

REVIEW ARTICLE

## Role of artificial intelligence in micro small and medium enterprises

Lakshmi G.<sup>1\*</sup> and Sujitha R.<sup>2</sup>

<sup>1</sup>Associate Professor, Department of B.Com. (PA), PSGR Krishnammal College for Women, Coimbatore 641004

<sup>2</sup>PhD Research Scholar, Department of Commerce, PSGR Krishnammal College for Women, Coimbatore 641004

**Abstract:** The foundation of the Indian Economy, Micro, Small and Medium-sized Enterprises (MSMEs), play a major role in industrial production, employment creation, and regional development. Artificial Intelligence is transforming marketing strategies for companies of all sizes with the emergence of digital transformation and new technologies. This study examines the way in which AI enables MSMEs to improve customer engagement tailor marketing tactics, streamline processes and make informed decisions. MSMEs are using technology from chatbots driven by AI to automation tools and predictive analytics to increase overall efficiency lower operating costs, and remain competitive. The report also emphasises a number of government programs that are crucial in promoting AI use in MSME industries including Digital India and the MSME champions schemes.

**Keywords:** MSME, Artificial intelligence, Marketing strategies, Customer engagement, Government initiatives

### Introduction

The foundation of the Indian economy is made up of Micro, Small and Medium-sized Enterprises (MSMEs) which play a major role in industrial production, job creation, and economic expansion. These companies, which are categorised by the Indian government according to their yearly revenue and equipment investment, are essential to the growth of both rural and urban areas. After the Ministry of Small Scale Industries and the Ministry of Agro and Rural Industries merged, the Ministry of Micro, Small and Medium Enterprises was created in 2007. MSMEs have experienced substantial changes since the introduction of the Micro, Small and medium Enterprises Development Act (2006) was introduced and revised in 2020 especially with the use of modern technologies (Agrawal, 2024). AI is changing marketing strategies for businesses of all kinds in today's quickly changing digital economy. MSMEs are becoming more aware of how AI may improve customer interaction optimise marketing efforts, and boost operational efficiency, even as big firms make significant investments in AI-driven solutions (Kumar et al., 2022). Through data driven decision predictive analytics, process automation, and customised customer experiences, AI helps MSMEs to more successfully compete with larger companies (Bagale et al., 2024). Recent research indicates that about 45% of MSMEs have implemented AI in some capacity to improve their marketing and business operations (Kumar et al., 2023). MSMEs are using technology to promote innovation, agility and a long-term competitive advantage, from AI-powered customer care chatbots to machine learning algorithms that facilitate tailored product suggestion (Agarwal, 2024; Kumar et al., 2023). By analysing its benefits, real-world uses and contrast with conventional marketing techniques, this paper investigates the role of AI in MSME marketing strategies.

\*Corresponding author: Associate Professor, Department of B.Com. (PA), PSGR Krishnammal College for Women, Coimbatore 641004 e-mail: lakshmi@psgrkcw.ac.in

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## **Benefits of AI Help MSMEs**

### *Enhanced customer engagement and experience*

AI chatbots and virtual assistants driven by AI allow MSMEs to offer round-the-clock customer service, answering questions and resolving problems quickly. Stronger bonds are cultivated and client satisfaction is increased by this constant availability. AI-powered customer support solutions are transforming how Indian SMEs communicate with their clients, improving user experiences, claims (Bhatia, 2023). Furthermore, 46% of MSMEs acknowledge AI's potential to improve customer engagement, according to a white paper by (NASSCOM and meta, 2024).

### *Personalised marketing and sales*

To develop individualised marketing strategies, AI examines consumer data, such as past purchases and surfing patterns. This focused strategy boosts revenue and enhances client retention. AI helps companies to efficiently customise their marketing campaigns which improves client engagement (Kumar et al., 2022). Furthermore, according to the NASSCOM-meta white paper (2024) 48% of MSMEs believe AI has a lot of potential for marketing and content development.

