

INTERNATIONAL E-CONFERENCE ON GLOBAL MULTIDISCIPLINARY RESEARCH AND FUTURE TECHNOLOGIES (ICGMRFT - 2026)

PROCEEDINGS



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**International E-Conference on
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Table of Contents
**International E-Conference on Global Multidisciplinary Research and
Future Technologies (ICGMRFT - 2026)**

S. No	Title	Page. No
1	Proxy-Shield: An Intelligent Iot-Based Biometric Attendance Management System For Eliminating Proxy Attendance In Academic Institutions	1
2	Artificial Intelligence And Intelligent Computing Systems Transforming Modern Technology And Society	8
3	Smart Disaster Response And Rescue Bot	13
4	The Role Of Digital Transformation In Enhancing SME Supply Chains Under Industry 4.0	26
5	Emotitune: Real-Time Multimodal Emotion-Aware Music Recommendation System Using Efficientnet-B3, Librosa Pitch Analysis, And Distilbert Fusion	37
6	The Role Of Innovation In Enhancing Competitive Advantage: The Mediating Effect Of Market Orientation And Moderating Effects Of Business Environment Factors	48
7	AI Text Watermarking Middleware For Secure And Verifiable LLM Pipelines	69
8	AN INTELLIGENT AGRICULTURE RESOURCE AGGREGATION AND FARMER ASSISTANCE PLATFORM	80
9	Intelligent Multi-Modal Hateful Meme Detection Using Deep Learning And Context-Aware AI	88
10	An Intelligent Digital Twin Model For Real-Time Monitoring And Optimization Of Traditional Weaving Processes	97
11	Intelligent Computing Approaches For Predictive Analysis In Modern Applications	109
12	Role Of Artificial Intelligence In Agriculture And Rural Development	113
13	Edge Computing And AI Inference For Real-Time Healthcare Monitoring In Low-Connectivity Regions: A Framework For Rural India	120
14	A Survey On Big Data Analytics: Challenges, Open Research Issues And Tools	126
15	AI-Enabled Smart Waste Management System For Sustainable Cities.	143
16	BUYER BEHAVIOUR TOWARDS ELECTRIC TWO-WHEELERS IN CHENNAI CITY - IMPLICATIONS FOR SMART CITIES AND GREEN TECHNOLOGY ADOPTION.	148
17	GLOBAL MULTIDISCIPLINARY RESEARCH AND FUTURE TECHNOLOGIES	152
18	Iot Based Solar Powered Water Trash Collector	157
19	Privacy-Preserving Monitoring With Wi-Fi CSI And Differentially Private Event Summaries	163
20	Descriptive Answer Evaluation Using Natural Language Processing Approach	172
21	Smart Big Data Processing With Artificial Intelligence And Machine Learning Methods	184
22	A Research On Sustainability Development On Water Quality In India	190
23	Intelligent Pothole Detection And Reporting System Using AI And GPS	195
24	SMART CITIES & SUSTAINABLE TECHNOLOGIES:	201
25	DAM Water Level Control System Using Iot	206
26	<u>ARTIFICIAL INTELLIGENCE&INTELLIGENT COMPUTING:</u>	211
27	Under Water Object Detection Using Deep Learning	217
28	CLOUD & EDGE COMPUTING:	224

