

# AI-Powered Decision Making in Global Enterprises



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## ABSTRACT

AI gives businesses the tools that businesses need to find information to run businesses more smoothly and to come up with new ideas. Businesses can look at a lot of data to find patterns to improve businesses' operations and to make decisions based on data. Machine learning algorithms, natural language processing and predictive are implemented in businesses. In the business world, these technologies help companies adapt to market changes, improve the customers' experiences faster and keep the companies ahead of the competition. This paper discusses how businesses use intelligence (AI) to make decisions. The discussion focuses on how artificial intelligence can help improve excellence and drive market innovation. Some of the important artificial intelligence driven methods are automated decision-making, predictive modelling and intelligent business process automation. The are tools that can change the way work gets done. This paper also discusses the problems that businesses have when they implement AI, like the need, for workers, and the quality of the data.

**Key words:** AI-enabled decision-making, operational excellence, market innovation, machine learning, predictive analytics, business optimization.

## 1. INTRODUCTION

AI and ML (machine learning) are changing how companies make decisions by giving managers information that they can use right away. AI can help things go more smoothly and find new ways to get ahead. It does this by letting people look at hard-to-understand data and spot trends in it. AI and machine learning can help businesses make better decisions, speed up their processes, and get ahead of their competitors in a market that is becoming more data-driven.

AI can look at a lot of data faster than people can. The AI can scan data in seconds while people need hours. This lets the businesses pull facts from the data that would be too much for a person to read. The businesses can use the AI solutions, like analytics and machine learning algorithms to

turn the data into facts. The businesses can then make decisions based on those facts of relying on feelings or guesses. You can use AI to do boring tasks, which frees up time for people to work on more important projects that require creative and analytical thinking. This not only makes things run more smoothly, but it also lowers the chance of making mistakes when you do things by hand.

Artificial Intelligence [1, 2] can help businesses create new ideas and make the operations and decision making more efficient. AI [3, 4] Can help companies get ahead of the competitors by finding trends and opportunities that other methods might miss. Artificial intelligence looks for opportunities and patterns. Companies keep using the AI solutions such, as learning and machine learning. The leaders and the decision makers in companies need to spend money on the training programs. The training programs help the workers learn skills. The training programs also make sure the workers know how to use the AI tools. Adding the artificial intelligence to the workplace changes how the decisions are made. Adding the artificial intelligence to the workplace also makes the workplace more flexible and more competitive. The following section shows the business leaders how to use the AI to make the decisions that help the businesses grow.

o **Strategic AI Integration:** AI helps people make decisions in ways that people can't. It can do this because it can process complex data faster and more accurately than any human could. Companies should use AI smartly to make choices that are both faster and more accurate.

o **Customized AI Solutions:** Businesses should pick AI technologies that fit the needs of each business. Every kind of AI system has its set of pros and cons. Using the tools is important. The right tools use AI technologies for analyzing data, for making predictions and for automating tasks. Businesses should keep a focus about AI technology. Keeping a focus about AI technology helps businesses stay flexible and adaptable. Remaining neutral, AI technology is important. Using AI, businesses can avoid being stuck with one vendor, make fair choices, and find the best answers to their problems.

o **Scaling and Pilot Projects:** The first thing you should do with AI is to run pilot projects that let you test and improve the technology. This makes sure that the technology works

with the way things are already done and gives the expected results before everyone in the company uses it.

o **The C-Suite needs to be involved**, and the culture needs to change: Senior executives need to be actively involved for AI projects to work. Before an organization can make its AI technology much more useful, it needs to create a culture that values making decisions based on data and always learning new things.

o **Always learning and adjusting**: It's important to keep learning and adjusting as AI technologies get better so that you can stay up to date with the latest changes and make sure that AI solutions keep working and meeting the needs of businesses as they change.

o **Cross-Functional Collaboration**: Bringing together people from fields helps make sure that AI solutions are complete. AI solutions work well in every part of the business. Cross-Functional Collaboration encourages deals. Cross-Functional Collaboration uses AI to its fullest to help people make choices.

