

‘ARTIFICIAL’ AND ‘INTELLIGENCE’- THE TWO WORDS THAT CHANGED THE MAJOR SECTORS, WHEN BROUGHT TOGETHER

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ABSTRACT

This paper is going to be very simplistic in its approach and it will deal with a very basic question. What was the impact of Artificial Intelligence on the major sectors of the country viz., law, marketing, sales, and management? We will apply the doctrinal approach of research and try to answer all of these questions thoroughly, but not in an exhaustive manner, of course.

INTRODUCTION

The 1940s-1950s attempts were being made to revolutionize the technology of the most developed countries by their respective scientists, to ensure that they were at an upper platform, in terms of technological advancements. It was in this era when the base for the modern artificial intelligence arena was laid down. And then came the 1960s, the era termed as the *decade of the race to space*. Both the U.S.A. and the U.S.S.R. were keen enough to send their astronaut into space before each other. Russia, however, won in the *race to space*, whereby it was successful in sending its astronaut to space before the U.S.A. However, the U.S.A. won the *race to Moon*, whereby it successfully sent its astronaut to the Moon before the U.S.S.R. Why we are discussing these examples is because, in those days, only space exploration, complex research, and other scientific endeavors could be associated with artificial intelligence. However, in today's realm, not only the abovementioned sectors but even the non-scientific sectors, such as the marketing sector, sales, law, and management too are being associated with A.I. There has been significant inflation in the usage of the technology in these sectors, to maximize the performance and minimize the expenditures. Let's now look at each one of them thoroughly and understand that how come the abovementioned had been possible.

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LAW AND ARTIFICIAL INTELLIGENCE

The impact of artificial intelligence on the legal sector has rather been quite insignificant, presently. The reason being that still the majority of the practicing advocates adopt the traditional methods of finding the relevant data, or formulating the counter-arguments, to fight their respective cases. Many advocates are of the view that the traditional methods help them in the following manner-

1. Reading a book and finding out something is more comfortable than to open one's computer and sit before it, reddening one's eyes, and then finding the appropriate case law or provision, rule, etc.
2. The fact that the book is going to be there always with them, until and unless they dispose of it, is quite beneficial for them, as sometimes the same website which was opening a few days ago, doesn't reopen again, thereby, causing a loss to the advocates.
3. Maintaining a huge personal library with a large number of A.I.R. volumes is particularly very encouraging for the advocates, as it adds to their face value as being a very knowledgeable professional.

However, there are even some drawbacks to this traditional approach that most of the advocates undertake-

1. The A.I.R. manuals which go out-of-date are literally of no use and so they have to be sold off at the prices of waste paper, which hits the pockets of the various lawyers quite hard.
2. The books require too much space to be stored and thus, it adds to the difficulty of the advocates sometimes with regards to their storage.
3. The books get torn, dusted, and often are eaten by termites, which adds nuisance to the situation.

Let us now look at the various advantages that A.I. fueled research and services have to offer to the various advocates-

1. Research is extremely extensive and brings out all the relevant data, which is sometimes not possible for the advocates to find out, individually.

2. The time taken to bring out 100 case laws by an A.I. powered research tool is relatively 0.1 second, compared to the amount required by a human person.
3. The cost of maintenance cost of an A.I. research tool is relatively lower when compared to the cost required to maintain a junior advocate for legal research and argument suggestions.
4. Space is also saved. Now, an advocate may simply require a small room with a table and a computer on it, rather than maintaining huge libraries as earlier.
5. A.I. research tools don't *forget*. Hence, they can never repeat the same mistake twice, when compared to human advocates.

These were some of the most significant advantages of A.I. on the law. Now, if we look at the ground reality, then it may be understood that the impact of A.I. has not been that significant, compared to when we look at the advantages it offers. It must be understood that still today in the Indian legal system, there are advocates who completely depend upon the traditional methods of research and analysis and are not willing to test this new field with much more potential, even though they live in modern cities, surrounded by state-of-the-art technology. The main reason for the same is that they are either too afraid of any significant change, lazy to do so, or feel that it may slowly take over their jobs. Thus, maybe another decade, at least, or even more, would be required to completely inculcate an A.I. culture within the realm of advocacy in India.

Certain examples of A.I. legal software include the very famous Mycin, Case I.Q., etc.

ARTIFICIAL INTELLIGENCE AND MARKETING

Artificial Intelligence has had a more-or-less a significant impact on the marketing sector. When we say marketing, it does not mean that one is asking someone to buy a product. It simply means that we are advertising our product in such a manner, that the customer is being attracted to the same.

