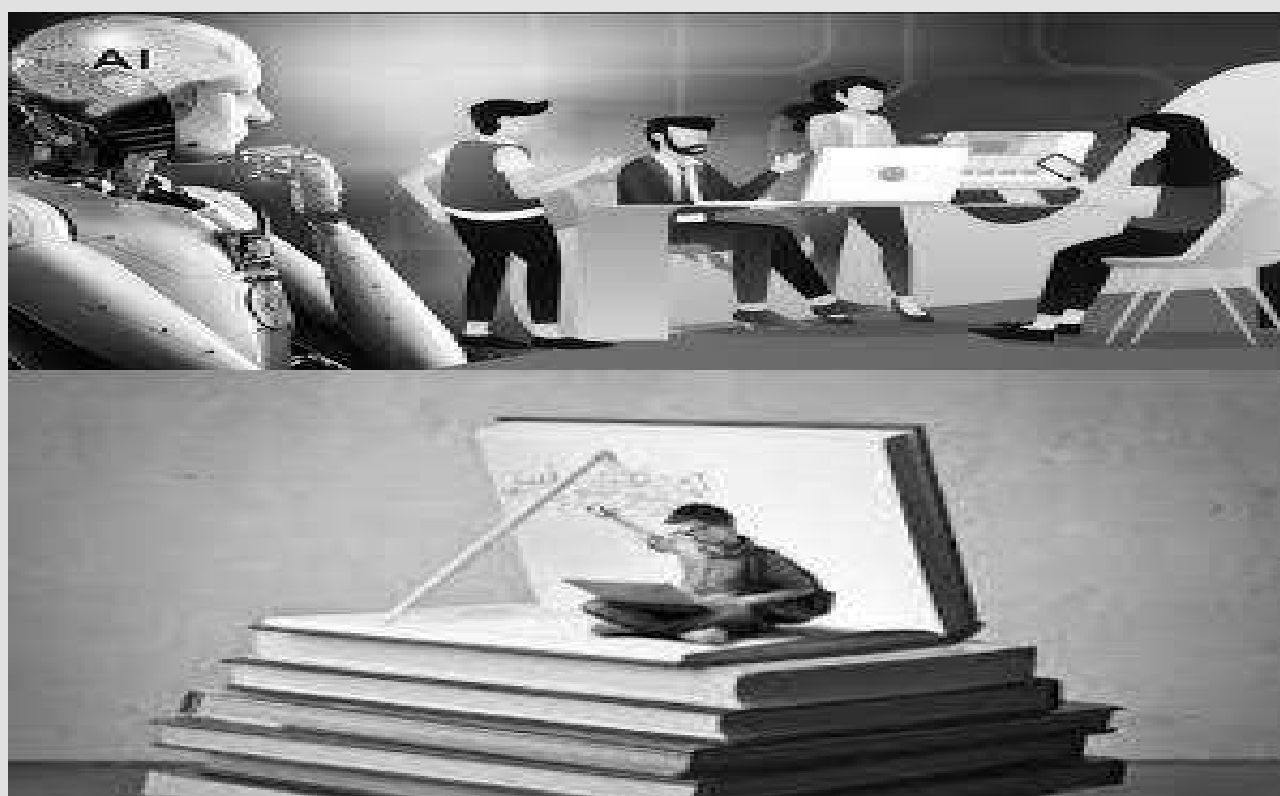
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BOOK CHAPTER ON ARTIFICIAL INTELLIGENCE IN MANAGEMENT AND COMMERCE



Organized by

Department of Business Administration, Commerce, Commerce CA
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**DEPARTMENT OF BUSINESS ADMINISTRATION,
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FINTECH AND CRYPTOCURRENCY

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ABSTRACT

Finance is everything for an individual, business and government. Technology keeps on updating itself and the innovation in technology is never ending. The computing advancements brings many more advantageous options and access to new kinds of software and applications. One of such advancements is “Artificial Intelligence” which turns the machine to be like human being in terms of thinking, analysing and decision making. Artificial Intelligence for short, AI, has its own applications in many areas like science, technology, medicine, finance, banking, insurance, astronomy, biotechnology and so on. The finance sector also started using the advantages of AI in its operations by the way of algorithms, decision support and so on. Finance uses technology for the transactions and delivery of services is popularly known as “Financial Technology” for short “Fintech”. On the other hand, the fintech witnesses the growing popularity of Cryptocurrency which is also known as digital currency. AI has its application also in crypto currency operations since the crypto currency is completely based on computing technology. In this chapter, with the two previous researches related to AI in fintech and crypto currency, The applications and operational areas of AI in fintech and Cryptocurrency were highlighted. The future of AI in fintech and crypto currency was also discussed.

Keywords: Finance, Financial Technology/Fintech, Artificial Intelligence, Cryptocurrency, Bitcoin and Digital Currency.

INTRODUCTION

Finance is the lifeblood of any business or non-business entity. It is also known as lifeline of the business and universal lubricant of trade forever. However, finances, like most other resources, are usually limited. On the other perspective, wants are always unlimited. Therefore, it is crucial for a business to manage its finances efficiently and effectively. For any business, it is important that the finance it procures is invested in a manner so that the returns from the investment are higher than the cost of capital. Fintech is utilized to help companies, business owners, and consumers to manage better their financial operations, processes, and lives by utilizing specialized software and algorithms that are used on computers and increasingly smartphones.

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