## 2. ROLE OF AI IN BUSSINESS DECISION MAKING

Companies use data to make decisions. Companies now have a lot of information that makes it hard to sort through. Traditional methods cannot keep up with the data collection. Traditional methods cause missed chances and delays. AI helps the companies handle all the data. AI gives the companies ways to act. AI finds patterns and useful facts that people would miss if people could not quickly process and analyze amounts of data.

Artificial intelligence helps businesses make quick and correct choices [5 -6]. This makes a lot of operations' parts better, like managing inventory and using predictive analytics to learn more about how customers act. But in order to successfully add AI to your business, you need to have a well-thought-out plan. Businesses need to think about both the technology and the people who will use it in order to fully take advantage of AI's revolutionary potential.

When businesses start using AI businesses should put ethics and openness first. Putting ethics and openness first helps businesses earn the trust of stakeholders. Businesses can make sure employees are ready to use AI. Businesses can let employees keep learning and adapting. Businesses can make choices and stay ahead of competitors when businesses balance technology use, with human knowledge. They are putting together a team of people from different departments to set up and keep an eye on AI solutions.

Automating steps with artificial intelligence can make financial accounting easier. Artificial intelligence also helps businesses follow the rules and artificial intelligence makes bookkeeping more accurate. People still rely on data entry and reconciliation, in traditional bookkeeping and those manual steps cause many mistakes. Artificial intelligence driven accounting software can automatically enter data,

classify transactions and balance accounts in time [7]. Using a computer with accounting software helps to spot mistakes and keep financial records accurate. Accounting software can also help with tasks, like auditing. Auditing solutions that run on a computer are easy to use and can quickly check financial data find mistakes and warn me about fraud or rule violations. The audit looks at an amount of data so the audit can catch problems fast.

The traditional audit takes a lot of time and a lot of money because it needs a lot of work. The manual work includes comparing data and taking samples. MindBridge AI Auditor and Deloitte's Argus are AI tools that let us look at a lot of data fast. MindBridge AI Auditor and Deloitte's Argus find activity or problems that break rules or laws and let auditors do the audit faster and better. The faster and better audit saves auditors time. AI may be used to find fraud by looking at what people have done in the past and finding any strange behavior [8]. JPMorgan Chase watches over financial transactions to cut down on fraud and other losses.

NLP helps AI-driven compliance systems watch the rules and any changes to the rules. Because of that the AI-driven compliance systems can read the text, and see what the text is trying to say or do. Compliance.ai and IBM Watson use NLP to make sure that businesses follow the regulations that control their industries and stay up to date with any changes in the system [9].

Machine learning algorithms past sales data, industry trends and external factors such as the economy and the weather all provide information that helps make forecasts of future demand, and businesses can cut the money they spend on shipping, can avoid running out of stock, and can keep the amount of items, on hand when businesses plan ahead. In my experience businesses that use forecasting systems powered by artificial intelligence, such, as SAP Integrated Business Planning change the supply chain operations fast to meet the needs of the clients. Businesses then can run efficiently, and improve their revenues.

Walmart uses AI to improve the supply chain. AI cuts waste, and make the items reach stores faster. AI tools can help manage the supply chain. AI looks for supply chain data in time, creates AI signals and suggests fixes before problems appear. In this case AI automation makes the supply chain stronger, speeds up steps and lowers costs. Businesses that use AI-powered solutions that incorporate inventory management may see how their stock moves. This is a big strategic advantage that can help them avoid having too many or too few important items [10].

