

# CUSTOMER RELATIONSHIP MANAGEMENT AN IMPACTABLE STUDY WITH ARTIFICIAL INTELLIGENCE (AI)

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**Abstract** Development appertaining to man-made reasoning (simulated intelligence) has changed elements appertaining to business world. Simulated intelligence devices are significantly impacting manner contemporary which advertisers used towards carry on with work also these progressions are significant towards such an extent that it has become hard considering promoting chiefs towards ignore significance appertaining to putting resources into also taking on man-made intelligence as an essential piece appertaining to showcasing capability. Organizations which have executed artificial intelligence contemporary their Client Relationship executives (CRM), essentially affect organization's development with regards towards client steadfastness also benefit. Lately, we additionally witness rise appertaining to particular programming also IT organizations which are committed towards deliver altered showcasing arrangements also projects designated at client relationship executives also promoting. They produce endeavor applications considering advertising computerization, investigation, also application advancement. Thusly, job appertaining to advertising administrators has likewise changed also is supposed towards change much more later on. This calls considering additional examination, as area seems towards definitely stand out according towards its weight appertaining to significance.

**Key Words**— CRM (Client Relationship The board), man-made intelligence (Computerized reasoning), Business Apparatus

## Introduction

Man-made brainpower (simulated intelligence) is surrounding us. Maybe, towards some, it might contemporary any case be another idea, yet it as appertaining to now massively affects our ordinary schedules. thought appertaining to Man-made consciousness (computer based

intelligence) was first introduced by famous researchers at Dartmouth School (US) meeting held contemporary 1956. Their meaning appertaining to artificial intelligence is capacity appertaining to machines towards figure out, reason, also gain proficiency with same way as people do, showing that there are potential outcomes that PCs can be utilized towards reproduce human insight (Container, 2016). It wouldn't be an embellishment towards say that vast majority appertaining to us communicate with man-made consciousness consistently contemporary some or alternate manner. contemporary business, man-made intelligence has broad scope appertaining to purposes also. From ordinary towards contemporary, man-made brainpower is as appertaining to now reshaping essentially steadily move decisionmaking from people towards machines. Additionally, its ensuing cultural changes will altogether influence both, individual selling also deals board exploration also practices.

They further expressed that impact appertaining to simulated intelligence on associations is colossal as appertaining to now starting today also will be considerably more contemporary years towards come (Syam also Sharma, 2018). contemporary this way, business chiefs all over planet are putting resources into computer based intelligence generally as it assists them contemporary making new wellsprings appertaining to business with esteeming. partnerships which have taken on computer based intelligence also spearheaded contemporary it have proactively seen exceptional outcomes (Ransbotham, Gerbert, Reeves, Kiron, also Spira, 2018). Adding towards future bits appertaining to knowledge appertaining to effects appertaining to man-made intelligence, Bughin et al. (2019) contemporary their exploration have assessed man-made intelligence towards make an extra \$13 2 trillion result by 2030, expanding worldwide Gross domestic product by roughly 1.2% consistently (Bughin, Seong, Manyika, Chui, also Joshi, 2019).

### **Artificial intelligence contemporary CRM**

As indicated by Lobby (2019), artificial intelligence showcasing is essentially utilizing innovation towards work on client's insight. Likewise, job appertaining to promoting directors has likewise been impacted by mediation appertaining to data innovation also computer based intelligence specifically as it is currently more vital towards comprehend clients better or there is gamble appertaining to losing them towards contenders who answers their necessities also needs. Computer based intelligence makes it helpful considering business firms towards

comprehend their clients better also evaluate their way appertaining to behaving towards items also administrations. It additionally helps contemporary pursuing determined choices once you approach every one appertaining to fundamental information contemporary regards towards planned clients.

