



# SIR

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## About the Journal

SIFT – Journal of Business and Social Sciences is a peer-reviewed, double-blind academic journal dedicated to advancing high-quality research at the intersection of business, management, and social sciences. The journal provides a global platform for scholars, practitioners, and policymakers to publish innovative studies, conceptual frameworks, case analyses, and empirical research that address emerging challenges in today's dynamic business and societal landscape. With a strong commitment to ethical standards, interdisciplinary dialogue, and impactful knowledge dissemination, SIFT aims to bridge theory and practice, promote responsible leadership, and contribute meaningfully to academic and real-world decision-making. Our mission is to support research that inspires progress, enhances understanding, and drives positive social and organisational outcomes.

## Explore our Subject area

- Business Strategy & Policy
- Organizational Behaviour & Theory
- Human Resource Management
- Marketing & Consumer Behaviour
- Finance, Accounting & Auditing
- Entrepreneurship & Innovation
- Operations & Supply Chain Management
- Corporate Governance & Leadership
- Sociology & Social Behaviour
- Psychology & Behavioural Studies
- Consumer Psychology (Behavioural Studies)
- Communication & Media Studies
- International Relations
- Cross-Cultural Studies
- Public Policy & Public Ethics
- Social Impact, Equity & Inclusion
- Business–Society Relations
- Corporate Social Responsibility (CSR)
- Sustainable Business Practices
- Technology, Digital Transformation & Society
- AI, Automation & Workforce Studies
- Ethics & Responsible Management
- Environmental, Social & Governance (ESG) Research

## Aims and Scope

SIFT – Journal of Business and Social Sciences is a double-blind, peer-reviewed scholarly journal committed to advancing interdisciplinary knowledge at the crossroads of business studies and the social sciences. The journal serves as an academic platform for researchers, academicians, industry professionals, policymakers, and graduate scholars to publish high-quality research that contributes to theory, practice, and societal development.

SIFT recognizes that contemporary challenges in business and society are interconnected and require a holistic understanding across disciplines. The journal therefore welcomes a wide range of research contributions, including empirical studies, conceptual papers, theoretical advancements, case studies, analytical models, and review articles. Its subject areas span core business fields such as management, marketing, finance,

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entrepreneurship, organisational behaviour, and consumer psychology, as well as social science domains including sociology, psychology, communication, public policy, ethics, and cross-cultural studies.

At the heart of the journal is a commitment to academic integrity, ethical research practices, and rigorous scientific standards. Every manuscript undergoes a strict double-blind peer-review process to ensure originality, methodological soundness, relevance, and contribution to existing literature. The journal also promotes responsible research by encouraging authors to address contemporary societal issues such as sustainability, corporate governance, technological transformation, digital behaviour, ethical leadership, and social responsibility.

SIFT aims not only to be a publication outlet but also a knowledge bridge. By fostering dialogue between academics and practitioners, the journal facilitates evidence-based decision-making, policy improvements, and innovative solutions to global business and social challenges. The journal supports the dissemination of impactful research that advances professional practice, stimulates intellectual debate, and enhances the understanding of how businesses operate within social, cultural, and ethical contexts.

Through its inclusive approach, international outlook, and dedication to excellence, SIFT – Journal of Business and Social Sciences aspires to become a leading contributor to scholarly discourse and a trusted resource for researchers and practitioners worldwide.

### **Scope and Academic Focus**

The journal welcomes a wide spectrum of contributions, including original research articles, theoretical papers, applied studies, conceptual frameworks, policy analyses, case studies, systematic reviews, and book reviews. Core areas of interest include:

#### **Business strategy, leadership, and governance**

- Human resource management, HR analytics, and organisational development
- Marketing, consumer behaviour, and consumer psychology
- Finance, accounting, financial decision-making, and corporate performance
- Entrepreneurship, start-up ecosystems, and innovation management
- Operations, supply chain, and sustainability practices
- Sociology, psychology, communication studies, and cultural studies
- Public administration, ethics, and social impact research
- Technology, digital transformation, AI in business, and workforce studies
- ESG (Environmental, Social & Governance) frameworks and responsible management

SIFT encourages research that addresses critical societal concerns such as inequality, digital inclusion, sustainable business practices, the future of work, behavioural change, ethical leadership, and globalisation.