The AI solutions in this case are meant to respond to changes in supply and demand and changes in inventory. Tesla and Nike use AI solutions to track inventory. The AI solutions make sure that Tesla and Nike have the amount of inventory that Tesla and Nike get rid of extra inventory and that Tesla and Nike improve their production processes. The AI solutions help businesses run smoothly. The AI solutions use resources, and make customers happier, by

getting products to them. AI-powered decision support systems (DSS) are changing how businesses plan money and make choices. Adding AI to the Decision Support System setup means adding systems. Adding AI to the Decision Support System setup also means making hard financial data easier to understand watching performance indicators (KPIs) and using AI-enhanced DSS tools, like Tableau and Power BI to predict financial trends. These dashboards may help financial leaders make quick, smart choices that make better use of resources and give them critical financial information.

The AI looks at financial data to find spending patterns. The AI then uses that information to make guesses about how much money will be needed later. The AI skills help firms keep their finances in order use their resources well and earn money. Anaplan and Adaptive Insights are two financial planning tools that use AI. Anaplan and Adaptive Insights use machine learning models to suggest changes to the budget, as the organization's financial situation changes [11]. AI is changing the way we find and train leaders and workers by making it easier to hire, coach, and manage a group of people. AI-driven mentorship systems offer tailored services that connect people with mentors based on their unique professional goals, skills, and performance indicators [11]. LinkedIn Learning and other sites provide adaptive training modules that use AI to change the content based on how well the person learns.

The quality of service gets better. That happens when we use AI-based performance evaluation criteria that look at the worker productivity, the contributions and the acknowledgement of work. Workday and ADP Workforce are two examples of systems that use AI analytics to help managers see how well employees are doing, what areas employees need to improve, and what training programs fit each employee best [11]. Artificial intelligence can look at the survey data, the emails and the meeting conversations. Artificial intelligence help the managers spot the employees who are not engaged in the job. Artificial intelligence help increase the morale, at work, and can provide the supportive services.

A diverse team works best. The team should be diverse with skills and ideas to handle the problems that come with AI solutions. Gather experts in business operations, data science, information technology and any other specialty. The team creates a plan, for using AI correctly. This group of people from different fields will be in charge of all parts of AI solutions, such as finding possible use cases, picking the right AI technologies, and keeping an eye on the development, implementation, and monitoring processes. Team members can successfully turn business needs into technical specifications by using their different points of view and areas of expertise. Because of this alignment, AI solutions will always be in line with the goals of the organization, and will help people make smart choices.

### **3. BUILDING A CROSS-FUNCTIONAL TEAM TO IMPLEMENT AND OVERSEE AI SOLUTIONS**

Also, having a cross-functional team work together is a great way to get people to talk to each other, fix problems, and push for the use of AI across the whole company. Their different points of view and knowledge help people use technology to get real business results.

The technology that makes AI work is changing quickly. It's important for workers at all levels to always be learning new things. It might not be as hard to understand artificial intelligence if you get the right training. This not only makes workers feel better, but it also gives them the knowledge and skills they need to use AI at work.

Training should not only cover how artificial intelligence works, but also how to use it in different jobs and teams. By giving people hands-on experience with AI tools, teaching them about AI algorithms, and helping them understand what AI can tell them, it is possible to make them better at using AI in their daily lives and when making decisions.

There should never be an end to education. Education needs to stay up to date with new trends in AI technology and add new ways to grow as they come up. Companies that put a lot of effort into ongoing AI training create a culture that values learning and new ideas. This lets their workers stay flexible and ready to deal with changes in technology.

### **4. KEY STRATEGIES FOR IMPLEMENTING AI IN DECISION MAKING**

When adding AI to decision-making processes, it's important to come up with strategic ways to use the benefits of AI while also keeping in mind the complexities of the organization. Here are some important things to remember:

- Find areas of impact: Look for decision-making areas where AI could greatly improve both speed and accuracy. In most cases, this means working with processes that can handle a lot of data and require you to make decisions often and over and over again.
- Making sure that AI works well with existing workflows should be a top priority. AI should improve workflows, not break them. Make sure that AI solutions work well with the skills of human workers. This will free them up to focus on more important tasks.
- Start small projects with your AI goals to making pilot projects that let you test and learn. This is an example of implementing something over and over again.

