Adoption of AI Tools in Indian Companies

Dr. A. V. Lakshmi Brinda[1], G. Venusree[2], J. Parthasarathy[3], G.V. Sai Krishna[4]
klh gbs

***Abstract*—Artificial Intelligence (AI) stands at the forefront of technological transformation, playing a critical role in redefining business operations and strategic decision-making in both global and Indian contexts. As companies strive to maintain competitiveness and enhance operational effectiveness, AI has become an indispensable tool in driving innovation, improving productivity, and delivering data-driven insights. In recent years, Indian enterprises have begun embracing AI technologies at an accelerated pace, integrating them into various functional areas such as customer service, supply chain, finance, human resources, and marketing.**

This research project aims to analyze the adoption patterns, perceived impact, and associated challenges of AI tool implementation among employees in Indian organizations. The scope of the study spans multiple sectors, including Information Technology (IT), Banking and Financial Services, Manufacturing, Healthcare, and Retail, providing a comprehensive view of how AI is influencing diverse business landscapes.

Employing a descriptive research design, the study is grounded in primary data collection through a structured survey distributed to 150 employees working across small, medium, and large enterprises. The collected data is meticulously analyzed using statistical tools such as Microsoft Excel and SPSS to draw correlations between company size and the extent of AI adoption, while also identifying sector-specific trends and challenges. The key findings of the study indicate that larger organizations exhibit a significantly higher degree of AI adoption, leveraging these tools for process automation, data analysis, predictive modeling, and customer engagement. On the other hand, small and medium enterprises (SMEs) face considerable barriers such as financial constraints, lack of technical expertise, inadequate training infrastructure, and internal resistance to technological change. Despite these challenges, companies across all sizes reported notable benefits, including increased efficiency, faster decision-making, improved accuracy, and enhanced customer satisfaction.

This project offers meaningful insights for business leaders, policymakers, and technology enablers to understand the current state of AI implementation in India. It also presents strategic recommendations aimed at minimizing resistance, enhancing workforce capabilities through training, and fostering a culture of innovation. The findings underscore the need for tailored AI strategies that align with organizational size, sectoral dynamics, and long-term business goals, ultimately facilitating more successful and sustainable adoption of artificial intelligence in the Indian corporate ecosystem.

I. INTRODUCTION

1.1 MEANING AND SIGNIFICANCE

Artificial Intelligence (AI) refers to the development of computer systems that can perform tasks normally requiring human intelligence. These tasks include problem solving, learning, reasoning, perception, and language understanding. In the modern business context, AI tools such as machine learning, natural language processing, robotic process automation (RPA), and predictive analytics are transforming traditional operational models across sectors.

The significance of AI lies in its ability to automate routine tasks, enhance data-driven decision making, and create personalized experiences for customers. For Indian companies, the integration of AI is not just a technological upgrade; it is becoming a strategic imperative. With increasing globalization, digital disruption, and the need for agility, AI adoption has the potential to redefine how businesses function and compete in both domestic and international markets.

Governmental support through initiatives like "AI for All" and the National Strategy on AI by NITI Aayog has further emphasized the importance of embracing AI across industries. In this context, understanding AI adoption from the perspective of Indian employees becomes essential for assessing its real impact, effectiveness, and long-term sustainability in organizations.

1.2 EVOLUTION / HISTORY

The journey of Artificial Intelligence began as early as the 1950s with foundational work by pioneers like Alan Turing, who posed the question “Can machines

think?" Over the decades, AI evolved through periods of innovation and stagnation, often referred to as AI winters, before regaining momentum in the 21st century due to advances in computing power, big data, and algorithmic sophistication.

In India, AI adoption was initially limited to academic and research institutions.

However, the past decade has witnessed a surge in industrial application. Tech companies, startups, and large enterprises alike have started implementing AI to gain competitive advantage. Today, AI is used extensively in:

- Banking – for fraud detection, customer service automation, and credit scoring
- Manufacturing – for predictive maintenance, quality control, and process optimization
- Retail – for demand forecasting, inventory management, and recommendation engines
- Healthcare – for diagnostics, patient data analysis, and treatment planning
- IT and Services – for workflow automation, natural language interactions, and data analytics

The historical progression from manual, human-intensive operations to automated, intelligent systems showcase the radical shift AI has brought in how businesses operate.

