



Thiru K.M. Govindarajanar
FOUNDER

K.M.G. COLLEGE OF ARTS & SCIENCE, GUDIYATTAM

Permanently Affiliated to Thiruvalluvar University and
Recognized by UGC under section 2(F) & 12(B)
of the UGC Act 1956

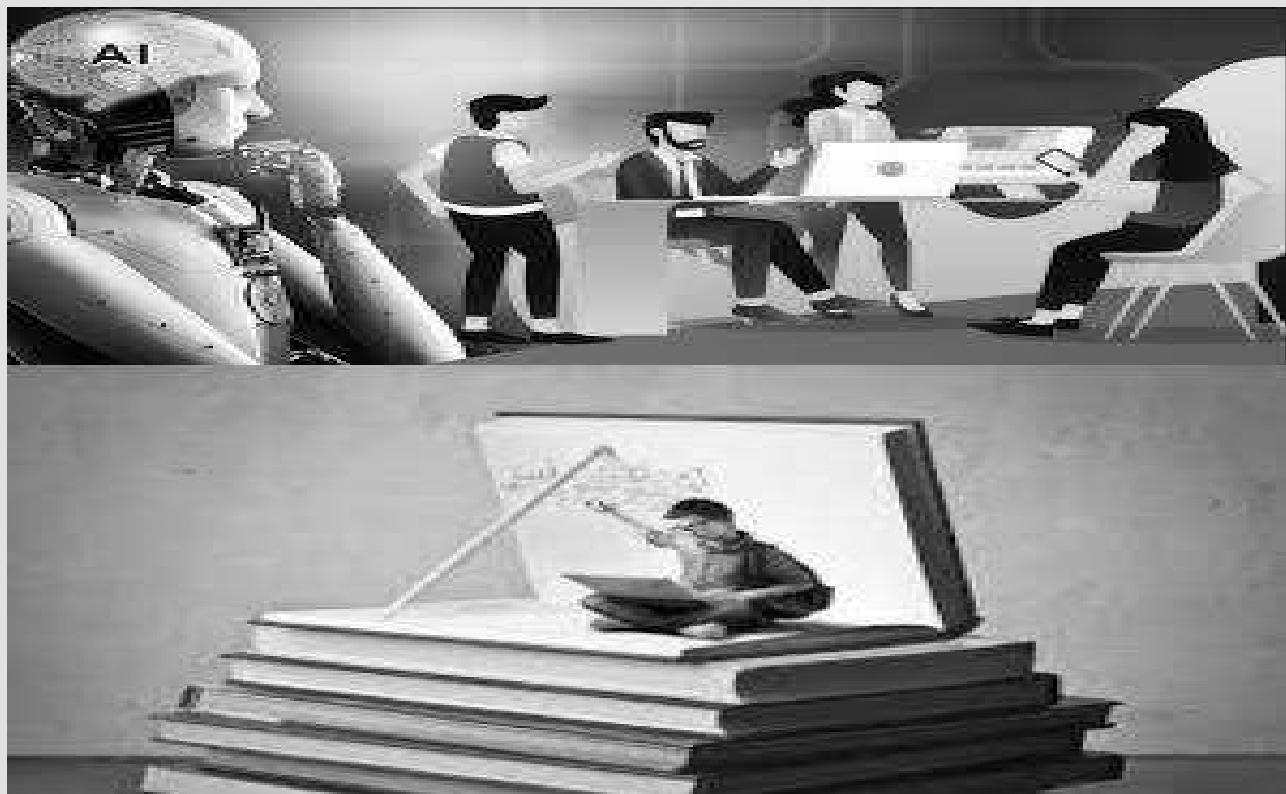
Accredited with B+ Grade by NAAC
Associate member of ICT Academy



