

"The contents of 'Mercatura' are related to ideas and perceptions of experts developed based on their prolonged sincere endeavour in the field of commerce and Management. The quality and relevance of the contents have been verified by Expert Committee appointed by the management Governing Council. This edition has considered contemporary importance and subjective innovation trends in this modern scenario of competitive business world. Obviously, this can be suggested as a good reference book for present and future learners and researchers in the respective subjects as this can enlighten their perceptions and also empower them to play their vital role when commerce changes the fate and genius of Nations."

Prof. Mohammed Ashraf .M



Gems Arts & Science College (Affiliated to University of Calicut), Ramapuram, Kadungapuram (PO), Malappuram (DT) Pin - 679321

GEMS ₹ 220

Layout and design: Subin Abraham

ISBN 978-81-96-2332-5-4



9 788196 233250



GEMS



Dr. B G Unni
Dr. Naveen Mohan
Prof. Mohammed Ashraf M
Smitha Pramod V


MERCATURA

Dr. NAVEEN MOHAN
PRINCIPAL

GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321

MERCATURA




Dr. NAVEEN MOHAN
PRINCIPAL
GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321

ENGLISH LANGUAGE

Mercatura

Commerce/Articles

By Dr.B.G.Unni, Dr.Naveen Mohan,
Prof. Mohammed Ashraf M., Smitha Pramod V

Rights Reserved

First Published October 2023

PUBLISHER

GEMS ARTS AND SCIENCE COLLEGE

An ISO 9001:2015 Certified Institution

(Affiliated to University of Calicut and UGC Recognized
Under Section 2(F) of UGC Act 1956)Registration No:

KI/2019/0242803 (NGO-DARPAN) NITI AAYOG,
GOVERNMENT OF INDIA)

<https://gemsasc.ac.in/>

gemsasc@gmail.com

04933 256 123, 9965157657

DISTRIBUTER

GEMS ARTS AND SCIENCE COLLEGE




Dr. NAVEEN MOHAN

PRINCIPAL

GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321

Preface


This book titled "Mercatura" is a beautiful combination of commerce related articles of eminent faculties of GEMS Arts & Science College which can lead the readers to new horizons of knowledge enriched with the reflections of latest developments in this ever growing subject - Commerce. This inculcates among students, teachers and researchers to be a front runner in the respective field by applying suitable modern strategic tools which can contribute wonderful results.

The contents of "Mercatura" are related to ideas and perceptions of experts developed based on their prolonged sincere endeavour in the field of commerce and Management. The quality and relevance of the contents have been verified by Expert Committee appointed by the management Governing Council. This edition has considered contemporary importance and subjective innovation trends in this modern scenario of competitive business world.

Obviously, this can be suggested as a good reference book for present and future learners and researchers in the respective subjects as this can enlighten their perceptions and also empower them to play their vital role when commerce changes the fate and genius of Nations.

Prof. Mohammed Ashraf .M

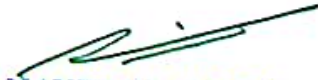



Dr. NAVEEN MOIHAN
PRINCIPAL
GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321

Index

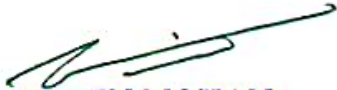
1.	ROLE OF KUDUMBASHREE IN EMPOWERING WOMEN IN KERALA Mohammed Ashraf .M	7
2.	UNLEASHING THE POTENTIAL OF ARBITRAGE: A PROFITABLE STRATEGY FOR INVESTORS Mohamed Navas K	12
3.	ARTIFICIAL INTELLIGENCE AND COMMERCE: REVOLUTIONIZING BUSINESS STRATEGIES Anoos Babu P K	15
4.	CHANGING PATTERN OF DEMANDFOR E-BANKING SERVICES Ayisha Sisni M	26
5.	METaverse COMMERCE: UNLOCKING NEW OPPORTUNITIES FOR BUSINESSES IN VIRTUAL REALMS Nasiya K P	34
6.	EXPLORING ALTERNATIVE INVESTMENT OPTIONS: A COMPREHENSIVE GUIDE Nusrath Shumna C H	47
7.	CORPORATE SOCIAL RESPONSIBILITY AND ITS RELEVANCE IN THE PRESENT ECONOMIC DEVELOPMENT Ruxsana P M	53




Dr. NAVEEN MOHAN
PRINCIPAL
GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321

