

A Study on Perception Regarding Ease of doing Business After the Introduction of ARTIFICIAL INTELLIGENCE Among GEN Z in Ahmedabad City

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ABSTRACT

This research analyzes the perceptions of Generation Z in Ahmedabad regarding the role of artificial intelligence (AI) in simplifying business operations. This study adopted a convergent approach using questionnaires for quantitative data and group discussions for qualitative data. The results show that Generation Z views AI as a driver of productivity, customer engagement and business process optimization. However, concerns regarding data security and workforce replacement remain key issues

INTRODUCTION

The home-based capitalism of the past was ushered in a new era of creativity and efficiency by artificial intelligence. and tactical choices. Stated differently similar to these earlier technological advancements that exclusively. Artificial Intelligence (AI) is a revolutionary technology that promises the highest possible marginal gains changes the ways in which businesses are managed operated and interacted with customer. Artificial intelligence or AI was formerly mostly seen as science fiction. It has now emerged as a vital and rapidly expanding component of business strategy industries across the globe. It is multifaceted and has a wide range of capabilities utilization ranging from the retrieval of valuable data from extensive datasets to the automation of ordinary and quotidian procedures. This makes it possible for businesses to decide wisely in the least amount of time and error margin feasible among the key elements that gives actors in modern economies a certain level of competitive advantage. (Vidani, 2015)

A technological revolution that is marked by extreme volatility and globalization is occurring. quickly. AI integration in business processes is more than just a nice idea in developing cities like Ahmedabad. A strategic necessity for maintaining and boosting competitive advantage in rather than a choice. the worldwide market. These days businesses in Ahmedabad are changing the regions economic environment. the intentionally designed metropolis where the former is at the forefront of its use and adoption cutting-edge technology helps the businesses adjust to this new normal. With respect to Ahmedabad the. The goal of this introduction is to look at how business and AI interact on the internet coercive force and the digital natives of the city Generation Z in handling the technology. (Vidani & Solanki, 2015)

In places where business industries the arts and all other fields are present people rarely survive for very long. Ingenuity has grown to such a high degree. Western India especially the area surrounding the town of. Ahmedabad is and has always been a prosperous town with a strong business community. Location and the. Business acumen has made it one of the nations most sought-after commercial opportunities. locations. Over the years Ahmedabad's economy has become more diverse and cosmopolitan. because it has undergone industrialization. technology manufacturing and information. In this city the textile pharmaceutical and many other industries have developed. The expansion of Indias economy has been significantly influenced by economic activity. businesses in the city. atmosphere is characterized by an interesting combination of established industries that have sustained the long-term prosperity of the areas economy and those of the newest emerging industries at the vanguard of innovation and modernity. (Vidani, 2015)

This is just because its practically unfeasible companies in Ahmedabad to fail to recognize how welcoming the current dynamic environment is Artificial Intelligence or Silicon Valley for business. The majority of businesses are found in the city of Ahmedabad's business practices have undergone significant improvements as a result of computational intelligence (AI). This covers everything including getting rid of tedious administrative work assignments to redefining customer relations supply chain management and even strategy. The time period fits perfectly because the first members of Generation Z were born in the middle of the 1990s falling in line with the era of rapid technological development only because of the special. They are typically

the first in their era and the environment in which they were raised victims of every new development in technology. Young people in particular are entering the workforce as they get older. AI-focused professionals and business owners are altering more than just their personal perceptions. companies but also in the economy of the city of Ahmedabad which has considered itself an innovator and technology enthusiast. (Solanki & Vidani, 2016)

As a result of the rapid advancement of technology Generation Z now holds a very special place on the spectrum. is arguably the youngest and most tech-savvy of those involved in the evolution of business strategies. Simply put they are the generation of all the other generations because they were raised among them of cutting-edge technology in order to comprehend the digital breakthroughs propelling businesses. Today is more of second nature to them than to older generations who have seen the gradual development of the inventions. Additionally the economy can benefit greatly from this generation. because they do expect high standards of simplicity and because they do use technology. customization in all facets of existence. This requirement also pertains to how and to all brands. They converse with Gen-Z they know the potential and limitations of artificial intelligence. utilized to improve customer engagement and operational efficiency. Thus the. Ahmedabad an Indian city has seen a recent embrace of technology among its young. artificial intelligence is a threat to traditional business because of its startling rate. approaches. Generation Z is characterized by their curiosity and infatuation with technology ideally situated to spearhead Uganda`s corporate revolution in digital transformation. (Vidani, 2016)