Before people use AI on a scale a step by step method helps to see how AI will affect the things and improve the systems [12-15]. Strategies show how artificial intelligence is used. Strategies also show how artificial intelligence is tuned to make decisions. Table 1 shows strategies, for implementing AI in decision making.

**Table 1:** Strategies for implementing AI, and how to implement the strategies

Strategies for implementing AI	How to implement the strategy
Find areas of impact	Look for decision-making areas where AI could greatly improve both speed and accuracy
Making sure that AI works well with existing workflows	AI should improve workflows, not break them. Make sure that AI solutions work well with the skills of human workers.
Start small projects with your AI goals	Making the project grow to a pilot project

**5. CASE STUDIES FOR USING AI IN DECISION MAKING IN GLOBAL ENTERPRISES**

The McKinsey Global Survey [16] on AI found that 72% of businesses have added at least one AI solution. That is a jump from 20% in 2017. This means that artificial intelligence is now a priority, for almost everyone. Ambition does not always lead to success. 23% Of businesses say that the AI work of businesses has led to cost savings. Even fewer people can see AI as a major source of income or a way to get ahead of the competition. Other numbers on the use of AI in 2025 show this difference. PwC [31] says that 84% of C-suite executives think that artificial intelligence is necessary to stay competitive.

Gartner [32] says that 55% of businesses have spent more on artificial intelligence even though their other technology budgets have been cut. But this investment won't pay off unless the biggest problems that stop people from using AI are solved. These problems include:

- Data that is hard to get to or not very good
- Not being good at technical things
- The company's needs and the technical objectives don't match up.
- Concerns that come up because of ethical, compliance, or security issues

Workers who are worried about how automation will affect them.

More and more companies use playbooks and company blueprints. Companies use a framework for artificial intelligence companies to lower the risk of early pilots. Companies set measurable goals, and set expectations, for scaling. The Artificial Intelligence Playbook [17] is a guide that covers every stage of the adoption process. The Artificial Intelligence Playbook [17] starts with finding use cases and ends with the implementation and integration of the technology. The Artificial Intelligence Playbook [17] is useful in helping people. If you are looking for a place to start the Artificial Intelligence Playbook [17] can help you get started.

For now, let's look at what success really looks like. Five businesses that have already started using AI Artificial intelligence in business operations in many different fields,

and it is having measurable effects. Here are some case studies that show how big companies have successfully used AI technologies and what happened as a result.

**Walmart:**

AI helps Walmart stores in the world to make the supply chain smarter. AI is making a difference. AI and data analysis improve the supply chain, enhance data analysis route, and optimize loads. The INFORMS [18] Franz Edelman Award for excellence went to Walmart, in-house AI system in 2023.

Walmart saved almost \$75 million in one fiscal year by using less fuel, making better use of vehicles, and making logistics easier. Due to the AI-driven optimizations, more than 72 million pounds of carbon dioxide emissions were cut, which had an effect on the environment that balanced business efficiency with long-term viability. INFORMS pointed out this success story as a great example of how AI is changing retail logistics.

**BMW:**

The production lines of BMW [19] are equipped with a computer vision system that is powered by artificial intelligence. The computer vision system performs inspections of the many components of the vehicle as well as the finished goods in real time. In order to improve their quality control, BMW has implemented the computer vision system. Before the vehicles leave the assembly line, the staff at the plant are able to detect imperfections such as scratches, misalignments, and other problems. It has been stated that the manufacturing workers have reduced the amount of automobile defects by as much as sixty percent. No-code artificial intelligence techniques and synthetic data are utilized by BMW. About two thirds of the time that was spent on quality inspections was reduced by BMW. Through the use of quality control measures, BMW was able to increase the uniformity of the production processes. Methods were utilized by BMW in order to accomplish the improvement.

