

**EMERGING OF ARTIFICIAL
INTELLIGENCE AND DEEP
LEARNING IN THE CASE
OF PERSONALIZE PRICING
IN BUSINESS MODEL
INNOVATION**

DR. B. BHARATHI

Professor, Dean Academics,
Sathyabama Institute of Science and Technology,
Deemed to be University,
Jeppiaar Nagar, Chennai, Tamil Nadu 600119

BALAJI VENKATACHALAM

Vice Chairman and Chief Financial Officer at
Indecomm Global Services,
Indecomm Global Services,
Southlake, Texas, United States

The Research Monograph Series in *Computing, Electrical & Communication Networks*

Emerging of Artificial Intelligence and Deep Learning in the case of personalize pricing in Business Model Innovation

Authors: Dr. B.Bharathi and Balaji Venkatachalam

Published by

BOHR Publishers, Chennai, India

Old Door No. 4, New Door No. 3, Rishilaya Building, 2nd Street, Golden Avenue,
Devi Karumariamman Nagar, Velachery, Chennai – 600 042, India

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ISBN: 000-00-00000-00-0 (Print)

000-00-00000-00-0 (Online)

Typeset and Cover designed by
Chennai Publishing Services Pvt. Ltd., Chennai, India
Printed by Ridha Prints Pvt. Ltd., Madurai, India