### *Data-driven decision making*

AI help firm analyse vast datasets to better understand customer preferences, market trends and operational performance. This analytical competence enables MSMEs to make more informed decisions about product development, pricing, and resource allocation. According to Kumar et al. (2022), AI driven analytics enable MSMEs to respond quickly to market developments and customer demands. Furthermore, (Krishnan, 2022) argues that AI adoption can help MSMEs narrow the digital transformation gap by allowing for speedier decision-making processes.

### *Fraud deduction and risk*

AI improves fraud detection by evaluating financial transactions for unique trends and flagging questionable activity. This proactive approach enables MSMEs to avoid financial losses and retain stability. As stated by MSys Technologies (2024), AI and machine learning technologies have the ability to alter enterprises by increasing efficiency and detecting fraud. Kumar et al. (2022) also explain how AI implementation in SMEs leads to effective revenue development via improved risk management.

### *Improved productivity and automation*

AI automates tedious operations, freeing up staff time for strategic pursuits. AI can optimise delivery routes in logistics resulting in faster deliveries and lower costs. According to Kumar et al. (2022), AI deployment in SMEs results in considerable increases in productivity and operational efficiency furthermore, Krishnan (2022) notes that AI adoption might assist MSMEs narrow the digital transformation gap by automating regular activities, increasing overall productivity and conducting business smartly.

## **AI Applications Used by MSMEs**

The MSMEs used some of the AI application to help them in operations, enhance customer engagement and gain a competitive edge.

### *Predictive analytics for MSMEs*

MSMEs may use previous data to predict future trends thanks to AI-driven predictive analytics. AI-powered sales forecasting, for example, enables companies to evaluate demand variations according to economic factors and seasonal trends improving inventory and resource management (Schoenberger, 2023). AI models also examine consumer behaviour including as preferences and buying patterns, which helps companies divide up their clientele for more focused advertising and more customer satisfaction (Ljomah

& Lyelolu, 2024). Additionally predictive analytics enables MSMEs to take proactive steps and improve business continuity by anticipating financial risks and supply chain interruptions (Borah et al., 2023).

#### ***Automation and process optimisation for MSMEs***

AI-powered automation drastically decreases MSMEs manual workload by automating repetitive tasks like data input invoice processing and order fulfilment. This not only reduces human mistake but also improves speed and cost efficiency (Schoenberger, 2023). RPA and AI-based CRM system help MSMEs automate client interactions, follow ups and lead management (Ozgen & Kurt, 2024). Additionally, AI improves logistics by discovering effective delivery routes and controlling inventory in real time.

#### ***AI-powered chatbots and virtual assistants***

MSMEs are increasingly using AI powered chatbots and virtual assistants to boost customer service and engagement. These technologies offer 24×7 customer assistance, answer frequently asked questions and handle product requests without requiring human agents (Ozgen & Kurt, 2024). In internet shopping, chatbots personalise customer experiences by proposing products based on previous purchases and interests. Voice enabled assistants allow for hands free interactions, which increases user convenience and operational efficiency (Borah et al., 2023).

#### ***Personalised marketing and customer engagement AI***

AI-powered customer engagement and personalised marketing have revolutionised MSMEs' client interactions, increasing both reach and retention. In order to make personalised product or service recommendations and increase conversion rates, recommendation engines examine customer behaviour and previous interactions. In order to maintain profitability and competitiveness, dynamic pricing allows for real-time price adjustments based on consumer preferences, rival pricing and demand. Through content personalisation and send time optimisation, AI powered email marketing automates campaign execution increasing client loyalty and engagement. By providing a more personalised purchasing experience these AI powered solutions enable MSME to build stronger bonds with their customers. Business may forecast client demands and present pertinent offerings by utilising data analytics, which raises customer satisfaction and brand affinity. MSME can successfully compete with larger companies thanks to AI's cost-effective targeted marketing solution. By lowering manual labour and operating expenses, automated insights aid in the improvement of marketing tactics. Because consumers are more likely to stick with firms that know their preferences, personalisation also increases customer retention. In the end, AI powered marketing improves consumer interaction and propels MSMEs long term success in the online market.