**JBMorgan Chase:**

JPMorgan Chase used artificial intelligence to make legal work automatic. JPMorgan built an AI system called COIN (Contract Intelligence). COIN [20] reviews paperwork, especially loan agreements that have details. COIN now does the work that would need 360,000 people each year. That amount of work is like, 40 years of full time effort. COIN saves a lot of time.

- *Faster and more accurate:* The system processes documents in a matter of seconds, which reduces the number of mistakes made by people and speeds up the processing time.
- *Workforce Enablement:* Employees can now focus on more important tasks like coming up with strategies for clients and solving problems because repetitive tasks have been removed or made easier.

**CarMax:**

Using Generative AI to Make Content Bigger CarMax worked with OpenAI to use GPT-3 to make customer experience better. They did this through Microsoft's Azure service [21].

- *The amount of content:* AI was able to condense more than 100,000 customer reviews into about 5,000 easy-to-read highlights, which helped people decide what to buy.
- *Production:* Fast Production saved a lot of the time. Fast Production turned the work that would have taken eleven years by hand into a few months.
- *Customer Engagement:* The summaries improved the site's search engine optimization and freed up staff to focus on creating more in-depth content.

#### **Shell:**

Using Predictive Maintenance on all of Shell's assets around the World, by using artificial intelligence to predict and avoid equipment failures has made Shell's oil and gas operations safer and more productive. As of 2022, Shell's AI platform was in charge of keeping an eye on more than 10,000 assets [22], such as pumps and compressors.

- *Use of Huge Amounts of Data:* The system handles twenty billion sensor readings [23] every week and runs eleven thousand models to make fifteen million predictions every day.
- *Preventative Action:* The system helps plan maintenance before problems happen. The system avoids downtime and the system protects people, from possible environmental hazards.

## **6. DISCUSSIONS**

Adding AI has greatly improved the way decisions are made in business companies. Companies that use AI have said that their decisions are more accurate and that it takes them less time to make decisions.

It was found that the automation of repetitive tasks, data analysis, and the ability of AI to give real-time insights based on large datasets were all factors that led to the gains.

One of the most important things that AI-powered decision-making helped with was managing supply chains. People said that AI helped businesses predict problems in their supply chains, find the best levels of inventory, and cut costs for running their businesses. Businesses could predict changes in demand and change their supply chains accordingly thanks to the predictive abilities of artificial intelligence. This cut down on waste and made sure that resources were used and allocated properly.

Using AI to make decisions helped the financial sector manage risk better. By looking at past financial data and market trends, artificial intelligence algorithms were able to make predictions about future risks and give advice on how to avoid them. In the area of credit risk assessment, this has been especially useful. AI technologies have made it less likely that borrowers will default on their loans by giving more accurate risk profiles of them.

AI also has a big impact on customer relationship management (CRM), which is something else that is interesting. Companies that use AI in customer relationship management say that their customers are happier because AI can look at customer feedback in real time and give them personalized responses. AI tools also let businesses use

chatbots to automate simple customer questions, which let people do more complicated tasks.

Research shows there are still some problems even though the benefits are clear. Businesses worry a lot about keeping peoples information safe and about protecting the data. Many people who answered the survey said many people worry about giving information to AI systems [24 - 26]. The worry is especially strong in fields, like healthcare [13] and finance where data breaches could have consequences. Also, adding AI to already existing business systems was hard for a lot of companies and took a lot of time and money.

Another problem that was noted was that employees were against the use of AI. A lot of workers were worried that AI might take their jobs, so they were hesitant to use technologies that were powered by AI. This is important because companies need to focus on management change and staff training programs to make the transition easier and make sure that people see AI technologies as helpful rather than as a threat.