### **Commitment to Ethical and High-Quality Research**

Academic integrity is at the core of SIFT's philosophy. Every submission undergoes a rigorous double-blind peer-review process conducted by qualified reviewers and subject experts. Manuscripts are evaluated for originality, methodological integrity, relevance to the field, clarity of argument, and contribution to academic and practical knowledge.

The journal adheres to the highest standards of publication ethics, following guidelines inspired by COPE (Committee on Publication Ethics). We ensure:

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### **Transparent and ethical research practices**

- Protection of human participants and responsible data collection
- Proper authorship credit and conflict-of-interest disclosure
- High professional standards in editing, reviewing, and publication

### **Bridging Theory and Practice**

One of the distinguishing features of SIFT is its emphasis on research that not only contributes to theory but also influences real-world decisions. We encourage submissions that provide actionable insights for business leaders, educators, policymakers, NGOs, and social practitioners.

- The journal supports studies that:
  - Offer evidence-based solutions to current business challenges
  - Influence organisational policy and management practices
  - Support public policy development and community-level improvements
  - Address socio-economic issues through academic inquiry
  - Strengthen the link between academic knowledge and professional application
- Platform for Global Knowledge Exchange

SIFT positions itself as a platform for global academic interaction. Our contributors and reviewers include scholars and professionals from diverse countries, ensuring a wide range of perspectives and global relevance. The journal seeks to amplify voices from emerging economies, promote diverse methodologies, and encourage comparative and cross-cultural research.

### **Mission and Vision**

#### **Mission**

To promote high-quality interdisciplinary research that enhances the understanding of business and social systems, supports ethical and responsible organizational practices, and generates knowledge with meaningful social impact.

#### **Vision**

To become a globally recognized and trusted academic journal that shapes discussions in business, management, and social sciences by fostering innovation, integrity, and inclusiveness in scholarly publishing.

#### **Why SIFT Matters**

- By combining academic depth with societal relevance, SIFT strives to:
  - Enhance scholarly dialogue across disciplines
  - Provide an accessible platform for emerging and established researchers
  - Contribute to global academic thought leadership
  - Influence real-world business and social practices
  - Support the advancement of ethical, sustainable, and innovative research
  - Encourage critical thinking and new theoretical perspectives

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# A study on the Influence of AI in Today's Digital Marketing Era.

- Dr. A. Vijayalakshmi

## Abstract

Marketers are faced with new challenges and opportunities in this digital age. The aim of the study is to determine the influence of AI in Digital marketing to frame strategies and to adopt the principles of traditional marketing using the opportunities and challenges offered by digital medium. Digital marketing is the utilization of electronic media by marketers to promote the goods and sell it in the market. This paper focus on the importance of AI in Digital marketing for both marketers and consumers to capture and encounter their needs.

**Keywords:** AI, Digital Marketing, Strategies, Electronic Media, Effectiveness.

## Introduction

In today's fast-paced, technology-driven world, AI digital marketing has become an essential part of every business strategy. AI Digital marketing is used in online marketing to examine data, engrave experience of customers' automation of task to expand marketing performance.

Internet marketing, or web marketing, refers to all forms of online marketing as opposed to traditional marketing methods including print media, in-person events, TV and radio advertisements, and live promotions. Digital marketing refers to the promotion of goods or brands through one or more electronic media platforms. For instance, promotional efforts conducted via the Internet, social media, mobile phones, and electronic billboards, as well as via digital, television, and radio channels, could be employed as part of a company's digital marketing plan.

The business can also enhance customer satisfaction by providing information about products, trouble shooting, and service on line furthermore, interested consumers who set can invoke a relationship with the unit on their own accord. Both sales performance and customer satisfaction can benefit on these accounts. In the context of relationship development, online communication can help a business to increase the intensity of and enrich the quality of, its interactions with partners and suppliers.

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## Literature Review

Kar, Shirsendu. (2023), AI has the prospective to transform digital marketing by mechanizing various methods and empowering marketers to enhance understanding and meet customer needs. As digital marketers struggle to improve their policies and engross with customers efficiently, they spot the value of AI in accomplishing their goals.

Brown and Davis, (2022), focuses on the factors that influence purchase intention in the context of digital marketing. The authors provide a comprehensive analysis of the various factors, including brand trust, product reviews, and pricing, and examine the impact of these factors on purchase intention.

