

EMPOWERING DIGITAL FINANCE THROUGH ARTIFICIAL INTELLIGENCE

PROCEEDINGS FROM
ICSSR SPONSORED ONE DAY NATIONAL SEMINAR



Organized By
DEPARTMENT OF COMMERCE
BHARATHAMATHA COLLEGE OF ARTS AND SCIENCE
KOZHINJAMPARA, PALAKKAD

Editors in Cheif

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EMPOWERING DIGITAL FINANCE THROUGH ARTIFICIAL INTELLIGENCE

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First Edition : June 2025

ISBN : 978-81-986748-9-0

Price: Rs. 500

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Printed at
Octalite Designs,
Robinson Road,
Palakkad

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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

ISBN : 978-81-986748-9-0
