

QUALITATIVE REVIEW OF LITERATURE FOR ARTIFICIAL INTELLIGENCE IN TODAY'S BUSINESS SCENARIO



MADHAVI, Research Scholar,
Maharishi University of Information Technology, Lucknow, Uttar Pradesh, INDIA
ORCID: 0000-0003-4905-7289

DR. VIJAY KUMAR, Assistant Professor,
Faculty of Commerce and Management,
Maharishi University of Information Technology, Lucknow, Uttar Pradesh, INDIA
ORCID: 0000-0002-9877-8907

ABSTRACT

The purpose of this paper is to review the literature for Artificial Intelligence as a disguise of business today. Artificial intelligence acts very well role in different field of management. In today's scenario Artificial intelligence makes smart decision from vague information. Artificial Intelligence eliminates the guess work in business. By the using of this technology a businessman can saves time and cost both. This paper highlighting the review of literature on act of AI in business premises. Review of literature provides lots of information and research gap also. The review of literature provides the idea to evaluate the writing and paves the way for future research also. There are various types of literature review named as traditional, systematic, meta-analysis and Meta synthesis. All types of review are narrated in this paper with Artificial Intelligence in business sector. This study applied secondary data in the form of journal's 'article and research paper. Study uses the qualitative approach to find out depth knowledge. Study concludes that Artificial Intelligence is fantastic technology and implemented in the field of business, medical, transportation, education, agriculture etc. Study also reveals that artificial intelligence makes business dynamic that saves time and cost.

Keywords	Artificial Intelligence, Different arena, Business premises
JEL Classification	M15
Cite this Article	Madhavi, Vijay Kumar, (2021, April). Qualitative review of literature for Artificial Intelligence in today's Business Scenario. In Perspectives on Business Management & Economics (Vol. IV, pp. 66-76). Retrieved from http://www.pbme.in/papers/120.pdf



Article History

Received: December 31, 2020; Accepted: February 18, 2021;
Published: April 30, 2021

INTRODUCTION

The introductions of a research paper tell the reader about the subject and approach. It has several objectives as it introduces about subject and piques the reader's interest. It provides background information or a summary of existing studies. It also describes particular research issues in detail (Scribbr 2020). Literature writing and survey is considered from books, scholarly articles, and some different sources pertinent to a particular issue, an area of assessment, or speculation. Doing so gives a portrayal, framework, and fundamental evaluation of these works equivalent to the investigation issue being explored. Composing studies are expected to give a framework of sources you have examined while investigating a particular point and show readers how the investigation fits inside a greater field of study. The aim of this paper is to review the different literature regarding Artificial Intelligence. This paper explained the role of artificial intelligence in agriculture, medical, transportation, business education, etc.

AI IN TRANSPORT BUSINESS

Another report distributed by the "Man-made reasoning, Automation, and the Economy," Executive Office of the U.S. President in 2016, states that 2.2 to 3.1 million truck train or cab driver occupations could be affected without help from anyone else driving vehicle innovation in the United States. The report additionally expresses that on-request vehicle administrations, like Uber, will make a total change to independent tasks sooner rather than later.

Even though AI will affect a critical number of regular positions in the transportation business, the fluctuating levels of appropriation across geologies and the yet unfulfilled necessity of building up moral guidelines are a few restrictions that may change a slower process. **(Raghav Bharadwaj, 2019)**

Sadek, A. W. (2007). This study investigates the importance of AI in transportation. This study analyses AI-based upon Knowledge-based, fuzzy logic, and neural network—all these help in driving and balancing the vehicle through restored data and data mining. As of recent years, there has been expanded interest among both transportation specialists furthermore, experts in investigating the possibility of applying man-made reasoning (AI) ideal models to address a portion of the previously mentioned issues to improve the effectiveness, security, and ecological similarity of transportation frameworks. For example, the advancement of broadly useful issue solvers. This is a narrative and integrative type of literature review. If the exploration does not include primary information assortment and information examination, at that point utilizing integrative writing review will be your solitary alternative.

