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Unlocking the Potential of Machine Learning in Indian Small and Medium Enterprises (SMES) and an Examination of Outcomes in the Knowledge Management Process

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Abstract



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Abstract:

In recent times, the widespread adoption of digital technologies, along with the introduction of Machine Learning (ML), has presented new opportunities for organizations to improve their operational efficiency, competitiveness, and knowledge management strategies. This article examines the underutilized capacity of incorporating ML into small and medium-sized enterprises (SMEs) in India. It further investigates the transformative effects that ML can have on the process of knowledge management. The utilization of ML technology to perform real-time data analysis empowers businesses to effectively detect and address possible threats, thereby ensuring the protection of sensitive information and financial assets. Additionally, this study provides insights into the utilization of ML in enabling personalized marketing campaigns and ongoing process enhancement. This has the potential to open up new opportunities for growth, enhance competitiveness, and improve knowledge management, hence enabling these enterprises to better navigate the dynamic and always changing business environment.

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The Small scale and Medium level Enterprises (SMEs) in India has been widely acknowledged as a fundamental driver of economic growth and a significant contributor to employment creation.

Nonetheless, this industry encounters a variety of obstacles, such as limitations in resources, restricted technological accessibility, and the necessity to adjust to swiftly evolving market dynamics [1]-[3].

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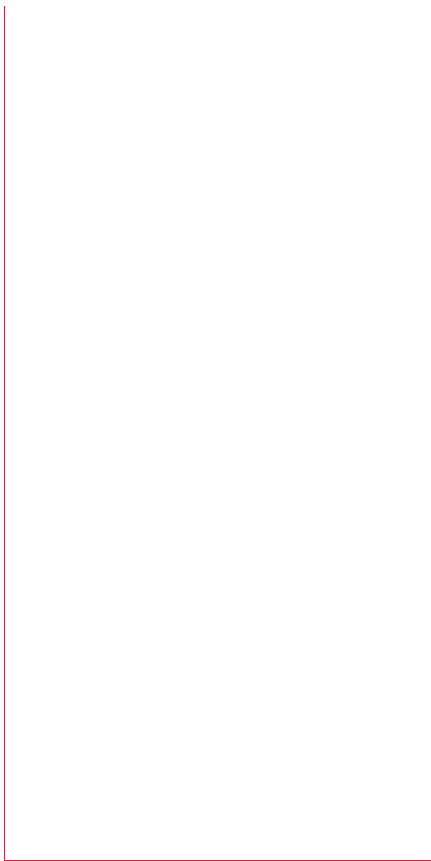
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