## **7. FUTURE PERSPECTIVES**

New technologies and changing trends are expected to have a big effect on how businesses use AI to make decisions. This area is likely to see a lot of progress in the future [27]. These points of view show important areas where AI will bring about change and create new chances for creativity, efficiency, and growth. As businesses keep using AI to find new insights, these points of view show important areas where AI will bring about change.

### **7.1. The merging of AI with other new technologies**

In the future we will need to combine artificial intelligence with other new technologies such as the Internet of Things, blockchain and edge computing. Artificial intelligence will become more useful for business decisions. The Internet of Things will give artificial intelligence real time data, from connected devices. Artificial intelligence and the data will help businesses make decisions that're more accurate and more timely. Artificial intelligence looks at the data from Internet of Things' sensors. Artificial intelligence finds out when maintenance is needed. Artificial intelligence finds out how to improve the things. Artificial intelligence finds out how to make customers happier. Artificial intelligence and blockchain technology together make decision making safer and more open. Besides, artificial intelligence and blockchain technology together help manage the supply chains, and help in handling the transactions. Artificial intelligence and blockchain technology together help automate the contracts. Edge computing works with artificial intelligence. Edge computing lets the data be processed close, to where it was collected. This could lower latency, speed things up, and make sure that AI models are more responsive and give real-time results. This is especially true in fields like self-driving cars, healthcare diagnostics, and smart cities. Businesses will use AI-powered solutions that can work on edge devices. This will speed up decision-making without relying on centralized cloud-based systems.

## 7.2. Artificial Intelligence and Collaboration Between Humans and AI

As artificial intelligence systems get more complicated the need for artificial intelligence gets bigger. Business leaders and customers who are interested in intelligence driven choices want to know how those artificial intelligence choices are made. Explainable Artificial intelligence can be explained to make the way artificial intelligence makes decisions clearer and easier to understand. This kind of artificial intelligence helps users see how artificial intelligence models reach their conclusions. Research discusses artificial intelligence technologies [28 - 30]. Openness is really important in banking, healthcare and law because these are areas where ethical issues and rules matter a lot. People often ignore them. The future of business intelligence is going to be about using machines to make decisions for us. Business intelligence will also be about people working together with intelligence. We will see ways of making decisions that combine human judgement with information from artificial intelligence. These new ways of making decisions will use artificial intelligence to look at lots of data, find patterns and then suggest what we should do. Artificial intelligence can look at an amount of information and find things that people might miss. However, people will be able to make better final decisions because of their creativity, intuition, and emotional intelligence. This synergy will lead to decisions that are more nuanced and well-informed, balancing data-driven insights with human experience.

## 7.3. Using AI for Predictive and Prescriptive Analytics

Artificial intelligence is playing an bigger role in analytics. Artificial intelligence role in analytics helps businesses figure out what is going to happen in the future and take action before it is too late. The algorithms that are used for machine learning get better and better over time. When businesses start using analytics instead of just analytics they can make their strategy a lot better by trying out different situations and finding the best solutions right away. Artificial intelligence is really good at predicting trends, how people are going to behave, changes in the market and potential problems. This is useful in all sorts of fields like healthcare, banking and retail. Artificial intelligence can do a lot to help these fields like can predicting trends in healthcare, and predicting consumer behavior, in retail. For example using Artificial Intelligence to predict what might happen in medicine can really change the way we take care of patients. This is because it can tell us about health risks that a patient might have and suggest a treatment plan that is just for that patient. In stores this kind of analysis can be very useful. It can help stores manage the products they have in stock figure out the prices for things and make shopping more personal, for customers. Artificial Intelligence can do this by looking at what customers like to buy. Then suggesting other things they might like. This makes shopping easier for the customer and helps the store sell more things.

