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**PROCEEDINGS OF THE  
INTERNATIONAL CONFERENCE**

**AI: THE CATALYST IN NURTURING SUSTAINABLE  
BUSINESS EXCELLENCE AND INNOVATION”**

**29-AUGUST-2025**

***ORGANIZED BY THE  
PG AND RESEARCH DEPARTMENT OF  
COMMERCE***



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**INNOVATION**

**ON**

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17	THE ROLE OF AI IN SHAPING PERSONALIZED SHOPPING EXPERIENCES AND CONSUMER SATISFACTION WITH REFERENCE TO CHENNAI CITY Bhavani R	119
18	THE HUMAN TOUCH: WHY EMOTIONAL INTELLIGENCE WILL REMAIN IRREPLACEABLE IN THE AGE OF AI I. Praveen & Dr. S. Murali	128
19	A STUDY ON TURNING REVIEWS INTO REVENUE: UTILIZING AI-DRIVEN CONSUMER INSIGHTS FOR SUSTAINABLE BUSINESS SUCCESS E Renuka Devi & Dr. P. Vanitha	136
20	STUDENT'S LEARNING MOTIVATION THROUGH ARTIFICIAL INTELLIGENCE R.Lingappan & Dr.S.Gurumoorthy	143
21	A STUDY ON HR CHALLENGES AND OPPORTUNITIES IN DIGITAL WORKPLACE DIVERSITY FOR HIGHER EDUCATIONAL INSTITUTIONS IN TRIUNELVELI DISTRICT Ani Vinoliya. R & Dr. P. Abraham	146
22	NAVIGATING THE ETHICAL FRONTIERS OF ARTIFICIAL INTELLIGENCE: PATHWAYS TO RESPONSIBLE BUSINESS INNOVATION A. Karkuzhali, I & Dr. Chinniah Anbalagan &Dr. E. Daniel Santhosh Raj	153
23	A STUDY ON SMART AUTOMATION AND THE FUTURE OF WORK IN THE FIELD OF ARTIFICIAL INTELLIGENCE Dr.G.Rajendiran &Amudha.K	175
24	DESIGNING THE FUTURE OF MARKETING WITH RESPONSIBLE AI TECHNOLOGIES D.Reethu & Dr.J.Srinivasan	180

## **A STUDY ON TURNING REVIEWS INTO REVENUE: UTILIZING AI-DRIVEN CONSUMER INSIGHTS FOR SUSTAINABLE BUSINESS SUCCESS**

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### **ABSTRACT**

This study focuses on exploring how artificial intelligence (AI) can transform online customer reviews into actionable consumer insights, supporting sustainable business growth. With digital commerce expanding globally, online reviews now play a significant role in influencing consumer purchasing behavior. Consumers increasingly rely on peer reviews and ratings before making buying decisions, making them a valuable data source for businesses. AI-powered tools such as natural language processing (NLP), sentiment analysis, and predictive analytics help businesses analyze these vast amounts of unstructured review data quickly and efficiently. This research investigates how organizations utilize AI technologies to extract meaningful patterns from online reviews, which in turn help in product improvement, customer engagement, marketing strategies, and maintaining long-term sustainability. The study also identifies challenges businesses face while implementing AI solutions, including data privacy concerns, algorithm transparency, and cost barriers. The findings indicate that businesses that actively incorporate AI-driven consumer insights from online reviews show improved customer satisfaction, stronger brand loyalty, and increased revenue. This highlights the essential role AI plays not only in driving profit but also in supporting sustainable business practices that consider customer needs and preferences.

### **Keywords:**

Artificial Intelligence, Online Reviews, Consumer Insights, Sustainable Business, Sentiment Analysis, Customer Behaviour, Business Growth, AI in Commerce

### **INTRODUCTION**

In today's digital-first economy, businesses face increasing pressure to align profitability with sustainability while catering to informed and demanding consumers. One of the most valuable but often underutilized resources in this regard is online customer reviews. Reviews and feedback shared on platforms like Amazon, Google, Yelp, and social media provide rich insights into consumer preferences, expectations, and purchasing behavior. However, managing and making sense of this unstructured data is challenging without advanced technology. Artificial Intelligence

(AI), particularly in the form of machine learning, natural language processing (NLP), and sentiment analysis, has emerged as a powerful catalyst in converting customer reviews into valuable business insights. AI can scan thousands of reviews in real-time, identify patterns, extract sentiment, and predict future consumer behaviour trends. This ability transforms online reviews from mere feedback into a strategic tool for sustainable business success.

This study specifically focuses on how AI tools help turn online reviews into revenue by influencing product development, service delivery, marketing decisions, and customer relationship management. It examines real-world business applications, exploring both the benefits and the limitations of integrating AI-driven consumer insights into business strategies.

By reviewing existing literature, analyzing industry reports, and studying real-world examples, this research aims to provide a clearer understanding of AI's role in nurturing sustainable business models through consumer feedback.

### **OBJECTIVES OF THE STUDY**

1. To study the profile of respondents, including their age, job, and online shopping habits
2. To find out how online reviews affect people's buying decisions.
3. To understand how businesses use AI to get useful information from customer reviews
4. To suggest ways businesses can use AI and customer reviews to grow and succeed in a sustainable way.

### **Scope of the Study**

1. To analyze the impact of AI-driven consumer insights extracted from online reviews on business growth.
2. To study the role of online reviews in shaping consumer purchasing behavior in the digital commerce sector.
3. To explore the benefits and challenges businesses face when adopting AI technologies for review analysis.
4. To provide strategic recommendations for sustainable business practices using AI-powered consumer feedback tools.

