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February 15, 2020

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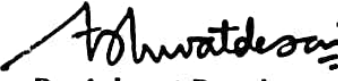
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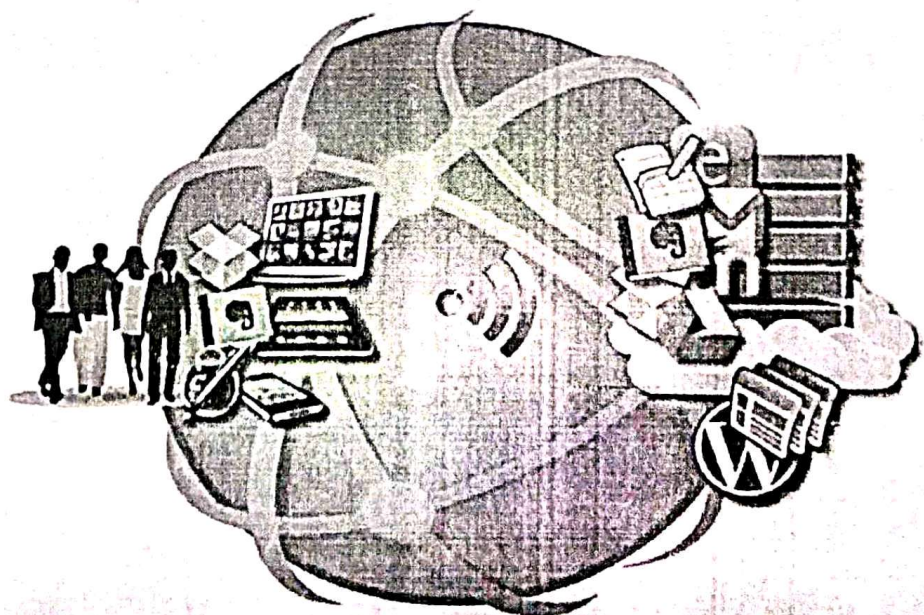
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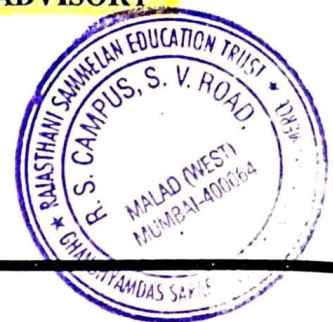


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**CUSTOMER INTERFACE APP., AI IN INVESTMENT ADVISORY
BUSINESS-THE GAME CHANGER.**

Dr. Ameya Tanawade

Lecturer, Faculty Of Accountancy
Ghanshyamdas Saraf college



ABSTRACT

In this 21st century when world has come on one click and flow of information is so much that anything is available on smart phone, importance of mobile apps have introduced tremendously. Be it booking of Railway or Movie Ticket shopping online or even banking transactions like making utility bill payment, fund transfer etc. So for corporate world to be very precise Investment Companies and Investment Advisory Services for them it has become necessary to act in direction where even investment decision and making investment should be brought on smart phone. Many Advisory Service Companies have developed their own App using which is very user friendly. This research paper attempts to understand importance of Artificial Intelligence (AI) with reference to Customer Interface App developed by Investment Advisory Service and its impact on industry.

KEYWORDS: APP, Bots, Artificial Intelligence (AI)

1. INTRODUCTION:

In 21st Century, the biggest innovation that has changed the world is 'Smart Phones'. These Smart Phones have changed entire life style of human race. It has made change in the way we live. Right from basic thing like booking cab, ordering food, booking movie tickets to banking transactions like making utility bill payments, making fund transfer everything is possible with the use mobile Apps. It has also reached to the stage where even taking decision and making rightful investment is also possible with mobile App. Gone those days when investment agents use to visit client's place repeatedly to convince client about investment plan. In this research paper, researcher attempts to study such App. used by Investment Advisory Company and how it will be game changer in future.

2. OBJECTIVES OF THE STUDY:

- To study the concept of Artificial Intelligence (AI) in Investment Advisory Services.
- To study how Artificial Intelligence (AI) will be useful for Investment Advisory Company.
- To study impact Customer Interface App in the field of Investment Advisory Services.

3. HYPOTHESES OF THE STUDY:

H0: Artificial Intelligence (AI) will not be useful in Investment Advisory Services.

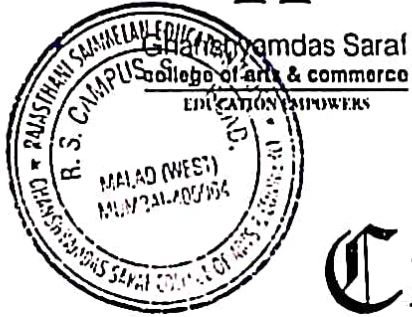
H1: Artificial Intelligence (AI) will be useful in Investment Advisory Services.

H0: Customer Interface App will not bring positive changes in the field of Investment Advisory Services.

H1: Customer Interface App will bring positive changes in the field of Investment Advisory Services.

4. RESEARCH METHODOLOGY:

The study is based on secondary data collected from various sources like books, journal, web and internet support.



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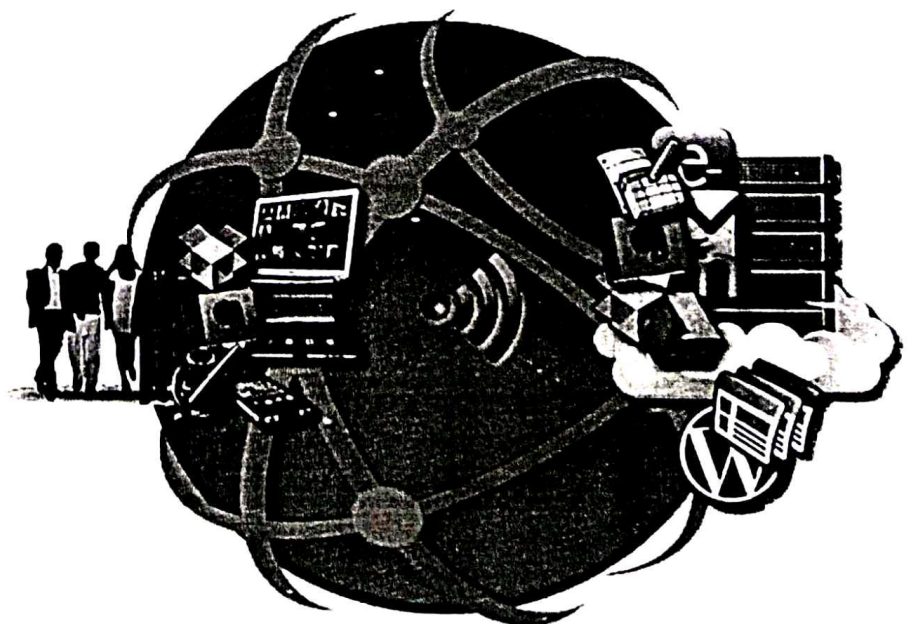
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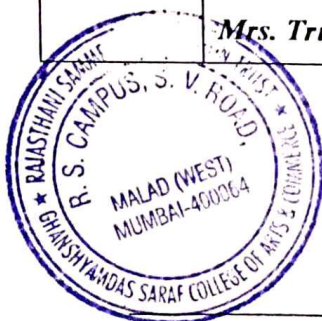


