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A Study of “impact of artificial intelligence on digital marketing”

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Abstract:

Artificial Intelligence is a method in computer science where a machine is taught to understand and mimic human conversation and human behavior. Artificial Intelligence has produced a new intelligent machine which thinks, responds and performs tasks just like humans based on the data fed. AI can perform highly technical and specialized tasks such as robotics, speech and image recognition, also natural language processing and problem- solving etc.

Thanks to the ever-expanding and growth in Computer Science, the application of AI can be used in research and development areas around the world. Artificial Intelligence isn't like Human Intelligence but it can learn and think like humans and in the future might exceed human intelligence.

Artificial intelligence is becoming increasingly popular because: It is focused on greater precision and accounts for more accuracy and very few errors, which means greater work efficiency. AI analyzes more and deeper data for valuable insights. It can nurture the capabilities of various devices with its smart algorithms. GPS trackers, voice assistants, and home automation systems are just a few examples. AI can easily adapt to new input through progressive learning algorithms.