Raghav Bharadwaj, (2019). This study investigates the different functions of AI for transportation. Researcher reveals different folds of artificial Intelligence. Raghav



investigated and examined various examples of Artificial Intelligence in the transportation sector as Autonomous Buses. Small-scale autonomous bus transport preliminaries have been started everywhere in the world lately, most noticeably in Finland, Singapore, and China.

OLLI BY LOCAL MOTORS

Olli is a self-driving, 'intellectual' electric transport from American organization Local Motors, Traffic Management Operations (AI arrangements have been as often as possible applied in settling control and advancement issues. Business pioneers would think that it's fascinating to note that AI is, being utilized in applications like forecast and identification of car crashes and conditions (by changing over traffic sensors into 'insightful' specialists utilizing cameras). Uber Advanced Technologies Group (In October 2016, San Francisco startup Otto (presently called Uber Advanced Technologies Group in the wake of being purchased by Uber for \$680 million of every 2017) effectively finished the world's first self-ruling truck conveyance hefting around 50,000 jars of Budweiser brew over separation of 120 miles from Fort Collins to Colorado Springs, CO.)

TuSimple - a Chinese start-up established in 2015, effectively finished a 200-mile level 4 (see the standard degrees of self-ruling driving) test drive for a driverless truck passed from Yuma, Arizona, to San Diego, California. TuSimple claims that its driving framework was prepared to utilize profound figuring out how to re-enact a huge number of miles of street driving.

GE TRANSPORTATION

GE Transportation has put forth a purposeful attempt towards applying man-made consciousness in the transportation area. Hitachi has started a pilot venture utilizing its in-house AI innovation to lessen power burned-through in driving moving stock. The AI stage is taken care of contributions from nine boundaries of moving stock operational information, such as carriage speed, and three boundaries pertinent to follow framework, such as the inclination. The study of Raghav reveals the latent power and utilization of Artificial Intelligence in the transportation sector. This is an integrative literature review where already published data are analyzed and review on secondary data.

AI IN MARKETING

For the most part, the present advertisers search for better approaches to discover and draw in their optimal customers. (Bagchi & Mohanty, 2020) Yet, in the relentless and ever-advancing digitized computerized promoting scene, it's getting increasingly hard to contact your kin and get results. Hence Come into AI in marketing. (Moreno, L. 2019,).

MORENO, L. (2019): Magnolia Market, the physical shop (brick-and-mortar) possessed by Joanna and Chip Gaines, is known for its heavenly client experience. The mission of Magnolia's actual area is to "rouse you to possess the space you're in." To accomplish this objective, the space they've made is a genuine brand experience that joins food, games, shopping, and a nursery. Since not every person can visit the Magnolia Silos, the group felt that its web-based



business activity likewise required the ability to convey a similar encounter. Magnolia worked with Shopify Plus to make a customer-facing facade and an increased reality application that permits clients to see items in 3D and "spot" them in their home. AR permitted Magnolia to deliver its items with the most elevated conceivable photograph authenticity. Chase Bank Bank marked a five-year manage Persado, a New York-based organization that applies computerized reasoning to showcasing innovation. Subsequent to testing Persado's answers, Chase found that utilizing AI in their copywriting really helped them accomplish greater mankind in their promotion.

Starbucks Uses Predictive Analytics to Serve Personalized Recommendation. As per the research firm Aberdeen, organizations that are distinguishing customers' needs and needs through prescient investigation can expand their natural income by 21% year-over-year, contrasted with a normal of 12% without prescient examination. Starbucks is one case of a brand that is utilizing its devotion card and portable application to gather and examine client information. They reported designs for personalization in 2016.

ALIBABA: A FASHION AI STORE

Retail outlet Alibaba opened a physical "FashionAI" store in Hong Kong with the objective of smoothing out the retail design insight using Artificial Intelligence. The store is outfitted with astute articles of clothing labels that distinguish when the thing is contacted and shrewd mirrors that show attire data and recommend organizing things. Alibaba likewise has tentative arrangements to coordinate the physical store with a virtual closet application that will permit clients to see the outfits they took a stab at coming up.