### **Need for the Study**

With the rise of digital commerce, online reviews have become an integral part of consumer decision-making. However, businesses often lack structured processes to utilize this feedback effectively. This study is essential to:

- Help businesses understand the commercial value of online reviews beyond marketing.
- Highlight how AI can automate consumer insight extraction from unstructured data.
- Support sustainable business strategies through better understanding of customer needs.
- Bridge the knowledge gap in using AI for enhancing customer satisfaction and long-term business growth.

### **Limitations of the Study**

1. The study is based on primary data collected from selected respondents, which may not fully represent the entire population or all business sectors.
2. Findings may vary across different industries, as AI adoption levels differ.
3. The research focuses on online reviews only, excluding other customer feedback channels like in-person surveys or call centers.
4. Cost and technology accessibility issues faced by small businesses are considered but not deeply analyzed.

## **RESEARCH METHODOLOGY**

### **MEANING**

Research methodology is a way to systematically solve the research problem .the research is the studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the methods, techniques but also the methodology.

### **DATA COLLECTION**

Data refers to information and facts. The task of data collection begins after the research problem has been defined and the research plan been decided.

### **There are two types of data collected**

1. Primary data
2. Secondary data

**SAMPLE SIZE:** Sample size refers to the number of respondents drawn out for the purpose of study. The sample size selected for this study is 100. Based on these respondents' answers, the rest of the study is conducted.

**STATISTICAL TOOLS:** Statistical tools refer to the equipment that aid in conducting a research successfully. The statistical tools that aided in this research are charts like bar column, pie, cone, pyramid, line and cylinder

The other tools aided in this analysis are as follows;

- Percentage method

## **REVIEW OF LITERATURE**

### **1 Role of Online Reviews in Consumer Purchasing Behavior**

Research by Chevalier & Mayzlin (2006) highlights that online reviews significantly impact consumer trust and purchase intentions. Consumers view peer feedback as more reliable than traditional advertisements, making reviews a key factor in buying decisions.

### **2. Artificial Intelligence in Review Analysis**

According to Ghosh et al. (2020), AI tools such as Natural Language Processing (NLP) and Sentiment Analysis help businesses convert unstructured review data into meaningful insights. This supports faster and more accurate business decision-making.

### **3. AI-Driven Business Growth and Customer Insights**

Studies by Kumar et al. (2019) show that businesses using AI-driven insights experience better customer retention, improved product development, and revenue growth through data-backed strategies.

### **4. AI's Contribution to Sustainable Business Practices**

According to Westerman et al. (2014), integrating AI into business operations promotes sustainability by reducing manual processes, minimizing waste, and helping businesses align products with customer needs and environmental considerations.

### **5. Challenges in Adopting AI for Review Analysis**

Bharadwaj et al. (2013) point out challenges such as high implementation costs, lack of technical expertise, and data privacy concerns as barriers for especially small and medium enterprises when adopting AI technologies.

## FINDINGS

### **Objective 1: To study the profile of respondents**

- 50% of respondents are aged 21–30, followed by 25% aged 31–40.
- 35% work in the private sector, 30% are students.
- 40% shop online daily using smartphones; 35% shop weekly.
- 40% mostly buy clothing and accessories online, 30% buy electronics.
- 75% prefer using smartphones for online shopping.

### **Objective 2: To find out how online reviews affect buying decisions**

- 55% always read online reviews before purchasing; 30% read them often.
- 60% consider online reviews very important when making purchasing decisions.
- 40% trust e-commerce site reviews the most, 35% trust Google reviews.
- 45% are influenced most by text reviews, while 25% rely on star ratings.
- 65% have avoided buying products due to negative reviews.

### **Objective 3: To understand how businesses use AI for customer reviews**

- 70% believe businesses use AI to analyze reviews.
- 45% think AI insights improve product quality the most.
- 45% feel businesses respond to feedback quickly, 25% say very quickly.
- 55% believe sentiment analysis is the most common AI tool used.
- 45% often trust AI-based product suggestions, 30% trust them always.

### **Objective 4: To suggest ways businesses can use AI and customer reviews for sustainable growth**

- 40% say businesses should focus on improving product quality through AI analysis.
- 50% believe customer personalization is the best method for sustainable growth using AI.
- 55% feel responding to reviews is very important for business success.
- 40% trust businesses more when reviews are verified by real customers.
- 65% believe building strong customer relationships ensures long-term success using AI and reviews.

## SUGGESTIONS

1. **Businesses Should Prioritize AI Tools for Review Analysis:**

Companies should adopt AI technologies such as sentiment analysis and natural language processing to convert online reviews into actionable insights.

2. **Focus on Verified and Transparent Review Platforms:**

Ensuring that online reviews are genuine and verified can increase customer trust and support sustainable business growth.

3. **Respond Promptly to Customer Feedback:**

Businesses should develop systems that allow quick and meaningful responses to customer reviews, as it directly impacts customer satisfaction and loyalty.

4. **Invest in Customer Personalization Strategies:**

Using AI to analyze reviews and personalize product recommendations can enhance customer experience and long-term retention.

5. **Maintain Ethical and Sustainable Business Practices Alongside AI:**

While using AI for growth, companies must also consider data privacy, environmental impact, and ethical marketing as part of sustainable business development.

**Conclusion**

The study reveals that online reviews significantly influence consumer purchasing decisions, with the majority of respondents relying on mobile devices and trusting reviews from e-commerce platforms. It is clear that Artificial Intelligence plays a crucial role in helping businesses analyze large volumes of review data, leading to better product development, customer engagement, and revenue generation. By using AI-driven insights, businesses can not only increase sales but also support sustainable growth by aligning their offerings with real customer expectations. However, challenges like data privacy, review authenticity, and AI adoption costs remain areas to address. The study concludes that integrating AI with customer review analysis is a vital strategy for modern businesses aiming to remain competitive, customer-focused, and sustainable in today's digital economy.

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