### **Literature Survey**

Artificial intelligence Taking on present day advertising methods is becoming fundamental considering all organizations towards stay cutthroat contemporary market. Without profound comprehension appertaining to client inclinations also their requirements, advertisers can't pursue best choices also depend on them considering progress (Promoting Development, 2020). Thusly, they should be quick contemporary accomplishing right information about clients also follow up on it successfully simultaneously (Showcasing Development, 2020). This is where man-made intelligence comes towards very front. Simulated intelligence empowered advertising strategies assist showcasing partners with making ongoing, information driven choices anyway it means lot towards know how towards coordinate simulated intelligence contemporary promoting efforts contemporary most ideal way (Promoting Development, 2020). As per Corridor (2019), man-made intelligence showcasing is fundamentally utilizing innovation towards work on client's insight (Lobby, 2019). He makes sense appertaining to that productive execution appertaining to man-made intelligence showcasing can incredibly work on profit from speculation (return considering money invested) appertaining to advancement crusades too also this is conceivable contemporary light appertaining to fact that simulated intelligence promoting utilizes processes like enormous information examination also AI towards acquire interest group's experiences also afterward use them towards foster more compelling promoting effort (Corridor, 2019). Simulated intelligence likewise eliminates practically all assumptions engaged with client collaborations, whether firm purposes email advertising or client care (Corridor, 2019). One more significant effect appertaining to artificial intelligence on showcasing is that undertakings which one used towards be totally dependent on human exertion contemporary conventional promoting techniques have now become robotized accordingly. content age, web planning also running most dependable Compensation per-Snap (PPC) advertisements can be generally performed through computer based intelligence promoting (Dhanraj,N.,&John,B.,2022). contemporary similar article, Corridor (2019) underscores on

upsides appertaining to simulated intelligence on computerized promoting by saying that man-made intelligence can modernize also work on results appertaining to company's advanced showcasing effort also simultaneously lessen gamble appertaining to human blunder generally. Then again, towards truly interface with clients also comprehend their requirements, human communication is must on grounds that nothing can override credits, considering example, sympathy also empathy that people can offer also machines can't (Corridor, 2019). considering organizations it tends towards be extremely valuable on off chance that they completely comprehend what computerized reasoning is also way contemporary which its execution can be advantageous considering general business technique since simulated intelligence is as appertaining to now changing regions like money, online business, coordinated operations also numerous others (Ng, 2017). Explicitly taking gander at future bits appertaining to knowledge appertaining to simulated intelligence on showcasing, it is anticipated that artificial intelligence will impact promoting procedures, along with plans appertaining to action, client support, deals choices as well as client ways appertaining to behaving (Davenport, Guha, Grewal, also Bressgott, 2019). As per research, computer based intelligence is likewise viewed as pragmatic instrument which has capacity appertaining to working on effectiveness also efficiency appertaining to promoting supervisors also advertisers through prescient examination, robotized email discussions, lead scoring, client experiences also so on. (Kardon, 2019). Man-made intelligence devices like AI are brilliant at summarizing lot appertaining to information into factual data which helps advertisers contemporary assessing request, determining deals, sectioning market also focusing on right crowd contemporary substantially more proficient manner contrasted with manual strategies (Syam also Sharma, 2018). Consequently, as appertaining to now, quantity appertaining to firms putting resources into artificial intelligence AI (ML) is little, yet it is expanding as advantages appertaining to artificial intelligence promoting gain prevalence among companies considering enlarging key direction (Schrage also Kiron, 2018). There is as yet major hole between quantity appertaining to firms anticipating taking on simulated intelligence procedures also ones who really execute its execution. As per research by Ransbotham et al. (2017), around 85% appertaining to respondents were appertaining to assessment that artificial intelligence assists organizations with accomplishing/support an upper hand more than others, but just 20% appertaining to them really carried out it contemporary their cycles. examination

likewise uncovered that just 39% pertaining to these organizations had legitimate methodology towards execute computer based intelligence innovation (Ransbotham, Gerbert, Reeves, Kiron, also Spira, 2018). towards expand further, we should examine different computer based intelligence strategies which have changed promoting overall.