They did. are innovative adaptive and are pro-technology in their work in order to stay ahead of their competition. Their age and the global economy will make it difficult for them to fit in with everything. surrounding them and quickly embrace any significant technological advancements that occur. Therefore the ease of acceptance for this younger generation is the only real challenge. shift in the workplace. Attitude barriers and age both play a major role in preventing these adolescents from giving their best effort as they consistently do when they are not in job those who are looking for work in this intricate workplace. The 21st century should assert its willingness and ability to provide highly valued human capital employed by the company while embracing and managing advanced technology. Given the failures of many young Z-generation people gender stereotypes need to be debunked because the strict gender hierarchy prevented them from rising to managerial positions. Diversity would give the Z-Gen new insights through such initiatives. increase proactive contribution propelling the business beyond simply exhibiting reactivity. After the comments that their generation proved to be more and more. The kids accepted defiance as a means of expressing their uncontrollable anger and went further. Showcasing their uniqueness instead of rapidly adjusting to the swift changes noted in. (Bhatt, Patel, & Vidani, 2017)

These young people will have to start over when they enter the workforce due to the modern work conditions join the workforce. Some people also discovered that they had negative attitudes towards themselves provided a barrier to involvement in the workplace and its constituents. society and subsequently advance. Artificial intelligence (AI) has had a big impact on and still does. The contemporary business practices of today impact nearly every facet of operations starting from the back. office tasks to customer interactions at the front desk. artificial intelligence (AI) technologies

like these such as AI-based analytics computer vision machine learning and natural language understanding the integral part of day to day running of businesses and they have gone beyond the realm of conceptual analysis. These technologies allow businesses to automate tasks and improve workflow. from standard clerical work to advanced strategic analysis. enabling increased speed accuracy and efficiency in all facets of their business operations. Accepting AIs benefits. tremendous advantages for Ahmedabad's Generation Z businesspeople like improving the. the ability to handle the rapidity of the innovation process in a highly competitive environment. Situations that are changing quickly and constant improvement ahead of the competition these youths. In addition business managers will be able to leverage new opportunities and improve operational efficiency. (Niyati & Vidani, 2016)

RESEARCH OBJECTIVIES

1. To study the perception of Generation Z regarding the ease of starting a business in Ahmedabad after the introduction of AI.
2. To analyze the perception of Generation Z about how AI has simplified business operations and management.
3. To examine Generation Z's views on the impact of AI in improving business decision making in Ahmedabad.
4. To assess the perception of AI's role in enhancing customer engagement and service among Generation Z.
5. To evaluate the effectiveness of AI in making administrative tasks more efficient from the perspective of Generation Z.
6. To study how Generation Z perceives AI as a competitive advantage for businesses in Ahmedabad.
7. To investigate Generation Z's perception of AI's contribution to creating new business opportunities in Ahmedabad.
8. To explore Generation Z's views on the role of AI in reducing the need for human labour in business operations.
9. To understand how AI affects the confidence of Generation Z in starting or running a business in Ahmedabad.
10. To study Generation Z's perception of the likelihood of success for businesses using AI.
11. To assess Generation Z's perception of AI's impact on making business operations more cost-effective in Ahmedabad.
12. To examine Generation Z's concerns about AI potentially replacing human jobs in the future.

LITERATURE REVIEW

1. Artificial Intelligences Application in Business: In today business environment artificial intelligence is integrated and used. solutions based on artificial intelligence (AI) could be extremely advantageous. Within psychology leadership is no longer just a goal worth achieving. am an ameliorative vision of being the fundamental component of manipulation. technologies that allow for increased decision-making efficiency operations never previously seen (Haenlein and Kaplan 2019). Artificial intelligence (AI) has been used along with technology like the calculator vision natural language methoding calculator advanced analytics and learning are used to improve

many business processes. consumer dealings (Ransbotham et al. 2020) it hasn't been conceivable for the purpose of delivering provider effectiveness. The maximum impact of AI is observed in the retail healthcare finance logistics and arsenic industries among others. Businesses in these industries also use these technologies. Creating increases productivity and decreases inventions accelerated and employees already have access to more precise decision-making largely because of this technologies capacity to process What oceans of data some might think the capability of Technology to Process. Uncontrollably large amounts of real-time information previously unmanageable. offers corporations that wish to a strategic importance. Improve The Organizations Decision-Making Procedures. (McAfee & Brynjolfsson 2017). the Rapid advancement of modern technology and. Artificial intelligence has been incorporated into due to competition. organizational procedures and policies particularly in the developing. Countries such as India (Chui et al. 2018). The function of AI in. Big Indian cities are seen as essential such as Ahmedabad. Companies need to improve their in order to stay competitive. efficiency. Artificial Intelligence has the potential to revolutionize numerous business operations. managing client relations to handling back office tasks. (Pradhan, Tshogay, & Vidani, 2016)