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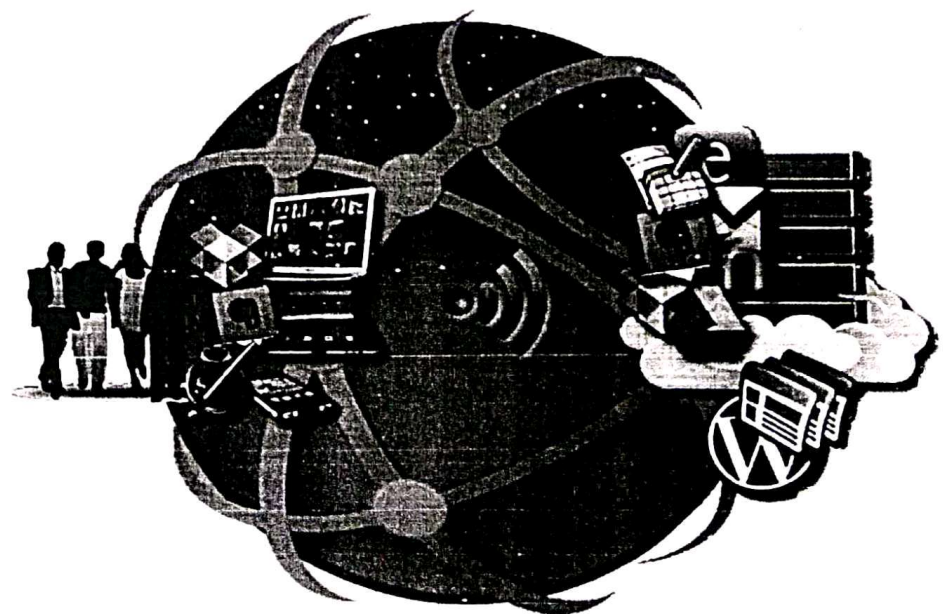
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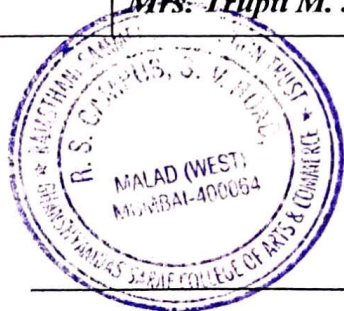


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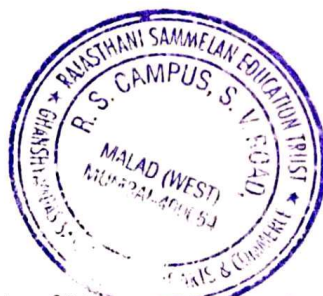
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Dr. Rupa .V. Shah

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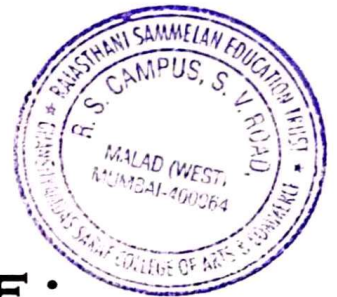


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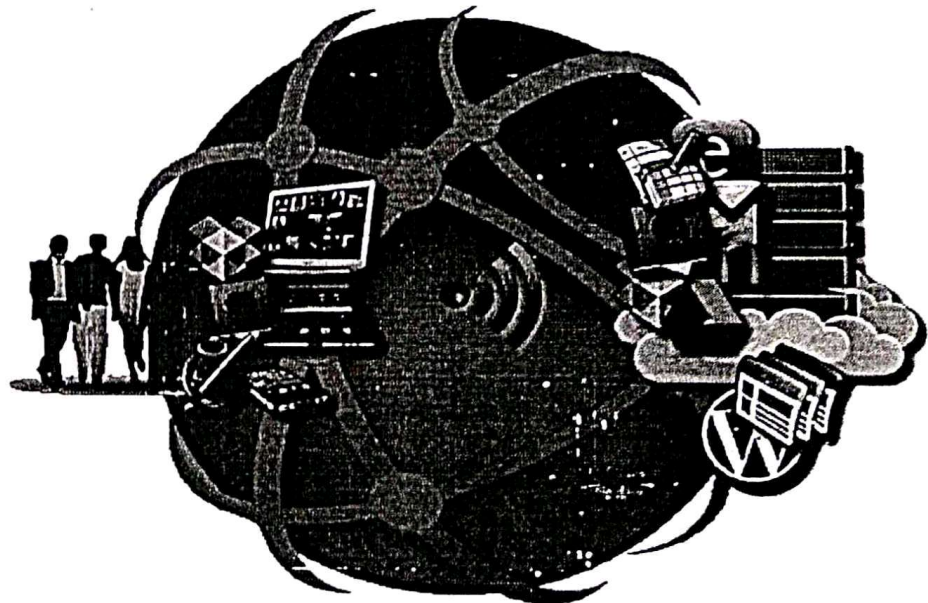
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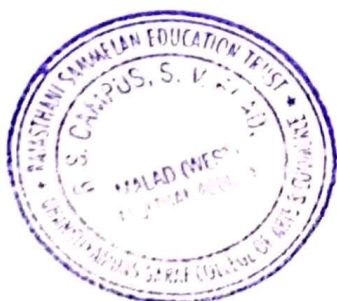


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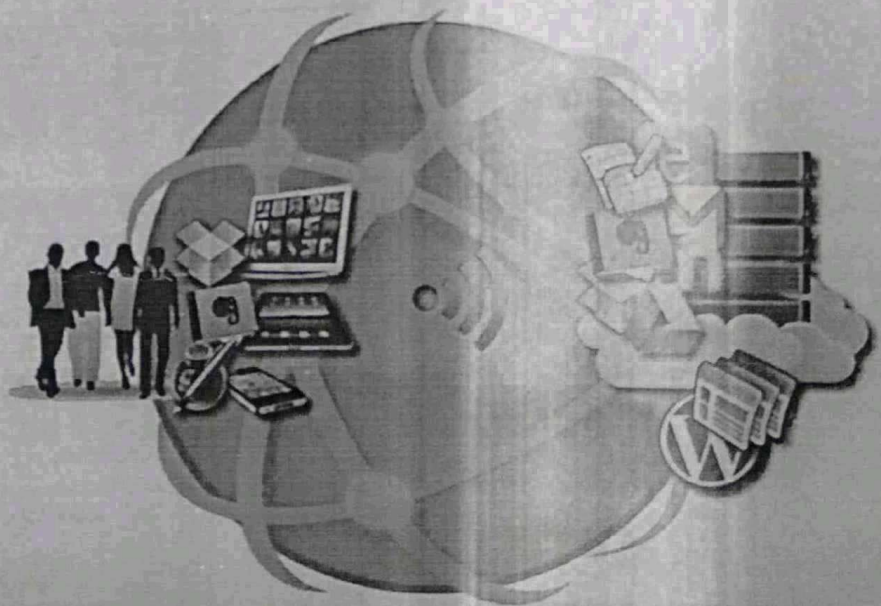
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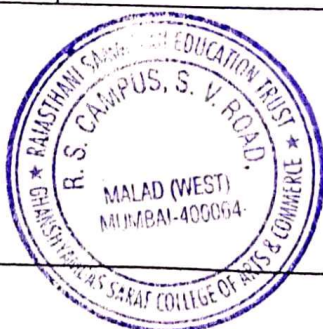