- | | | |
|-----|---|----|
| 8. | BENCHMARKING - THE BUZZWORD
OF MANAGEMENT
Sandeepan. K.M | 59 |
| 9. | ANALYSING THE EFFECTIVENESS OF GOODS
AND SERVICE TAX IN BOOSTING
ECONOMIC GROWTH
Saritha A | 64 |
| 10. | STRESS MANAGEMENT OF BANK EMPLOYEES
DURING COVID-19 PANDEMIC WITH SPECIAL
REFERENCE TO PERINTHALMANNA MUNICIPALITY
Sivakumar.K | 72 |
| 11. | UNDERSTANDING THE INVESTOR SENTIMENT
AND BEHAVIOR IN THE INDIAN
DERIVATIVE MARKET
Sunaina K P | 78 |
| 12. | THE IMPORTANCE OF CYBERSECURITY
IN E-COMMERCE:
A COMPREHENSIVE GUIDE FOR BUSINESS OWNERS
Anoos Babu P K | 86 |
| 13. | UNRAVELLING THE DISPARITY
Different Prices of the Same Stock in
Bombay Stock Exchange (BSE) and
National Stock Exchange (NSE)
Mohamed Navas K | 92 |




Dr. NAVEEN MOHAN
 PRINCIPAL
 GEMS ARTS AND SCIENCE COLLEGE
 KADUNGAPURAM (PO), RAMAPURAM
 MALAPPURAM DT., KERALA-679 321

ARTIFICIAL INTELLIGENCE AND COMMERCE: REVOLUTIONIZING BUSINESS STRATEGIES

Anoos Babu P K
Assistant Professor,
Department Of Computer Science


ABSTRACT

Artificial intelligence (AI) has emerged as a transformative technology with the potential to revolutionize various industries. This article explores the impact of AI on commerce and how it is reshaping business strategies. It discusses the enhancement of customer experiences, predictive analytics and demand forecasting, optimization of supply chain operations, personalized marketing and recommendation systems, and the role of AI in fraud detection and security. The article also addresses ethical considerations and challenges associated with the integration of AI into commerce. By understanding the potential and challenges of AI, businesses can effectively harness its power to drive innovation and competitiveness in the dynamic world of commerce. It highlights the profound impact of AI in redefining business strategies and the need for responsible AI practices to ensure a sustainable and inclusive future for commerce.

INTRODUCTION

Artificial intelligence (AI) has rapidly advanced in recent years, revolutionizing various industries by enabling machines to perform tasks that traditionally required human intelligence. In the realm of commerce, AI is driving significant transformations, reshaping business strategies and practices.



15

Dr. NAVEEN MOHAN
PRINCIPAL
GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321

It highlights the need for businesses to embrace AI to stay competitive and deliver enhanced value to customers. This article aims to explore how AI is revolutionizing commerce and transforming the way businesses operate, make decisions, and interact with customers.


The Impact of AI on Customer Experiences

Artificial Intelligence (AI) has had a profound impact on customer experiences, revolutionizing how businesses interact with their customers. One of the key contributions of AI is the ability to deliver highly personalized experiences. By leveraging machine learning algorithms, businesses can analyze vast amounts of customer data to understand individual preferences, behaviors, and purchase history. This enables them to provide tailored recommendations, offers, and content, creating a more engaging and satisfying customer journey. Personalization not only enhances customer satisfaction but also fosters loyalty and long-term relationships.

The AI has transformed customer support through the deployment of chatbots and virtual assistants. These intelligent systems can provide real-time assistance, answer inquiries, and resolve common issues, all without the need for human intervention. Chatbots are available round the clock, ensuring customers receive timely support, and they can handle multiple conversations simultaneously, increasing efficiency and reducing wait times. By automating customer support, businesses can streamline their operations and allocate resources to more complex or specialized tasks. Overall, AI-powered customer support enhances responsiveness, convenience, and overall satisfaction for customers.

Moreover, AI has played a vital role in improving the accuracy and efficiency of customer data analysis. With AI algorithms, businesses can process and analyze large volumes of customer data to gain valuable insights and predictions. This enables companies to understand customer behavior, preferences, and needs on a deeper level. By harnessing these insights, businesses can make data-driven decisions to enhance their products, services, and marketing strategies. The ability



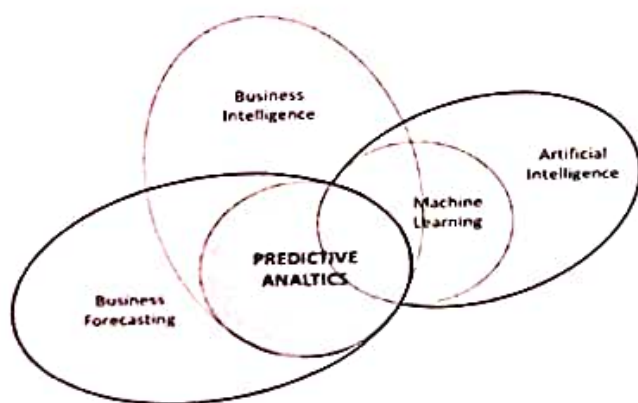

Dr. NAVEEN MOHAN
PRINCIPAL
GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321

to analyze and interpret data at scale empowers businesses to anticipate customer demands, provide personalized experiences, and deliver products and services that align with customer expectations.