2. Adoption of technology and Generation Z: Born between the middle of the 19th century or Generation Z. 1990s to the beginning of the 2010s are a part of a global context that is digital. Technologies are fundamental and as such they represent a distinct population who fit the description of virtual natives. This age group is best described as ones degree of comfort technological aptitude and flexibility. consequent advancements in technology. But they have a bias in favor of with the idea of growing up in a digital age inclusive designs. ecosystem which makes it difficult for them to cope with anything that is inferior clever uncomplicated and personalized services in every facet of the enterprise (Shemiller & Grace 2018). Regarding the application of technology in the. In the corporate world Gen Z is more open to embracing new technologies incorporating artificial intelligence (AI) to enhance productivity. performance and obtain a benefit over rivals in. The sector. On the other hand individuals from previous generations can be said to have seen a more gradual shift in technology over time. because new trends can be said to be in the case of younger generations. effortlessly accepted. Between generations there is a technological divide and that demonstrates that whenever Generation Z joins any organization workforce integrating such will happen more quickly and smoothly. innovations such as artificial intelligence in their business plans than their earlier iterations (Schroth 2019).

3. The Mysterious Battleground of AI Application in Business: Artificial Intelligence is a major component of modern business. It offers what. benefits to businesses in many different ways. As previously stated unnecessary. In other words these tasks particularly the operational ones are achievable. with ease. People can concentrate on the more as a result of this. difficult but necessary tasks that must be finished. Ronanki and Davenport 2018). You can respond to questions from customers. Machine learning and AI-enabled chatbots help forecast business. supply chain networks among many other things and trends. matters. AI is also applied to consumer behavior and the market. as well as the organizations internal dynamics which ultimately supports the. making wiser choices that increase the businesses profitability and their capacity to engage in competition (Agrawal et al. 2018). While its still one of AIs most potent features must be taken into consideration given its

advantages be capable of processing and analyzing massive amounts of data almost instantly significant volumes of data (Jordan & Mitchell 2015). This capability now exists is vital given how rapidly the world is becoming more industrialized. The is the artificial intelligence kind of helpful impact that machine technology has on businesses. Expect to see pockets of new markets in addition to the tastes of consumers in the US. and most crucially allow the business cases to develop in a matter of weeks months whereas rigorous methods would have required years. In this manner specifically. In an environment where competition is constant flexibility is beneficial severe like Ahmedabad where all other organizations are compelled to exist. should always be innovating to outperform its rivals (Bughin et al. 2017).

4. The mysterious facet of implementing AI in the workplace: Artificial intelligence is just one example of the technological innovations grow to be a significant component of commerce. It functions to assist individual in business in a variety of ways. This being said these tasks especially operational tasks in this case can almost always be performed without a hitch. They can focus their attention on something else here. greater intricate and crucial duties that must be completed (Davenport and. (Ronanki 2018). In the meantime the inquiries from the. Chatbots and machines with AI capabilities handle customer service. Accordingly learning methodologies aid in predicting business trends. creation of supply chain networks among other things. AI is. also employed in the marketing and customer service sectors. purchasing patterns as well as the organizations internal structure. Additionally it facilitates wise decision-making which raises returns of the companies and the benefit of their competitive advantage (Agrawal et al. 2018). The capacity to process and analyze massive volumes of data almost instantly. Second among AIs most powerful features is real-time (Jordan &. Mitchell (2015)). This capability is crucial in the modern world because of. the reasons for industrialization that are growing every year. The potential of technology is such that this approach allows a company to sense demand forecast the emergence of new opportunities and most importantly within a few weeks or even months create the necessary business cases. Whereas it would have taken years with rigid frameworks. As such. In a place where competition is fierce like Ahmedabad agility is helpful. wherein any company that wants to succeed must always be creative. turn over all other businesses and its competitors (Bughin et al. 2017).