## 7.4. Ethical AI and Rules

As artificial intelligence becomes a bigger part of how businesses make decisions, the need for ethical rules and regulations will become even more important. Governments, industry leaders, and regulatory agencies will all work together to create rules that make sure AI systems are fair, open, and accountable. In order for AI to be used in the future, it will need to deal with issues of bias, discrimination, and privacy. This will make sure that AI's decisions are in line with moral standards and protect people's rights. People will expect businesses to use responsible AI practices, which will include regular audits, less bias, and making sure that training datasets are diverse. The design of AI systems will make it possible to audit them, with full records of how decisions were made and what they were based on. Companies that work in highly regulated fields will have a competitive edge if they use open and accessible artificial intelligence algorithms.

## 7.5. Making AI tools available to everyone

In the future artificial intelligence will be used to help people make decisions. Artificial intelligence will do this because artificial intelligence technologies will become widely available to businesses of all sizes. This is a thing for businesses that do not have a lot of technical knowledge. They will be able to set up and use intelligence solutions thanks to the rise of low-code and no-code platforms. Medium-sized businesses will be able to use artificial intelligence to improve their operations and come up with new ideas, for their artificial intelligence projects. This will make things more fair between small businesses and large businesses. Cloud computing is going to keep making it easier for people to use artificial intelligence in lots of different situations. Cloud computing has solutions that can grow with a company and that do not cost much money. Businesses can use artificial intelligence models and the equipment they need without having to spend a lot of money on computer hardware or hire people who are experts, in that area. Cloud computing and artificial intelligence are really going to help businesses. As AI becomes more widely available, businesses will use it more and more to get an edge over their competitors, improve their processes, and make their customers' experiences better.

## 7.6. AI for Sustainability and Social Benefit

As time goes on, it will become clearer how artificial intelligence can help the environment and society. Artificial intelligence will really make a difference. Businesses will use artificial intelligence to make the best use of their resources, cut down on waste and lower their carbon footprints. This is because artificial intelligence can help them do things better. Artificial intelligence algorithms will make things like manufacturing, logistics and transportation more energy efficient. Artificial intelligence will help businesses make choices about being sustainable. For example artificial intelligence-powered technologies will show them how to do things in a way that's good, for the environment. Figure 1 illustrates future perspectives of artificial intelligence in decision making.

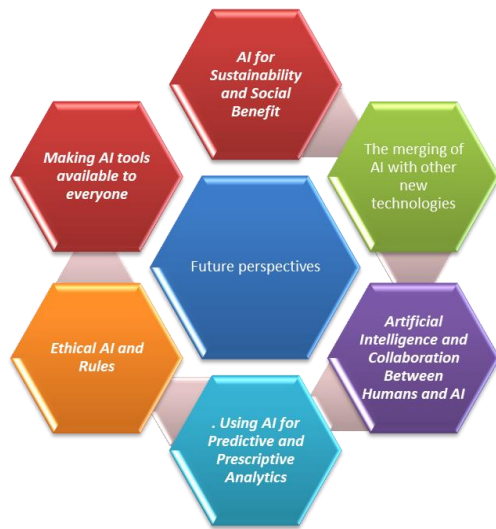


Figure 1: Future perspectives of AI in decision making

## 8. CONCLUSIONS

As companies start to use digital tools they need to use Artificial Intelligence to help make decisions. Businesses are changing the way they work because of Artificial Intelligence and machine learning. These technologies help get things done faster and more accurately. This helps companies use data systems to their advantage. Artificial Intelligence helps companies understand their data better which can make them work efficiently, come up with new ideas and stay ahead of the competition, in a market that is always changing.

Artificial Intelligence is very important for businesses to succeed. Business leaders must consider how AI technologies can integrate into a broader strategic framework aimed at attaining sustainable growth and operational excellence to fully grasp their revolutionary potential. Experience and a meticulous approach to employing new technology are essential for addressing the challenges associated with artificial intelligence.

## Conflicts of Interest

Declare conflicts of interest or state “The authors declare no conflict of interest.” Authors must identify and declare any personal circumstances or interest that may be perceived as inappropriately influencing the representation or interpretation of reported research results.

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