



SAVEETHA

COLLEGE OF LIBERAL ARTS AND SCIENCES



ICGDCMT

Changing Global Dynamics in the
Arena of Commerce,
Management & Technology
(ICGDCMT).

Date : 5th January, 2024 (Friday)

Organised by
The Departments of Commerce
(A&F and CS)
Saveetha College of Liberal Arts and Sciences
SIMATS Deemed to be University
Tamil Nadu, Chennai

CONFERENCE PROCEEDINGS



SAVEETHA

INSTITUTE OF MEDICAL AND TECHNICAL SCIENCES
(Declared as Deemed to be University under Section 3 of UGC Act 1956)





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Questionnaires were distributed and among that 78 were collected back in that 4 were found incomplete. So the sample size is restricted to 74. From the elaborate data discussion it has been inferred that, majority of the respondents prefer cash on delivery and they prefer to the baby product from online website which is most trustworthy. It has found that most of the customers repurchase online baby product due to quick delivery of product and most of them purchasing in online after covid-19 and also customers visit physical store before they purchasing of online baby product. In before and after of the online shopping customers collect all the details about ingredients and if they have positive experience they recommend online baby products to other parents.

Key words: Baby care products, Millennials', perception, online shopping through APPS

EXPLORING THE ROLE OF AI IN ESG: A CRITICAL TOOL FOR CORPORATE SUSTAINABILITY

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ABSTRACT:

This paper explores the power of Artificial Intelligence in regards to Environment, social, and Governance (ESG) in today's business revolution. AI can effectively accumulate and examine huge volumes of information from different sources, for instance, functional information, monetary reports, inventory network data, and in social networks. AI helps an organizations giving more complete and precise supportability data. It features the rising meaning of Artificial intelligence in driving ESG results and analyzing its possible effect on risk executives, navigation, and maintainability. This exploration mostly zeroing in on the significance of utilizing artificial intelligence to investigate tremendous measures and computerized process of ESG information and assessment of business. In this context, this paper argued that it is important to consider the difficulties, opportunities and challenges presented by an Artificial Intelligence in giving solutions for businesses to overcome sustainability issues. In addition to outlining the articles in this Issue, this Editorial provides new insights from the literature on the importance of AI applications and models, for sustainable investments and understanding the value of AI beyond a problem-solving tool.

Keywords: artificial intelligence, man-made intelligence, business, sustainability, ESG (Environment, Social and Governance).



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