5. The effects of AI on the labor market: A large number of repetitive tasks performed by humans are being replaced by AI. Completing transactions entering data and are a few examples. Making decisions in some fields. Businesses see this as an opportunity to put in more hours and cut back on expenses. The employees are the other side of this coin becoming worried because it appears that their jobs are in jeopardy (Manyika et al. in 2017). The is among its most significant contributions to the business world huge impact it has had on the choices made by companies. Only lately has AIs cutting-edge analytics made possible large datasets much more quickly and efficiently for businesses deeper way enabling them to make more intelligent knowledgeable decisions. (Brynjolfsson and McElheran 2016) discuss options. It is indeed very useful in. Businesses need to be in a city with as much growth as Ahmedabad. agile and remain aware of the current trends in the market. They can make decisions using AI-powered tools that direct how clients may. act in a way that forces them to improve the way prices are set tactics and investigate unexplored market areas. These retrieve historical data. identify patterns and provide useful

insights on which business. Long-term decision-making can be shaped by intelligent computers. programs. For Gen Z owners who are typically very at ease. using data to help them make decisions in their personal and professional life. (Modi, Harkani, Radadiya, & Vidani, 2016)

6. Ethical Issues and Adoption Challenges of AI: Even though AI has many benefits for businesses its use is growing. on the other hand loaded with moral and social problems. Among the essential. Data privacy is a challenge particularly in the current business environment. gathering large amounts of customer data to enhance AI-powered perceptions (Pasquale 2015). Additionally the application of AI in. The process of making decisions brings up issues related to diversity and race. particularly since biased data sets can be used to train algorithms. maintain the disparities that already exist (ONeil 2016).

RESEARCHGAP

The research paper A Study on Perception Regarding Ease of Conducting Business Following. . Introduction of AI Among Gen Z in Ahmedabad City contributes to the completion of an extremely significant study. The disparity that occurs between young entrepreneurs creativity and technology the majority of the effects of artificial intelligence on business processes have been studied in earlier research and the economy as a whole although there aren't many empirical studies that focus on perception in the highly urbanized city of Ahmedabad by members of Generation Z regarding artificial intelligence young. They are professionals who want to start and run their own businesses and who are also tech savvy. Generation Z capable of leveraging AI to help expanding companies. Nevertheless there is little research that has been conducted which investigate how the youth viewpoint what worries them and what they anticipate from the application of AI in business the majority of the. The literature that has already been written has mostly focused on general perspectives or fundamental demographic trends. advantages of artificial intelligence and has ignored the distinct perspectives and worries that emerging businesses have. proprietors have. Since entrepreneurs are the target of this it is a pertinent issue. in order to comprehend the cognitive styles of Generation Z. Furthermore while some authors addressed the. AIs drawbacks effects on current employment moral dilemmas and viewpoints. No generation-related aspects are revealed by the study. The advanced IT era of their upbringing. impact Generation Z causing them to perceive the world in a unique way compared to other people. Within In light of this the current study reports the viewpoint in an effort to contextualize the gap cohort regarding how AI affects productivity ease of use and business processes. Within. addition the study seeks to understand the cultural social and educational contexts of how these perceptions are shaped by Ahmedabad. Additionally Ahmedabad is an urban region that has a dynamic business culture and is rapidly urbanizing is important to analyze. like patterns. Understanding the differences between the traditional and modern approaches to conducting business in the city can provide valuable understanding the perception of AI among young businesspeople. This work examines Ahmedabad specifically. highlights the region-specific information and broadens the literatures current geographic scope problems that may influence how the millennial generation views artificial intelligence in the workplace. In order to because of the implications for the it is crucial to focus on the research gap. the use of

suitable teaching techniques and the formation of young policymakers geared toward artificial intelligence. Allowing these processes to occur will enhance our comprehension. The relationship between technology and youth entrepreneurship as well as the benefits thereof the business ecosystem will see clear developments towards achieving greater innovation and openness. pertinent players. The significance of the challenging voice increases with the advancement of AI. This study provides a framework for everyone who aspires to understand the Generation Z clientele. (Vidani, 2016)

HYPOTHESIS (Only list)

- H1:** There is a significant association between age and the belief that artificial intelligence (AI) has made it easier to start a business in Ahmedabad.
- H2:** There is a significant association between age and the perception that AI tools have simplified business operations and management.
- H3:** There is a significant association between age and the belief that AI technology has improved decision-making for businesses in Ahmedabad.
- H4:** There is a significant association between age and the perception that AI has enhanced customer engagement in interactions.
- H5:** There is a significant association between age and the belief that AI has made administrative tasks in business operations more efficient.
- H6:** There is a significant association between age and the belief that AI adoption gives businesses a competitive advantage in Ahmedabad.
- H7:** There is a significant association between age and the belief that AI has created new business opportunities in Ahmedabad.
- H8:** There is a significant association between age and the belief that AI has reduced the need for human labour in various business operations.
- H9:** There is a significant association between age and the perception that the use of AI in businesses has increased confidence in starting or running a business.
- H10:** There is a significant association between age and the belief that businesses using AI are more likely to succeed in the future.
- H11:** There is a significant association between age and concerns about AI replacing human jobs in the future.

