

Review Article

# Artificial Intelligence and Machine learning for Implementation of “Bhartiya Management Theory and Styles”

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**Abstract:** The varied research and articles have depicted over the period of last few years that, Bhartiya (Indian) theories and styles of Management are unique and different from the Western or Japanese styles. The researchers have also promoted the fact that like globally accepted styles of Management, even Bhartiya management is based on rich literature base. If implemented it appropriately, these theories and style will provide solution to contemporary issue. However, this management style is limited promoted, read and applied. The issue that one comes across is unavailability of material for reference in language which is understood by majority of managers and companies. The other issue is interpretation of the literature. The Bhartiya theory of learning and knowledge imparting was based on Smriti and Shruti that is passing of knowledge with enriched and enhanced versions after self-interpretation. However now the world understands and interprets the knowledge as it is presented. Thus, there is need and requirement of appropriate application of tools and technology for promotion and implementation of Bhartiya theory of management and styles. AI and machine learning Technologies, assist the human in various ways. The AI and ML technologies like NLP, can be useful for translation of Bhartiya Management literature and its interpretations. Also, the application of these technologies can used to produce, Decision making modules, mentorship portal based on Bhartiya scriptures like Arthashahrstra, Bhagwad Geeta and other. Hence the application of AI and Machine learning can help to promote and apply the Bhartiya management style

**Keywords:** Bhartiya Management, AI, Machine Learning, IKS.

## INTRODUCTION

Bhartiya Theory and styles of management are though very old yet very new in terms of applications and practices. The Bhartiya management is part of Indian Knowledge system. The study on Indian Knowledge system, evolution and challenges in its implementation has shown evidence that these theories were present however were less implemented. The reasons were IKS generally exists in non- literary form and has been passed on orally from one generation to the next. Since IKS is available in various languages, it can create barriers for those who are not well versed in these languages. The Indian education system is largely focused on the Western knowledge system. The British colonial education system in India was designed to replace Indian knowledge systems with Western knowledge systems.

The colonial educational system frequently served to uphold hierarchies by favoring Western knowledge over indigenous wisdom and fostering a sense of inferiority toward native knowledge systems. Also Post colonisation the IKS didn't receive much application due limitation, Native languages were marginalized and some communities' access to education was hampered as English emerged as the primary language for administration and education. These theories were not utilised due to less knowledge among the managers about their existence. In the curriculum to train the managers the theories that were included were Western theories. Though Modern age scholars like S.K. Chakraborty and Subhash Sharma,

offered a critique of Western ideas and supported their theories based on Bhartiya literature, yet the application was limited.

Now with technology like AI available, this issue could be resolved. Artificial Intelligence - (AI) is the process of giving machines especially computers the capacity to carry out tasks that resemble human intellect, like critical thought and information acquisition. AI is exceptional because it can perform these jobs on a much greater scale than humans, allowing for data processing and interpretation that is beyond human capabilities.

It encompasses a wide range of fields of study, including neuroscience (the study of the human brain), linguistics (the study of language use), and even more profound topics like philosophy and psychology (the study of thought and learning). AI combines all of these fields to produce computers with cognitive and learning abilities.

Machine learning is a subfield of artificial intelligence (AI) that aims to give computers and other machines the ability to replicate human learning, carry out activities on their own, and get better at them over time and with more data. Because it enables computers to learn from data and enhance their performance on particular tasks without explicit programming, machine learning is significant. The machine learning algorithms produce predictions or choices by identifying patterns and relationships in data. The AI – Machine learning algorithms are applied in

various ways across the world. The most prominent area are Predictive Modelling: Businesses use it to predict future trends and make better decisions. Natural Language Processing: This involves teaching computers to understand and respond to human language. It's used in voice recognition, chatbots, and language translation. Computer Vision: This technology enables computers to recognize and interpret images and videos. It's crucial for applications like surveillance systems, and medical imaging. Fraud Detection: Machine learning helps detect fraudulent activities in financial transactions, online advertising, and other areas. Recommendation Systems: These systems suggest products, services, or content to users based on their previous behaviour and preferences. And the future hold limitless possibilities.