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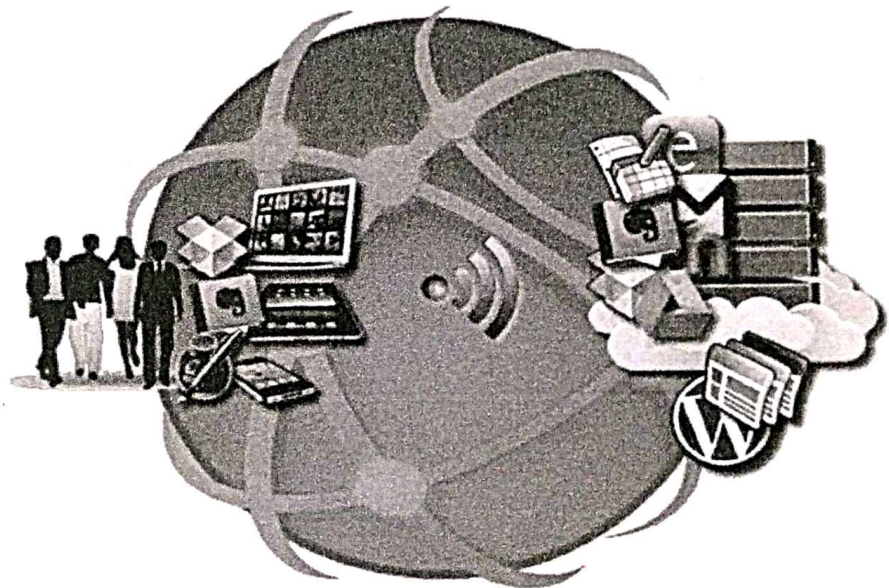
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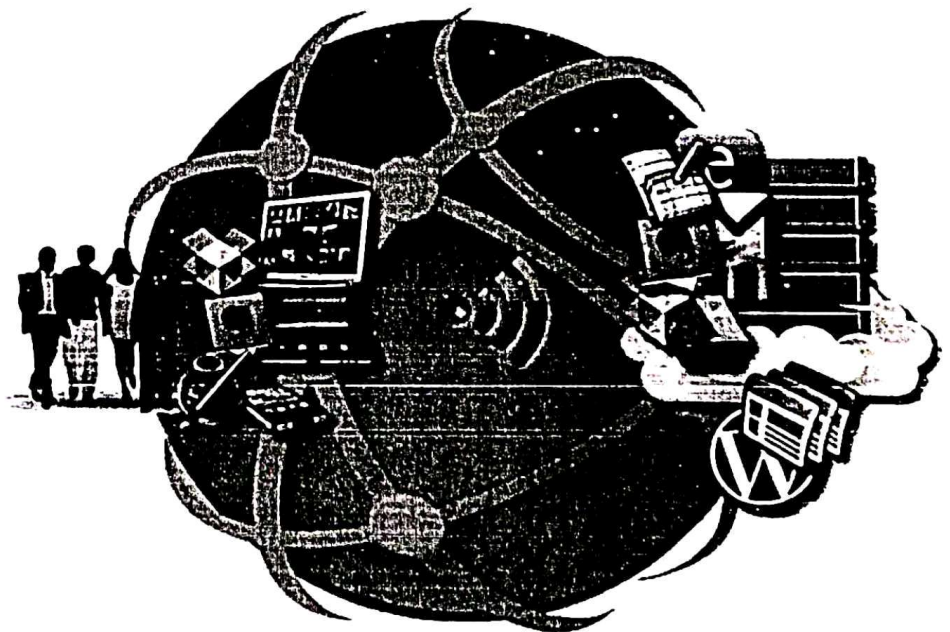
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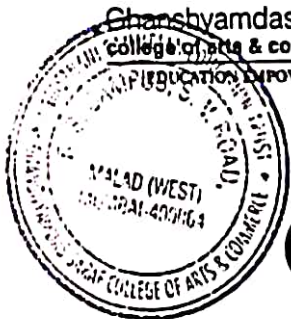
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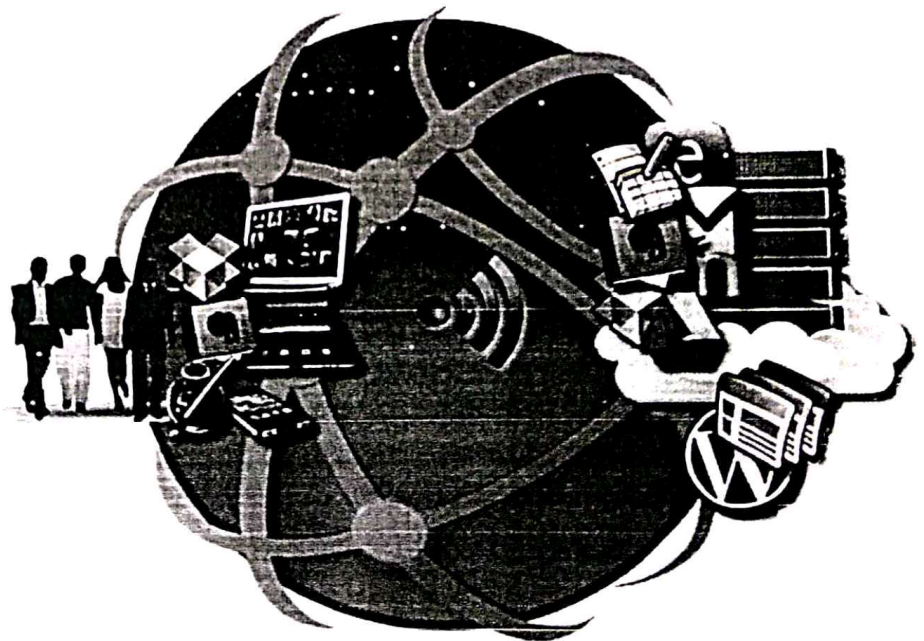
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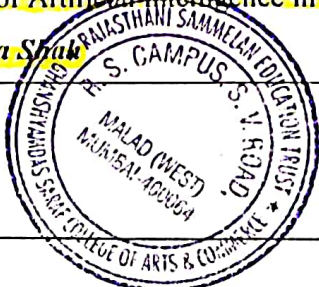
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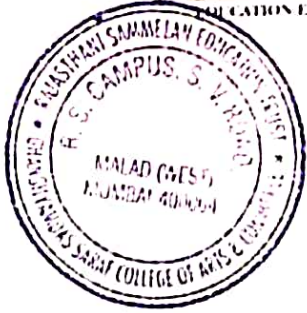
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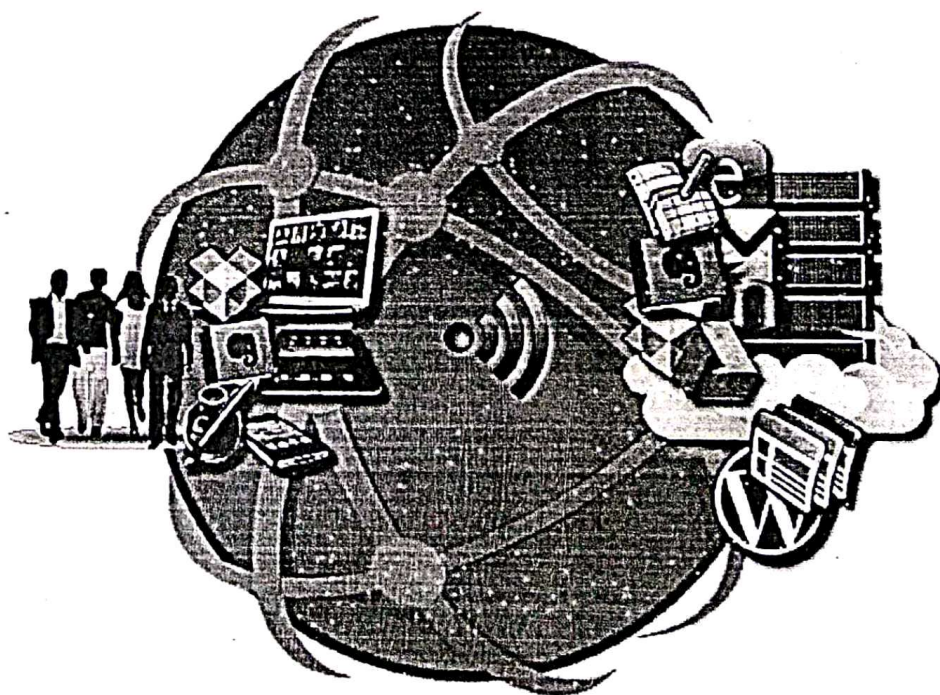
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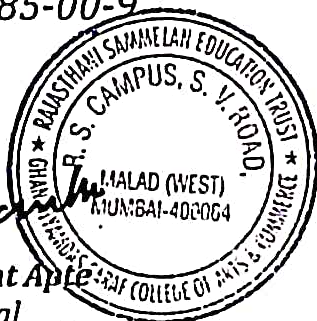
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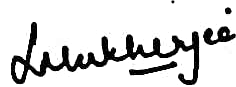
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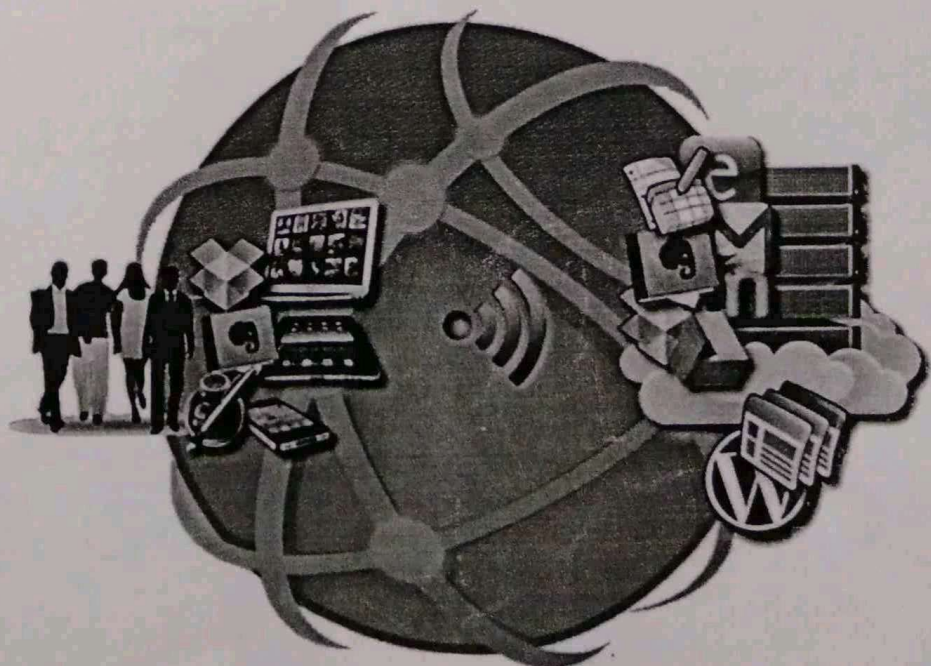
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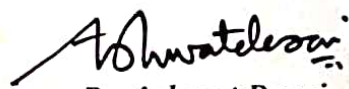
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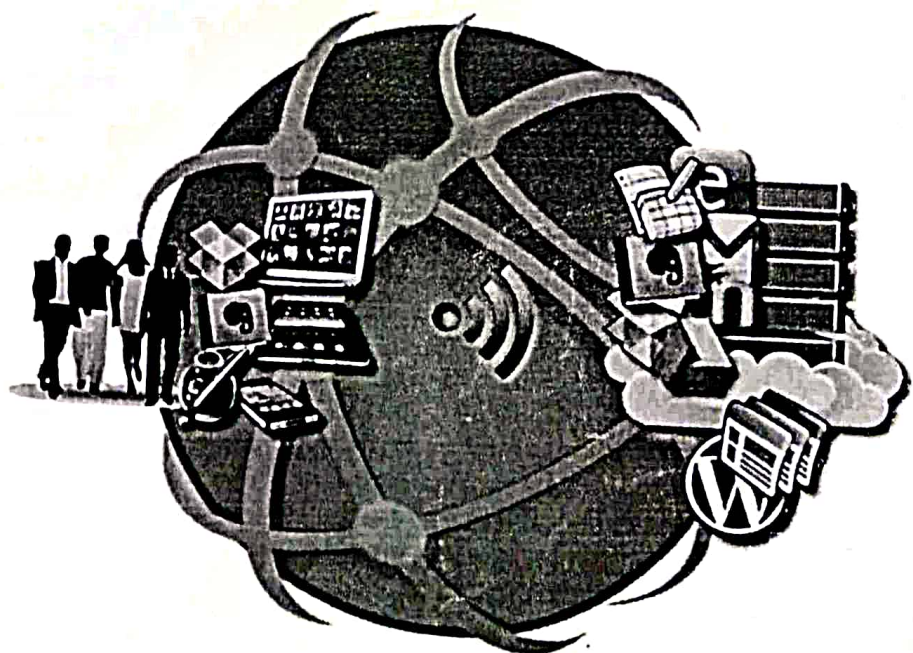
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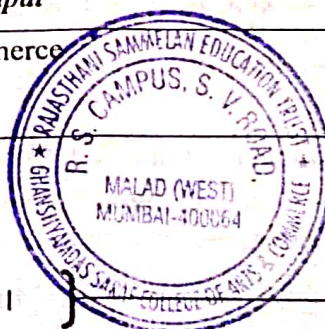
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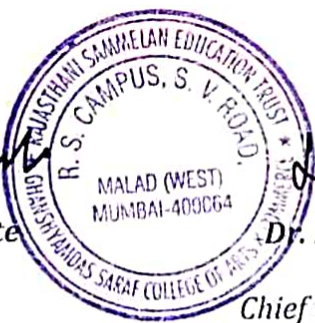
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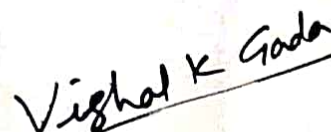
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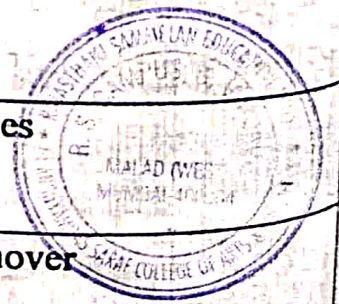