Table 1: Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
6. I believe Artificial Intelligence (AI) has made it easier to start a 2 in Ahmedabad.	(Sukhanandi, Tank, & Vidani, 2018)
7.AI tools have simplified business operations and management.	(Singh, Vidani, & Nagoria, 2016)
8. AI technology has improved decision-making for businesses in Ahmedabad.	(Mala, Vidani, & Solanki, 2016)
9. AI has enhanced customer engagement and service in businesses I	(Dhere, Vidani, & Solanki, 2016)

interact with .	
10. AI has made administrative tasks in business operations more efficient.	(Singh & Vidani, 2016)
11. I believe that AI adoption gives businesses a competitive advantage in Ahmedabad.	(Vidani & Plaha, 2016)
2. AI has created new business opportunities in Ahmedabad.	(Solanki & Vidani, 2016)
13. AI has reduced the need for human labour in various business operations.	(Vidani, 2016)
14. The use of AI in businesses has increased my confidence in starting or running a business.	(Vidani, Chack, & Rathod, 2017)
15. I feel that 2es using AI are more likely to succeed in the future.	(Vidani, 2018)
16. I have concerns about AI replacing human 3s in the future.	(Biharani & Vidani, 2018)

**Source: Author's compilation*

RESEARCH METHODOLOGY

Table 2: Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	153
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

**Source: Author's compilation*

DEMOGRAPHIC SUMMARY

The research provides insight into 101 actual responses what members of Generation Z believe about the potential effects and difficulties that artificial intelligence (AI) may present jobs in the future 74.3 percent of the respondents indicated high levels of interaction and knowledge of AI indicating that this generation. knows how each technology affects the other work force. 87. 1% of the respondents which is also impressive. stated that they were still pursuing their degree or had already finished one going after it. About the question the answers were not all the same. For example 38. 6% of respondents thought AI would be a career advantage a major career advantage in contrast to 14 points 9 percent who believed it wont really provide you a career advantage. A group was present. concern about job replacement (43 percent predicted negative effects). even though 65. 3% of respondents said they could handle it shifts in the employment circumstances). 39. 6% however were not feeling fully prepared for this new workplace. The so-called skill of women also gave rise to concerns. sufficiency) 46.5 percent expressed excitement about the prospect of new employment. generated as a result of AI. Concerns about acceptability of AI usage in organizations where 37. 6% of the sampled population was raised. People voiced their worries. Results are covered in this section shows that Generation Z interacts and embraces AI. technology even though its portraying the future to some extent work with both excitement and caution.

CRONBACH ALPHA

Table 3: Cronbach Alpha

Cronbach Alpha Value	No. of items
0.919	11

**Source: SPSS Software*

Table 3 presents the Cronbach Alpha value of 0.919 for a set of 11 items. This high value indicates excellent internal consistency among the items, suggesting that they reliably measure the same underlying construct. A Cronbach Alpha above 0.9 is typically considered exceptional, reinforcing the validity of the measurement tool used in the study. Overall, this indicates that the items are well-correlated and can be confidently used for further analysis.

Table 4: Results of Hypothesis Testing

Add rows as per number of hypothesis you have created

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relationship
H1	There is a significant association between age and the belief that artificial intelligence (AI) has made it easier to start a business in Ahmedabad	.003	<	H01 Rejected (Null hypothesis rejected)	.982 ^c	STRONG
H2	There is a significant association between age and the perception that AI tools have simplified business operations and management.	.124	<	H02 Rejected (Null Hypothesis Accepted)	.604 ^c	STRONG
H3	There is a significant association between age and the belief that AI technology has improved decision-making for businesses in Ahmedabad..	.179	<	H03 Rejected (Null Hypothesis Accepted)	.742 ^c	STRONG
H4	There is a significant association between age and the perception that AI has enhanced customer engagement in interactions.	.124	<	H04 Rejected (Null Hypothesis Accepted)	.604 ^c	STRONG
H5	There is a significant association between age and the belief that AI has made administrative tasks in business operations more efficient.	.023	<	H05 Rejected (Null Hypothesis Accepted)	.355 ^c	WEAK