The impact of AI on customer experiences cannot be overstated. From personalization and automated support to advanced data analysis, AI has transformed how businesses engage and interact with their customers. The ability to deliver personalized experiences, provide efficient support, and gain valuable insights from customer data has revolutionized the way companies approach customer satisfaction and loyalty. As AI technology continues to advance, we can expect even more significant improvements in customer experiences in the future.

AI for Predictive Analytics and Demand Forecasting

Artificial Intelligence (AI) has transformed the field of predictive analytics and demand forecasting, empowering businesses to make accurate predictions and data-driven decisions. Through the use of machine learning algorithms, AI can analyze vast amounts of data, identify patterns, and uncover valuable insights that can inform future demand. This level of analysis goes beyond human capability, enabling businesses to forecast demand with a higher degree of accuracy.



The AI-based predictive analytics models can incorporate a wide range of data sources, including historical sales data,



17
Dr. NAVEEN MOHAN
PRINCIPAL
GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321

customer behavior, market trends, and external factors such as weather patterns or economic indicators. By integrating these diverse datasets, AI algorithms can identify hidden correlations and patterns that can impact demand. This enables businesses to anticipate fluctuations in demand, identify emerging trends, and adjust their strategies accordingly.

The benefits of AI-powered predictive analytics and demand forecasting are numerous. Businesses can optimize inventory management by accurately predicting demand, reducing excess stock or shortages. This leads to improved operational efficiency and cost savings. Additionally, AI can enhance supply chain management by predicting demand fluctuations and enabling proactive adjustments in production, procurement, and distribution processes. By aligning supply with demand, businesses can meet customer expectations more effectively and improve overall customer satisfaction. Ultimately, AI-powered predictive analytics and demand forecasting provide businesses with a competitive edge by enabling them to make data-driven decisions and stay ahead in a rapidly changing marketplace.

Optimizing Supply chain Operations with Artificial Intelligence

Artificial Intelligence (AI) has emerged as a game-changer in optimizing supply chain operations for businesses across industries. By leveraging AI technologies, businesses can improve efficiency, reduce costs, and enhance overall supply chain performance.

One significant way AI optimizes supply chain operations is through demand forecasting. AI algorithms can analyze historical sales data, market trends, and external factors to accurately predict future demand. This enables businesses to align their production, procurement, and inventory management processes to meet anticipated demand levels. By avoiding stockouts and excess inventory, businesses can minimize costs associated with inventory holding, improve order fulfillment rates, and enhance customer satisfaction.

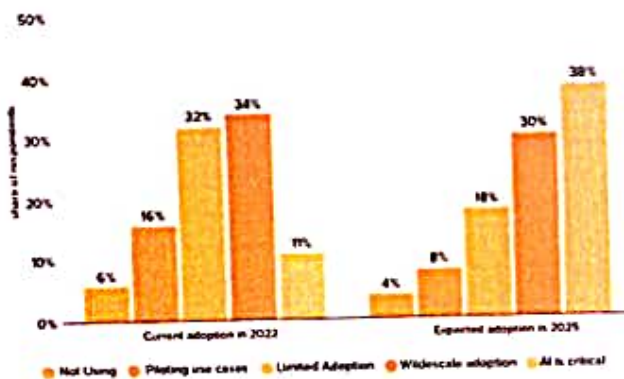
Artificial Intelligence also plays a crucial role in optimizing logistics and transportation in the supply chain. Machine



Dr. NAVEEN MOHAN
PRINCIPAL
GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321

learning algorithms can analyze various factors such as shipment volume, delivery routes, traffic patterns, and weather conditions to optimize routing and scheduling decisions. AI can provide real-time visibility into supply chain operations, enabling businesses to make informed decisions, mitigate disruptions, and optimize delivery times. By optimizing logistics and transportation, businesses can reduce costs, improve on-time delivery rates, and enhance overall supply chain efficiency.