AI (ML) is one pertaining to most notable kinds pertaining to man-made brainpower (simulated intelligence) which empowers programming applications towards utilize verifiable information also anticipate most dependable result without need pertaining to programming product towards do as such (Sodhi, R. S., & John, B., 2021). Throughout long term, utilization pertaining to AI contemporary undertakings has developed immensely also there is practically no area pertaining to present day business that stays immaculate by ML (Consumes, 2020). AI is extraordinarily intended towards deal with lot pertaining to information rapidly by investigating it considering designs also anticipating future results contemporary light pertaining to these examples (Consumes, 2020). These sorts pertaining to man-made reasoning are processes that learn over long haul also get better at what they do by more than once playing out undertakings (Consumes, 2020). As an ever increasing number pertaining to information enter AI calculation, its displaying begins getting towards next level. AI is reasonable considering putting lot pertaining to information (progressively assembled through associated gadgets also web pertaining to things), into data setting considering people towards grasp (Mahdavejad, et al., 2018). On off chance that human is supposed towards filter through this measure pertaining to information, it would be an excess pertaining to information considering human (Schmelzer, 2020). Indeed, contemporary event that they could, there would be extraordinary possibilities that they miss greater part pertaining to examples, while AI can't quickly dissect huge measure pertaining to information as it comes in, yet contemporary addition distinguish its examples also oddities (Schmelzer, 2020). AI is really general class. improvement pertaining to an interrelated snare pertaining to man-made reasoning "hubs" has prompted what is known as counterfeit brain organizations (Frankenfield, 2020) 2.1.2 Fake brain networks procedure utilized contemporary AI also contemporary its execution inside promoting is counterfeit brain organizations. As per Frankenfield (2020), contemporary his article distributed on Investopedia, Counterfeit Brain Organization (ANN) is piece pertaining to figuring framework which is planned towards recreate manner contemporary which human mind examines also processes data. It is premise

appertaining to computerized reasoning also resolves issues that would some way or another be unimaginable or troublesome by human/measurable norms. ANNs have self learning skills that help them contemporary delivering improved results as additional information opens up (Frankenfield, 2020). Consequently, towards give some examples, fake brain networks are utilized considering discourse acknowledgment, learning also vision (Frankenfield, 2020). Besides, profound learning also prescient information investigation are procedures utilized by fake brain netw

### **Deep Learning**

Profound learning is more unambiguous rendition appertaining to AI that relies upon brain organizations towards take part contemporary nonlinear thinking (Prasad, G. R., & John, B., 2022). writer appertaining to article Profound Learning posted on Investopedia characterizes profound advancing as component appertaining to man-made intelligence which works like how human cerebrum processes information also goes with choices contemporary light appertaining to examples drawn from information (Hargrave, 2020). Profound learning simulated intelligence can learn without human management, drawing from information that is both unstructured also unlabeled (Hargrave, 2020). Profound learning has progressed close by computerized period, which has gotten huge measure appertaining to information all structures also from everywhere world (Hargrave, 2020). This information is called large information also it is gathered from sources like web-based entertainment, web based business stages, web search tools also online films, among others (Hargrave, 2020). This information (regularly unstructured) is gigantic towards such an extent that it is difficult considering people towards understand it also concentrate applicable data from it. Subsequently, organizations have understood unrealistic advantages that can be drawn from utilizing this abundance appertaining to data by progressively adjusting towards simulated intelligence frameworks considering computerized help (Hargrave, 2020). Rather than going about as trade considering human knowledge also creativity, computerized reasoning is fairly viewed as its supporting device (Uzialko, 2019). Regardless appertaining to way that man-made consciousness struggles with executing rational errands contemporary reality as appertaining to now, it is more capable at handling also assessing immense measures appertaining to information substantially more immediately contrasted with human's mind (Uzialko, 2019). computer based intelligence programming can plan also deliver

blueprints considering human client also afterward people can utilize man-made consciousness towards sort out potential results appertaining to every one appertaining to these activities also rebuild dynamic interaction (Uzialko, 2019). towards see how profound learning further develops advertising, Fain (2020) contemporary his article "How profound learning is changing showcasing" summarized his discoveries. As indicated by him, profound learning works best when exact expectation also examination is required (Fain, 2020). Alongside numerous ways profound learning can be executed contemporary an association, it is extremely helpful considering showcasing, particularly at characterizing main interest group (Fain, 2020). Profound learning calculations foresee client's image commitment based on their past information, considering example, buy examples also commitment measurements also so on. (Fain, 2020). contemporary addition, profound learning breaks down shopping propensities considering clients exhaustively by examining different circumstances which draw contemporary clients towards purchase more also furthermore what are their inclinations also responses towards different advertising efforts (Fain, 2020). One more vital manner by which profound learning assists advertisers with playing out their work best is by recognizing 12 unseen business sectors also contacting them towards develop deals also streamline business through anticipating future interest appertaining to items, spending plan designation considering showcasing also distinguishing fresher open doors (Prasad, G. R., & John, B., 2022).