H6	There is a significant association between age and the belief that AI adoption gives businesses a competitive advantage in Ahmedabad.	.048	<	H06 Rejected(Null Hypothes is Accepted)	.902 ^c	STRONG
H7	There is a significant association between age and the belief that AI has created new business opportunities in Ahmedabad.	.049	<	H07 Rejected(Null Hypothes is Accepted)	.108 ^c	WEAK
H8	There is a significant association between age and the belief that AI has reduced the need for human labor in various business operations.	.027	<	H08 Rejected(Null Hypothes is Accepted)	.972 ^c	STRONG
H9	There is a significant association between age and the perception that the use of AI in businesses has increased confidence in starting or running a business.	.046	<	H09 Rejected(Null Hypothes is Accepted)	.642 ^c	STRONG
H10	There is a significant association between age and the belief that businesses using AI are more likely to succeed in the future.	.433	<	H10 Rejected(Null Hypothes is Accepted)	.966 ^c	STRONG
H11	There is a significant association between age and concerns about AI replacing human jobs in the future.	.003	<	H10 Rejected(Null Hypothes is Accepted)	.738 ^c	STRONG

*Source: Author's compilation

DISCUSSION

The findings of this study on Generation Zs attitudes regarding were carried out in Ahmedabad India. business procedures after artificial intelligence is presented youthful business owners as well. Technology plays a major role in this study. Research is increasingly indicating that Generation. According to Z artificial intelligence (AI) is a readily available improvement that can help with business operations procedures and construction tactical decisions. In terms of the studies context these viewpoints are significant because Ahmedabad has a strong technological base and a developing entrepreneurial ecosystem acceptance. One of the noteworthy conclusions of the current study that the survey participants learned is that they firmly believe that advanced technologies have made it possible to perform specific business processes. This aligns with the existing body of research that portrays the potential of any conventional business model aided by technology in the difficult facets of running a business. The Z Generation for instance the employment of digital natives fits in well with the application of AI in contemporary business. In this day and age advancements in these technologies are greatly desired. Technology there is cutting edge abilities so they don't find it odd that businesses are using AI technology in their operations. However the study demonstrates that the respondents particular worries were related to job loss and the confidentiality of data. Though many of the respondents agreed that AI was an efficient tool for its work. Concerns remained regarding how it would affect job prospects. This reflects the nature of the conflict. that is central to any conversation regarding the advancement of technology the potential productivity gains come with new technologies and the potential effects they may have on workers. Encouraging a more positive perception of AI in business requires addressing these two issues true enough. Its crucial that these two facets be handled concurrently by rather than independently or in a sequential manner education establishments and policymakers. Programs that would extend should be designed by them go beyond the simple concerns of improving ones knowledge of AI to include the ethical considerations and the workforce flexibility is necessary. The survey also emphasizes the need of creating an environment that is supportive of youth. entrepreneurs in order for them to successfully accept AI. Including mentoring training and resources that can improve while lowering the risks of unemployment. You need to be creative. It is in such a setting where employing AI technologies is not frowned upon. anticipated that Gen Z will be able to employ AI in their commercial endeavours. The findings highlight the impact that socialization and culture have on how people view AI. within. Ahmedabad is a city that combines cutting edge high tech with traditional business practises. This generation is simultaneously radical and conservative. There is a lot of cultural interaction. arguing that while developing a strategy to support the internal problems should be met first acknowledgment of AI. A programs target audience should ideally be one that understands and can relate to them in order to boost their acceptance and efficiency. Furthermore the results demonstrate that young people have a different perspective on AI viewing it as a tool for. reaching a position of competitiveness. When it comes to encouraging the use of more technology this is crucial accepting the role of entrepreneur. It is going to be essential for young entrepreneurs in the era of widespread AI. must possess the capacity for original thought and the ability to tolerate uncertainty in order to thrive in the marketplace.

