



AI FOR SUSTAINABLE GROWTH: SHAPING THE FUTURE OF COMMERCE (ICAISFC-2026)

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KAAMADHENU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)

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YEARS
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**AI FOR SUSTAINABLE GROWTH: SHAPING THE FUTURE OF COMMERCE
(ICAISFC-2026)**

Editors

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COMMERCE ASSOCIATION

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03. A STUDY ON THE IMPACT OF AI ON ENTREPRENEURIAL DECISION-MAKING AND BUSINESS SUCCESS

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ABSTRACT

Artificial Intelligence (AI) is transforming how entrepreneurs make decisions and manage their businesses. From predicting market trends to analyzing customer data, AI provides insights that help entrepreneurs take informed and timely decisions, reduce risks, and improve overall business performance. This study explores the role of AI in entrepreneurial decision-making and its impact on business success. It examines how entrepreneurs use AI tools for strategy, marketing, operations, and customer management. The research also studies the benefits, challenges, and acceptance of AI among entrepreneurs. Findings from this study aim to highlight that AI not only improves decision-making efficiency but also contributes to business growth, competitiveness, and innovation in the entrepreneurial landscape.

Keywords: Artificial Intelligence, Entrepreneurship, Decision-Making, Business Success, Business Growth

Introduction

Entrepreneurship is the backbone of economic growth and innovation. Entrepreneurs face complex decisions daily, from resource allocation to market strategy and customer engagement. Traditional decision-making relies on experience, intuition, and manual analysis of business data. However, in today's fast-paced and competitive business environment, these methods may not be sufficient.

Artificial Intelligence (AI) offers powerful tools for entrepreneurs to make data-driven decisions. AI technologies, such as predictive analytics, machine learning, chatbots, and recommendation systems, allow businesses to analyze large volumes of data quickly, forecast trends, understand customer preferences, and optimize operations.

By leveraging AI, entrepreneurs can minimize risks, improve productivity, and achieve higher business success.

This study aims to examine how AI impacts entrepreneurial decision-making, how it is being adopted by business owners, and its effect on overall business success.

Objectives

1. To identify how entrepreneurs use AI tools for business decision-making.
2. To study the impact of AI on the efficiency and accuracy of entrepreneurial decisions.
3. To examine the role of AI in improving overall business performance and success.
4. To understand entrepreneurs' perceptions and willingness to adopt AI in business operations.

Scope of the Study

1. The study focuses on AI applications in decision-making, business strategy, marketing, and operations.
2. It considers AI as a supportive tool for enhancing business performance, not replacing human judgment.
3. The study is limited to entrepreneurs using AI tools in small, medium, or startup businesses.

Need for the Study

1. To understand how AI is shaping entrepreneurial decision-making in modern business.
2. To explore the benefits of AI in increasing efficiency, reducing risks, and improving business success.
3. To provide insights for entrepreneurs on adopting AI tools for better business growth and competitiveness.

Limitations of the Study

1. The study focuses only on entrepreneurs who have access to AI tools, limiting generalization.
2. Responses may vary depending on the entrepreneur's knowledge and experience with AI.
3. The study emphasizes AI in decision-making and business success and does not cover other aspects like funding, HR, or logistics in detail.

Research Methodology

Meaning

Research methodology is a way to systematically solve the research problem. The research is the studying of 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. **Sharma & Verma (2019)** found that AI tools like predictive analytics and machine learning help entrepreneurs make faster and more accurate business decisions.
2. **Kumar & Singh (2020)** reported that AI supports entrepreneurs in market research, customer analysis, and trend prediction, improving decision-making efficiency.
3. **Johnson (2021)** highlighted that AI adoption in startups leads to better operational planning and strategic decision-making, resulting in increased business performance.
4. **Rao & Mehta (2022)** observed that AI applications in business reduce human errors, enhance forecasting, and contribute to overall business growth.

5. **Lee & Park (2023)** stated that entrepreneurs using AI tools achieve higher competitiveness and innovation compared to those relying solely on traditional decision-making.
6. **Patel (2024)** concluded that AI plays a critical role in entrepreneurial success by offering actionable insights, optimizing resources, and supporting sustainable business development.

Findings

(Profile of Respondents)

- Most of the respondents (**50%**) were aged between **25 and 35 years**.
- Respondents aged **36–45 years** constituted **30%**, while **10%** were below 25 years and **10%** were above 45 years.
- In terms of **gender**, the majority of respondents were **female (58%)**, followed by **male (40%)**, and **2%** preferred not to disclose their gender.
- Regarding **business experience**, **35%** of respondents had **1–3 years**, **30%** had **3–5 years**, **20%** had **more than 5 years**, and **15%** had **less than 1 year** of entrepreneurial experience.

Objective 1: To identify how entrepreneurs use AI tools for business decision-making

- **76%** of respondents use AI tools in their business decisions.
- **72%** agreed that AI helps make faster decisions than traditional methods.
- **70%** rely on AI-generated insights before making major business decisions.

Objective 2: To study the impact of AI on the efficiency and accuracy of entrepreneurial decisions

- **74%** agreed that AI improves the accuracy of business forecasts and planning.
- **70%** stated that using AI reduces the chances of errors in decisions.
- **72%** reported that AI saves time in analyzing business data for decision-making.

Objective 3: To examine the role of AI in improving overall business performance and success

- **72%** agreed that AI helps their business achieve better growth and performance.
- **70%** said AI assists in making strategic decisions that improve profitability.
- **68%** stated that AI gives their business a competitive advantage over others.

Objective 4: To understand entrepreneurs' perceptions and willingness to adopt AI

- **74%** believe AI is essential for the success of modern businesses.
- **72%** are willing to adopt new AI tools for business decision-making.
- **70%** trust AI-generated insights more than intuition or experience alone.

Suggestions

1. Entrepreneurs should **adopt AI tools** such as analytics software, chatbots, and predictive systems to improve decision-making efficiency.
2. Training programs or workshops on AI can help entrepreneurs **understand and use AI effectively** in business operations.
3. Businesses should **regularly update AI systems** with new data to maintain accuracy in predictions and recommendations.
4. Entrepreneurs should **combine AI insights with human experience** to make balanced and informed decisions.
5. Future research can focus on **specific AI applications** in areas like marketing, finance, and supply chain management for entrepreneurial growth.

Conclusion

The study concludes that AI significantly impacts entrepreneurial decision-making and business success. Most respondents reported that AI helps them make **faster and more accurate decisions**, reduces errors, and saves time in analyzing business data. AI also supports **strategic planning**, enhances **business growth**, and provides a **competitive advantage**. Entrepreneurs have a **positive perception of AI** and are willing to adopt it in their business operations. Overall, the findings indicate that AI is a **valuable tool** for modern entrepreneurship, improving both decision-making quality and business performance.

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