Volume 2 / December 2022

ISBN: 978-81-952402-7-2

BOOK CHAPTER ON ARTIFICIAL INTELLIGENCE IN MANAGEMENT AND COMMERCE



Organized by

Department of Business Administration, Commerce, Commerce CA

& K.M.G. Research and Development cell

K.M.G. COLLEGE OF ARTS & SCIENCE, GUDIYATTAM

Permanently Affiliated to Thiruvalluvar University and

Recognized by UGC under section 2(F) & 12(B) of the UGC Act 1956

Accredited with B+ Grade by NAAC

Associate member of ICT Academy

BOOK CHAPTER ON ARTIFICIAL INTELLIGENCE IN MANAGEMENT AND COMMERCE

Volume 2

DECEMBER 2022

ISBN: 978-81-952402-7-2

**DEPARTMENT OF BUSINESS ADMINISTRATION,
COMMERCE, COMMERCE CA & K.M.G. RESEARCH
AND DEVELOPMENT CELL**

Volume 2

CHIEF EDITOR

Dr. M. Senthilraj

Principal, K.M.G. College of Arts & Science, Gudiyattam

EDITORS

Dr. R. Manikandan

Head & Asst. Prof. of Business Administration

Dr. P. Shankar

Asst. Prof. of Business Administration

K.M.G. College of Arts & Science, Gudiyattam



**K.M.G. COLLEGE OF ARTS & SCIENCE
GUDIYATTAM**

27	Intelligence In Leadership Dr .P. Anitha, Head & Associate Professor of Commerce with Computer Applications Mrs. M. Shanmuga priya, Asst. Prof of Commerce with Computer Applications Ms. T.Ramya, Asst. Prof of Commerce with Computer Applications Nallamuthu Gounder Mahalingam College,Pollachi	140 – 145
28	Artificial Intelligence of Consumer Behavior K.Vanitha, Asst. Prof. of Commerce, K.M.G. College of Arts & Science, Gudiyattam	146 – 149
29	Artificial Intelligence and its Roles and Effect on Leaders and Leadership Dr. M. Nirmala, Asst. Prof. of Commerce (CA), Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu	150 – 156
30	Influence of Artificial Intelligence on Online Buying Behaviour Prof. Thenmozhi. D, Asst. Prof. of Commerce, KMG College of Arts and Science, Gudiyattam	157 – 161
31	The Effects of Artificial Intelligence On Increasing The FMCG Industries K.S. Karuna, Research Scholar, PG and Research Department of Commerce, K.M.G College of Arts and Science, Gudiyattam Dr. D. Saravanan, Asst. Prof. & Research Supervisor, PG and Research Department of Commerce, K.M.G College of Arts and Science, Gudiyattam	162 – 166
32	Impact of Artificial Intelligence on Business in Present and Future Aspects Dr. S. Selvaraj, Asst. Prof. of Economics, KMG College of Arts and Science, Gudiyattam	167 – 179
33	The adoption of Artificial Intelligence in Employee Recruitment: The Influence of Information Technology Prof. V Mohammed Iqbal, Asst. Prof. of Commerce, PG & Research Department of Commerce, K.M.G College of Arts and Science, Gudiyattam.	180 – 186
34	Word of Mouth and Its Impact on Marketing Priyanka K. Ph.D. Research Scholar, PG& Research Department of Commerce, D.K.M. College for Women (Autonomous), Vellore – 632001 Dr. K. Vinithi., Asst. Prof. & Research Supervisor, PG& Research Department of Commerce, D.K.M. College for Women (Autonomous) Vellore – 632001	187 – 191
35	Artificial Intelligence and E-Commerce Ms. D. Saranya Asst. Prof. of commerce (CA), NGM College, Pollachi.	192 – 197
36	Fintech and Cryptocurrency Rajagopalan S, Asst. Prof. of Commerce with Computer Applications Nallamuthu Gounder Mahalingam College of Arts and Science, Pollachi – 642001.	198 – 203
37	A Role of Artificial Intelligence in Evaluating Employee Performance M. Mahalakshmi, Research Scholar Ph. D (Full-Time) Commerce, PG and Research Department of Commerce, D.K.M. College for Women's (Autonomous), Vellore Dr. G. Bhavani, Asst. Prof. & Research Supervisor, PG and Research Department of Commerce, D.K.M. College for Women's (Autonomous), Vellore	204 – 208
38	AI is Revolutionizing India's E-Commerce and Consumer Protection the Emerging Trend Dr. P. Anandi, Asst. Prof., PG and Research Department of Commerce, Marudhar Kesari Jain College for Women, Vaniyambadi.	209 – 223
39	AI in Social Media: Opportunities and Perspectives Ms. M. Kesavy, Asst. Prof. of Commerce with Computer Applications, Ms.R.subhasangeetha, Asst. Prof. of Commerce with Computer Applications, Ms.T.Ramya, Asst. Prof. of Commerce with Computer Applications, Nallamuthu Gounder Mahalingam College, Pollachi-642001	224 – 229
40	AI in Agriculture Marketing: Challenges, Benefits, Start Ups Ms.R.Subhasangeetha, Asst. Prof. of Commerce with Computer Applications Ms.M.KESAVY, Asst. Prof. of Commerce with Computer Applications Nallamuthu Gounder Mahalingam College,Pollachi-642001	230 – 235

FINTECH AND CRYPTOCURRENCY

*Rajagopalan S, Asst. Prof. of Commerce with Computer Applications

Nallamuthu Gounder Mahalingam College of Arts and Science, Pollachi – 642001.

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.

REFERENCES

1. Kinjal Patel, Asst. Professor (2018), “Artificial Intelligence in Finance”, 10.13140/RG.2.2.11073.30560.
2. Farida Sabry, Wadha Labda, Aiman Erbad & Qutaibah Malluhi (2020), “Cryptocurrencies and Artificial Intelligence: Challenges and Opportunities”, IEEE Access. 8. 175840 - 175858. 10.1109/ACCESS.2020.3025211.
3. <https://www.cfainstitute.org/en/research/fintech#>
4. <https://www.techtarget.com/searchenterpriseai/definition/AI-Artificial-Intelligence>
5. <https://anywhere.epam.com/business/artificial-intelligence-in-fintech>
6. <https://www.analyticssteps.com/blogs/5-benefits-using-ai-cryptocurrency-market>
7. <https://www.hcltech.com/technology-qa/what-are-the-advantages-of-artificial-intelligence>
8. <https://www.forbes.com/sites/alexlarow/2022/12/10/the-future-of-fintech-according-to-ai/?sh=180cc8bb3336>
9. <https://dazeinfo.com/2022/11/25/decoding-the-future-of-cryptocurrency-with-ai/>
10. <https://www.v7labs.com/blog/ai-in-finance>