

IMPACT OF ARTIFICIAL INTELLIGENCE (AI) IN ENTREPRENEURSHIP DEVELOPMENT IN THE CONTEXT OF PETER DRUCKER'S INNOVATION AND OPPORTUNITY

M. Anthony¹ & Dr.S.Sasikumar²

¹*Research Scholar, Sacred Heart College (Autonomous), Department of Management Studies, Tirupattur, Tirupattur,
Tamil Nadu, India*

²*Assistant Professor, Sacred Heart College (Autonomous), Department of Management Studies, Tirupattur, Tirupattur,
Tamil Nadu, India*

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ABSTRACT

The researchers analyze the impact of Artificial Intelligence (AI) in Entrepreneurship Development in this article. The impact of AI in various fields identified and presented and it leads us to think how Peter Ducker's seven sources of innovation and opportunity is enabling to learn from unexpected events, to capitalize the contradictions, to process the various needs, to benefit from the market changes, and to utilize demographics shifts, perception changes and new information for the entrepreneurship development. The findings reveal how AI is transforming the various industry sectors and other sectors. The important aspects such as understanding user needs, data analysis, customer service, decision making , product development, entrepreneurship education and research, performance of the entrepreneurs, changing the traditional structure, addressing the various issues of a country, how ChatGpt is increasing the entrepreneurial performance , etc are concrete evidence that innovation and opportunity centre around AI and its tools in the current scenario.

KEYWORDS: *Innovation, Opportunity, Artificial Intelligence, Entrepreneurship Development*