#### **Objectives of Study:**

1. To examine the feasibility of AI/ML in enhancing the application of Bhartiya Management Theories and Styles in modern management.
2. To assess the perceptions of experts/ managers on integrating AI/ ML with Bhartiya Management Theories and Styles through exploratory research and qualitative analysis.

#### **RESEARCH METHODOLOGY:**

For the study exploratory approach has been used. The study is exploring a possibility of AI application in implementing Bhartiya Management Theories. As there are few earlier studies to refer to, this study aims to gain insights and understanding

#### ***Bhartiya Theories of management Implications in modern Management:***

The Modern managers always face the dilemma of application of Modern Management thoughts in Indian Scenarios. The Modern Management theories focus on Quantitative approaches, Hierarchy System Based also it believes that there is contingency approach which conveys, No style of Management is suitable for all situations. The limitation to universal applications of Modern management leads to generation of need to explore all forms of Management Theories. The study and application of Bhartiya theory can provide one such solution.

The Indian Manager face difficulties in applying the Western management theories in Indian Companies. This was notified by Subhash Sharma in his article. The Indian Culture and ethos are base for the Indian style of Management. The idea that management with the right mix of values and abilities may ensure harmony and the advancement of the Company as well as of society as indicated by author (Chattopadhyay, 2012). Also, the Indian culture incorporates several philosophical perspectives, resulting in a collection of human values that are pertinent to corporate governance, productivity, and corporate social responsibility. These values include nishtha (sincerity), samarpana (commitment), kartavya-parayanta (responsibility), jigyasa (curiosity to learn), kauslam (efficiency), vividha (innovation), and others (Chattopadhyay, 2012). In recognition of the holistic approach to contemporary management, the holistic

approach of Indian wisdom can also be examined from the perspective of combining object and subject, skills and values, and matter and spirit.

Just like the quoted example, many modern management issues can find solutions in lessons Indian scriptures. The article like Bharatiya (Indian) Theory of Management Styles by V. Puri (Sage Publication) highlights the extract of these lessons learnt. However, it is required to explore more and deeper.

Insights of Management from Shreeman Bhagwad Geeta about Righteousness, Karma, Leadership, Self-Management, going beyond Extrinsic motivation and others are very useful to contemporary business. However the understanding and interpretations are different. The Scriptures like Veda, Upanishad, Nishad, purana give lessons base for managers like Leadership, Decisions making, Spiritual being, equanimity'

There are comprehensive policies for society, specific industries, employment and labour, natural calamities, and vice control in Arthashastra. well-versed human element of management, which is crucial to the successful and efficient execution of business processes. Every action in the modern world is dictated by contemporary managerial principles. All subjects are guided by management. Making the greatest use of limited resources and making informed decisions are the first lessons in management science. And unexplored Bhartiya Management Lessons is among those limited resources.

#### ***Application of AI and ML***

The Application of AI and ML has been widely increased in India. Almost all business is using the AI tools for some or other operations in Business. (Pwc Survey 2022). The AI/ ML has been adopted by the companies in Financial Predictive analysis. According to studies, AI is being used more and more by Indian companies to support leadership positions and improve decision-making effectiveness. According to Agarwal et al. (2020) AI-based decision models are implemented in India by companies for risk assessment, employee engagement, and acquiring consumer insights. Additionally, according to Kumar & Singh (2021), AI is being used more and more in Indian management to forecast market trends and optimize supply chain operations, especially in the manufacturing and e-commerce industries.

RBI Report 2022 Banks in India are implementing AI based fraud detection and Dynamic pricing are implemented based on AI tools by e commerce platforms in India. (NITI Ayog 2021)

However, the study relevant to application of AI/ ML for traditional practices is very limited in India. Yet the articles like "Success Story of Blending Indigenous Knowledge and artificial intelligence to enable adaptation" have proven to proof for successful implementation of AI/ML in preserving old knowledge. As per Centre for Indigenous Knowledge System (Anaadi, 2024) Technology can be leveraged for disseminating the Traditional Knowledge.

