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REVIEW OF AI-DRIVEN SOLUTIONS IN BUSINESS VALUE AND OPERATIONAL EFFICIENCY

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Introduction. Artificial intelligence (AI) refers to a wide spectrum of breakthroughs that offer multiple advantages to companies in terms of increased sales. Considering the abundance of data and the significant increase in computational resources, organisations have rapidly turned to artificial intelligence (AI) to create financial benefits. Nevertheless, businesses continue to discover it is challenging to implement and employ AI in their everyday activities. Therefore, a comprehensive understanding is required due to the absence of an integrated comprehension of how artificial intelligence creates business value and what kind of corporate worth is anticipated.

Aim and tasks. The study aims to review value-generating methods and explain how enterprises might use AI technology in their business activities. To accomplish its main aims, this study offers a thorough literature review. The working hypothesis claims that the use of AI can increase business value.

Results. This study examines the research capabilities of AI, its use in the corporate environment, and its initial and secondary impacts. The impact of AI includes process efficiency, generating insights hidden in huge amounts of data, and transforming business processes in terms of procedural actions, operational efficiency, financial efficiency, market efficiency, and sustainability in terms of company profile. In addition to the favourable impacts, several recent cases have shown that unwanted and undesired consequences may develop in the absence of effective management procedures. These effects hurt the reputation of the businesses concerned and, in certain cases, resulted in huge fines and financial losses. Such findings increase the responsibility of AI enterprises to incorporate solutions that reduce the bias in data and algorithms at every stage of implementation.

Conclusions. The role of artificial intelligence in the corporate environment in value creation and operational efficiency is extending. AI technologies can be used by companies to increase automation of corporate processes without direct interaction with customers, including applications that mean the use of AI in customer-facing services and products. Learning about the means by which AI might be employed will assist businesses in generating rational choices regarding the strength of implementing technologies in the supply chain. Assessing the possible implications of AI acceptance of artificial intelligence may enable firms to plan more successfully on a technology's launch.

Keywords: artificial intelligence, business value, competitiveness, economic impact.

1. Introduction.

While currently hardly a revolutionary scheme, artificial intelligence (AI) has recently sparked substantial attention (Ransbotham et al., 2018). Artificial intelligence (AI) has the potential to cause havoc in an array of industries and businesses globally (Davenport & Ronanki, 2018). The advancement of AI has led organisations to view it as an option for gaining a competitive advantage, with over 80% seeing operational potential (Ransbotham et al., 2017). The manifestation of business interest in AI as a means to gain a competitive advantage for a company has caused an increase in investment in AI technologies (Fontaine et al., 2019). Even when businesses devote all their resources and time to the implementation procedure, the anticipated advantages of AI might not materialise (Makarius et al., 2020).

The incorporation of artificial intelligence into business processes introduces additional challenges and issues (Duan et al., 2019). Some of these tasks involve detecting, combining, and cleansing various types of information (Mikalef & Gupta, 2021), linking cross-domain data to provide precise relevant instances (Duan et al., 2019), and implementing artificial intelligence into current processes and systems (Davenport & Ronanki, 2018). A full grasp of the way AI is accepted and deployed in businesses, in addition to its key processes that provide worth, is absent, notwithstanding certain analyses recognising inadequate studies and learning important areas of exploiting technology based on AI (Mikalef & Gupta, 2021).

Consequently, a methodical compilation of the corpus of previous works was carried out, a narrative review was presented, a synthesis of the material was made, and a comprehensive report was produced that guided further research (Templier & Paré, 2015). This study aims to determine how value-generating strategies, such as artificial intelligence (AI), may facilitate and how enterprises can use AI.

2. Overview of artificial intelligence capabilities.

AI systems, as versatile electronics, are designed to handle concerns about shared interests to promote parliamentary values, such as freedom, equality, and transparency (Littman, 2021).

While perspectives on the optimal application of artificial intellect vary, such tools can replicate rational thinking or resolve issues. The most prevalent types of intelligent machines simulate their capacity to resolve issues, store expertise, autonomously schedule courses, acquire knowledge, interpret and analyse natural language, perceive, move, and control items, express feelings, and produce pieces of artwork.

Human deductive thinking depends on a sound understanding of fundamental tangible classes (time, duration, relationships), as well as impulse ways of clarifying real-life circumstances, how others act and mental states, what is meant by vocabulary terms in the natural languages they use, and more (Mitchell, 2019). Considering the concept of “failure thinking” or learning from failure, AI can facilitate machine learning and adapt to changes in the external environment (Marwala, 2017).

Information-driven devices symbolize, generate, and update information obtained from the surroundings using logic and speech principles, either clearly (qualitatively), mechanically (programmed), or in combination.

In artificial intelligence systems, smart resolution of issues using an unforeseen set of actions centres on goal creation and seeking the best succession of acts to accomplish them (Marinova, 2014). Troubleshooting intelligent agents are built with a standard search technique that can deal with technically accurate, unclear, or partial data. Artificial intelligence programs handle issues using explicit or implicit abstract logic, Bernoulli conclusions, analogies, neural networks, or any of these methods in conjunction with natural intelligence-based or non-AI methods.

