

## Educreator Research Journal



MARCH - APRIL 2025

**Original Research Article** 

## INDEX

Sr. No.	Title & Author	Page No.
1	Human Resources Technology	1
	Anita Manoj Kumar Chauhan	
2	A Research in AI in Fraud Detection and Cybersecurity in banking	8
	Asst. Prof. AhmadAli KazamAli Sayed	
3	A research on Human vs Machine: Comparing Effectiveness of Chatbots and AI-	
	Driven Customer Service vs Human Customer Care.	12
	Asst. Prof. Santosh Patil Shirke	
4	Artificial Intelligence (AI) In Education :Using AI Tools for Teaching and Learning	
	Process	15
	Asst. Prof. Neha Sarfaraz Bape	
5	The Role of AI in Language Teaching and Learning	21
	Dr. Kalpana Sargar	21
6	Prediction of fragrant compounds used in skin care products causing skin sensitivity	
	using in silico methods	29
	Dr. Nandini Girish, Dr. Sachin Palekar & Somesh Mishra	
	Perception of Artificial Intelligence (AI) in Academia	
7	Dr. Sachin Palekar, Dr. Nandini Girish, Pranjal Bapna, Sanika Chaskar, Amruta	34
	Desai, Jui Dighe & Tejal Vanjare	
8	The Impact of AI on India's Economic Growth and Education Sector.	41
	Dr. Dhananjay M. Pashte	41
9	Artificial Intelligence (AI) Applications for Marketing: A Literature-based Study	
	Jay Hiralal Shinde	53
10	The Role of Virtual Reality in Personalized Marketing Strategies	50
	Mr. Vijay Kothawade	58
11	Use of AI in Digitization and Preservation of tribal heritage and culture: A case study	
	of Warli art and painting	71
	Anil R. Bankar	
12	The Role of AI in Music Education	
	Prof. Ashok Shevantrao Jadhav	79







OLUM	E-XII, ISSUES-II MARCH – APR	IL 2025
	Original Resear	ch Article
	The Role of AI in Automated Code Generation and Debugging: AI-Assisted Code	
13	Generation.	83
15	Asst. Prof. Rohini Kalpesh Jadhav	03
	Applications of Artificial Intelligence (AI) in Green Chemistry	
14	S. G. Jagadhani	90
	Revolutionizing Archival Research and Digital Preservation -Exploring the Potential	
15	of Artificial Intelligence.	93
	Dr. Seema Gholap.	
	The Artificial Intelligence Revolution in Accounting and Auditing: Opportunities,	
16	Challenges, and Future Research Directions	98
	Shaikh Saba Rafik	
17	Role of AI in Data Science: Predictive Analysis and Decision-Making	110
17	Shrinivas Narsappa Dudgal	
10	AI in Cloud Computing and Edge AI: A Research Perspective	110
18	Susikta Das Mandal	119
	Preserving Cultural Heritage Sites of Maharashtra with AI: A Study of Digital	
19	Preservation and Restoration Techniques	123
	Suvarna Khillare-Bankar	
	Relation Between Knowledge of Mathematics in Artificial Intelligence and Anxiety	
20	of Mathematics	135
	Prof. Chandankumar Yadav	
	ठाणे शहराच्या घनकचरा व्यवस्थापनात कृत्रिम बुद्धिमत्तेची भूमिका	1.10
21	Dr. Rajashri Pinaki Pandit	140
	कृत्रिम बुद्धिमत्ता : भाषिक समस्या, परिणाम आणि उपाय	
22	श्री. सुमित सुनीलदत्त गवरे	147
	त्रा. सुामत सुनालदत्त गवर	

Copyright © 2025 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC 4.0) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial Use Provided the Original

The Role of AI in Marketing: Personalisation Pricing and Customer Segmentation

Author and Source Are Credited.

Prof. Sangeeta Sanjay Palve

23



154