1.3 THEORIES / MODELS OF AI ADOPTION IN BUSINESS CONTEXT

To understand the strategic functioning and operational integration of AI in Indian companies, several theoretical models provide insightful frameworks. These models explain the drivers, facilitators, and barriers to AI adoption within organizations.

1.3.1 Disruptive Innovation Theory – Clayton Christensen

This theory illustrates how emerging technologies like AI disrupt traditional business models. New technologies, initially targeted at underserved markets or for niche applications, evolve rapidly to overtake established solutions. AI began as a support function but is now central to business decision making and competitive strategy, thereby challenging conventional methods and transforming industries.

1.3.2 Technology Acceptance Model (TAM) – Davis (1989)

TAM helps explain how users come to accept and use a technology. It highlights two key factors—perceived usefulness and perceived ease of use—that affect employee willingness to adopt AI tools. If employees believe AI will enhance their performance and is easy to use, they are more likely to embrace it.

1.3.3 Diffusion of Innovation Theory – Everett Rogers

This model categorizes adopters into innovators, early adopters, early majority, late majority, and laggards. It is especially relevant in large organizations where different departments or teams may adopt AI at varying paces. The theory helps design segmented strategies to drive AI adoption across diverse organizational layers.

1.3.4 Platform Business Model

AI tools enable companies to create scalable digital platforms that offer multiple services. This model supports ecosystem-based growth by connecting stakeholders, streamlining processes, and facilitating data flow for enhanced insights. For instance, an AI-based HR platform can connect recruiters, employees, and third-party evaluators in real time.

1.3.5 Embedded Finance and Embedded AI

These concepts emphasize the seamless integration of AI capabilities into existing business workflows. In embedded AI, functionalities such as recommendation engines, fraud detection, or virtual assistants are not standalone systems but are built into the core operational software, making AI usage frictionless and intuitive.

1.3.6 Open Innovation and Open Banking Framework

In sectors like finance, the open banking framework allows for the secure exchange of customer data with third-party AI applications. This fosters innovation by leveraging

external technologies, APIs, and partnerships to enhance internal capabilities.

1.3.7 Customer-Centric Experience Model

A shift from product-centric to customer-centric models is driven by AI's ability to analyze user behavior and personalize services. AI adoption is thus not just a tech decision, but a strategic move to

improve customer satisfaction, retention, and brand loyalty.

II. REVIEW OF LITERATURE

This chapter presents a comprehensive review of relevant literature and scholarly contributions related to the adoption of Artificial Intelligence (AI) in Indian companies. The purpose of this review is to gain a deeper understanding of the existing body of knowledge, explore sectoral insights, identify best practices, and recognize the challenges and gaps that persist in AI implementation. The reviewed studies span a variety of industries including manufacturing, IT, telecom, banking, and SMEs, thereby offering a diverse and representative perspective.

2.1 Sharma and Gupta (2020): AI in Manufacturing Firms

Sharma and Gupta carried out an extensive study on the adoption of AI in Indian manufacturing enterprises. Their findings revealed that AI tools such as predictive analytics and machine learning algorithms significantly enhanced production planning and operational efficiency. Real-time monitoring and predictive maintenance technologies enabled companies to reduce machine downtime by more than 20%, resulting in improved resource utilization and cost savings.

A key insight from the study was the role of organizational readiness. Firms that had established dedicated digital transformation teams were found to adapt to AI much faster and more effectively than those with traditional hierarchical structures. This highlighted the importance of internal governance and strategic alignment for successful AI deployment.

2.2 Rao and Iyer (2021): AI in Customer Service

Rao and Iyer investigated the integration of AI-based chatbots and virtual assistants in the customer service departments of Indian telecom and IT firms. Their study showed that AI tools contributed to a substantial reduction in average query resolution time and helped lower the operational burden on human customer service agents. As a result, customer satisfaction scores increased post-AI implementation, indicating a positive impact on customer experience.

However, the study also issued a critical caution: poorly trained AI systems could lead to inaccurate responses, causing customer frustration and dissatisfaction. The researchers stressed the need for continuous algorithmic training and human-in-the-loop systems to ensure AI accuracy, reliability, and empathy in customer interactions.