CUSTOM NIKES IN 90 MINUTES

In 2017, Nike dispatched a framework that permitted customers to plan their own shoes available. The "Nike Makers' experience" permits clients to put on clear Nike Presto X shoes and pick their own designs and shadings. Utilizing enlarged reality and projection frameworks, the framework at that point shows the plan on the clear shoes. The plans are imprinted on the tennis shoes and accessible to the client in around an hour and a half.

AI-ENHANCED BMW SPORTS CAR

BMW's AI-upgraded sports vehicle is an item intended for the vehicle and innovation devotee who esteems selectiveness and early appropriation. (Costs for the BMW i8 start at \$150,000.) The vehicle has the innovation to find out about its driver and afterward consequently change frameworks and lodge insight to suit every person. The vehicle brand likewise dispatched a shrewd individual associate that empowers drivers to speak with their vehicles similarly that they do with their cell phone.

Stitch Fix Pairs Human Stylists with Artificial Intelligence to Refine Customer Recommendations



Stitch Fix is an internet styling administration that conveys a customized combination of design items to every customer's efficiency of Artificial Intelligence. Computer-based intelligence investigates the information on style patterns, body estimations, client criticism, and inclinations and conveys a limited arrangement of potential proposals to the human beautician.

AI IN BUSINESS DECISION MAKING

Yogesh Yanqing Duan, John S. Edwards, Yogesh Dwivedi (2019): The target of this examination was to uncover the utilization of Artificial Intelligence in dynamic. This examination tells that AI for choice makes all in all and the particular issues with respect to the cooperation and reconciliation of AI to help or supplant human leaders specifically. Man-made brainpower (AI) has been in its presence for over sixty years and has experienced AI winters and springs. The paper at first gives a point of view on the recorded setting of AI through the significant papers circulated in the International Journal of Information Management (IJIM). It by then discusses about AI for dynamic all things considered and the specific issues with respect to the collaboration and coordination of AI to help or replace human bosses explicitly. To drive research on the usage of AI for dynamic in the hour of Big Data. The paper offers twelve investigation proposals for IS masters similar to determined and theoretical unforeseen development, AI advancement human affiliation, and AI execution.

Phillips-Wren, Gloria and Ichalkaranje, Nikhil and Jain, Lakhmi (2008): The goal of this investigation was to uncover the utilization of Intelligent Decision emotionally supportive network in human dynamic with the assistance of man-made reasoning, data innovation, and framework designing. This investigation contains the impacts from unmistakable analysts in the field, starting with the establishment of human dynamics and the unpredictability of the human psychological framework. This writing speaks to the human and man-made consciousness, overview computational knowledge, present sober-minded frameworks, and examine future patterns. Further, this examination clarifies the wise dynamic and its extension and employments. This examination shows the upsides of organization-driven conditions that can convey innovation. Correspondence and coordination between dissipated systems can pass on in the nick of time data, progressing planning, agreeable circumstances, and globally ground-breaking information to a human chief. All the while, man-caused intellectual competence methodologies have shown that they have grown sufficiently to give computational assistance to individuals in sensible applications.

Dan Sincavage: This investigation clarifies the few employments of AI as in the field of advertising, client relationship the executives, and proposal making. This examination makes it ready for analyst exploration. This gives a solid column to the analyst's investigation.

