

SMART ANALYTICS, ARTIFICIAL INTELLIGENCE AND SUSTAINABLE PERFORMANCE MANAGEMENT IN A GLOBAL DIGITALISED ECONOMY

Edited by Pallavi Tyagi, Simon Grima,
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and Thalassinos Eleftherios

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Senthil Veerasamy has been an educator for more than 15 years, and he also has an industry experience of 3 years. His areas of research include ICT applications in social sciences, eTourism, digital sentiment analysis, digital watermarking, wavelet transforms, and multimedia computing. He has participated in Summer Research Fellowships at IIT Delhi and at the Indian Statistical Institute, Kolkata. He has participated in numerous international conferences and workshops, in addition to national level workshops and conferences. He has published 30 research papers in reputed journals and international and national conferences.

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FOREWORD



Numerous cutting-edge technologies and systems, including artificial intelligence and smart analytics, are changing not only the sustainable performance of the individual businesses that use them but also the global digitalised economy. The digital economy is becoming the primary focus of industrial change and a new driver of economic recovery in most economies across the globe. On the other hand, digital technologies provide solutions for the contemporary challenges in sustainability. For instance, the development of digital banking reduces the threat of spreading diseases through physical currencies in the long run. The academic literature has largely ignored how new technologies alter the setting in a sustainable manner in which they are being adopted. Therefore, this edited book intends to fill in some of these research gaps that exist in the literature.

In this edited book, emerging technologies and innovations such as artificial intelligence, cryptocurrencies, data mining, augmenting cybersecurity, and machine learning are discussed concerning the sustainable development of the global economy. For example, contemporary issues such as how artificial intelligence can be used as a new tool for disruption in educational performance assessment, and how artificial intelligence and machine learning are utilised in the insurance industry are discussed to provide a wide array of understanding in different contexts across the globe. Moreover, this book focusses on issues in e-governance, financial inclusion, money laundering, and digital banking to achieve a balance between business growth and sustainable benefits.

This book is a promising effort that can be recommended as a must-read for people interested in learning in-depth information on smart analytics, artificial intelligence,

and sustainable performance in a global digitalised economy. I hope the readers will learn a lot from this book and that it will be a turning point in their learning cycle.

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