Ever opened Facebook and seen an advertisement for a shirt or a flower pot, just the next day of buying the same? Ever seen YouTube showing advertisements of songs *stating* this may match your preference? Well, all of these are true examples of A.I.s usage in the realm of marketing.

All of these big companies work in collaboration with one another. They use artificially intelligent software to keep a track of the various preferences and tastes of individual people. For example, suppose we simply search the term 'Food Processor' on Amazon. Now, as Amazon is also in collaboration with Facebook, Facebook will use its artificially intelligent software to find out the advertisements of food processors, available on Amazon and show them to us, whenever we are browsing on their website. The same applies to other products as well. Thus, through these techniques, artificial intelligence helps in the marketing of a variety of products by tracking the tastes and preferences of the buyers.

Another plus point with the same is that they collect and store the data of the previous responses to various advertisements by the people. Thus, the next time if someone is about to advertise his product, then the A.I. software will simply show a list of the plausible ways to catch the eyes of the consumers and force them to turn their heads for his product, based upon the data of the history of the responses that the software has collected.

ARTIFICIAL INTELLIGENCE AND SALES

This, indeed, is another highly utilized non-scientific sector for artificial intelligence software. How? Well, let's ponder upon the same. Whenever we call upon the customer care of any big company, a pre-recorded voice answers our calls and guides us through the interactive session. This is nothing but an example of A.I. software. Although pre-recorded, the software recognizes the responses which are being given to it by the customers and responds accordingly. This interactive software is nothing but *chatbots*. These chatbots are designed specially to record the various responses of the customers and also, to produce a report so that strategies may be developed accordingly.

Another very pertinent function is seen in the case of e-commerce websites. We see that the A.I. software is utilized to keep a track of the sales history and suggest the desired products accordingly. Let us see how. Suppose we open an e-commerce website (Amazon) and buy a redshirt. This is recorded by the A.I. software possessed by Amazon. This software will record the price range, the physical features, and the brand of the shirt. Thus, the next time when we open Amazon and type *shirt*, then the chances that we will encounter a shirt of the same or another color, of the same brand and price range, are quite high. Moreover, we need to understand that sometimes the software will also suggest the product which we may buy along with the product that we are already purchasing. Thus, it may so happen that the next

time we go on Amazon to buy a shirt, the website may even suggest us to buy a pair of jeans along with the same, suggesting that *people usually buy them together*. This is known as *associative sales*, where we associate one product closely with another, to show that both of them a compliment, to create a psychological dilemma in the minds of the customer that in case he buys only one of them, he might be on the loser side.

ARTIFICIAL INTELLIGENCE AND OVERALL MANAGEMENT

Overall management and artificial intelligence are, to some extent, a bit difficult to explain. But, we may look at this in this manner. Today, our devices and other accessories, all more-or-less have a computer chip attached to them. This computer does nothing but provides an amount of intelligence to the mobile or the respective accessory. Thus, for example, when we open WhatsApp and start typing words in our colloquial language using the English alphabet, then the computer of the mobile takes up this information, retains it, analyses the same, and then suggests us the probable words that we may use the next time we start writing in the colloquial language using the English alphabet. Similarly, the search history of our web browsers is maintained and the next time, results are shown to us accordingly.

Even nowadays, we have wireless enabled televisions, printers, refrigerators, air conditioners, etc., which all work to some extent based on artificial intelligence. Thus, the *intelligent A.C.s* automatically change their settings after reviewing the environment of the room and the outdoors, by seeing the temperature and also, the number of people in the room at a time. The same goes for the refrigerator, as it sees the amount and the type of food stored within itself.

We also have the famous *Alexa* and *Google Home*, wireless-enabled interactive bots, which listen to our commands, respond to us, and also fulfill them, all at the same time as if we are talking to our assistant. If we look at the bigger picture, then, A.I. has helped in the overall management of the tasks very efficiently. We see that companies today use complex software to fulfill their work. Even nowadays, Government offices have digitized themselves to enable faster working. These can be stated as suitable examples to demonstrate the power of A.I. and its impact on the overall management across different sectors.

CONCLUSION

A field that is yet to be discovered, a field that is yet to be developed, a field that is yet to be exploited fully. This field is the field of Artificial Intelligence, which indeed has shaped our

lives to a great extent. We saw how A.I. has impacted some of the most major sectors of India. Some of them, while are yet to develop in terms of being A.I. enabled, the others as we saw, have achieved quite an amount of progress with the same. However, we may, but, only speculate as to what may be the future outcome of this field with our lives. After all, it is a manmade creation and thus, is subjected to human imperfections.

