FINANCIAL STRATEGY & FORECASTING USING AI

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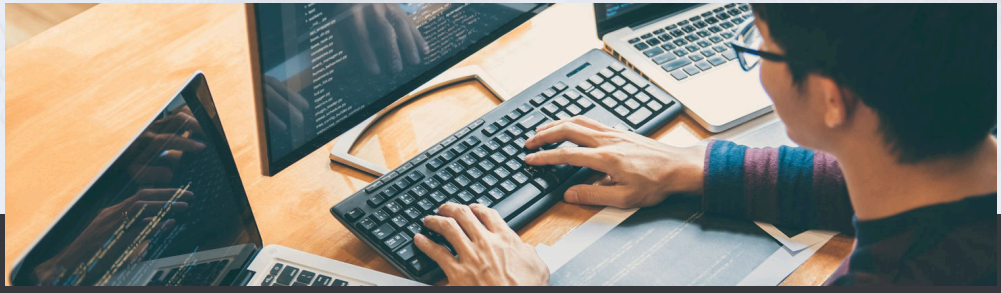

Financial Strategy & Forecasting Using AI

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Financial Strategy & Forecasting Using AI

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Preface

The financial landscape is undergoing a transformative evolution driven by the integration of Artificial Intelligence (AI). “Financial Strategy & Forecasting Using AI” aims to bridge the gap between traditional financial analysis and modern computational intelligence, providing readers with a comprehensive understanding of how AI technologies are revolutionizing strategic financial planning, decision-making, and forecasting.

This work explores the core principles of financial management alongside AI-driven techniques such as predictive analytics, machine learning models, neural networks, and algorithmic forecasting. It demonstrates how these tools enhance accuracy, efficiency, and adaptability in financial decision-making.

The book serves as a guide for students, researchers, and professionals in finance, economics, and data science who seek to understand and apply AI in real-world financial contexts. Through theoretical frameworks, practical examples, and future trends, this work aspires to contribute to the growing body of knowledge at the intersection of finance and artificial intelligence.

In an age where data is the new currency, integrating AI into financial strategy is not merely an option—it is a necessity for sustaining growth and innovation.

Acknowledgement

I would like to express my heartfelt gratitude to all those who contributed to the successful completion of this work, “Financial Strategy & Forecasting Using AI.”

First and foremost, I extend my sincere appreciation to my mentors, colleagues, and collaborators whose valuable insights and constructive feedback enriched this study. Their guidance and encouragement played a vital role in shaping the concepts and approaches presented in this work.

I am especially thankful to the researchers, financial experts, and data scientists whose pioneering contributions in the field of Artificial Intelligence and finance inspired this exploration.

My deep gratitude also goes to my institution, peers, and family for their continuous support, patience, and motivation throughout the process of research and writing.

Finally, I dedicate this work to all future researchers and professionals who aim to integrate intelligence, technology, and strategic thinking to build a smarter financial future.

About The Authors

Dr. Ashwin H. Parwani holds PhD in Management and has completed MBA (Finance) from Gujarat Technological University, Dr. Parwani has 20 years of Academic Experience. At Present Assistant Professor - Finance at Pandit Deendayal Energy University (NAAC A++ Ranking), Gandhinagar, Gujarat, India. His primary research areas are corporate finance. Contributed several Research Papers in National and International Journals indexed in Scopus, Web of Science, ABDC and UGC.

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Dr. Akhilesh Shukla has 14 years of work experience which includes his work experience in IIM Ahmedabad and ISB Hyderabad as an Academic and Research Associate. He has completed three research projects. He has taught at CamEd Business School, Cambodia. He has expertise in Business Strategy & Policy, Financial Consultancy for Investment, Mergers & Acquisitions.

Mr. Gopal Maliwal is an experienced Owner with a demonstrated history of working in the education management industry. Skilled in Guest Lecturing, Public Speaking, Microsoft Office, Management, and Teaching. Strong business development professional with a Masters of Commerce focused in Accounting and Finance from Gujarat University.

Prateek Kumar Singh is a teacher with over 11 years of teaching experience in area of psychology. His areas of expertise include Cognitive Psychology, Social Psychology, Schools of Psychology, Research Methods and Statistics. Dr. Singh's teaching is driven by a commitment to foster analytical thinking and promote research-oriented learning among his students. In addition to his teaching contributions, Dr. Singh's research interests focus on psycho-oncology, music psychology and health psychology. Dr. Singh has earlier worked in teaching capacity with Government and Private Higher Education Institutions and is currently associated, since 2022, with Pandit Deendayal Energy University Gandhinagar Gujarat (India).

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Future of AI in Financial Strategy & Forecasting

ABOUT THE BOOK

The book “Financial Strategy & Forecasting Using AI” explores how Artificial Intelligence is revolutionizing modern financial management. It begins with an introduction to financial strategy and AI fundamentals, progressing to advanced topics like financial forecasting, data-driven decision-making, and AI-based financial planning. Readers gain insights into forecasting financial statements, analyzing markets, and detecting risks and fraud using AI tools. The book also highlights strategic applications of AI in corporate finance and provides a forward-looking perspective on its future in financial strategy. Designed for students, professionals, and researchers, it bridges technology and finance for smarter, data-informed decision-making.

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