#### ***AI financial management***

AI is essential to MSMEs' financial management since it increases security and efficiency. Accounting software powered by AI such as Xero and QuickBooks, streamline payroll administration and cost tracking by automating bookkeeping. AI is used by fraud detection systems to spot questionable transactions and stop financial fraud. AI-based loan processing also assesses creditworthiness and recommends the best financing choices, making it easier for MSMEs to obtain capital. MSMEs can increase overall financial stability, lower risks and expedite financial planning by incorporating AI solutions.

### **Government Initiatives Supporting AI Adoption in MSMEs**

#### ***Digital India and MSME digital transformation***

The Digital India initiative is a flagship program initiated by the government of India, intends to turn the country into a digitally enabled society and knowledge economy. As part of this effort, MSMEs are urged to implement AI powered technology to improve business operations. These include automating corporate operations refining marketing techniques and improving financial management efficiency. AI powered business intelligence solutions help MSMEs make data driven choices while AI based fraud detection

systems improve the security of digital transactions. Furthermore, AI integrated e-commerce platforms enable MSMEs to expand their market reach and acquire a larger client base. This initiative plays an important role in bridging the digital gap and enables MSMEs to compete with larger firms by adopting cutting edge AI technologies (Ministry of Electronics and Information Technology (MeitY), 2022).

### ***MSME champions scheme and AI support***

The Ministry of Micro Small and Medium Enterprises has established the MSME champions scheme, a comprehensive support initiative aiming at improving MSMEs competitiveness through financial and technological assistance. This program encourages the use of AI powered solutions like chatbots and virtual assistants to expedite business operations and increase consumer interaction. Furthermore, the government provides specific incentives and subsidies to stimulate the use of AI in a variety of role, such as factors automation, marketing optimisation and logistics management. The schemes interventions aim to increase productivity, reduce operational expenses, and boost small enterprises digital capabilities, allowing them to compete more effectively in the evolving digital economy (Ministry of MSME, 2023).

### ***NITI Aayog's initiative for AI***

The AI for all program, sponsored by NITI Aayog, seeks to democratise AI adoption across a variety of industries, including MSMEs. This program encourages AI-powered market intelligence products that help MSMEs with demand forecasting and supply chain optimisation. AI-powered credit evaluation tools developed under this program assist MSMEs in obtaining loans and financial support base on real-time data analysis. Furthermore, AI-enhanced risk management solutions help MSMEs avoid significant financial losses and operational disruptions. Through AI for all the government guarantees that MSME have access to breakthrough AI technology, allowing them to make better business decisions and create long-term growth.

### **SIDBI's AI-based Financial Support for MSMEs**

The Small Industries Development Bank of India (SIDBI) has created AI powered financial solutions to help MSMEs gain access to financing and manage their finances better. AI-powered credit evaluation technologies analyse financial data to give MSMEs faster and more accurate loan approvals. AI-powered fraud detection systems help to prevent financial anomalies and ensure the security of digital transactions. Furthermore, SIDBI uses AI-based loan matching tools to connect MSMEs with appropriate government schemes and financial products. By integrating AI in financial support, SIDBI improves the efficiency, accessibility and transparency of funding alternatives for MSMEs, promoting business growth and stability.

### **AI-powered Skill Development Programs for MSMEs**

Recognising the relevance of AI literacy in today's digital economy the Indian government has launched a number of AI powered skill development projects aimed primarily at MSMEs . These programs provide structured training sessions for both entrepreneurs and employees on topics such as AI powered digital marketing, Manufacturing automation and business analytics. AI certification courses are also offered to help MSMEs get specialised knowledge in process optimisation and data analysis. These initiatives are frequently aided via collaborations with institutions such as the National Skill Development Corporation (NSDC) and industry partner. By prioritising AI skill development, the government enables MSMEs to successfully integrate emerging technologies, encourage innovation, and maintain long-term competitiveness in an AI centric business environment (National Skill Development Corporation (NSDC), 2022).

