

# **AI Integrated Digital Business Enterprises: Sustainable Growth for the Future**

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This is to certify that this edited book entitled  
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ISBN No. 978-93-49468-79-5 is refereed and  
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Thanks

  
Publisher

## Foreword



### Navigating the New Frontier

To the Visionaries, Architects, and Leaders of the Modern Enterprise,

The corporate landscape is undergoing an unprecedented transformation, the most notable since the Industrial Revolution. Previously, "digital transformation" was often a term associated with piecemeal upgrades and isolated software solutions. This dynamic has evolved; organizations are now moving beyond merely adopting digital tools and are actively developing AI-Integrated Digital Business Enterprises.

AI Integrated Digital Business Enterprises: Sustainable Growth for the Future provides essential guidance for navigating this new environment. The book examines the practical challenges faced by contemporary executives, focusing on the integration of machine intelligence with human-driven strategy to build enterprises that achieve both profitability and long-term sustainability.

### The Convergence of Intelligence and Responsibility

Artificial Intelligence is now essential for business survival, not just competitive advantage. This text highlights that AI's main value lies in building resilience, not simply automating tasks. Here, you'll see how AI helps businesses:

- Analyze complex "dark data" for real-time insights
- Use predictive models to reduce waste, optimize energy, and create ethical supply chains
- Enable employees to focus on creative and strategic work instead of routine tasks

### A Blueprint for the Long View

What sets this work apart is its relentless focus on Sustainable Growth. In a market often obsessed with quarterly gains, the authors challenge us to look further. They argue—rightly so—that an AI-integrated enterprise must be built on a foundation of trust, transparency, and ethical governance. Without these, the growth catalyzed by technology is brittle; with them, it is unstoppable.

While you progress through the upcoming chapters, I invite you to look beyond technical details and pay attention to the cultural shifts that are necessary. The purpose of this book extends beyond simply explaining technological methods—it delves into the reasons behind developing leadership skills for the future.

The future belongs to the enterprises that can harmonize the precision of the machine with the purpose of the human spirit. This book is your blueprint for that harmony.

Sanjeev Jain, Chief Information Officer

A handwritten signature in black ink, appearing to read "Sanjeev Jain".

12<sup>th</sup> March 2026



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## Foreword

It is a privilege to introduce *AI Integrated Digital Business Enterprises: Sustainable Growth for the Future*, a timely and insightful volume that captures the dynamic intersection of technology and management strategy. Under the meticulous editorial guidance of Dr. Rupali Dilip Taru, this book brings together a diverse collection of research that addresses the most pressing challenges—and opportunities—facing modern enterprises today.

As we navigate an era defined by rapid digital transformation, the need for intelligent, data-driven decision-making has never been more critical. The chapters presented here offer a comprehensive look at how Artificial Intelligence is no longer just a technical upgrade but a fundamental shift in how we approach business. From the innovative "Senior Citizen Priority Fraud Response System" designed to safeguard our most vulnerable, to the application of AI in streamlining Merchant Navy hospitality, optimizing global supply chains, and transforming human resource management, this collection highlights the versatility of AI in driving practical, real-world solutions.

What I find particularly commendable is the focus on both the strategic advantages and the inherent responsibilities of these technologies. The contributors thoughtfully grapple with critical issues such as AI ethics, algorithmic transparency, and the need for sustainable, human-centric governance. Whether examining the impact of data visualization on profitability for industry giants like Amazon and Netflix, or exploring how predictive analytics can empower MBA students and retail investors alike, the research underscores a vital theme: technology is most powerful when it is aligned with clear business objectives and ethical frameworks.

This book serves as more than just an academic compilation; it is a roadmap for future leaders, researchers, and professionals who aim to build resilient, efficient, and forward-thinking organizations. I would like to extend my sincere appreciation to Dr. Rupali Dilip Taru and all the contributors—students and researchers alike—whose hard work and intellectual curiosity have brought this project to fruition.

I am confident that the insights shared in these pages will stimulate meaningful dialogue and inspire new initiatives in the ever-evolving landscape of digital business.

**Dr. Premasish Roy**

Dean - Faculty of Management Studies

Professor & Director - Department of Management Studies (Off Campus), Navi Mumbai

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## ***Acknowledgment***

The completion of writing and editing of this book, "**AI Integrated Digital Business Enterprises: Sustainable Growth for the Future**," has been a journey of collaboration, innovation, and shared vision. This work would not have been possible without the collective expertise and dedication of many individuals who contributed their time and insights to explore the intersection of technology and sustainable business.