2.3 Mukherjee (2022): AI Adoption Among SMEs

Mukherjee's research centered on Small and Medium Enterprises (SMEs) in India and their journey towards adopting AI technologies. Although there was high awareness of the potential benefits of AI such as improved process efficiency, market competitiveness, and data-driven decisions actual adoption levels remained low.

Two primary barriers were identified: budgetary limitations and a shortage of skilled technical personnel. Many SMEs were concerned about the upfront cost of implementation, as well as the risk of disruption to existing workflows. Mukherjee advocated for governmental interventions, including training subsidies, public-private partnerships, and AI adoption grants, to empower SMEs to participate in the AI revolution.

2.4 Singh and Reddy (2020): AI in Banking and Finance

The work of Singh and Reddy focused on AI applications in the Indian banking sector, particularly in the domains of fraud detection, credit scoring, and risk assessment.

Their findings demonstrated that AI-driven models provided higher accuracy in identifying fraudulent activities and significantly accelerated loan processing times. Banks using AI systems reported improvements in operational speed, risk evaluation, and customer onboarding.

However, the study also surfaced an important organizational challenge: employee resistance. Many employees expressed concerns about job displacement due to automation, which hindered the smooth integration of AI tools. Singh and Reddy recommended internal communication strategies, upskilling programs, and employee inclusion in AI planning to reduce resistance and foster acceptance.

2.5 Acharya (2022): Employee Readiness for AI Integration

Acharya's study provided a cross-sectoral perspective on employee attitudes and readiness toward AI

adoption. The research emphasized that technological success is deeply intertwined with human factors, particularly employee willingness to engage with new systems. Companies that invested in employee training, transparent communication, and change management initiatives observed higher success rates in AI implementation.

The study underlined the importance of creating a supportive organizational culture, where employees view AI as a tool for enhancement rather than replacement. Acharya concluded that employee empowerment and engagement are critical for any organization seeking to integrate AI solutions sustainably.

III. RESEARCH METHODOLOGY

This chapter outlines the systematic approach used to conduct the study, including the rationale for the research, statement of the problem, formulated objectives and hypotheses, and the methods employed to gather and analyze data. It aims to ensure that the research is transparent, reproducible, and academically rigorous.

3.1 NEED FOR THE STUDY / RESEARCH GAP:

Artificial Intelligence (AI) has emerged as a transformative force in modern business environments. While macro-level studies and industry reports extensively discuss AI integration and digital transformation, limited research has been conducted to explore AI adoption from the employee's perspective, particularly within Indian companies of varying sizes and sectors.

Most prior studies focus on organizational-level benefits or sectoral use cases, often overlooking the real-time experiences, challenges, and sentiments of employees who engage with AI tools on a daily basis. Moreover, small and medium enterprises (SMEs) in India remain underrepresented in existing literature despite facing unique challenges such as lack of digital literacy, infrastructure limitations, and financial constraints.

This study fills that gap by analyzing AI adoption through the lens of employees, considering factors such as company size, industry sector, perceived benefits, resistance to change, and ease of usage. The goal is to provide holistic insights that support both organizational planning and policy recommendations for inclusive AI integration.

3.2 STATEMENT OF THE PROBLEM:

Although AI technologies are rapidly gaining momentum in Indian companies, their successful implementation is not uniform across all organizations. Larger enterprises may have the resources to deploy AI solutions efficiently, while smaller firms often struggle with cost, infrastructure, and workforce readiness.

Furthermore, there is a disconnect between top-level AI strategies and the practical, on-ground usage by employees. Many employees are either unaware of how AI tools function or are not adequately trained to leverage them effectively. There is also apprehension around job displacement and increased complexity of tasks.

Therefore, the core research problem is:

To examine the extent to which company size correlates with AI adoption and to assess how employee-level experiences, perceptions, and challenges shape the successful implementation of AI tools in Indian companies.

3.3 OBJECTIVES OF THE STUDY:

The primary objective of this study is to explore the adoption of AI technologies in Indian organizations from the viewpoint of employees. The specific objectives are:

To assess the extent and frequency of AI adoption among employees across different organizational sizes and sectors in India.

To identify both tangible benefits (such as productivity improvement) and intangible outcomes (such as improved decision-making or reduced workload) of using AI tools.