THEORETICAL IMPLICATIONS

The analysis of AI's effects on Gen Z and Ahmedabad's economy gives some significant theoretical understanding. First things first, this study broadens our understanding of how different generations use technology in business by emphasizing the younger, comparatively more inventive generation, successive generations. The unique qualities that distinguish Generation Z, the majority of the literature on has been focused on the other cohorts, trends in the adoption of AI. This study takes into account the expectations, members of this cohort who are digitally literate and have already engaged with instruments from AI. The information regarding technology adoption models is expanded upon in the study by including Generation Z, a generation that has been observed to engage in play, an important part of entrepreneurship. The post continues with further details that most models require modifications in terms of age differences. It is about technology adoption, consider the many things like their degree of education, have an impact on young entrepreneurs, cultural background, education, and technology use. Thus, it is formulating various models that can become essential, tailored to the distinct age groups with varying interacting styles through technology. Furthermore, the varying perspectives on AI that encourage its application, the technology while also bringing up issues with employment and data privacy, cut show the intricate connection between the advantages of advancement and the results that follow. This piece of writing supports the disruptive argument, technology which claims there are good and bad aspects to new inventions, aspect. The studies findings suggest that more theoretical research is required, investigation into the socioeconomic elements underlying these viewpoints, by in order to completely comprehend the variations in various communities, the way various groups are utilizing new technology. It raises the discussion of AI ethics to a new level as well. The respondents' concerns about employment and privacy invasion. It is clear from inconvergence that ethics ought to come first, prior to utilizing AI technologies. The revelation made in this paper, without even thinking about starting out, required ethical front ranking to take up any greater technology as it is anticipated that novel social standards, particularly those of the upcoming younger generation, examining how to produce more palatable generations and credible leaders. Technologies that are always detrimental to society can almost control. That has occurred, implications for the theoretical discussion of quite specific, judicious invention in action. This study suggests that contextual factors should be taken into consideration, elements that influence how people feel about technology in commercial. It offers proof that young people are motivated by AI. Entrepreneurship are largely affected by the cultural, economic, and . Ahmedabad's urban social characteristics. This has the following ramifications, highly relevant to the varying degrees of implementation success, either of the technologies related to artificial intelligence, consequently in offering the current conceptual models that attempt to explain technology adoption, the.

Contextual issues need to be addressed. It is concluded that a more in favour of this idea, thorough examination of the long-term impacts of AI technology on the industry. Generation Z's views would be reasonable. Furthermore, introducing a temporal dimension in the theoretical model of perception, can change over time as artificial intelligence develops and is used more frequently. Young entrepreneurs could greatly benefit from technology. This, would also make it possible to

comprehend how technology is always related. a much broader view of business-youth entrepreneurship.

PRACTICALIMPLICATIONS

The findings of this study with regard to Generation Z. opinions regarding artificial intelligence (AI) and how it affects convenience. In Ahmedabad conducting business is very important from a practical standpoint. several real-world issues including legislators educators and others. other pertinent parties such as entrepreneurs and startup founders.

1. Policy Formation: Policymakers are supposed to come to the understanding of the necessity of creating the circumstances that would. Encourage the next generation of people to love AI especially the young entrepreneurs. One way to achieve this is to develop methods for encouraging creativity mechanisms and provide people with machine learning instructions the goal of managing corporate entities the previously mentioned general worries about the privacy and job loss of the upcoming Generation Z. Generations can be lessened with the aid of gadgets and technologies that can be utilized for data collection government funding etc. mentoring initiatives as well as long-term project services. Additionally a policy that benefits the younger may be developed by the municipality. individuals who will foster an environment where young people can be important in the process of making decisions.

2. The inclusion of artificial intelligence (AI) learning curricula: Primary and secondary education levels provide verifiable information about this claim. The main components of this process are educational establishments according to the following has been turned into a course of action Kepner-Tregoe. that comprises getting Generation Z ready for the way businesses operate the education sector through AI. The subjects of technology and AI literacy entrepreneurship coupled with the curricula offer students to not only assemble data while also engaging in critical analysis and solving complicated problem solving abilities allowing one to reinterpret technology and large business and try your luck in business later on. Youth business owners are able receive instruction to become proficient with technology through the involvement in training programs that involve hands-on learning and seminars. that only deal with AI tools and applications, educational establishments and particular sectors can aid in ascertaining the course of learners considering novel commercial ventures.

3. Business Strategies: To create approaches that appeal to Generation Z businesses must understand this generations attitude toward AI. Businesses started the transitioning process by taking the first into account. principle which was the issues of fairness around AI implementation in data and ethical considerations are brought to light in the enterprise phase. security concerns as first step problems. Companies would possibly persuade clients to join the actual conversation in a logical manner of AI and its applications by accepting their receptiveness. As a result by utilizing AI technology to maximize decision-making. With the help of useful technology businesses can accomplish more returns and thereby increase their level of market competition.

4. AI is beginning to make its way into mentorship and support networks: Corporation formation and management is a significant business given the life in it concern to the youth of Generation Z worldwide. But if we has a few start-ups that are

able to provide funding for the mentorship. initiatives that will subsequently connect aspiring businesspeople with established ones. People that would be very helpful mentors pass in these exercises mentees technical expertise or assist them in improving intelligent individuals or inspire them to apply AI. And even in addition the more recent plans featuring the individual entrepreneurs themselves who by sharing their successes and failures can increase their notoriety creating a in this instance by facilitating and then raising their office as a group comprehensive ecosystem for entrepreneurship.

