

(54) Title of the invention : THE ROLE OF ARTIFICIAL INTELLIGENCE ON THE RELATIONSHIP BETWEEN JOB BALANCE AND EMPLOYEE PRODUCTIVITY IN IT INDUSTRY

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(71)Name of Applicant :  
**1)Mrs. Deepthi P Bhutada**  
 Address of Applicant :Assistance Professor, BBA&BCA, MGV's Panchavati College of Management and Computer Science, Nashik, SPPU Pune, Maharashtra, India -----  
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**2)J V S ARUNDATHI**  
**3)Balaji Ramkumar Rajagopal**  
**4)Dr. SAGAR G**  
**5)Dr. S SRIRANJANI MOKSHAGUNDAM**  
**6)Xavier Mr. Bibin**  
**7)Archana Barthwal**  
**8)Mr. Devpriya Dey**  
**9)Mr. Bhaskar Kapoor**  
**10)Dinesh Kumar**  
 Name of Applicant : NA  
 Address of Applicant : NA

(72)Name of Inventor :  
**1)Mrs. Deepthi P Bhutada**  
 Address of Applicant :Assistance Professor, BBA&BCA, MGV's Panchavati College of Management and Computer Science, Nashik, SPPU Pune, Maharashtra, India -----  
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**2)J V S ARUNDATHI**  
 Address of Applicant :Faculty, Department of Computer Science SR&BGNR Government Art & Science Degree & PG College (Autonomous), Khammam, Telangana, India -----  
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**3)Balaji Ramkumar Rajagopal**  
 Address of Applicant :Data Architect, Dept of Artificial intelligence and Analytics, IT industry, Chennai, Tamilnadu., India -----  
**4)Dr. SAGAR G**  
 Address of Applicant :Faculty of Management Studies Department of Management, Bangalore University, Bangalore, Karnataka, India -----  
**5)Dr. S SRIRANJANI MOKSHAGUNDAM**  
 Address of Applicant :Faculty of Management, Department of Management, Sri Jagadguru Balagangadhara College of Management Studies (SJCMS), Bangalore, Karnataka, India -----  
**6)Xavier Mr. Bibin**  
 Address of Applicant :Assistant professor, Marian Institute of Management, Marian College, Kuttikkanam, Kerala, India -----  
**7)Archana Barthwal**  
 Address of Applicant :Guest Faculty, CSE, Women Institute Of Technology, Dehradun, Uttarakhand, India -----  
**8)Mr. Devpriya Dey**  
 Address of Applicant :Assistant Professor, School of Management, Jain (Deemed-to-be University), Bangalore, Karnataka, India -----  
**9)Mr. Bhaskar Kapoor**  
 Address of Applicant :Assistant Professor, Department of Information Technology, Maharaja Agrasen Institute of Technology, New Delhi, India -----  
**10)Dinesh Kumar**  
 Address of Applicant :Ph.D. Research Scholar, Education, Raj Rishi Bhartrihari Matsya University, Alwar, Rajasthan, India -----

(57) Abstract :  
 The role of artificial intelligence on the relationship between job balance and Employee Productivity in IT industry. The aim of present study is to test the relationship between work-life balance and job performance. Herein order to achieve the objectives, primary data were collected from 166 employees of selected private banks and the structured questionnaire was administered to collect the data and analyzed by using artificial intelligence and further the findings of the study revealed that work-life balance has positive and significant relationship with job performance in overall.

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