Prior to the resurgence of AI and its unavoidable business application, overseers have expected to rely upon clashing and insufficient data. With mechanized thinking, they have data-based models and reenactments to go to. As shown by PwC's Rao, endless outcome exhibiting is one of the forward jumps in the current AI systems. He rehashes: "There is a huge opportunity to use AI in a wide scope of dynamic" Today's AI structures start from zero and feed on an ordinary eating routine of enormous data. This is broadened knowledge, in actuality, which unavoidably gives authorities present-day models as an explanation behind their dynamic. There are a couple of AI applications that improve dynamic cut-off points. Here are some of them: Marketing Decision-Making with AI-There are various complexities to each advertising choice. One has to know and understand client needs and needs and



change things to these necessities and needs. In like way, having a nice handle of changing buyer lead is critical to making the best-displaying decisions, in the short-and since quite a while. Through a Decision Support System, your man-settled on cognizance structure can reinforce decisions through continuous and present-day data gathering, envisioning, and example assessment.

Client Relationship Management (CRM): Artificial insight inside CRM structures engages its many motorized limits, for instance, contact the board, data recording, and assessments and lead situating. Reproduced knowledge's buyer persona showing can similarly give you a desire for a customer's lifetime regard. Arrangements and advancing gatherings can work even more gainfully through these features.

Suggestion System-Recommendation structures were first executed in music content objections. This has since been contacted in different endeavors. The AI system learns a customer's substance tendencies and pushes content that fits those tendencies. This can help with decreasing the skip rate. In like way, we can use the information learned by our AI to improve zeroed in on content.

Alaisawi, Salem and Khalifa, Salem (2020): This investigation clarifies information mining. This uncovers information mining is a hack cleave field. Information mining pulls in considerations and resources various requests, alongside AI, measurements, information examination, unrivaled enrolling, and business. The foundations of all data getting ready strategies, in any case, are in number shuffling and number-crunching. Data planning techniques are wont to see topics, structure or consistencies and singularities in huge and creating datasets. Counterfeit neural framework ANN is a gross unraveling of certified frameworks of neurons. The perspective of neural framework that Data mining and huge data could be another and slice divide creating field. It attracts considerations and resources different controls, alongside AI, estimations, information assessment, predominant enlisting, and business. This explains the dynamic, flexible, and hack slice propelling nature of the data mining discipline. Despite the fact that there's a wide accord that the hypothetical target of information mining is to discover new and obliging data in databases, this can be any spot the arrangement closes, and the recommendations of achieving this goal are as jumper seas the organizations contributive.

AI IN IT SECTOR

Jun Liu Huihong Chang Jeffery (2020): This paper shows the AI impact on technological innovations. Their analysis will show how AI's mechanism will affect technological innovations and promote and accelerate knowledge creation and technology, also increasing the R&D and technical investment. Results indicated that under the controlled conditions, AI significantly promotes technological innovations.

AI IN MEDICAL SECTOR

David P. Stonko (2020): This will include Artificial intelligence in the trauma system. They will discuss the potential system of AI in local and regional trauma centers. ANN will be used to predict the trauma admission volume and acuity in the single verse multicenter model of the trauma center. They will face certain types of knowledge and technology gaps during the ANN



assessment. Results show that the trauma will have a large and data-rich clinical environment so that AI will improve access to quality of care in a regional and local trauma center.

Dnyaneshwar Kalyane, Gaurav Sanap, Snehal Shenoy (2020): This research defines the use of AI in the pharmaceutical sector and the healthcare system. It shows the benefits of AI in the sector like drug discovery, continuous manufacturing, quality control, dosage design, and many things in the pharmacy sector. It uses the neural network tool for robotics and Nano medicine.

Adriana Albu, Loredana Mihaela Stanciu (2015): This research tells us about the benefits of using artificial intelligence in medical prediction. Predictions are very important in medicine. AI will support decision-making in medicine life. The test data will perform on the two domain systems that develop a decisional system for medical prediction. Results show that the limit between AI and humans is difficult, but the automated systems are helpful for any medical field suggestion.

Aryan Chaudhary, Saikat Mukhopadhyay (2020): This paper shows the use of artificial intelligence in the health sector because AI has the ability to perform cognitive functions such as learning, reasoning, perceiving, and problem-solving. The test data will perform that providing early diagnosis and treatment recommendations are more challenging for the human being, but it will help with the AI domain in decision making.

