

# Artificial Intelligence and Sustainable Management: An Empirical Study in Kanniyakumari District

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## Abstract

Artificial Intelligence (AI) has emerged as a transformative tool in modern management, enabling organizations to achieve efficiency, innovation, and sustainability. The present study examines the role of AI in promoting sustainable management practices in Kanniyakumari District. The research is empirical in nature and is based on primary data collected from 120 respondents through a structured questionnaire using a five-point Likert scale. Statistical tools such as percentage analysis and weighted average mean score were applied to analyze the data. The findings reveal that AI significantly enhances productivity, improves decision-making, reduces resource wastage, and supports environmental sustainability. However, high implementation costs and lack of technical expertise remain major challenges affecting AI adoption. The study concludes that AI plays a vital role in strengthening sustainable management practices, and strategic initiatives are required to promote wider adoption among organizations in the district.

**Keywords:** Artificial Intelligence, Sustainable Management, environmental sustainability

## Introduction

Artificial Intelligence (AI) has emerged as one of the most transformative technologies of the 21st century, significantly influencing business operations, managerial decision-making, and organizational sustainability. AI refers to computer systems capable of performing tasks that typically require human intelligence, such as learning, reasoning, problem-solving, and predictive analysis. According to McKinsey & Company (2018), AI adoption enhances operational efficiency and enables data-driven strategic decisions across industries. Similarly, PwC (2017) reported that AI could substantially contribute to global economic growth by improving productivity and innovation. Sustainable management emphasizes balancing economic performance, environmental protection, and social responsibility to ensure long-term organizational success. The integration of AI into management practices supports sustainability by optimizing resource allocation, reducing waste, and improving energy efficiency. The concept aligns with the objectives of the United Nations Sustainable Development Goals (SDGs), which encourage technological innovation to achieve inclusive and sustainable economic growth (United Nations, 2015).

Recent studies highlight that AI-driven technologies such as predictive analytics, machine learning, and automation enable organizations to monitor environmental impact, enhance supply chain efficiency, and support sustainable decision-making (Porter & Heppelmann, 2014; Wamba et al., 2020). AI applications contribute to cost reduction, improved productivity, and enhanced customer satisfaction, thereby strengthening the triple bottom line approach—economic, environmental, and social sustainability.

In emerging regions like Kanniyakumari District, digital transformation is gradually influencing management practices in sectors such as services, manufacturing, education, and MSMEs. However, empirical evidence on how AI contributes specifically to sustainable management at the district level remains limited. Many organizations face barriers such as high implementation costs, lack of technical expertise, and inadequate digital infrastructure, which restrict the effective adoption of AI technologies.

Therefore, this study aims to examine the role of Artificial Intelligence in promoting sustainable management practices in Kanniyakumari District using primary data. By analyzing the level of AI adoption, its impact on sustainability dimensions, and the challenges faced by organizations, the study provides empirical insights into how AI can serve as a strategic tool for sustainable development at the regional level.

### Statement of the Problem

Although AI offers significant benefits for sustainable management, many organizations in Kanniyakumari District face challenges in adoption due to financial constraints, lack of awareness, and inadequate infrastructure. There is limited empirical research examining how AI contributes to sustainability at the district level. Therefore, this study investigates the extent of AI adoption and its impact on sustainable management practices.

### Objectives of the Study

1. To examine the level of AI adoption among organizations in Kanniyakumari District.
2. To analyze the impact of AI on sustainable management practices.
3. To identify the challenges faced in implementing AI for sustainability.
4. To provide suggestions for enhancing AI-based sustainable management.

### Methodology

This study is descriptive and empirical in nature. Primary data were collected through a structured questionnaire from 120 respondents selected using convenience sampling in Kanniyakumari District. Secondary data were obtained from journals, reports, and websites. Statistical tools such as percentage analysis, mean score analysis, and correlation were used for data interpretation.

### Demographic Profile of Respondents

The demographic characteristics of respondents provide background information about the sample selected for the study. A total of 120 respondents from Kanniyakumari District were surveyed.

**Table 1**

#### Gender Distribution

| Gender | No. of Respondents | Percentage |
|--------|--------------------|------------|
| Male   | 68                 | 56.7%      |
| Female | 52                 | 43.3%      |
| Total  | 120                | 100%       |

#### Source: Primary Data

**Interpretation:** The majority of respondents were male (56.7%), indicating slightly higher male participation in AI-related managerial roles.