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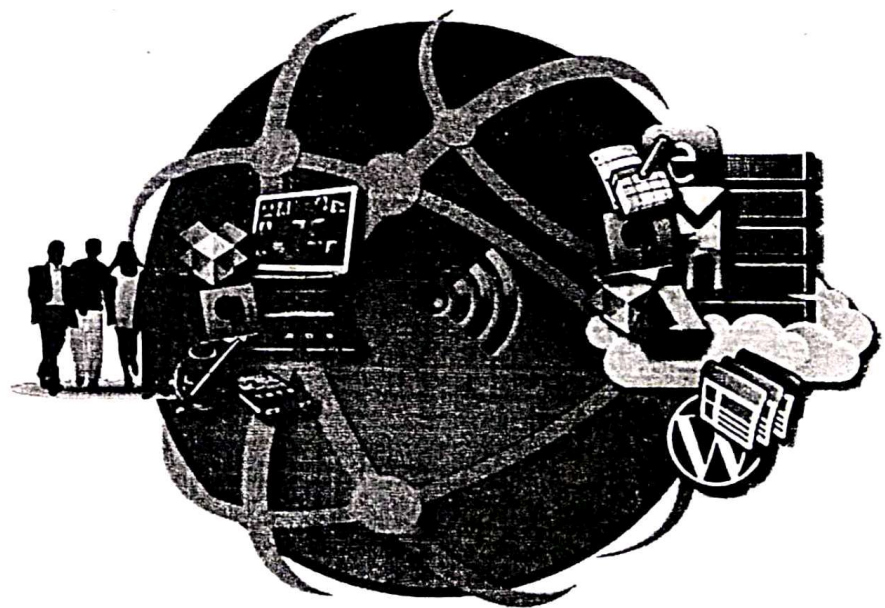
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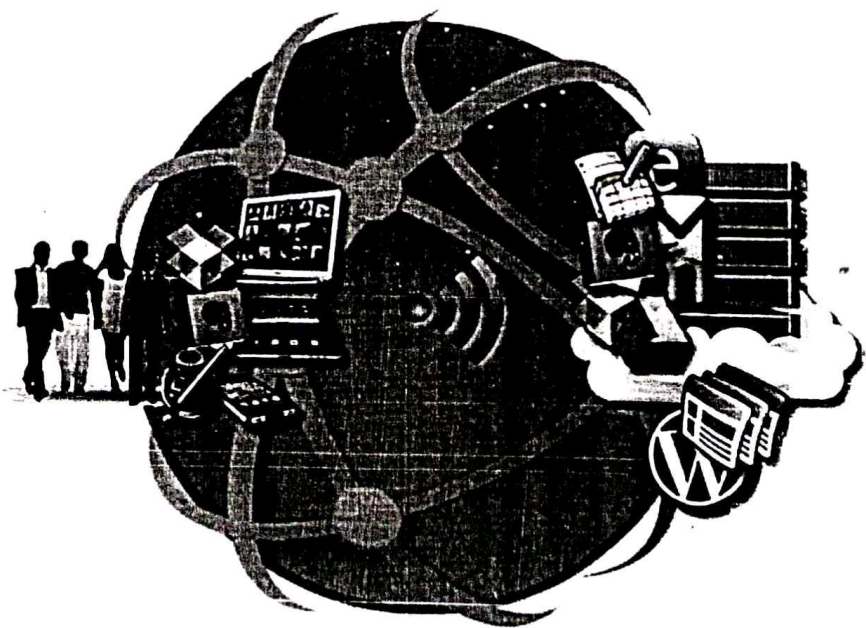
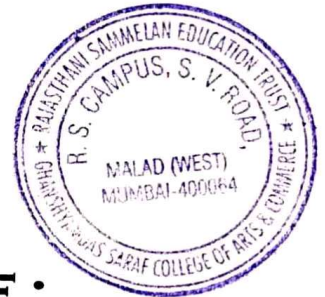
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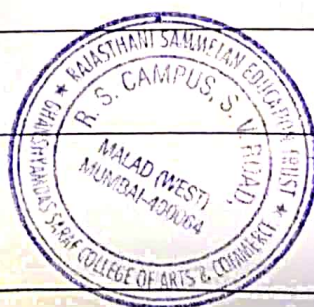
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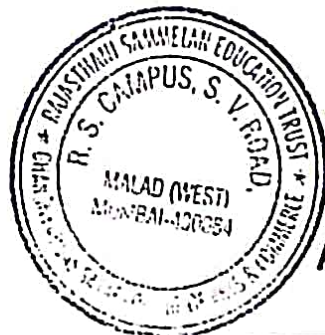
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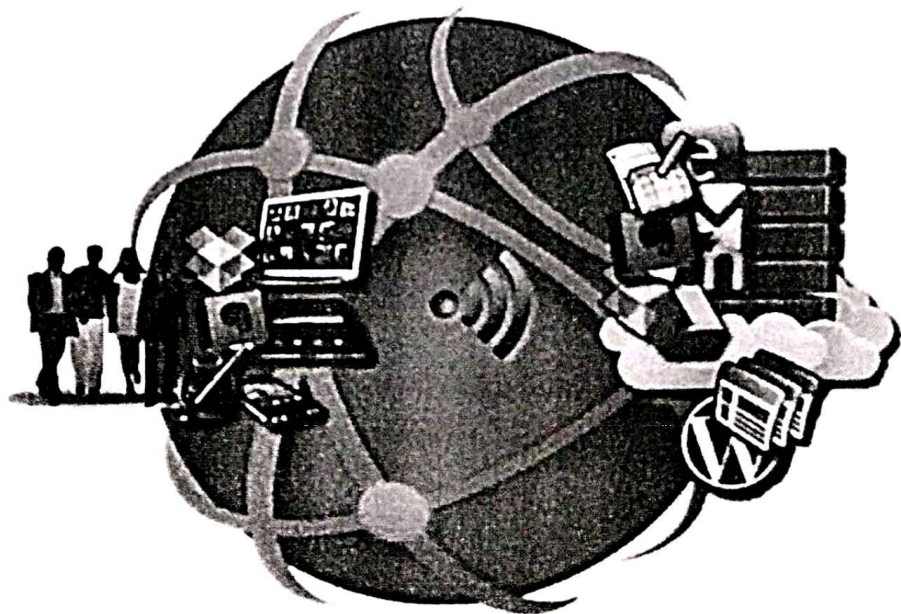
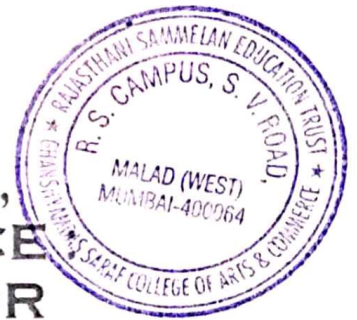
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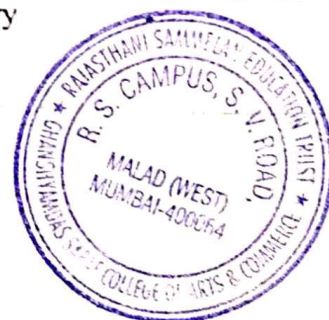