To examine common barriers to AI adoption at the employee level, including lack of training, fear of job loss, and complexity of use.

To determine whether company size has a statistically significant correlation with the level of AI adoption.

To propose strategic and practical recommendations that companies can implement to improve AI adoption and employee alignment with digital transformation.

3.4 CONCEPTUAL MODEL:

The conceptual framework guiding this study revolves around the Technology Acceptance Model (TAM) and Diffusion of Innovation Theory. The

framework integrates organizational attributes (such as company size and sector) with employee perceptions (ease of use, perceived usefulness, training adequacy) and outcomes (level of AI adoption and benefit realization).

Key Variables:
Independent Variable: Company size (Small, Medium, Large) Dependent Variable: Level of AI adoption (Low, Medium, High)
Mediating Variables: Employee training, perceived usefulness, ease of use Control Variables: Industry sector, job role, experience level
This conceptual model helps analyze not only the presence of AI tools but also the degree of their effective utilization by employees in day-to-day operations.

3.5 HYPOTHESIS:
To evaluate the relationship between company size and the level of AI adoption, the following hypothesis has been formulated:
Null Hypothesis (H_0): There is no significant correlation between company size and AI adoption among employees in Indian companies.
Alternative Hypothesis (H_1): There is a significant correlation between company size and AI adoption among employees in Indian companies.
The Pearson correlation test has been used to test this hypothesis, enabling analysis of the strength and direction of the association between the two continuous variables.

3.6 METHODOLOGY
3.6.1 SOURCE OF DATA
This study primarily uses primary data collected through structured online surveys. The instrument included a mix of closed-ended and open-ended questions and was distributed via Google Forms and email to working professionals across sectors.
Additionally, a pilot test was conducted with 10 employees to validate the questionnaire for clarity, consistency, and logical flow before final distribution.

3.6.2 SAMPLE SIZE
A total of 150 employees from various companies across India participated in the study. The sample was selected using a stratified random sampling method to ensure balanced representation across:
Company sizes (small, medium, and large)
Industry sectors (IT, Banking, Manufacturing, Healthcare, and Retail) Job roles and experience levels

3.6.3 TOOLS OF ANALYSIS
The following statistical tools were used for data analysis:
Microsoft Excel: For data cleaning, tabulation of results.
Correlation analysis: For performing inferential statistical tests, particularly the Pearson correlation to assess the strength of the relationship between company size and AI adoption.

3.6.4 SCOPE OF THE STUDY
The study focuses on understanding employee experiences with AI across a wide range of Indian industries and organizations. The geographical scope includes both Tier-1 cities (e.g., Bengaluru, Delhi, Hyderabad, Mumbai) and Tier-2 cities (e.g., Bhopal, Kochi, Vizag).
The organizational scope spans multiple roles technical teams, operations, human resources, and customer service thereby offering a comprehensive perspective on how AI tools are utilized and perceived at different levels of the workforce.

3.6.5 LIMITATIONS OF THE STUDY
While the study provides valuable insights, it also has several limitations:
Sample Size: The sample of 150 employees, while statistically valid, may not fully represent the diversity of the Indian workforce.
Self-Reported Data: The reliance on self-reported responses can lead to biases, such as over- or underestimation of AI usage or benefits.
Cross-Sectional Design: Since data was collected at a single point in time, it does not capture longitudinal changes in AI adoption.
Limited Qualitative Depth: The study primarily uses quantitative methods. Richer insights could have been obtained through interviews or focus groups.
Unconscious Usage: Some employees may use AI-driven tools (e.g., auto-email replies, spam filters) without realizing they are powered by AI, possibly leading to underreporting.

IV. DATA ANALYSIS AND INTERPRETATION

This chapter presents a comprehensive analysis of the primary data collected from 150 employees working in different sectors and company sizes across India. The purpose is to evaluate patterns in the adoption of Artificial Intelligence (AI) tools from the perspective of employees and to assess the relationship between company size and the extent of AI usage. Both descriptive and inferential statistical methods have been employed to provide evidence-based insights aligned with the research objectives.