29	Artificial Intelligence (AI) And Intelligent Computing	228
30	Nextgen Election System: A Secure Online Voting Platform Using Face Recognition Authentication	231
31	A COMPARATIVE STUDY OF DIGITAL MARKETING STRATEGIES OF HDFC BANK AND ICICI BANK WITH SPECIAL REFERENCE TO CUSTOMER ENGAGEMENT	253
32	HEALTH-BOOSTING PROBIOTIC PAAN SHOT FOR GUT & IMMUNITY	258
33	Stabilizing Work Environments Through Performance Management: The Role Of HR Practices, Organizational Culture, And Leadership In The Printing Industry	285
34	Deep Verify - Advanced AI Framework For Deepfake Detection	296
35	Aerolens - Flight Fare Prediction Using Machine Learning And AI	301
36	Neo-Banking Revolution 2026: Cross-Industry Transformation And Strategic& Statistical Insights	306
37	A Study On The Role Of AI In Tracking Employee Absenteeism	324
38	Emotion-Aware NLP For Mental Health: Detecting Sentiment And Risk In Psychiatric Notes Using Domain-Specific Language Models	330
39	IOT Flood Monitoring Alerting System Using Raspberry Pi	336
40	Iot-BASED SYSTEM FOR LPG LEAKAGE SENSING, GSM ALERTING, AND AUTONOMOUS FLAME SUPPRESSION WITH WATER PUMP	346
41	Gpus Improve Machine Learning Performance?	351
42	VLSI DESIGN FOR FIR FILTER WITH CBL ADDER AND RADIX-4 BOOTH MULTIPLIER	360
43	AI-Driven Task Offloading And Resource Optimization In Edge-Cloud Iot	374
44	Artificial Intelligence And Intelligent Computing: Trends, Techniques, And Future Directions	379
45	Smartspend: A Goal-Based Personal Financial Planning Platform For Awareness-Driven Savings	384
46	Design And Development Of A Low-Cost Wearable Blink-Control System For Assistive Home Automation	398
47	Impact Of Digital Transformation On Organizational Performance: A Study Of Emerging Business Models	403
48	Intelligent Crop Advisory System For Sustainable Agriculture And Food Security: A Machine Learning-Based Decision Support Framework	406
49	Key Drivers Of Consumer Satisfaction And Adoption Of Fintech In Chennai	420
50	Iot- Based Fire Detection, Vehicle Control, And Smart Safety System For Public Transport	429
51	<u>Advances In Artificial Intelligence And Intelligent Computing Systems For Real-World Applications</u>	434
52	A Study On Artificial Intelligence-Based E-Learning And Skill Development Of Rural Youth In Karnataka	438
53	<u>Internet Of Things In Agriculture: A Comprehensive Review Of Technologies And Applications</u>	442
54	SYNTHESIS AND CHARACTERIZATION OF CELLULOSE ACETATE FROM SUGARCANE BAGASSE	446
55	Automated Severity Assessment Of Cracks In Concrete Bridge Beams Using Image Analysis	461
56	Digital Twins And Cyber-Physical Integration For Smart Manufacturing: A Framework For Industry 4.0 Transformation In Small And Medium Enterprises	469
57	An Approach For Prediction Of Insulin Dosage For Diabetic Using Machine Learning Algorithm	476