### **AI Adoption Trends among MSMEs**

#### ***Increasing awareness and digital readiness***

Artificial Intelligence (AI) has dramatically raised awareness among MSMEs in India in recent years. The post pandemic rise in digital transformation has promoted even tiny businesses to reassess traditional

approaches. Many MSMEs today see the benefits of AI in boosting customer service, increasing efficiency, and preserving competitiveness as a result of advancements in digital infrastructure (Deloitte, 2022). Government programs like Digital India have been essential in helping small company owners become more knowledgeable about AI tools and their useful uses (MeitY, 2023).

### *Sector-wise growth in AI adoption*

AI adoption by MSMEs is highly sector specific, reflecting their diverse operating requirements. Retail MSMEs use AI for demand forecasting, fleet management and route optimisation. In the manufacturing industry AI aids in production planning, quality control, and predictive maintenance, Meanwhile MSMEs in logistics employ AI to tailor marketing campaigns and recommend products based on user behaviour (PwC India, 2023). These developments suggest that AI integration is strategically linked with industry specific needs.

### *Rise of affordable cloud-based AI tools*

The availability of low cost, cloud-based AI technologies is a key driver of AI adoption among MSMEs. Platforms like Google AI, Tally prime with AI features, and Zoho CRM offer low-cost solutions that do not require considerable infrastructure or technical skills. These Software-as-a-Service (SaaS) Solutions provide subscription-based pricing, making advanced technology available to Small Enterprises (NASSCOM, 2023). The democratisation of AI technology allows MSMEs to compete on a more equal digital playing field with larger corporations.

### *AI in financial management and loan processing*

Artificial Intelligence is also altering the financial operations of MSMEs. AI-powered systems are rapidly being employed for automating payroll, real-time financial analysis, and intelligent bookkeeping (EY, 2023). SIDBI and other fintech businesses use AI algorithms to assess creditworthiness and streamline loan disbursement processes. Furthermore, AI-powered fraud detection solutions improve the security of MSME financial transactions by detecting suspicious trends and averting losses (RBI, 2022).

### *Upskilling and workforce adaption to AI*

As AI becomes more integrated into MSME operations, businesses engage in employee training programs. AI-focused training is available from government supported initiatives and private tech companies, including certificates and webinars customised to the needs of small businesses (MSME Ministry, 2023). These programs focus on practical applications such as process automation, customer analytics and AI-enabled digital marketing. As a result, MSME employees and entrepreneurs are gaining confidence in using technology to drive their firms' digital transformation (MPMG, 2022).

## **Conclusion**

Artificial Intelligence (AI) is transforming the competitiveness, efficiency, and growth of India's MSMEs. As digital transformation intensifies in the aftermath of the pandemic, MSMEs are increasingly using AI-powered technologies for marketing, customer engagement, financial management and operational efficiency. Government-led programs like Digital India, the MSMEs champions Scheme and SIDBI'S AI integration support have all helped to raise awareness and acceptance of AI technologies among small enterprises. Sector- specific AI solutions are strategically aligned with industry demands. Affordable cloud-based AI tools and SaaS platforms have made advanced technology available to even micro-enterprises, levelling the playing field. Furthermore, upskilling and AI literacy initiatives are helping MSME employees and entrepreneurs accept technological change with confidence. The democratisation of AI not only helps MSMEs save money and increase productivity, but it also allows them to create robust and future-ready business models. In the long run, widespread AI adoption is predicted to have a significant impact on India's economic development by encouraging innovation, inclusion and sustainability in the MSMEs sector.

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