4.1 Respondent Profile

The study covered a cross-sectional sample of 150 employees distributed across various sectors:

- Information Technology: 30 percent
- Banking and Financial Services: 25 percent
- Manufacturing and Engineering: 20 percent
- Healthcare and Pharmaceuticals: 15 percent
- Retail and Consumer Services: 10 percent

These respondents represented diverse roles such as developers, analysts, HR professionals, customer support personnel, and operations managers. The geographical representation included professionals from both Tier-1 cities (e.g., Bengaluru, Mumbai, Delhi) and Tier-2 cities (e.g., Vijayawada, Bhopal, Nagpur), thereby enriching the contextual depth of the data.

4.2 AI Tool Adoption by Company Size

To analyze whether company size influences AI adoption, respondents were categorized by organizational scale. The observed AI usage levels are presented below:

This data illustrates that large companies are more inclined to adopt AI, primarily due to their superior financial capacity, established digital infrastructure, and access to skilled personnel. Medium enterprises show moderate engagement, while small firms display significantly lower adoption levels due to budget constraints and technological limitations.

Company Size	Number of Respondents	Observed AI Users	Adoption Rate
Large Companies	50	35	70%
Medium Companies	50	29	58%
Small Companies	50	15	30%

4.3 Benefits Experienced by Employees

Survey respondents acknowledged several key benefits derived from the implementation of AI tools in their organizations:

- Improved operational efficiency (65%): Automation of repetitive and rule-based tasks enhanced speed and accuracy.
- Better decision-making (55%): AI-driven analytics enabled quicker, more evidence-based choices.
- Enhanced customer service (50%): Virtual assistants and AI chatbots provided responsive, 24/7 support.
- Real-time data insights and reporting (40%): Dashboards and data visualization tools empowered timely decision-making.
- Reduced manual workload (35%): Employees were able to focus on strategic and creative tasks.

These insights validate that AI, when effectively integrated, can deliver tangible and intangible benefits across various organizational functions.

4.4 Challenges Faced by Employees

Despite these benefits, respondents highlighted several challenges encountered during the AI adoption process:

- High cost of implementation (60%): Expenses related to AI software, infrastructure, and consultancy services posed barriers, particularly for SMEs.
- Lack of training or technical skills (55%): Many employees lacked formal exposure to AI tools, affecting confidence and productivity.
- Resistance to change (45%): Organizational inertia and fear of job redundancy slowed AI integration.
- Job insecurity concerns (40%): Anxiety around potential automation-related layoffs impacted

morale.
- Limited access to advanced AI tools (35%): Budget restrictions often confined firms to outdated or less capable systems.

These responses underscore the importance of not only investing in technology but also ensuring employee readiness and inclusive transformation strategies.

4.5 Correlation Test Analysis

To evaluate the statistical relationship between company size and AI adoption, a Pearson correlation analysis was conducted.

4.5.1 Variable Encoding

To quantify the variables:
- Company Size was encoded as: Small = 1, Medium = 2, Large = 3
- Observed AI Users were recorded based on actual survey data: 15 (Small), 29 (Medium), 35 (Large)

4.5.2 Pearson Correlation Formula

The correlation coefficient (r) was computed using the standard formula: Where:

$$r = \frac{\sum (X-\overline{X})(Y-\overline{Y})}{\sqrt{\sum (X-\overline{X})^2 \cdot \sum (Y-\overline{Y})^2}}$$

- X: Encoded company size
- Y: Observed AI user counts
- X and Y : Mean values of X and Y respectivel

4.5.3 Calculation Details

Company Size (X)	AI Users (Y)	X - $\bar{X}$	Y - $\bar{Y}$	(X - $\bar{X}$)(Y - $\bar{Y}$)	(X - $\bar{X}$)^2	(Y - $\bar{Y}$)^2
1 (Small)	15	-1	- 11.33	11.33	1	128.3
2 (Medium)	29	0	2.67	0.00	0	7.1
3 (Large)	35	1	8.67	8.67	1	75.2

- Mean of X ($\bar{X}$) = 2
- Mean of Y ($\bar{Y}$) = 26.33
- Pearson r = 0.97
- p-value = 0.1445

4.5.4 Interpretation
- Strength of Relationship: The Pearson correlation coefficient of 0.97 indicates a strong positive linear relationship between company size and AI adoption. Larger companies show a higher likelihood of adopting AI tools.
- Statistical Significance: Despite the strong correlation, the p-value (0.1445) exceeds the conventional alpha level of 0.05. This means the result is not statistically significant, likely due to the small number of data points (only three company size categories).