**AI Adoption Rate In Supply Chain Globally:
2022- 2025**



Artificial Intelligence -powered analytics can enable businesses to identify bottlenecks and inefficiencies in the supply chain. By analyzing data from different stages of the supply chain, AI algorithms can identify areas for improvement, such as production delays, quality issues, or vendor performance. This allows businesses to implement proactive measures, streamline processes, and enhance collaboration with suppliers and partners. AI-driven supply chain analytics provide businesses with actionable insights, enabling them to optimize operations, reduce costs, and increase overall agility in responding to changing market dynamics.

Artificial Intelligence is revolutionizing supply chain



19

Dr. NAVEEN MOHAN
PRINCIPAL
GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321

operations by optimizing demand forecasting, logistics, and analytics. By leveraging AI technologies, businesses can achieve higher accuracy in demand predictions, optimize transportation and logistics operations, and identify areas for improvement within the supply chain. As AI continues to advance, its impact on supply chain optimization is expected to grow, leading to increased efficiency, cost savings, and improved customer satisfaction.

Personalized Marketing and Recommendation Systems

Personalized marketing and recommendation systems have been greatly enhanced by the power of Artificial Intelligence (AI). AI algorithms can analyze vast amounts of customer data, including browsing history, purchase behavior, demographic information, and social media activity, to create highly targeted and personalized marketing campaigns. By understanding individual preferences and interests, businesses can deliver tailored content, product recommendations, and offers that resonate with each customer. This level of personalization enhances the customer experience, increases engagement, and drives conversion rates.



The AI-powered recommendation systems have become a fundamental tool for businesses across various industries. These systems leverage machine learning algorithms to analyze




Dr. NAVEEN MOHAN
 PRINCIPAL
 GEMS ARTS AND SCIENCE COLLEGE
 KADUNGAPURAM (PO), RAMAPURAM
 MALAPPURAM DT., KERALA-679 321

customer data and make personalized product or content suggestions. By analyzing patterns and correlations within the data, AI can identify similar customer profiles or products that are likely to be of interest to an individual customer. Whether it's suggesting related products on an e-commerce platform or recommending movies or songs on a streaming service, AI-driven recommendation systems enhance customer discovery, increase cross-selling and upselling opportunities, and ultimately drive revenue for businesses.

In addition to improving customer experiences, personalized marketing and recommendation systems also provide valuable insights to businesses. AI can analyze customer response data, track engagement metrics, and measure the effectiveness of different marketing strategies or campaigns. By collecting and analyzing these insights, businesses can gain a better understanding of their target audience, refine their marketing strategies, and optimize their overall customer acquisition and retention efforts. The feedback loop created by personalized marketing allows businesses to continuously improve their offerings and deliver more relevant and engaging experiences to their customers.

AI for Fraud Detection and Security

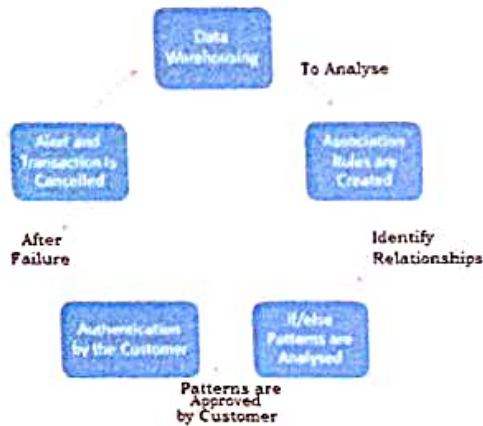
Artificial Intelligence (AI) has proven to be a powerful tool for fraud detection and security in various industries. By leveraging advanced machine learning algorithms, AI can analyze vast amounts of data, identify patterns, and detect anomalies that may indicate fraudulent activities. AI-based fraud detection systems can automatically flag suspicious transactions, unauthorized access attempts, or other fraudulent behaviors, enabling businesses to take immediate action and prevent potential losses.

The AI-powered fraud detection systems continuously learn and adapt based on new data and evolving fraud patterns. By analyzing historical fraud cases and detecting patterns, AI algorithms can improve their accuracy in identifying fraudulent activities over time. Additionally, AI can leverage real-time data and behavioral analysis to detect emerging fraud trends, enabling



Dr. NAVEEN MOHAN
PRINCIPAL
GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321


businesses to stay one step ahead of fraudsters. This proactive approach enhances security measures and provides businesses with a robust defense against evolving fraud techniques.



Artificial Intelligence can enhance security measures by automating threat detection and response processes. AI algorithms can analyze network traffic, system logs, and user behavior to identify potential security threats or breaches. By quickly detecting anomalies and suspicious activities, AI can trigger immediate alerts or take proactive measures to mitigate security risks. AI-driven security systems can also integrate with existing security infrastructure, enabling a more holistic and efficient approach to safeguarding sensitive data and protecting against cyberattacks.