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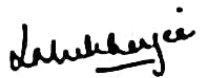
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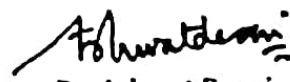
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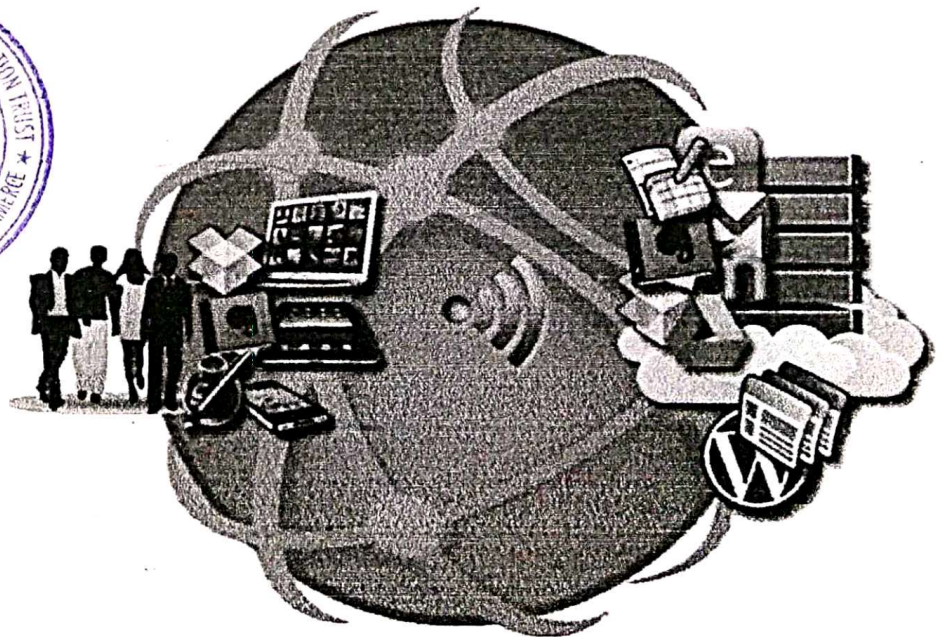
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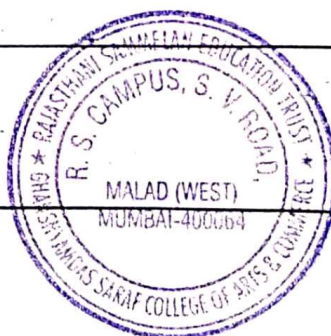
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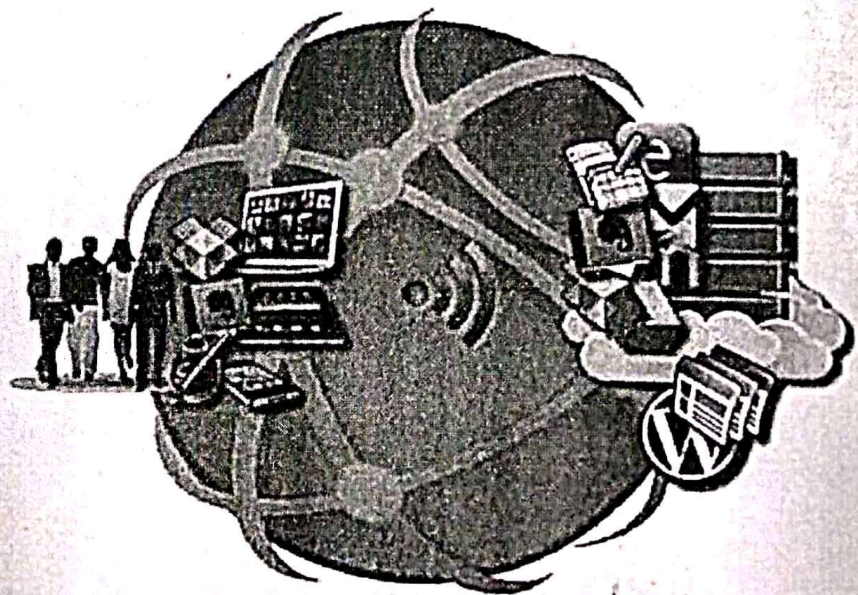
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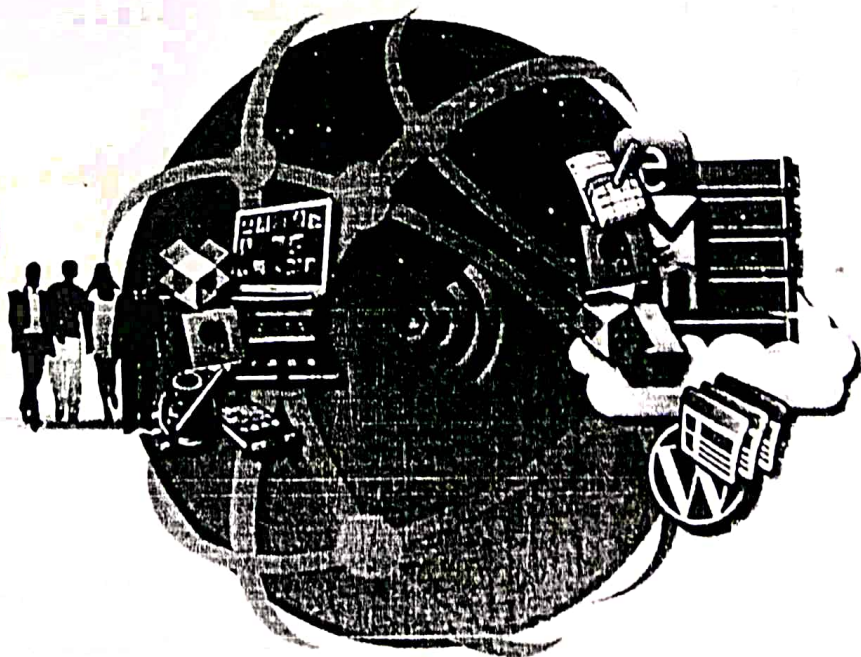
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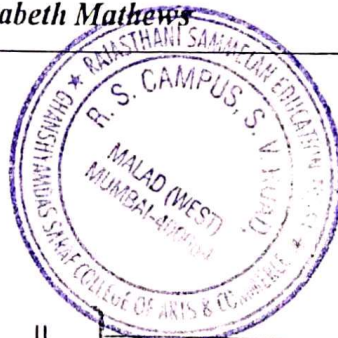