58	TEACHING EXCELLENCE THROUGH ARTIFICIAL INTELLIGENCE TOOLS IN SOCIAL SCIENCES: A CONCEPTUAL STUDY	479
59	Toward Trustworthy Autonomy: A Hybrid XAI Framework For High-Stakes Decision Support	484
60	Tribological Behavior Of Multilayer Multi Material Polymer Product For Enhanced Functional Performance	491
61	“GENERATIVE AI AND ITS IMPACT ON ENTREPRENEURSHIP”	501
62	Real-Time Indian Sign Language Recognition And Text Conversion Using Deep Learning	507
63	Multidisciplinary Research For Sustainable Development And Social Innovation Impact On Interdisciplinary Goals Like Environment And Renewable Technologies.	514
64	AMBIENT HYBRID ELECTROSTATIC FOG HARVESTING ARCHITECTURE WITH REAL WORLD MONITORING	520
65	"AI-Shielded Social Spheres: Fortifying Youth Mobile Cyber Security Against Evolving Threats"	535
66	AI-Powered Digital Twin Framework For Real-Time Smart City Infrastructure Optimisation	539
67	Real-Time Detection Of Unproductive Screen Activity	551
68	Real-Time Sign Language Translator Using Machine Learning	566
69	HYBRID QUANTUM-CLASSICAL AI MODELS FOR NEXT-GENERATION CANCER RESEARCH	575
70	Quantum Machine Learning For Survival Prediction In Gastric Cancer: A Hybrid Quantum-Classical Framework	587
71	IOT-Based Air And Noise Pollution Monitoring System Using Raspberry Pi Zero	602
72	THE SYNAPTIC LEDGER: A Context-Aware Ai Framework For Personalized Learning And Integrated Academic Resource Management	604
73	Civicresolve AI: Intelligent Civic Issue Reporting And Management System Using AI And Geospatial Analysis	610
74	Exploring The Strength Of Machine Learning Techniques For Detection Of Cancer: A Review	619
75	CYBER SECURITY CHALLENGES IN WEB APPLICATIONS AND THEIR MITIGATION STRATEGIES	624
76	INTELLIGENT TRAIN SECURITY SYSTEM AND AUTO CONTROLLING	636
77	Genomic AI: Predicting Genetic Diseases From DNA Sequence Analysis For Targeted Treatments	642
78	CNN-Based Smart Parking Management System Slot Detection And Online Pre-Booking	655
79	An Overview Of The Synthesis And Applications Of Silica Nanoparticles	666
80	SMARTSHOE WITH HUMAN IDENTIFICATION AND OBSTACLE DETECTION WITH VOICE OUTPUT	673
81	Smart Placement Analytics And Feedback Management System: An Integrated Full-Stack Platform With AI-Powered Prediction, Skill Gap Analysis, And Automated Notifications	682
82	ASSISTIVE COMMUNICATION SYSTEM FOR THE HEARING AND SPEAKING-IMPAIRED USING DEEP LEARNING	697
83	Geo Smart Travel Engine: An Intelligent GIS-Integrated And Machine Learning-Based Personalized Travel Recommendation System	709

“GENERATIVE AI AND ITS IMPACT ON ENTREPRENEURSHIP”

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Abstract

The rapid advancement of Generative Artificial Intelligence is significantly transforming the landscape of entrepreneurship in the digital era. Generative AI refers to a class of artificial intelligence systems capable of creating original content, including text, images, designs, and business solutions, with minimal human intervention. This study examines the impact of generative AI on entrepreneurial activities, focusing on its role in innovation, business development, and operational efficiency.

Generative AI has enabled entrepreneurs to streamline various business processes such as product design, marketing, customer engagement, and decision-making. By automating content creation and data analysis, these technologies reduce operational costs and time, thereby lowering entry barriers for start ups and small businesses. As a result, individuals with limited financial and human resources can initiate and scale ventures more effectively. The study also highlights the emergence of digital entrepreneurship and the growing trend of solopreneurs who leverage AI tools to manage businesses independently.

Furthermore, generative AI enhances decision-making by providing data-driven insights and predictive analytics, allowing entrepreneurs to identify market trends, understand consumer behavior, and optimize strategies. However, the increasing reliance on AI also presents challenges, including ethical concerns, data privacy issues, potential job displacement, and the risk of overdependence on automated systems.

The findings suggest that while generative AI offers substantial opportunities for innovation, efficiency, and growth, its adoption must be approached with caution. Entrepreneurs need to balance technological capabilities with human creativity, critical thinking, and ethical considerations. In conclusion, generative AI is emerging as a powerful tool that is reshaping entrepreneurship by fostering innovation, improving accessibility, and driving digital transformation in the global business environment.

Keywords: Generative Artificial Intelligence, Entrepreneurship, Digital Transformation, Innovation, Startup, Decision-Making, Solopreneurship

Introduction

The emergence of Generative Artificial Intelligence has brought a significant transformation in the field of entrepreneurship. Generative AI refers to advanced artificial intelligence systems capable of creating original content such as text, images, designs, and even business strategies with minimal human input. Unlike traditional AI, which focuses on analyzing and interpreting data, generative AI actively produces new outputs, making it a powerful tool for innovation and creativity in business.