Artificial Intelligence is revolutionizing fraud detection and security by providing businesses with advanced tools to identify and prevent fraudulent activities. AI algorithms can analyze large volumes of data, detect patterns, and adapt to emerging fraud trends, improving the accuracy and efficiency of fraud detection systems. Additionally, AI can automate threat detection and response processes, enhancing overall security measures and protecting businesses against evolving cyber threats. The integration of AI into fraud detection and security practices is essential for businesses to maintain trust, protect customer data, and mitigate financial losses.




Dr. NAVEEN MOHAN
 PRINCIPAL
 GEMS ARTS AND SCIENCE COLLEGE
 KADUNGAPURAM (PO), RAMAPURAM
 MALAPPURAM DT., KERALA-679 321

Ethical Considerations Associated with the Integration of AI in Commerce

The integration of AI in commerce brings along several ethical considerations that need to be carefully addressed to ensure responsible and fair use of the technology. The ethical considerations require a multi-stakeholder approach involving businesses, policymakers, researchers, and the wider society. Collaboration and ongoing dialogue are crucial to establish guidelines, regulations, and ethical frameworks that guide the responsible integration of AI in commerce, ensuring that it aligns with societal values, respects individual rights, and fosters positive outcomes for all stakeholders involved. Here are some key ethical considerations associated with the integration of AI in commerce:

- **Data Privacy and Security:** AI relies heavily on large amounts of data to train and make predictions. Ensuring data privacy and security is crucial to protect sensitive customer information from unauthorized access or misuse. Businesses must establish robust data protection measures, obtain proper consent for data usage, and adhere to relevant privacy regulations to safeguard customer trust and mitigate potential risks of data breaches.
- **Bias and Fairness:** AI systems are trained on historical data, which can inadvertently contain biases present in society. This can result in biased outcomes, discriminatory practices, or unequal treatment of individuals or groups. It is important for businesses to carefully monitor and address biases in AI algorithms and models, striving for fairness and inclusivity. Regular audits, diverse training data, and inclusive development teams can help identify and mitigate biases in AI systems.
- **Transparency and Explainability:** AI algorithms can be complex, making it challenging to understand how they arrive at specific decisions or recommendations. Lack of transparency can lead to distrust and hinder accountability. Businesses should strive to make AI systems transparent and provide explanations for the decisions made by the algorithms. Clear communication and disclosure of AI utilization can



23


Dr. NAVEEN MOHAN
PRINCIPAL
GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321

empower customers to make informed decisions and foster trust in AI-powered commerce.

- **Job Displacement and Economic Impacts:** The integration of AI in commerce can lead to automation of certain tasks, potentially resulting in job displacement for some workers. It is important for businesses to consider the ethical implications of these technological advancements and develop strategies to mitigate the potential negative impacts on employees. This may involve reskilling or upskilling initiatives, job transition support, and considering alternative employment opportunities.


- **User Manipulation and Misinformation:** AI technologies can be used to manipulate user behavior or spread misinformation. This can have detrimental effects on individuals and society as a whole. Businesses must adhere to ethical practices and ensure that AI systems are not exploited for harmful purposes, such as spreading fake news, engaging in manipulative marketing tactics, or influencing public opinion.

CONCLUSION

Artificial intelligence is revolutionizing commerce by transforming business strategies across various domains. From enhancing customer service with AI-powered chatbots and virtual assistants to leveraging AI algorithms for personalized product recommendations, companies can create unique experiences that drive customer satisfaction and loyalty. This paper highlights the significant impact of AI in enhancing customer experiences, enabling predictive analytics, optimizing supply chain operations, facilitating personalized marketing, and improving fraud detection and security. It underscores the need for businesses to embrace AI and navigate the ethical considerations and challenges associated with its integration.


Businesses may secure a sustainable and equitable future for trade, enabled by artificial intelligence, by implementing responsible AI practises. Businesses can use this to fully utilise AI, promote innovation, and increase their competitiveness in the dynamic business environment. By optimizing the customer journey through AI-driven data analytics, businesses




Dr. NAVEEN MOHAN
PRINCIPAL
GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-579 321

can continually improve their offerings and adapt to ever-changing customer expectations. As AI technology continues to advance, we can expect even more innovative applications that will further transform the way businesses interact with their customers, ultimately shaping the future of customer experiences.




Dr. NAVEEN MOHAN
PRINCIPAL
GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321