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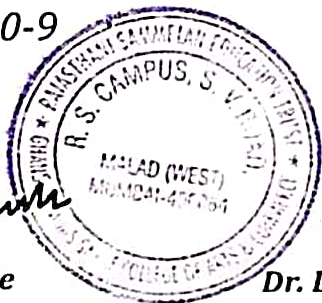
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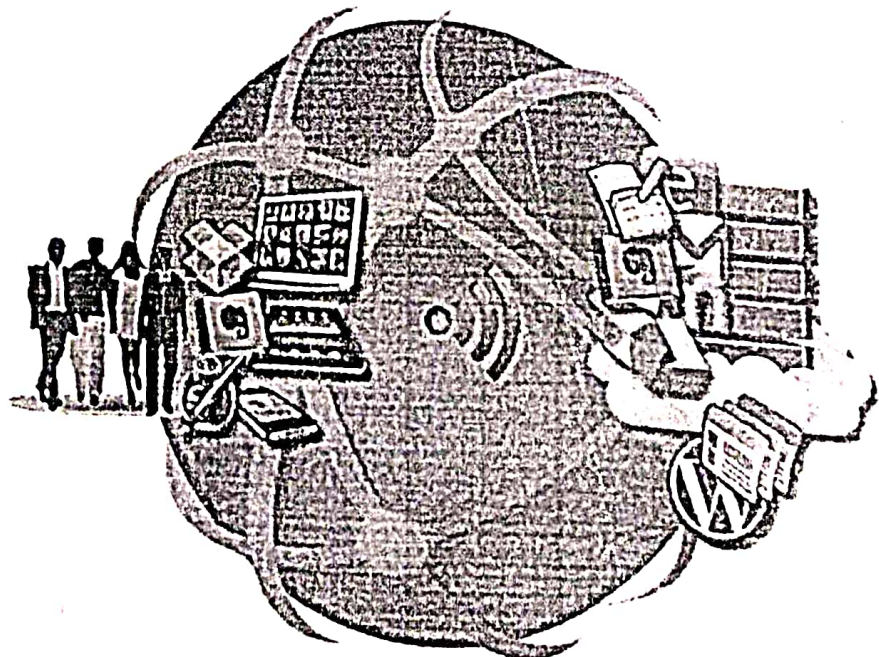
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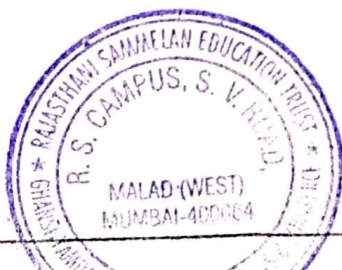
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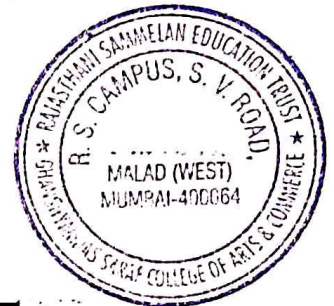
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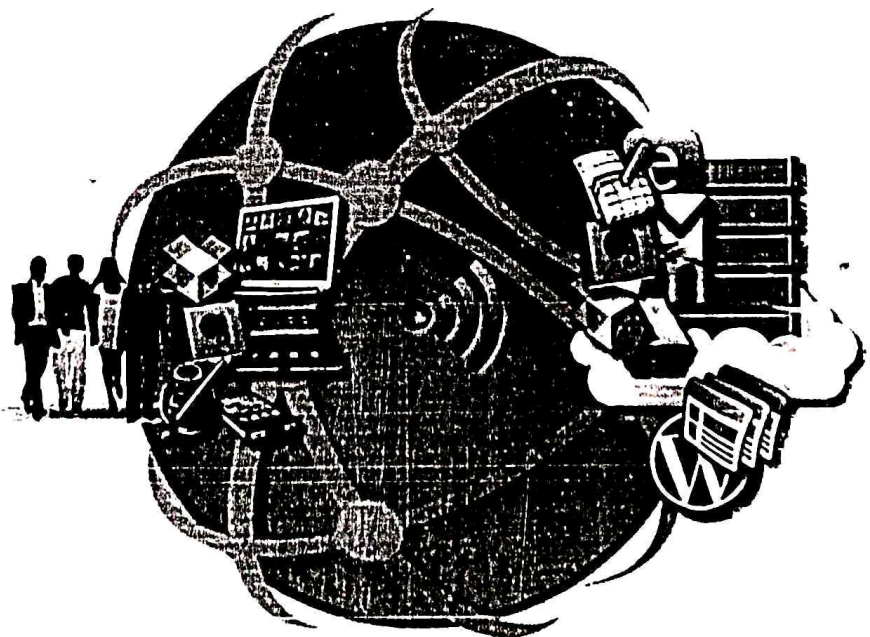
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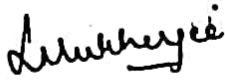
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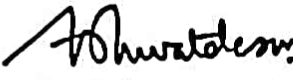
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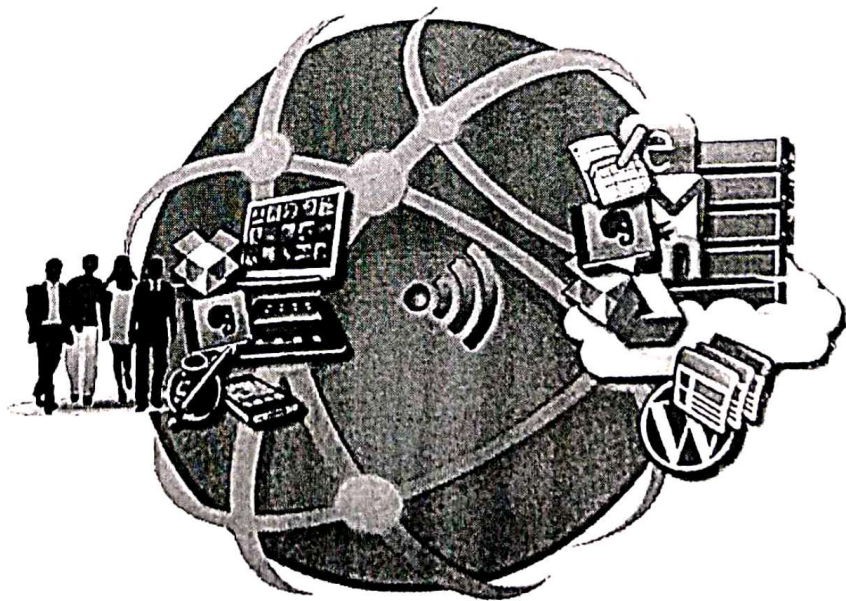
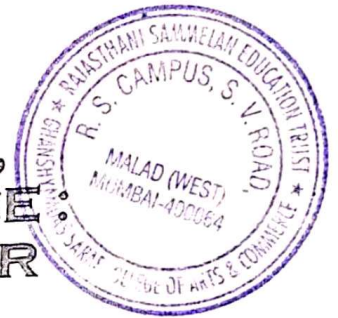
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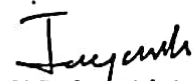