Nigel Whittle (2018): The future impact of artificial intelligence on medical practice will show here. The work discussed how AI could be used in medical applications - like medical imaging, cancer diagnosis, detection of intracranial bleeding, and many more diseases.

AI IN SMART STRUCTURE

Mohd Suhairil Meon et al. (2014): In this case study, three cases have been identified for optimization of structure using neural network (NN), and it is based on feed-forward back propagation neural network. Different load cases of simple 2D frame structure are used to check whether the neural network could predict exact solution or not in all the three frames loading variation are different and check the data for deflection at one node only, and the performance was measured based on the value of mean square error. The higher mean square error indicates the poor performance of the neural network.

Marijana Lazarevska et al. (2014): This paper shows the use of artificial neural networks in solving various engineering problems that cannot be solved using traditional and statistical methods. It can memorize, collect, analyze, and process a large number of data gained from some experiments of numerical analysis. It was using the concept of artificial neural network and the results of performed numerical analysis as input parameters, the prediction model for defining the fire resistance of RC column incorporated in walls. The basic concept of neural network and fuzzy logic and genetic algorithms deals with the group of symbolic methods and data processing that can be used for soft computing.

Farshad Khorrami and I J Zeinoun (1994): Presented the adaptive control scheme based on fuzzy logic and its application to smart structures. The objective of this to attain an adaptive controller that retains the performance of a closed-loop system under a large



parameter. This controller is based on a functional fuzzy model where the consequents are a crisp function of states and inputs, and possibly their past values, and the success of the control design depends heavily on the number of input fuzzy partitions specified and on the membership function chosen. There exist numerous mathematical criteria that help in evaluating the effectiveness of fuzzy controllers also experimental setup and modeling should be performed. And different techniques are used for control design and experimental results.

Yajun Lua et al. (2018): Presented the vibration control of hoop truss structure using fuzzy logic algorithm uses a hoop satellite antenna and test structure. Firstly, the design and modeling of hoop truss structure should take place, and then active vibration control of system occur where two PBAs are separately installed on two supporting rods near the fixed end the are 103 rods in the truss structure. Fuzzy logic algorithms employ if-then rules that can be used to correlate input and output. After modeling, simulation of the controlled system and experimental setup should be done. This includes the lab view system. This shows that displacements of hoop truss have a similar decaying tendency in the experiments and simulation using the proposed active control method. By comparison, the control effects of experiments were higher than those of simulation.

T. Buhl et al. (2004): In his paper, the shape optimization of the cover plate for the roof structure and a systematic optimization method to find the shape of the cover plate for roof structure has been presented. The shape of each cover plate is described in terms of perpendicular distance from a predefined center line and no symmetry in the system was assumed. The sensitiveness of the gap area and overlap area and the inverse of the uncovered area were obtained by finite differences and showed that the uncovered area is maximized when the structure is fully opened.

AI IN ALL BUSINESS SETUP

Li Yawen, Jiang Weifeng (2018): This paper included different applications of artificial intelligence technologies in several domains of business administration. Finance, retail industry, manufacturing industry, and enterprise management are all included. By summarizing all the existing challenges, we conclude that the rapid development of artificial intelligence will show its great impact on more fields. Artificial intelligence, including neural networks, deep learning, and machine learning, has made numerous progress and offered a new opportunity for academic research and applications in many fields, especially for business activities and firm development.

Results of this research will show the future scope of AI in decision making.



AI IN BANKING

Subhashini Sundaram (2019): This paper reviewed the uses of artificial intelligence in finances and banking that how does AI will reduce s the risk, increase s opportunities for customers and provide s the greatest level of value in the banking sector.

They will include examples and survey the results of past data on how the AI will digitize, database system, block chains, personalization, digital wallets, voice assistant, and customer support systems. After reading their results, we can say that the three are so much scope of AI in banking and finance in the upcoming years.