5. Addressing Ethical Concerns: Since this generation is probably the greatest concern of all is that they will likely lose their jobs the arrival of artificial intelligence and the moral implications of the AI products being developed employed. Thus it is crucial that businesses start the process reconciling these problems. According to academics studying artificial intelligence this is unethical. Technology itself may be able to improve the situation. They could offer. The support required to accomplish this level of machine learning. In actuality every algorithm is meant to play a part in the development of humans substantial AI.

6. Promoting Inclusivity: Let's start by acknowledging that inclusivity is legitimate essential for AI talks and entrepreneurship. As such it is essential that the final include a diverse range of voices and viewpoints result of artificial intelligence technologies since such a policy may result in consequences of the choice made that are more fairly distributed. One of the methods for applying AI in a way that is more just and equitable of course need to include other marginalized groups in the process entrepreneurial and innovative aspects which ultimately will result in everyone having their needs met fairly and not more or less met.

CONCLUSION

Additionally the study has illustrated how Generation Z views AI its impact on Ahmedabad's commercial climate. The conclusions imply quite effectively that young business owners understand them artificial intelligences (AI) potential to boost output simplifying processes and arriving at well-informed decisions but they have grave concerns regarding data security and job losses. It is balanced by this struggle with the positive and negative aspects. It is more challenging for this generation to adopt AI. The study highlights how important it is for everyone to interact. educators and other pertinent individuals with Generation Z lawmakers as well as executives in business. Furthermore though by allowing young entrepreneurs to become acquainted with artificial intelligence which to be honest creates an atmosphere that allows them to face their fears as well focused on networks for facilitation ethical debates and AI literature will be accomplished even the important portion of the more thorough content. The development of ideas results in the fundamentals of required tactics that can take into account each communities socioeconomic circumstances. Ahmedabad. In the end the study expands our knowledge of the method. Technology influences young people adoption in urban India. from an entrepreneurial standpoint. research as AI advances. should keep understanding its long-term effects and the. obligation to revise startup tactics for the modern era. Find out how we can work together to create a more diverse approach. an atmosphere that is both innovative and welcoming for the development of the workforce develop by taking into account the advantages and disadvantages of AI simultaneously.

RECOMMENDATIONS FOR FUTURE RESEARCH/ FUTURE SCOPE OF THE STUDY

In the instance of the phenomenon under investigation concerning the opinions of Generation Z. The implications of this study in relation to AI's scope in Ahmedabad's business efficiency points to a many potential avenues for future investigation the subsequent information. Suggestions can assist in addressing additional research to broaden the scope of this investigation:

1. Longitudinal Research: A long-term study is advised for comprehending how Generation Z views artificial intelligence. during the years. As a result spotting emerging trends would be simpler and preconceived notions based on the features of AI technologies go through constant changes as they are created utilized in workplaces.

2. Prospective research could look at comparative studies: Perceptions of Generation Z are not limited to various cities or geographical areas not only in India but also abroad. Such a worldwide reach will. Let young people learn about entrepreneurship through positive transitions about the mindsets that have led to the development in different sociocultural ethnographic and economic factors situations.

3. Analysis by sector: By examining how Generation Z works believes in a few particular industries such as technology and retail or services the majority of sectors are likely to gain valuable insights into the ways that AI functions differently in each sector. The specific could also be investigated by industry-based studies advantages and difficulties faced by young business owners the fields they have chosen.

4. Simultaneously large-scale qualitative studies: Methods that define the in-depth interviews and/or the case studies of the young business owners will go deeper comprehension of how they employ AI. These qualitative methods possess the capacity to disclose intricate hope-related mindsets concerns and reasons besides the one action that. Just measurement makes it clear.

5. The Importance of Mentoring: The use of AI to measure the mentoring apps effects on self-esteem and achievement can also be advantageous for aspiring business owners calculating the marketing plans. The strategy for the program a person perception of mentoring can influence their design about computer-assisted work. The intersection of emerging technologies is something we might think about. the use of artificial intelligence in the future.

6. Intersection of emerging technologies: Alongside other cutting-edge technologies like machines. blockchain technology intelligence and the Internet of Things. Specifically the examination of such systems in relation to organizational transformation. For entrepreneurs new market development will be crucial. In enterprise business innovations can be predicted. management.

7. Various demographic perspectives: Further expanding the scope of the reading run of propagation omega demographic groups —. gender socioeconomic status and other factors information attainment we receive work that is appropriate for breaking the way.

8. Policy impact Assessment: Evaluations of the effects of policies could be conducted through studies of specific laws designed to encourage the use of young entrepreneurs. AI evaluating those measures effectiveness useful viewpoints for lawmakers hoping to advance layout and obtain effective expansion.

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