**Table 2**  
**Age Group**

| Age Group      | Frequency | Percentage |
|----------------|-----------|------------|
| Below 25 years | 18        | 15%        |
| 26–35 years    | 42        | 35%        |
| 36–45 years    | 38        | 31.7%      |
| Above 45 years | 22        | 18.3%      |
| Total          | 120       | 100%       |

**Source: Primary Data**

**Interpretation:** Most respondents (35%) belong to the 26–35 age group, showing higher AI adoption among young professionals.

**Table 3**  
**Educational Qualification**

| Qualification       | Frequency | Percentage |
|---------------------|-----------|------------|
| Undergraduate       | 30        | 25%        |
| Postgraduate        | 54        | 45%        |
| Professional Degree | 26        | 21.7%      |
| Doctorate           | 10        | 8.3%       |
| Total               | 120       | 100%       |

**Source: Primary Data**

**Interpretation:** 45% of respondents hold postgraduate qualifications, indicating that higher education influences AI awareness.

**Table 4**  
**Type of Organization**

| Organization Type        | Frequency | Percentage |
|--------------------------|-----------|------------|
| Manufacturing            | 28        | 23.3%      |
| Service Sector           | 46        | 38.3%      |
| MSMEs                    | 30        | 25%        |
| Educational Institutions | 16        | 13.4%      |
| Total                    | 120       | 100%       |

**Source: Primary Data**

**Interpretation:** The service sector shows higher AI usage (38.3%) compared to other sectors.

**Table:5**  
**AI and Sustainable Management**

| S.No | Statements  | SA<br>(5) | A<br>(4) | N<br>(3) | D<br>(2) | SD<br>(1) | Total<br>Score<br>( $\sum f \times w$ ) | Mean | Rank |
|------|---|-----------|----------|----------|----------|-----------|---|------|------|
| 1    | AI improves decision-making                           | 48        | 42       | 15       | 10       | 5         | 478                                     | 3.98 | II   |
| 2    | AI reduces operational cost                           | 44        | 40       | 18       | 12       | 6         | 464                                     | 3.87 | IV   |
| 3    | AI enhances productivity                              | 52        | 38       | 14       | 10       | 6         | 480                                     | 4.00 | I    |
| 4    | AI reduces resource wastage                           | 46        | 39       | 20       | 9        | 6         | 470                                     | 3.92 | III  |
| 5    | AI supports energy efficiency                         | 42        | 41       | 22       | 9        | 6         | 464                                     | 3.87 | IV   |
| 6    | AI improves environmental sustainability              | 45        | 37       | 21       | 11       | 6         | 464                                     | 3.87 | IV   |
| 7    | AI enhances customer satisfaction                     | 47        | 36       | 18       | 12       | 7         | 464                                     | 3.87 | IV   |
| 8    | AI improves employee performance monitoring           | 40        | 38       | 25       | 10       | 7         | 454                                     | 3.78 | VI   |
| 9    | High cost limits AI adoption                          | 50        | 34       | 18       | 12       | 6         | 470                                     | 3.92 | III  |
| 10   | Lack of technical expertise affects AI implementation | 48        | 36       | 20       | 10       | 6         | 470                                     | 3.92 | III  |

**Source: Primary Data**

The table 5 shows that the weighted average mean score analysis reveals that the statement “AI enhances productivity” secured the highest mean score (4.00) and ranked first, indicating strong agreement among respondents. Statements related to decision-making, resource optimization, and sustainability also recorded moderate to high mean scores. The findings confirm that Artificial Intelligence significantly contributes to sustainable management practices in Kanniyakumari District. However, challenges such as high implementation cost and lack of technical expertise remain major concerns.

## Suggestions

1. Organizations should conduct regular training programs to enhance employees' technical knowledge and AI competencies.
2. Government bodies may provide subsidies, tax incentives, or financial assistance to MSMEs for implementing AI technologies.
3. Improvement in digital infrastructure and data management systems is essential to ensure effective AI implementation.
4. Organizations should explore affordable and scalable AI tools suitable for small and medium enterprises.
5. Seminars, workshops, and academic–industry collaborations should be encouraged to create awareness about AI-driven sustainable management practices.
6. Strong cybersecurity frameworks should be implemented to address concerns related to data privacy and security.

## Conclusion

The study concludes that Artificial Intelligence has a significant positive impact on sustainable management practices in Kanniyakumari District. The weighted average mean score analysis indicates moderate to high agreement among respondents regarding AI's contribution to productivity enhancement, operational efficiency, and environmental sustainability. Although the adoption level is steadily increasing, financial constraints and lack of technical expertise pose challenges. With proper policy support, training initiatives, and infrastructure development, AI can become a powerful driver of sustainable growth at the district level. Therefore, integrating AI into management practices is not only a technological advancement but also a strategic necessity for achieving long-term sustainability.

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<https://doi.org/10.1177/1042258721992681>