Thilagavathy & Praveen Kumar E (2021), Digital Marketing is a candid division of Marketing science, it able to produce importance to the organizations and augment the commitment with the customers through electronic services. The dawn of technology has formed a good ground for the digital marketing to make swift deviations in digitalization. Marketing all over the world inculcate digital technology to improve the services offered to their customers to compete in their business. AI play vital starring role in marketing in intelligent search's engine, smarter ads, refined content delivery, relying on bots, continued learning, preventing fraud and data breaches, image and voice recognition, sales forecast, language recognition, predictive customer service, customer segmentation, etc. Artificial intelligence aids businesses to rise a vivacious and precise indulgent of their customers' needs, augmenting their sales and revenues.

Alba and Hutchison, (2017) believed that price sensitivity would be lower than in traditional outlets when the non-price attributes or quality attributes are of greater importance and when there is more product differentiation among the choices. When the products are relatively comparable, then price, of course, will play a greater role.

## Objectives of the Study

- To find the perception of customer on AI in digital marketing.
- To study the comparison between online shopping frequency and social media usage.
- To study the customer experience in digital marketing.

## Need for the Study

The proliferation of and rapid advances in technology based systems, especially those related to the interest, are leading to fundamental changes in how companies interact with one another and with customers. Indeed, selling products and service via the internet is agreed to have enormous potential, and ecommerce has received enormous pressure, speculation and criticism. The internet technology has the potential to alter almost every aspect of business operations. As a result, it is necessary to take a multidisciplinary approach for understanding



the marketers view on e-marketing since the e-marketers act as a intermediary between the customers and producers of goods and services. Since, the e-marketers, producers and consumers are interlinked with each other's, it is imperative to analyse the marketers' perception on various aspects related to e-marketing and its impact. Hence, the present study has made an attempt on these aspects.

## Methodology

This study is conducted based on both primary and secondary data sources. The correlation method of study are used in this research paper. The change in value of one variable produces a changes in the value of other variables. In that case it is said that the variables are correlated or there is correlation between the two variables. By using the Quantitative research, a survey can be conducted to gather data from the young generation on their social media usage, online shopping behaviour, and influencer marketing. Conducted a quantitative analysis using a survey of 160 young consumers in two cities. The data were collected using a structured non-disguised questionnaire and analysed the responses using descriptive statistics, correlation methods.

## Analysis and discussions

### Correlation

To show the correlation between the social media usage and online shopping frequency in digital marketing. The data were collected from one hundred sixty people who are taking the various techniques or elements of digital marketing.

Results are given below:

**Correlations  
Table - 1**

		Online Shopping Frequency	Social Media Usage
Online Shopping Frequency/ Social Media Usage	Pearson Correlation	1	.309
	Sig. (2-tailed)		.613
	N	5	5

From the above table it's concluded that the social media usage is positively related to online shopping frequency. It indicates that social media usage shows positive relationship effect on online shopping frequency. The value of  $r$  of online shopping frequency and social media usage are .309, .613, which shows positive correlation.

## Correlations

To show the correlation between onlineshopping and their experience as customer in digital marketing. The data collected from one hundred sixty people who takes various techniques or elements of digital marketing. Results are given below:

**Correlations  
Table - 2**

		Online shopping Frequency	Customer Experience
Online Shopping / Customer Experience	Pearson Correlation	1	.584
	Sig. (2-tailed)		.301
	N	5	5

From the above table it's concluded that customer experience is positively related to online shopping. It indicates that experience as customer shows positive relationship effect on online shopping frequency. The value of r of online shopping frequency and social media usage are .584, .301 which shows positive correlation.

## Conclusions

As generations evolve and technology progresses, the encroachment in the field of marketing and advertisements has been enormous. No longer are businesses destined by the precincts of traditional marketing systems. The old has been profoundly swapped by the new. One of the newest and most effective strategies has been of AI in Digital marketing. This method of marketing has elevated the business domain to novelstatures. The limitations of internet marketing are few in number, while the advantages are sure to boost any business up towards the most fantastic and profitable opportunities.

AI has the possibility to transform digital marketing by systematizing various processes and allowing marketers to better know and meet customer needs. As digital marketers struggle to boost their stratagems and involve with customers successfully, they spot the worth of AI in accomplishing their goals.

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