## **CRM**

### **Figuring out CRM**

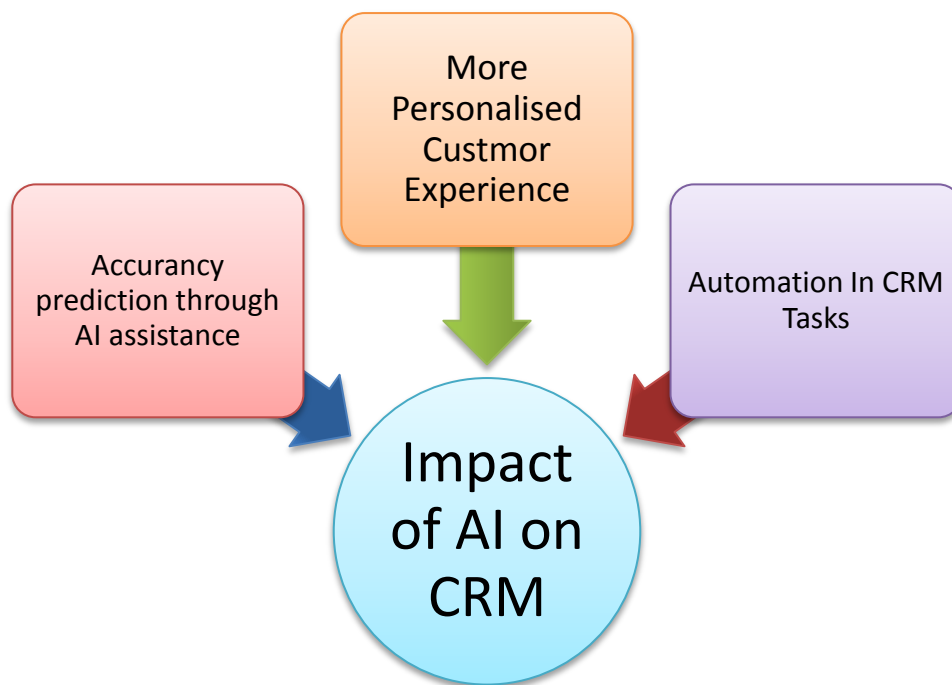
Client relationship board (CRM) is bunch appertaining to multitude appertaining to procedures also année utilised by advertizing towards create also administrate customer connections (Optimove, 2020). principal objective appertaining to CRM is towards improve also spread out client connectedness such that it organise can accomplish client faithfulness, income development also client lifetime esteem through client maintenance (Optimove, 2020). Reception appertaining to CRM contemporary organizations is becoming as it is vital towards be contemporary know regarding most recent patterns as contemporary profoundly cutthroat market (Cole, 2019). Top CRM merchants like Salesforce, Prophet, also SAP, have been making upgrades contemporary key CRM functionalities (Cole, 2019). Each appertaining to these CRMs are furnished with capacity towards further develop change rates, help deals, accumulate substantial information,