Marina Ryzhkove, Ekaterina sobaleva, Anastasia Sazonova (2020): This research showed how does Artificial Intelligence will help consumer's perception in the banking sectors. It included cases of AI solutions marketing and some ideas of brand-new banking AI-based services. Despite the rapid spreading of AI across the different spheres, its efficiency is based primarily on consumers` attitude and loyalty to this technology.

They use AI solutions both at work and in everyday life. The emerging fears are associated with possible technical failure, unauthorized transmission of personal data, lack of privacy, and unexpected consequences of AI implementation. However, in general, experts understand that the future of the financial sector is connected with this technology. According to Sberbank employees, consumers tend to demonstrate a certain level of mistrust to AI, which could result from a misunderstanding of how this technology works and its impact on their ways of life. Our research shows that Russian businesses and consumers perceive AI in a positive light. Sberbank specialists have a positive attitude to the AI implementation in their work, consider these solutions as assistance in performing routine operations, and are not afraid of dismissals.

AI IN AGRICULTURE

Dipankar Saha, Anurag Saxena, Yruptimayee Sune (2020): The researcher discussed the use of Artificial intelligence for Indian agriculture because we will know that agriculture is the backbone of the Indian economy. In agriculture, there is a quick adaptation to AI in its various farming techniques where Artificial Intelligence (AI) is one of the key areas of research in computer science with its rapid technological advancement and vast area of application. AI is becoming relevant very rapidly because of its robust applicability in the problems particularly that cannot be solved well by humans. Artificial intelligence technology is supporting different sectors in agriculture to boost productivity and efficiency. AI solutions are assisting in overcoming the traditional challenges in every field. Intervening AI in agriculture is helping farmers to improve their farming efficiency and reduce hostile environmental impacts.

Sunil Kumar (2019): This paper includes the impact of artificial intelligence in irrigation because India is considered an agricultural country where farming and agriculture are the main occupations throughout. With the increase of population, the food demand should increase manifold, thereby the need for advanced agricultural systems.

Agricultural Automation concentrating more on efficient irrigation can be achieved by making use of the latest technologies like Artificial Intelligence and Machine Learning. Arduino and



Raspberry devices can be embedded with moisture and temperature sensors along with the help of Machine Learning algorithms to attain advancement in irrigation. The world is getting advanced in technology. This research will help for the future as well as for Indian agriculture.

OBJECTIVES

- To examine the application of AI in different sectors of business
- To investigate the importance of AI in future
- To search the role of AI in removing the complications in different sector of business

RESEARCH METHODOLOGY

Research methodology is a technique that identifies and analyses the information about selected and specific areas. Research methodology also reveals validity and reliability and critically evaluation of data and whole research. (“LibGuides: Research Support: Research Methodology,” 2019). This research uses different types of literature to review. A review of literature provides and supports the whole study. This research is based upon a secondary data collection method and is integrative research.

INCLUSION AND CONCLUSION

Inclusion rules are a collection of predefined attributes used to recognize subjects who will be remembered for an exploration study. This study includes the different prospects of AI in business. Here researcher analyses the function of AI in the IT sector, the Agriculture sector, Medical sector, the Structure, the Transport sector, the Marketing sector, the banking sector, and Decision making in business. The crux of this research is raveling the pivotal role of AI in different sectors of business. This study investigates the review of literature in different fields of business. Here systematic and narrative literature reviews are used with meta-analysis. Research finds that there are lots of uses and prospects in the different business fields due to AI after depth analysis of literature review. AI saves time and cost also. The use of AI opens the door in a different sector. With the use of AI, businesses can boom up, and it balances the economy of the country also.

