ARTIFICIAL INTELLIGENCE AND ITS IMPACT ON VALUE CREATION

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Abstract
"The Science of today is the technology of tomorrow."
"Science is the poetry of Reality."
Science is the most beneficial channel of information. Values are the ideals that inspire persons to react to varied situations. Artificial intelligence is the branch of applied science which builds machines comprising of human intelligence. The main aim of the research is to find the impact of artificial intelligence in terms of value creation. The survey proves that artificial intelligence has both positive as well as negative impact on value creation just like the two sides of the coin.

INTRODUCTION

Science finds out solutions for traditional of living and helps us to answer the nice mysteries of the entire universe. Values are considered in both social and economic means. Artificial intelligence is the need of the hour. The aim of the research is to seek out the impact of Artificial intelligence in terms of value creation. Case Study Research involving Simple random sampling via the survey method helped to attain the objectives. The survey proves that Artificial intelligence has both positive additionally as negative impact on value creation a bit like the 2 sides of the coin.

Objectives

1. To study the effects of artificial intelligence on students' psychology, thoughts, feelings.
2. To study the impact of artificial intelligence on physical and mental health of students.
3. To explore the effects of artificial intelligence on value creation and retention.
5. To explore the effects of artificial intelligence on environment.
6. To create awareness about the importance of values and its diminishing nature in new generations.
7. To understand the amount of capital involved in artificial intelligence.
8. To explore and predict the future of artificial intelligence in students' lives.

Theory -Review of the related studies Indian Studies
Study 1
•   Name of the Researcher-Suman Bhakri
•   Title of the Study-Artificial Intelligence applications and implications for Indian economy
•   Objectives-To understand the significance of artificial intelligence for the Indian economy.

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- Findings/Conclusion-The world of tomorrow will be driven by knowledge, machine intelligence and digital pathways, to prepare ourselves for this transformation and explore its limitless opportunities, new deeper research orientation, creative economy by "Ideation, Innovation and Incubation" required for nation building and to meet the needs of 21st century. Microsoft aims to focus on meaningful innovation for lasting impact.

Study 2
- Name of the Researcher- Mansi Kedia and Richa Sekhani
- Title of the Study- Potential Impact of Artificial Intelligence on the Indian Economy
- Objectives- To find out the impact of artificial intelligence on economic value creation.
- Findings/Conclusion- Innovation complementarities and dynamism have the potential to radically alter productivity unambiguous impact of AI on productivity of Indian firms. Relatively big firms in India and the potential impact AI can have on the industry as a whole. Econometric estimation finds a positive and significant relation between AI intensity and total more precisely, a unit increase in AI intensity by Indian firms can lead.

Studies Abroad (International)
Study 1
- Name of the Researcher- A. M Cox
- Title of the Study -Exploring the impact of Artificial Intelligence and robots on higher education through literature-based design fictions
- Objectives-To explore the positive and negative impacts of Artificial Intelligence on Higher education
- Findings/Conclusion- Fictional design imagines future scenarios using AI or robotics which helps to interpret and interrogate technological possibilities. The paper also describes the use of an extensive narrative literature review to develop eight such design fictions that capture the range of potential uses of AI and robotics in learning, governance, and research.

Study 2
- Name of the Researcher- Michael Chek – Tek Tai
- Title of the Study- The impact of artificial intelligence on human society and bioethics.
- Objectives: To explore the positive and negative impacts of AI on human society and bioethics.
- Findings/Conclusion- AI is here to remain in our world and that we must try and enforce the AI bioethics of beneficence, value upholding, lucidity and accountability. We must not let computers make important decisions for us because AI as a machine will never possess human qualities like compassion and wisdom to morally discern and judge. Bioethics isn't a matter of calculation but a process of conscientization. Although AI designers can up-load all information, data, and programmed to AI to function as somebody's being, it's still a machine and a tool.

Experimental
The researcher had used percentage-based techniques (quantitative) for analysis of the research via the survey method. Researcher used the questionnaire as a tool for data collection where in

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information from variety of people was collected. The data was analysed using the representation the pie diagram. The researcher had used descriptive analysis method. Descriptive analysis was used to describe characteristics of sample. The statistical measure used were Percentage (%) and Pie diagram

Major steps in survey method are as follows:
1.Preparation of plans 2. Preparation of adequate tools 3. Questionnaire 3.Tests   4. Rating scales   5. Score cards
6.Interview schedule   7. Data gathering   8. Analysis and interpretation of data 9.Preparation of the report- recommendations and conclusions.

RESULT

Response	Always	Mostly	Sometimes	Rarely	Never	Total
Score	9	23	26	3	1	62
Percentage (%)	14.5	37.1	41.9	4.8	1.6	100

INTERPRETATION- It was noted that 14.5 % students always, 37.1 % students mostly, 41.9 % students sometimes, 4.8 % students rarely and 1.6% students never believe that technological tools and devices will have a negative impact on Value Creation.

CONCLUSION- 41.9 % students believe that sometimes technological tools and devices will have a negative impact on Value Creation. Hence, we need to be cautious and take necessary measures.

Response	Always	Mostly	Sometimes	Rarely	Never	Total
Score	3	17	27	13	2	62
Percentage (%)	4.8	27.4	43.5	21	3.2	100

INTERPRETATION- It was noted that 4.8 % students always, 27.4 % students mostly, 43.5% students sometimes, 21 % rarely students, 3.2% never believe that technological tools and devices will have a positive impact on Value Creation.

CONCLUSION- 43.5 % students believe that sometimes technological tools and devices will have a positive impact on Value Creation. Hence, we need to get the fullest benefit of it.

DISCUSSION

Post COVID, artificial intelligence and value creation must be co-related in order to take a step towards technology as well as mankind. This modern era especially post COVID has made humans rely upon gadgets and internet

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19. Artificial intelligence will have a negative impact on values creation (ethnic, moral and economic).

62 responses

- Always
- Mostly
- Sometimes
- Rarely
- Never
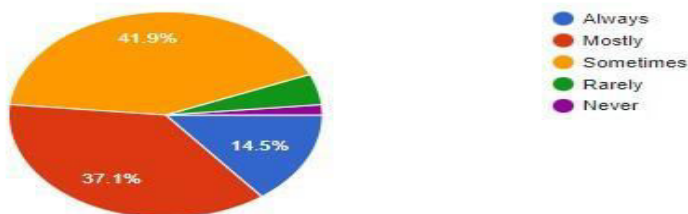
20. Artificial intelligence will have a positive impact on values creation (ethnic, moral and economic).

62 responses

- Always
- Mostly
- Sometimes
- Rarely
- Never
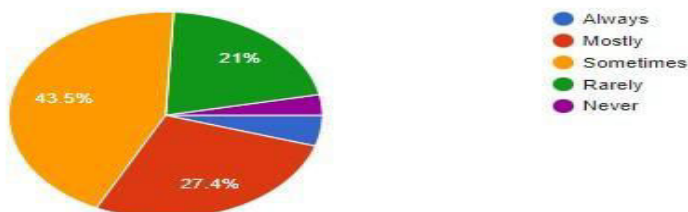
CONCLUSION

Bioethics must be transcendental to bridge the shortcoming of AI's inability to empathize. AI is here to stay in our world which we must try and enforce the AI bioethics of value upholding, lucidity and accountability. Bioethics isn't a matter of calculation but a process of conscientization. Future research is suggested to perform extended studies a spread of scholars where different age groups is included.

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