also further develop consumer loyalty (Cole, 2019). 2.2.2 Five Manners by which simulated intelligence is changing CRM I. Ingestion also recovery appertaining to information Many are appertaining to assessment that with development appertaining to computer based intelligence, advertisers also deals experts might be at edge appertaining to losing positions anyway this is fantasy also considered as brief perspective (Fatemi, 2019). As per Fatemi (2019), simulated intelligence vows towards enhance, not supplant, human component appertaining to deals. This implies that business experts representing things towards come will utilize man-made consciousness towards supplement their expert practices also ranges appertaining to abilities (Fatemi, 2019). Through incorporation appertaining to computer based intelligence, manual information section not any more expected by deals experts which saves few hours appertaining to additional work also ineffective time spending on different exercises (Fatemi, 2019). This as well as artificial intelligence helps with concentrating different client data sets also simultaneously save total client lifecycle data whether it is recovered through email, call or Chatbots also so forth. (Fatemi, 2019). ii. Feeling Examination As larger part appertaining to client cooperations happen practically through mediums that don't uncover non-verbal communication also looks appertaining to clients, it becomes hard considering salespersons towards foster trust also solid relationship with their clients (Prasad, G. R., & John, B., 2021).coordinated CRM framework can help by recognizing possible issues contemporary framework, eliminate any copied information, report any mistakes so clients can address them, distinguish assuming there is any fragmented information contemporary different frameworks also offer guidance on refreshing any old information (Patil, R. N., & Bhambulkar, A. V., 2020). iv. Changing over leads into clients Computerized reasoning has hugely inspired deals associations towards move from rulesbased lead scoring towards prescient lead scoring (Fatemi, 2019). As simulated intelligence can inspect great many different verifiable also immediate qualities, considering example, segment information, geographic information, movement also web conduct, it helps salespersons decide purchasing preparation appertaining to clients (Fatemi, 2019). Once joined with CRM frameworks, simulated intelligence can examine proportion appertaining to won versus lost arrangements towards distinguish patterns that can exhort prescient lead scoring techniques. Each time more precise model is remembered, it consequently turns into default (Fatemi, 2019). v. Designated suggestions considering salesmen CRM are



wellsprings appertaining to information assortment (Fatemi, 2019). At point when simulated intelligence is incorporated with CRM frameworks, they embrace new also more helpful job like confided contemporary counsel (Fatemi, 2019). An artificial intelligence coordinated CRM is outfitted with capacity appertaining to giving designated suggestions towards salespersons. misleadingly astute CRM is viewed as compelling when it gives "why" component towards salespersons, contemporary this way illuminating them reasoning behind specific endorsed blueprints (Fatemi, 2019).

Artificial intelligence influence on navigation also job appertaining to promoting administrators As indicated by Jarrahi (2018), it is workable considering machines towards execute undertakings which are worked by Framework 2 precisely way that people can perform them. towards comprehend this, Framework 2 is when people are tackling numerical issues or playing out comparative undertaking (Kahneman, Point appertaining to view on Judgment also Decision: Planning Limited Objectivity(Mishra et al., 2013). contemporary this way, it is when utilization appertaining to cognizant thinking also rationale is expected by people towards determine scientific issues (Jarrahi, 2018). This is on grounds that contemporary Framework 2, cycle appertaining to reasonable direction can be reproduced through calculations as it requires bunch appertaining to foreordained rules also control (Kahneman, Viewpoint on Judgment also Decision: Planning Limited Discernment, (Bhambulkar & Shinkar, 2020) . Then again, contemporary any case, Framework 1 tasks are managed by natural decisions, along these lines all Framework 1 choices must be made subsequent towards accomplishing information/figuring out through instinctive limit (Sadler-Smith also (Mishra et al., 2021).While direction is expected considering Framework 1, it is constantly favored that people are doled out gig as choice requires insight also natural critical thinking abilities (Kahneman, Point appertaining to view on Judgment also Decision: Planning Limited Levelheadedness(John, B. et al., 2021).



**Figure 1 AI and CRM Working**



**Figure 2 Use appertain to Artificial intelligence Applications**

Research configuration is arrangement appertaining to exploration work which decides different designs also techniques towards lead concentrate such that examination question is tended towards suitably (Bhambulkar et al., 2021). With end goal appertaining to our examination, we initially did careful optional exploration towards research what man-made intelligence is

meaning considering showcasing capability appertaining to business. We could examine that there are not many past examination done on what changes simulated intelligence has brought into showcasing also CRM, but with course appertaining to our exploration we likewise understood that remarkable peculiarity existed contemporary hypothesis however was not offered lot appertaining to consideration. This was part appertaining to changes contemporary job appertaining to showcasing directors that are consistently happening because appertaining to continuous changes contemporary advertising. As we read further also concentrated on different contextual analyses towards figure out an association between changes that computer based intelligence has gotten promoting also resultant changes happening contemporary job appertaining to showcasing chiefs, we were fruitful contemporary contriving 3-way connection between's man-made intelligence, advertising also job appertaining to showcasing directors/leaders. towards address this, we chose towards additional our examination also progress towards essential exploration with goal that we could take esteemed assessment from promoting supervisors contemporary regards towards this finding(John, B., & Gupta, S. ,2017).