4.5.5 Conclusion

While the data suggests that larger companies are more proactive in adopting AI technologies, the statistical analysis indicates that the observed correlation, though strong, is not conclusive at a 5% significance level. For a more robust assessment, future studies could expand the dataset with additional categories and larger sample sizes.

This correlation test adds empirical value to the study by quantifying the observed trend and validating it within a structured statistical framework, thereby contributing to a more evidence-based understanding of AI adoption patterns in Indian companies.

V. FINDINGS, SUGGESTIONS &CONCLUSION

This chapter consolidates the results derived from the data analysis and interprets them in the context of the study's objectives. It offers insights into the practical implications of AI adoption trends and employee experiences across different organizational sizes. Additionally, it provides strategic suggestions for organizations and concludes with a summary that reinforces the key contributions of the study.

5.1 FINDINGS

The findings of this study are organized in alignment with the research objectives and derived from both

descriptive and inferential statistical analyses.

1. High AI Adoption in Large Companies: A prominent trend identified is that large companies, with over 250 employees, exhibit significantly higher AI adoption rates (70%) compared to medium (58%) and small enterprises (30%). This is attributed to their advanced digital infrastructure, financial strength, and organizational readiness.
2. Moderate Adoption in Medium Enterprises: Medium-sized firms demonstrate a growing interest in AI integration but often face constraints such as limited budgets, partial automation, and operational inertia. Their adoption is often function-specific, particularly in customer service and finance.
3. Low Adoption in Small Enterprises: Small companies, constrained by limited resources and digital capability, exhibit low levels of AI adoption. Many rely on basic automation rather than comprehensive AI strategies.
4. Employee-Perceived Benefits: Across all sectors, employees acknowledged improvements in efficiency, decision-making, customer service, and workload management due to AI tools. These perceived benefits highlight the positive impact of AI when implemented effectively.
5. Employee-Level Challenges: Key barriers included lack of training (55%), high cost (60%), job insecurity (40%), and resistance to change (45%). These challenges are especially prevalent in small and medium-sized firms where digital transformation strategies are either absent or poorly communicated.
6. Positive Correlation Between Company Size and AI Adoption: The Pearson correlation coefficient ($r = 0.97$) confirms a strong positive relationship. Although not statistically significant at the 5% level ($p = 0.1445$), the result reinforces the pattern that larger organizations are more likely to adopt AI.
7. Gap Between Strategic Vision and Operational Execution: The study reveals a disconnect between organizational AI vision and employee-level awareness or preparedness. Many employees reported insufficient training or knowledge of AI tools in use.

5.2 SUGGESTIONS

To address the challenges and enhance the effectiveness of AI adoption across Indian enterprises, the following strategic recommendations are proposed:

1. Implement Role-Based AI Training: Organizations should introduce structured, role-specific AI training programs to bridge digital skill gaps and empower employees to confidently utilize AI tools.
2. Promote Transparent Communication: Clear communication from leadership about AI initiatives, potential impacts, and employee roles in the transition will help alleviate fears and resistance.
3. Start with Pilot Projects: Particularly for SMEs, beginning with small-scale AI pilot programs can help demonstrate ROI and gradually increase acceptance before full deployment.
4. Leverage Government and Academic Partnerships: Collaborations with academic institutions and utilization of government schemes (such as AI grants and MSME digitalization incentives) can reduce the cost burden on smaller firms.
5. Create Cross-Functional AI Teams: Diverse teams involving IT, HR, operations, and business units can ensure holistic implementation, continuous improvement, and better alignment with organizational goals.
6. Foster a Culture of Innovation: Organizations must cultivate a culture that values continuous learning, digital experimentation, and agility to adapt to evolving technologies.
7. Design Inclusive AI Strategies: AI transformation should be inclusive considering not just the technology, but also employee readiness, workflow changes, and internal feedback mechanisms.
8. Measure AI Maturity and Impact Regularly: Establish KPIs to track AI adoption progress, user satisfaction, and business impact. Regular reviews will allow timely course corrections.

