

# EMPOWERING DIGITAL FINANCE THROUGH ARTIFICIAL INTELLIGENCE

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## **EMPOWERING DIGITAL FINANCE THROUGH ARTIFICIAL INTELLIGENCE**

**Dr.Shabana. S**

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**ROLE OF ARTIFICIAL INTELLIGENCE IN FINANCE: TRANSFORMING THE FUTURE OF FINANCIAL SERVICES**

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**Abstract**

*Artificial Intelligence (AI) is revolutionizing the financial sector by enhancing efficiency, reducing costs, and improving decision-making. AI-driven innovations such as machine learning, algorithmic trading, fraud detection, and personalized financial services are reshaping traditional financial models. This paper explores the applications of AI in finance, its benefits, challenges, and future prospects, offering insights into how AI is transforming financial services and its potential implications.*

**Keywords:** Artificial Intelligence (AI), Machine Learning (ML), FinTech, Algorithmic Trading, Fraud Detection, Risk Management, Robo-Advisors, Financial Inclusion, Predictive Analytics

**Introduction**

The financial sector has undergone significant transformations over the past decade, largely driven by the integration of artificial intelligence (AI). As financial markets become more complex and data-driven, the need for advanced technological solutions has

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