

### About the Editor



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Dr. M. SUMATHY currently working as Professor & Head, Department of Commerce. Former Dean, School of Commerce, Bharathiar University, Coimbatore, TamilNadu has taught Commerce and Management Subjects for three decades. Under her Supervision, 52 M.Phil and 22 Ph.D Scholars have been awarded. She authored 16 Books including edited Volumes and textbooks. She has published 206 research papers including Chapters in various National, International, Refereed, Peer-Reviewed, Scopus, and Web of Science Journals with high impact factor. She has been registered Six copyrights. She acted as a resource person in 135 national and international invited lectures. She is a member of the Editorial Board and Review Board for 15 National and International journals and the Life Member of All India Commerce Association, (ICA) TN 029 Association of Economists of Tamil Nadu, (AET) All India Accounting Association, Indian Institute of Public Administration, New Delhi (IPA) Regional Association for Women Studies (RAWS) Indian Academic Researchers Association (IARA) In recognition of the outstanding contributions made, the Tamil Nadu State Council for Science and Technology is privileged to confer her Esteemed TANSa Award in the Social Sciences Category for the year 2019 and also bestowed Winner in 1st ICSI Gurusreshtha Award 2022 under the Commerce Category.

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## BOOK OF ABSTRACTS

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**International Conference on  
Fintech: Digital Transformation of Financial  
Services - ICF2023**

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## ARTIFICIAL INTELLIGENCE AND ITS DESTINY IN DIGITAL ADVERTISING AND MARKETING

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### Abstract

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**A** Era is rapidly developing at each second. The advertising field has undergone a drastic trade because of the creation of artificial intelligence. Artificial Intelligence based digital advertising gives you advanced customer experiences, thereby uplifting the company's repute. It consists of information the customer needs, delivering product content material to the targeted consumer, and dealing with the complete system. The design of clever machines appearing common tasks that require human intelligence is referred to as artificial intelligence. The techniques of artificial Intelligence include three cognitive capabilities. They are mastering, reasoning and self-correction. Virtual advertising and marketing is the exercise of selling manufacturers to potential customers via the internet and other kinds of digital communication. The advent of synthetic Intelligence in digital marketing allows the marketer to identify the customer needs and satisfy them with the required merchandise. Protection performs an important role in any business enterprise. Enterprise security may be very vital to relaxed crucial statistics and the complete business community from vulnerabilities. Artificial Intelligence is used to construct a robust protection infrastructure. Security plays an crucial function in any business enterprise. Artificial Intelligence is used to build a robust protection infrastructure.

**Key words:** synthetic Intelligence, digital advertising, safety, virtual communication.