5.3 CONCLUSION

This study concludes that company size plays a significant role in the adoption of AI technologies in Indian enterprises. Larger companies are at the forefront of AI integration, while small and medium-

sized enterprises face several barriers that limit their ability to capitalize on digital innovation.

While AI tools offer immense potential to improve operational efficiency, decision- making, and customer satisfaction, the human dimension of transformation is equally critical. The findings suggest that successful AI adoption depends not just on technological readiness but also on strategic alignment, organizational culture, and employee engagement.

The study's insights contribute to a deeper understanding of how AI is currently being adopted in India and identify practical areas for improvement. As AI continues to evolve, organizations must adopt a proactive and inclusive approach one that integrates technological advancement with people-centric strategies.

In conclusion, AI is not merely a technical tool but a transformational enabler. Indian companies that approach AI with a strategic, employee-inclusive mindset will be better positioned to drive innovation, competitiveness, and long-term growth in an increasingly digital economy.

VI. ACKNOWLEDGMENT

I would like to express my sincere gratitude to everyone who extended their unconditional support to accomplish this research. In fact, is that the part of this research is beyond my strength and intellectual capacity.

I would like to place my warm regards to Sri. Koneru Satyanarayana Garu, Hon'ble President and Chancellor of Koneru Lakshmaiah Education Foundation (Deemed to be University), was a source of constant inspiration for me.

I am very thankful to him. Because of his efforts, a research culture has been created in KLEF (Deemed to be University) and I too have reaped the benefits of being part of this esteemed institution. I want to express my sincere regards to Dr. K.S Jagannatha Rao Garu, Honorable ProChancellor. Dr. G. Pardha Saradhi Varma Garu, Honorable Vice Chancellor, Dr. N. Venkata Ram Garu, Pro Vice Chancellor, Dr. K. Subba Rao Garu, Registrar of Koneru Lakshmaiah Education Foundation, for their support throughout my study.

I express my deep sense of gratitude and indebtedness to my guide Dr. M. Ramya Sree, Assistant Professor, Department of MBA, KLH Global Business School, Koneru Lakshmaiah Education Foundation (Deemed to be University) Kothaguda, Hyderabad who was a perennial source of guidance and motivation for me throughout the course of my research.

Her patience, expertise, and encouragement have been instrumental in helping me navigate the research process and achieve my goals. My heartfelt thanks to Dr. K.V. Siva Prasad Garu, RPAC Chairman, Dr. Radha Krishna Garu and Dr. A. Krishna Sudheer Garu, MBA HOD and all the faculty members of KLH Global Business School, Koneru Lakshmaiah

I would like to thank especially from the bottom of my heart the Institution, Principal, Colleagues, and Friends for their constant support and guidance in every step of my research. The assistance provided by him was greatly appreciated.

They have been supportive of my career goals and worked actively to provide me with the protected academic time to pursue those goals. My parents are the ones who is always behind me, supporting me and encouraging me even in my tough times. They are always my mentor, guide & advisor. I thank them for their moral support and concern during this research work.

REFERENCES

[1] Acharya, R. (2022). Employee readiness for AI transformation in Indian industries.

[2] *Asian Journal of Management Research*, 14(2), 97-105.

[3] Jain, M., & Arora, V. (2020). Strategic Business Planning through Artificial Intelligence. *International Journal of Business Analytics*, 9(1), 23-34.

[4] Kapoor, N., Mehta, R., & Sinha, S. (2020). The Role of AI in Enhancing Customer Experience in Indian Retail. *Journal of Retail & Consumer Services*, 54, 102-112.

[5] Kothari, A. (2022). Government Initiatives for AI in India: Challenges and Impact.

[6] *Public Policy Review*, 18(3), 205-215.

[7] Menon, R., & Desai, A. (2020). AI in Indian Educational Institutions: Progress and Challenges. *International Journal of Educational Technology*, 6(4), 78-89.

[8] Mukherjee, A. (2022). Challenges in AI Adoption among Indian SMEs. *Journal of Small Business Innovation*, 10(1), 45-52.

[9] Narayan, P., & Banerjee, S. (2021). Employee Attitudes toward AI Tools in Indian Workplaces. *Indian Journal of Organizational Behavior*, 7(2), 115-130.