First and foremost, I would like to express my deepest gratitude to all the **contributing authors**. Your research and high-quality chapters form the backbone of this book. I am especially honored to include the perspectives of our esteemed contributors from both industry and international academia: **Dr. Narayanan Ananthraman, Vice President of Yes Bank**, for providing invaluable industry insights that bridge the gap between theoretical AI and real-world financial applications for the benefit of Humankind. **Dr. Uma Durgude**, an expert academician whose mastery of marketing has been pivotal. I am grateful for your scholarly contribution and your seamless collaboration with **Dr. Atikur Rehman (Jiujiang University, Jiangxi-China)**, also want to extend my appreciation to my students of **Business Analytics and Information Technology at Bharati Vidyapeeth (Deemed to be University), Department of Management Studies** who are in their final year of **Post Graduation** and **Under Graduation** studies. Your curiosity, energy, and engagement in these subjects constantly push me to explore the frontiers of digital transformation.

I would like to express my sincere gratitude to the entire team at **MGM Publishing House** for their unwavering support throughout the development of this book. My heartfelt thanks go to **Dr. Ravi Kant Modi**, Founder & CEO of MGM Publication House for their insightful guidance and to the production team for their meticulous attention to detail. Their commitment to excellence has been instrumental in transforming these manuscripts into a published reality.

A special note of thanks goes to my Co-Editor, **Mr. Anurag Aslia** (Export Sales Specialist, Anchor Allied Factory LLC). Your partnership and professional dedication throughout the editorial process were instrumental in bringing this project to fruition and were essential in bringing this international collaboration together.

I am truly honored by the support of the following leaders who lent their time and credibility to this book through their forewords: **Dr. Premasish Roy**, Dean FMS- Bharati Vidyapeeth (Deemed to be University), Pune, Director- Bharati Vidyapeeth (Deemed to be University) Department of Management Studies, India and **Mr. Sanjeev Jain**, Chief Information Officer at Integreon, India. Thank you for your belief in this project and for your valuable time.

I'm also thankful to **Mr. A. Karthi**, National Cyber Security Standards, Nodal Officer - National Cyber Defence Research Centre, India for his words of appreciation for this book outreach.

Finally, I am eternally grateful to my **Parents**, whose unwavering support and belief in the power of education have been my greatest motivation. This book is as much a result of their consistent support and encouragement to me for whatever I'm passionate about.

To everyone who supported this project, directly or indirectly, thank you for being part of this contribution to the future of digital business.

***Dr. Rupali Dilip Taru***  
***Anurag Aslia***

### ***Editor-in Chief's Introduction***



**Dr. Rupali Dilip Taru** is a distinguished academician, researcher, and editor with over 16 years of academic, research, and administrative experience in the field of Management and Information Systems. She currently serves as an Assistant Professor at Bharati Vidyapeeth (Deemed to be University), Department of Management Studies, Navi Mumbai, where she actively contributes to academic excellence, research development, and technological

innovation in management education.

Dr. Taru holds a Ph.D. in Management Information Systems and has extensive expertise in Artificial Intelligence applications, Management Information Systems, Digital Transformation, IT Governance, and Research Methodology. She has authored and edited multiple academic books and published over 40 national and international research papers in reputed journals, contributing significantly to the advancement of knowledge in intelligent enterprise systems and digital technologies.

Her academic leadership includes supervising postgraduate and doctoral research scholars, invited as Guest Speaker and Keynote Speakers in various academic events, serving as an editorial contributor to research journals, and playing key roles in accreditation, research development, and institutional quality initiatives. She has also been recognized for her remarkable contributions to education and research at national and international levels.

As Editor and Academic Mentor, Dr. Rupali Dilip Taru has played a vital role in guiding and shaping this book, ensuring the quality, academic integrity, and relevance of the research presented. Her vision emphasizes the integration of Artificial Intelligence, digital intelligence, and data-driven systems to empower modern enterprises, researchers, and future leaders.

Her contribution to this work reflects her commitment to advancing Artificial Intelligence research and fostering innovation in intelligent enterprise and digital transformation.

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### ***Co-Editor's Introduction***



**Anurag Aslia** is a business professional, researcher, and editor with a strong academic foundation in Commerce and Business Administration, holding an MBA in Finance and advanced qualifications in accounting, digital marketing, and data-driven business systems. With extensive international experience in export sales, financial operations, and market intelligence across global markets including Europe, the United States, and the Middle East, he brings a unique industry-

focused perspective to modern technological transformation.

As an advocate of Artificial Intelligence, digital transformation, and intelligent enterprise systems, Anurag has actively contributed to integrating technological insights with business strategy, analytics, and decision-making frameworks. His expertise spans artificial intelligence applications, digital marketing, analytics, financial systems, and enterprise coordination, enabling him to bridge the gap between academic research and real-world implementation.

In his role as Editor, Anurag Aslia has curated and structured this book to present a comprehensive collection of research exploring Artificial Intelligence and its transformative impact on modern organizations, supply chains, decision systems, and digital enterprises. His editorial vision focuses on making advanced technological concepts accessible, practical, and relevant for researchers, professionals, and future leaders.

Through this work, he aims to contribute to the global knowledge ecosystem and support the advancement of Artificial Intelligence as a strategic foundation for the intelligent enterprises of the future.

**Anurag Aslia**  
Export Sales Specialist  
Anchor Allied Factory LLC  
Sharjah, United Arab Emirates

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