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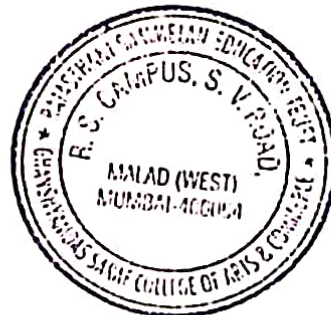
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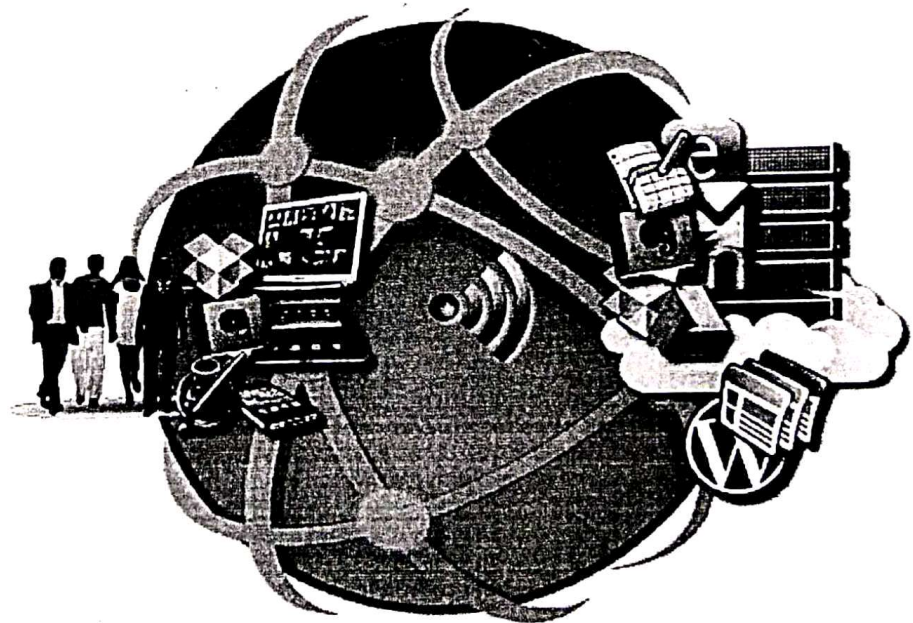
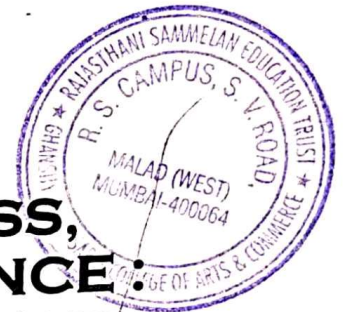
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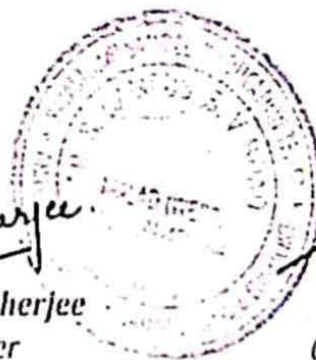
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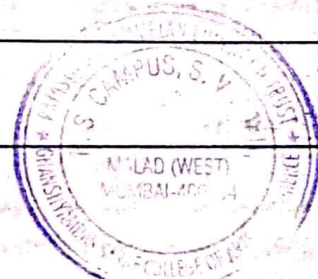
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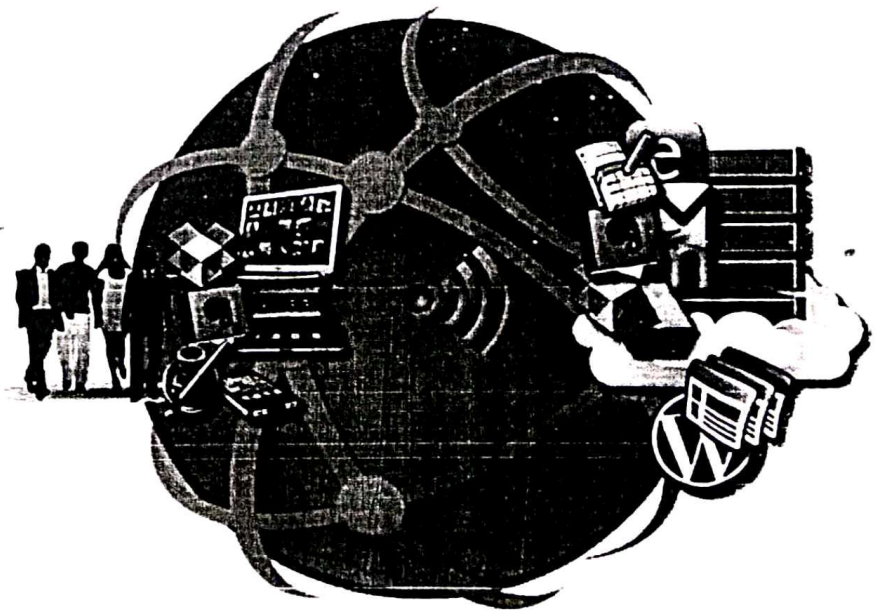
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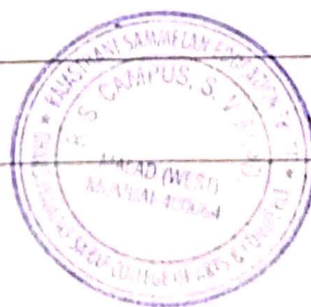
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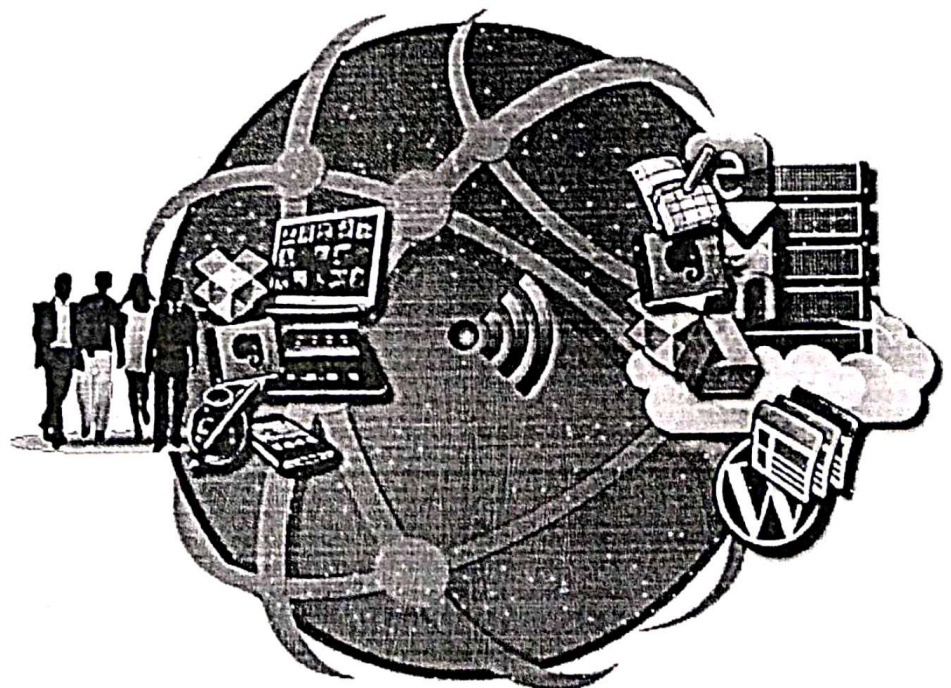
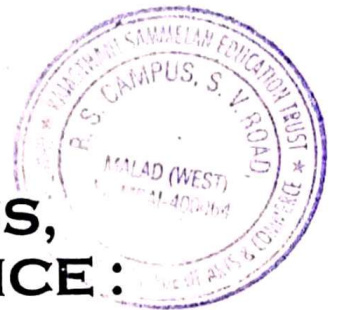