In the modern digital economy, entrepreneurship is increasingly driven by technology. Startups and small businesses are adopting generative AI tools to enhance productivity, reduce operational costs, and improve decision-making processes. These tools enable entrepreneurs to automate tasks such as content creation, customer service, and market analysis, thereby allowing them to focus on strategic growth and innovation.

Moreover, generative AI is lowering entry barriers for new entrepreneurs by providing access to affordable digital tools and resources. This has led to the rise of solopreneurs and digital-first businesses, particularly in developing economies like India. However, despite its advantages, the adoption of generative AI also raises

concerns related to data privacy, ethical issues, and overdependence on technology. Therefore, it is essential to study both the opportunities and challenges associated with its use in entrepreneurship.

Objectives of the Study

- To understand the concept and importance of generative AI in entrepreneurship
- To analyze the impact of generative AI on business innovation and startup growth
- To examine how generative AI influences decision-making and operational efficiency
- To identify the benefits of AI adoption for entrepreneurs and small businesses
- To study the challenges and risks associated with generative AI usage
- To evaluate the role of generative AI in promoting digital entrepreneurship

Literature Review

Several scholars have examined the impact of Generative Artificial Intelligence and related AI technologies on entrepreneurship, innovation, and business transformation.

Anna Kusetogullari et al. (2025) conducted a comprehensive systematic review on generative AI in entrepreneurship. Their study analyzed multiple research articles and identified key themes such as digital transformation, AI-driven business models, and data-driven innovation. The authors concluded that generative AI acts as an external enabler, significantly influencing entrepreneurial activities and opening new opportunities for startups, while also highlighting the need for regulatory frameworks and ethical considerations.

Nadine Kraus et al. (2022, 2024) emphasized that artificial intelligence plays a crucial role in entrepreneurial processes such as opportunity recognition, decision-making, and innovation. Their hybrid literature review highlighted that AI technologies contribute to economic growth, business efficiency, and competitive advantage, while also identifying emerging research areas like ethics, big data, and digital transformation in entrepreneurship.

According to Xin Qin (2024), generative AI enhances creativity and productivity by assisting users in generating ideas, content, and solutions. The study found that AI tools improve efficiency in work processes and support innovative thinking, which is particularly beneficial for entrepreneurs engaged in product development and marketing activities.

Peter Mozelius and Niklas Humble (2023) explored the use of generative AI in research and knowledge generation. Their findings suggest that AI tools can simplify complex tasks such as data collection and analysis, thereby supporting entrepreneurs in making informed decisions and reducing time spent on research-related activities.

Case Studies on Generative AI and Entrepreneurship

Case Study 1: Jasper AI – AI in Marketing Entrepreneurship

Background:

Jasper AI is a generative AI platform that helps businesses create marketing content such as **blogs, ads, and social media posts**.

Application of Generative AI Entrepreneurs use Jasper AI to:

- Generate high-quality content quickly
- Automate digital marketing campaigns
- Improve SEO and online visibility

Impact on Entrepreneurship:

- Reduced content creation costs
- Enabled small businesses to compete with larger firms
- Increased efficiency in marketing strategies

Outcome:

Many startups and solopreneurs have successfully scaled their businesses using AI-generated content without hiring large marketing teams.

Case Study 2: Shopify – AI in E-Commerce Businesses**Background:**

Shopify provides e-commerce solutions for entrepreneurs worldwide and integrates generative AI tools for business operations.

Application of Generative AI:

- AI-generated product descriptions
- Chatbots for customer service
- Sales prediction and analytics

Impact on Entrepreneurship:

- Simplified online store management
- Enhanced customer engagement
- Increased sales through personalization

Outcome:

Small entrepreneurs can easily start and manage online stores with minimal technical knowledge and investment.

Case Study 3: OpenAI – AI Tools for Startup Innovation**Background:**

OpenAI developed advanced generative AI tools used globally for business and innovation.

