# Artificial Intelligence – Emerging Marketing in Economies, challenges, opportunities, with Integrated Development of SMEs in PMS

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# *Abstract:*

When it comes to connecting with clients at the BOP (Base of the Wealth Pyramid), technology has been identified as a crucial tool for achieving the Global Sustainable Development Goals for emerging economies. Provide a practical recommendation for practitioners, AI developers, and policymakers with regard to adopting and regulating AI usage in marketing, particularly in emerging economies, by concentrating on the ramifications and frequently disregarded negative elements. The current obstacle to AI application in India is PMS (Public Manufacturing Sector) and examines how they are related. The DEMATEL approach has been used in the study to identify the cause-and-effect group factors. Nonetheless, there are various examples of how AI is extending opportunities and assisting in the attainment of the Sustainable Development Goals in the most recent applications and trends in emerging economies. It also clarifies how investors, clients, and governments may maximise its benefits while avoiding its hazards. When handled well and with appropriate safety measures in place, AI can help private investment to alleviate poverty and enhance lives at a rate that was unthinkable just a decade ago. Explore the obstacles that SMEs (Small and Medium-Sized Entrepreneurs) experience in the AI transformation process in more detail and offer solutions. Lastly, we suggest a study programme based on environmental threats and technological obstacles faced by SMEs using PMS.

***Keywords: BOP, Emerging Economics, AI, PMS, SME***