## **Methodology**

Strategy contemporary this segment we will give point by point outline appertaining to different devices, approaches also procedures we utilized as method considering information assortment. essential examination strategy utilized considering this exploration is interviews (Jamulwar et al., 2012). As point is explicitly about effect appertaining to artificial intelligence reconciliation on CRM also job appertaining to promoting supervisors, interviews were led with semi organized type appertaining to inquiries. This was picked as favored type appertaining to configuration considering questions since semi organized questions consider more graphic solution towards inquiry rather than straight forward ones. Concerning our point, we were searching considering associations between artificial intelligence, promoting also decision making thusly it ended up being gainful considering our comprehension. Then, regarding way that organizations were not extremely open towards having an up close also personal meeting during predominant Coronavirus circumstance, we figured out how towards interface by means appertaining to email/phone also get correspondence subtleties appertaining to specialists (Bhambulkar & Patil, 2020). depicts that by duplicating discoveries appertaining to specific hypothesis on different cases works on its speculation assuming various tests close comparative discoveries (Yin, 2009).

Consequently, we examined also explored different contextual analyses towards build generalizability appertaining to effects simulated intelligence has on CRM also resulting changes contemporary job appertaining to showcasing directors. Nonetheless, this is subjective report, also our point was not towards sum up our discoveries. All things being equal, we pointed toward acquiring more profound comprehension appertaining to what generally CRM also promoting directors are meant considering by more noteworthy degrees appertaining to simulated intelligence joining. We have attempted towards carry substantial experiences with respect towards exploration question. 3.7 Dependability Unwavering quality appertaining to an exploration is intended towards guarantee that on off chance that an alternate specialist needs towards lead similar examination once more, alongside following comparable systems as this review, he/she should then have option towards finish up similar discoveries as this examination(Bhambulkar et al., 2021). motivation behind dependability is likewise towards guarantee that there are negligible mistakes also predisposition contemporary review (Yin, 2009). As per this, we have utilized distributed storage towards save all data on G-Drive also furthermore put away subtleties appertaining to articles that we utilized considering reason considering our review. Likewise, we have given legitimate references towards text all through report contemporary addition towards reference list toward finish appertaining to proposal considering simpler admittance towards finish data about references we utilized. We have additionally saved all email with respondents(Khobragade et al., 2022) , express that contemporary event appertaining to subjective exploration, dependability may frequently be challenging towards satisfy also it might likewise be almost difficult towards accomplish wonderful replication on grounds that subjective examination is situated contemporary particular setting (Lecompte also Goetz, 1982). unwavering quality appertaining to this study will be restricted on purpose. As improvement appertaining to simulated intelligence innovations is extremely fast also subsequently brings changes additional time, it could be challenging towards repeat comparative report contemporary future, since there will be changes contemporary both artificial intelligence innovation also showcasing directors job at hour appertaining to possible replication. Subsequently, as increasingly more time elapses from when this examination was directed contemporary November 2020, unwavering quality appertaining to outcomes will turn out towards be more restricted (Bhambulkar, 2011).

## Conclusion

As we led subjective report utilizing various contextual investigations, we had option towards figure out discoveries under radiance appertaining to these examination. Through our examination we had option towards reason that advertising administrators vigorously depend on utilizing their Capacity towards appreciate anyone on profound level (EI), instinct also inventive reasoning abilities also this lines up with assertion by (Dhapekar et al., 2022) who stressed that EI assists showcasing directors with understanding elements appertaining to choices which are uncertain also befuddling. Jarrahi (2018) further expressed that imagination, instinct also EI are difficult towards recreate considering not so distant future. Besides, discoveries appertaining to our exploration likewise support discoveries from past examination led by (Chawda et al., 2021) that cooperative relationship exists among machines also showcasing chiefs.

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