Application of Generative AI:

- Idea generation and business planning
- Content creation and automation
- Data analysis and decision-making

Impact on Entrepreneurship:

- Encouraged innovation in startups
- Enabled rapid prototyping and testing of ideas
- Supported solopreneurs in managing businesses independently

Outcome:

Many AI-driven startups have emerged using OpenAI technologies, reducing the need for large teams and capital.

Case Study 4: Canva – AI in Creative Entrepreneurship

Background:

Canva is a design platform that uses generative AI for creating visuals, presentations, and branding materials.

Application of Generative AI:

- AI-generated designs and templates
- Automated logo and branding creation
- Visual content generation

Impact on Entrepreneurship:

- Reduced dependency on professional designers
- Enabled small businesses to create high-quality visuals
- Supported creative entrepreneurs

Outcome:

Freelancers and small businesses can now produce professional designs at low cost.

Case Study 5: Indian Startups Using AI**Background:**

Many Indian startups are adopting generative AI for business growth.

Examples:

- AI-based edtech platforms
- Digital marketing startups
- E-commerce sellers using AI tools

Impact:

- Increased digital entrepreneurship in India
- Improved global competitiveness
- Growth of MSMEs through technology

Outcome:

India's startup ecosystem is rapidly evolving with AI-driven innovation and scalability.

Role of Generative AI in Indian Entrepreneurship

In India, generative AI is playing a crucial role in:

- Promoting Startup India initiatives
- Supporting MSMEs and rural entrepreneurs
- Enhancing digital literacy and business growth
- Expanding e-commerce and digital services

The Indian startup ecosystem is rapidly adopting AI technologies to compete globally.

Skill Requirements for Entrepreneurs in AI Era:

To effectively use generative AI, entrepreneurs need:

- Basic knowledge of AI tools
- Digital marketing skills

- Data analysis skills
- Critical thinking and creativity
- Ethical awareness in technology use

Comparison: Traditional vs AI-Driven Entrepreneurship

Aspect	Traditional Entrepreneurship	AI-Driven Entrepreneurship
Cost	High	Low
Workforce	Large teams	Small teams
Decision making	Manual	Data driven
Marketing	Traditional methods	Digital &AI- based
Speed	Slow	Fast

Conclusion

In conclusion, the emergence of Generative Artificial Intelligence has brought a transformative shift in the field of entrepreneurship, redefining how businesses are created, managed, and scaled. The study highlights that generative AI plays a crucial role in enhancing innovation, improving operational efficiency, and reducing entry barriers for startups and small businesses. By enabling automation in areas such as marketing, customer service, and decision-making, AI allows entrepreneurs to operate with limited resources while achieving greater productivity and competitiveness.

Furthermore, generative AI has contributed to the growth of digital entrepreneurship, including the rise of solopreneurs and AI-driven startups. It has empowered individuals to leverage technology for business creation and expansion, especially in emerging economies like India. The integration of AI tools has also improved data-driven decision-making, helping entrepreneurs better understand market trends and customer preferences.

However, the study also identifies several challenges associated with the adoption of generative AI, including ethical concerns, data privacy risks, skill gaps, and the potential for job displacement. These issues highlight the need for responsible and balanced use of AI technologies in business practices.

Overall, generative AI is not only a technological innovation but also a strategic enabler of entrepreneurial growth and digital transformation. Its future potential is vast, and its continued development will further reshape the entrepreneurial ecosystem. Therefore, entrepreneurs must embrace generative AI while maintaining ethical standards, enhancing their skills, and integrating human creativity to ensure sustainable and long-term business success.

Limitations of the Study

- Focus mainly on digital entrepreneurs
- Rapid changes in AI technology may affect findings
- Lack of long-term data

Findings of the Study

- Generative AI significantly improves efficiency and productivity
- It reduces entry barriers for entrepreneurs 505
- AI supports innovation and creativity

- Challenges include ethical issues and skill gaps
- Adoption is growing rapidly in digital businesses

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