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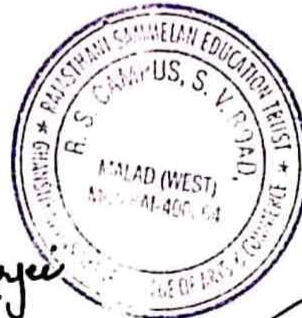
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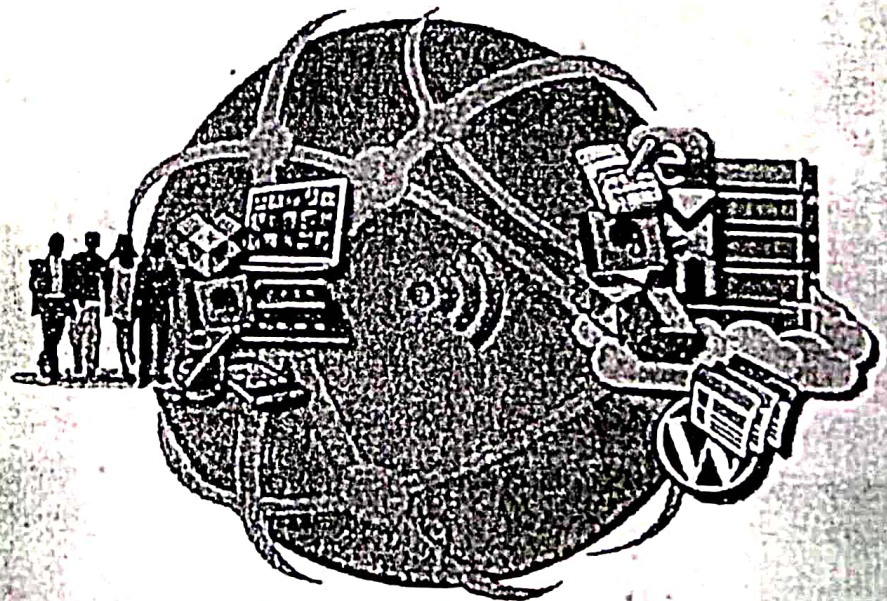
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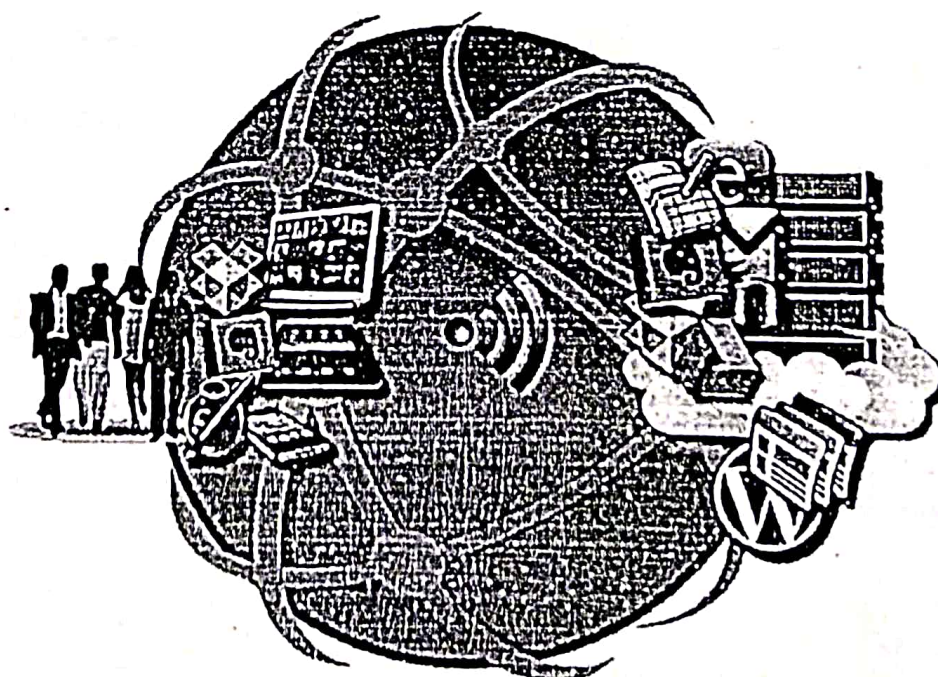
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