To assess experts and managerial opinion on the feasibility, application of AI/ML tools like NLP, Decision Modules, Mentoring Program with Bhartiya management theories Semi structured interview and Focus group discussion approach was utilised in this study. Also, the perception of this focus group was analysed for potential benefits and challenges for the application of AI/ ML in Bhartiya Theory Management styles.

### **Findings**

The majority (80%) of experts and managers believed that combining Bhartiya management theories with AI/ML tools was possible. The emphasize was on how these technologies may increase operational efficiency and decision-making processes.

One of the useful techniques for comprehending and implementing Bhartiya Management Theories and Styles (BMTS) in contemporary management is NLP. NLP can provide a technology bridge to gather, translate, interpret, and refer to Bhartiya management ideas, which are deeply rooted in ancient scriptures and manuscripts in many Indian languages, for contemporary managers. The web crawlers and Data Mining technology used by NLP can be utilised to gather the information on Bhartiya Theory management, which is scattered in various scriptures like Arthashastra, Bhagwat Geeta. Modern managers find it challenging to access many traditional management concepts since they are written in Sanskrit, Prakrit, or classical Indian languages. Ancient scripts can be translated into contemporary, comprehensible languages while maintaining their contextual meaning thanks to AI-driven machine translation. NLP can interpret and structure Bhartiya management principles for modern business applications.

According to the experts, The AI Powered decision modules could be developed based on Bhartiya theory lessons. The Predictive modules (Risk Assessment) deriving lessons from Arthashastra governance that decisions based on past- present for future can be beneficial. If the decisions modules base is on Dharmic Leadership lessons of Bhagwat Geeta than the ethical decisions are ensured.

The Leadership styles in Bhartiya Management Theories differ from that of Modern Style. AS per the opinion of experts the Leadership/ mentoring Programs based on these theories can be implemented applying the AI/ML Technologies. The Digital AI Coaching or Mentoring Programs, in alignment with Bhartiya styles of Leadership. AI-powered virtual mentor real-time leadership coaching based on Bhagavad Gita's ethical leadership principles NLP-based chatbot framework for guiding managers on Customised Leadership application deriving knowledge from Bhartiya styles.

The list of the applications is inexhaustive. But the application of AI/ ML can pose the challenges to Indian companies. It is difficult to gather, digitize, and organize this data for AI processing because Bhartiya management philosophies are scattered throughout many texts. To keep

these ancient ideas authentic, it is essential to ensure data reliability and accuracy from a variety of sources. The AI/ML has limitations especially when it comes to data integration and language translation. Accurate translation and interpretation in context are challenging because many Bhartiya management concepts are written in Sanskrit, Prakrit, and other regional languages. AI-powered machine translation programs frequently have trouble understanding complexities and common phrases, which could result in misinterpretation. Also, to accurately analyse ancient texts, extract managerial insights, and organize them for commercial applications, natural language processing (NLP) needs to be sufficiently advanced. Furthermore, sophisticated machine learning models are needed to create AI-powered decision modules and mentoring programs that support Bhartiya leadership ideologies.

The other Challenge includes striking the balance between the modern world technology advancement requirement and the traditional timeless wisdom theories. These theories must not lose their philosophy while being applied through the modern machines. Also, the possibility of Indian Managers, employees to resist the implementation of AI/ML technology in Management is also high, due to required training and issue of too much reliance on technology for running business.

### **CONCLUSION**

If done appropriately the AI/ ML application in Implementing Bhartiya theory can prove to be very beneficial. In terms of accessibility to the knowledge of Bhartiya theory management styles, the AI/ ML can help in centralising and digitising the theories which otherwise are scattered in various scriptures. The AI/ML applications can help managers in informed and enhanced decision making applying the Bhartiya wisdom bases. This can help the managers to be more relevant in Indian Scenario with Indian cultural base. Applying the lessons of Bhartiya Management style the managers can ensure ethical decision making, and its integration with AI/ML will make these decisions quicker and easy to verify and validate. So to conclude, Businesses can innovate more successfully and obtain a competitive edge by utilizing both conventional wisdom and state-of-the-art technology when they combine AI/ML with Bhartiya Management Styles.

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