REFERENCES

1. Alaisawi, Salem & Khalifa, Salem. (2020). Artificial Intelligence in Data Mining and Big Data.
2. Albu, Adriana & STANCIU, Loredana. (2015). Benefits of using artificial intelligence in medical predictions.
3. Buhl, T., Jensen, F. V., & Pellegrino, S. (2004). Shape optimization of cover plates for retractable roof structures. *Computers & Structures*, 82(15–16), 1227–1236.
4. Dan Sincavage (Blog) How Artificial Intelligence will Change Decision-Making for Businesses. (2017, December 19).
5. Dipankar saha, Anurag saxena, truptimayee sune (2020) In book: Souvenir: 19 National Convention – Artificial Intelligence in Agriculture: Indian Perspective



6. Dnyaneshwar Kalyane, Gaurav Sanap, Debleena Paul, Snehal Shenoy, Neelima Anup, Suryanarayana Polaka, Vishakha Tambe, Rakesh K. Tekade, Chapter 3 - Artificial intelligence in the pharmaceutical sector: current scene and future prospect, In Advances in Pharmaceutical Product Development and Research, The Future of Pharmaceutical Product Development and Research, Academic Press, 2020, Pages 73-107
7. Jun Liu, Huihong Chang, Jeffrey Yi-Lin Forrest, Baohua Yang, Influence of artificial intelligence on technological innovation: Evidence from the panel data of china's manufacturing sectors, Technological Forecasting and Social Change, Volume 158, 2020,
8. Kalyane, D., Sanap, G., Paul, D., Shenoy, S., Anup, N., Polaka, S., Tekade, R. K. (2020). Artificial intelligence in the pharmaceutical sector: current scene and future prospect. *The Future of Pharmaceutical Product Development and Research*, 73–107.
9. Kumar, S. 2019. Artificial Intelligence in Indian Irrigation. International Journal of Scientific Research in Computer Science, Engineering and Information Technology. (Hyd. 2019), 215–219.
10. Li Yawen, Jiang weifeng (2018) February 2019 Conference: National conference on Emerging Trends of Artificial Intelligence in Business Management.
11. LibGuides: Research Support: Research Methodology. (2019).
12. Liu, J., Chang, H., Forrest, J. Y.-L., & Yang, B. (2020). Influence of artificial intelligence on technological innovation: Evidence from the panel data of china's manufacturing sectors. *Technological Forecasting and Social Change*, 158, 120142.
13. Luo, Y., Zhang, X., Zhang, Y., Qu, Y., Xu, M., Fu, K., & Ye, L. (2018). Active vibration control of a hoop truss structure with piezoelectric bending actuators based on a fuzzy logic algorithm. *Smart Materials and Structures*, 27(8), 085030.
14. Meon, M. S., Anuar, M. A., Ramli, M. H. M., Kuntjoro, W., & Muhammad, Z. (2012). Frame Optimization using Neural Network. *International Journal on Advanced Science, Engineering and Information Technology*, 2(1), 28.
15. Moreno, L. (2019, August 28). [Review of *10 impressive examples of AI in marketing*].
16. Phillips-Wren, Gloria & Ichalkaranje, Nikhil & Jain, Lakhmi. (2008). Intelligent Decision Making: An AI-Based Approach.
17. Raghav Bharadwaj. (2019, February 10). AI in Transportation – Current and Future Business-Use Applications
18. Ryzhkova, M., Soboleva, E., Sazonova, A., & Chikov, M. (2020). Consumers' Perception of Artificial Intelligence in Banking Sector.
19. Sadek, A. W. (2007). Artificial intelligence applications in transportation. *Transportation Research Circular*, 1-7.
20. Scribbr. (2020). Writing a Research Paper Introduction |.
21. Stonko, D. P., Guillamondegui, O. D., Fischer, P. E., & Dennis, B. M. (2020). Artificial intelligence in trauma systems. *Surgery*.
22. Whittle, N. (2018). The Future Impact of Artificial Intelligence on Medical Practice.
23. Zeinoun, I. J., & Khorrami, F. (1994). An adaptive control scheme based on fuzzy logic and its application to smart structures. *Smart Materials and Structures*, 3(3), 266–276.
24. Bagchi, Chitra., Mohanty, Sagyan Sagarika. (2020, December). Marketing in the 21st Century. In *Perspectives on Business Management & Economics* (Vol. III, pp. 57-70). Retrieved from <http://www.pbme.in/papers/77.pdf>