ARTIFICIAL INTELLIGENCE CAPABILITIES IN BUSINESS MANAGEMENT

SHMATKO N.M.[1], Dr. prof., ***IVCHYK V.V.***[2], PhD student,

[1]National Technical University "Kharkiv Polytechnic Institute" (Ukraine), shmatko.khpi@gmail.com

[2]National Technical University "Kharkiv Polytechnic Institute" (Ukraine), ivasteel@gmail.com

In a time marked by swift technological progress, the incorporation of artificial intelligence (AI) into the realm of business management has become a game-changing influence. However, realizing the complete potential of AI in business management comes with its set of challenges. As enterprises delve into this transformative journey, they encounter a myriad of intricate issues, encompassing data privacy apprehensions, biases within algorithms, ethical contemplations, and the imperative of adhering to regulatory requirements.

Implementing AI demands careful planning, significant financial commitment, and a strong dedication to ethical and responsible AI practices. Entities need to formulate strategies that go beyond viewing AI as a mere tool and instead position it as an integral component of their overall operations. Key objectives to achieve this include [1]:

1.   Strategic integration – Formulate a comprehensive plan for the effective integration of AI into fundamental business operations, ensuring that AI initiatives align closely with the overarching goals of the organization.

2.   Data optimization – Enhance the value of data assets by focusing on improvements in data quality, collection, storage, and accessibility. This ensures that the data is well-prepared for AI-driven analysis and decision-making processes.

With a focus on enriching the collective understanding of how AI is revolutionizing the business landscape, the initiative seeks to achieve the following [2]:

1.   Data assessment and strategy alignment – Organizations are encouraged to conduct a thorough assessment of their current data assets, gauging both the quality and quantity of data suitable for AI applications. This process involves aligning the AI strategy with overarching business objectives and pinpointing areas where AI can offer the maximum value.

2.   AI readiness audit – Organizations have the option to carry out an AI readiness audit, scrutinizing their technological infrastructure and evaluating data management practices within the workforce. This aims to identify any existing gaps and highlight opportunities for enhancement.

The adoption of strategic AI integration empowers organizations to systematically incorporate AI into their business management methodologies aligned with overarching goals and strategies. The utilization of AI-driven insights and data analysis holds the potential to elevate decision-making processes, providing organizations with the ability to make well-informed and data-supported decisions across diverse operational realms.

The infusion of artificial intelligence into business management represents an ongoing journey of transformation and adaptation rather than a singular endeavour. Organizations that strategically embrace AI, give precedence to ethical practices and cultivate a culture of innovation position themselves for sustained success and growth in the digital age.

References:

1.   *N. Nguyen*, "Generate Positive Business Impacts from Artificial Intelligence and Machine Learning", 2022.

2.   *W. Reim, J. Astrom, O. Eriksson*, "Implementation of Artificial Intelligence (AI): A Roadmap for Business Model Innovation", Entrepreneurship and Innovation, Lulea University of Technology, 2020.