It is important to note that the increased potential of AI depends on the use of logic, neural networks, or meta-information (Legg and Veness, 2013). In intelligent people, a person's manner of dealing with ordinary facts is most typically implemented using ontological engineering techniques such as neural networks of semantics and description reasoning. Creating a precise and comprehensive ontology helps artificial intelligence systems find and retrieve relevant material, evaluate circumstances, provide medical judgments, locate information throughout enormous tables, display automatic comments.

The pre-ethereality of default reason, the impossibility of a full taxonomy of all conceivable problem options, the vast volume of naturalistic facts, and the unstructured nature of some well-known knowledge all impede the successful completion of these assignments. In establishing objectives and pursuing the most effective approaches, artificial intelligence systems may anticipate the outcomes of their activities (Slyusar, 2019). Given the problem's beginning information and an outline of the wanted objectives, with an assortment of options to attain the target, artificial robots create an action plan that is certain to end in a prosperous state, holding the desired goals. Artificial intelligence systems use approaches like:

- traditional planning, including chaining, forward heuristic searches, backward relevant-state searches, and partial-order scheduling;
- utilize critical path strategies and minimize slack for effective temporal planning;
- layered design involves task scheduling methodologies;
- stochastic modelling involves interactive programming, reinforcement instruction, and combinatorial optimization, which consists of numerous recurrent trial-and-error procedures;
- multi-agent management involves dispersed, friendly, viable, or contentious activities amongst several agents to attain a shared objective.

Machines with AI adapt to address upcoming and potential difficulties through a series of firsthand results (Russel, 2021). The technique to acquire information in several manners needs to be designed forward of its time (not all possible obstacles might have been expected, specific shifts in the surroundings might be forecast, and it is uncertain how the behaviours of gaining expertise units might be coded). At the same time, it may be carried out in various ways, contingent on what will be obtained, what is already understood, how these data are laid out, and how the input from others in the learning agent is realized.

The effective design of artificial Narrow intelligence systems in the social, economic, medical, academic, monetary, and political domains necessitates computation training on enormous amounts of data.

AI systems leverage humans' capacity to write in a particular language, allowing for the investigation of linguistic structures and the acquisition of grammar and semantic regulations (Russell, 2019). AI solutions for translation by machines and speech recognition include speech abilities for comprehension and can:

- deal with written works (articles in publications like newspapers and magazines, websites) in a manner of identifying the content contained in them (this is how artificially intelligent applications perform tasks such as language recognition, genre grouping, evaluation of sentiment, and recognition of spam e-mails), retrieval for data (which is the primary function of knowledge search engines on the worldwide Web), as well as data obtaining (a typical task of this kind is the collection of results). Contemporary methods relating to enhancing language comprehension and interpretation adequately depict the syntactic organization of entire textual passages or pages but lack the semantics required for categorizing isolated phrases and expressing basic expertise;
- emulating the natural ability to comprehend an actual setting as well as clarify behaviours requires artificial intelligence systems to do lots of complex computations. Knowledge from the world around them arrives in the form of several forms of communication (apparent, sound, visual, sensory, radio waves, infrared geographic, mobile, contemplative, and electromagnetic waves), and this is recorded using the senses and read by the smart agent's program with a particular sense approach;
- get a visible sense of observable things in surroundings (object model) and depictions of bodily, geometrical, and statistical functions within them (rendering model). Data-generating visuals, which people utilize to control, shift anywhere, and understand to explain what is in, are utilized in applications that use AI employing various techniques, such as graphic development, recognizing items, or the restoration of a 3-D model of the environment around themselves.

Illustrations created by extracting linear and tangible characterizations undergo processing by artificial intelligence techniques in the directions of recognizing edges, evaluation of texture, optical circulation calculation, and pixel division of places of identical pixels and super-pixels.

Artificial intelligence systems utilize the following frameworks to identify shifts in the appearance of monitored items (George, 2015):

- Abstract models for hue, lighting, and alignment of item parts are commonly used in facial identification technologies.
- Complex structures are considered for decrease, dimensions, conclusion, movement, and turns of things at different spots and growth, with different properties like magnitude, hue, and shape.

Computerized systems create a geometrical representation of the surroundings of any number of photos by analyzing the subject's captured positions or utilizing physical attributes from what is around them (Ford, 2018). Multidimensional data in photos is derived by analyzing numerous sensory data such as camera angle, proximity to one another, depths, location, shadowing, lines geometric influence, and the layout of what's included.

The massive use of mobile phones and devices has focused attention on the development of AI applications that can effectively use the computing power of these devices and generate various types of data (Jeronimo, 2017). Smart compounds have the capacity to explore and manipulate objects in the environment, allowing them to substitute people in many jobs by copying their actions (Wilson, 2011). In this regard, social agents are used to manage interactions with humans. AI systems simulate emotional and social skills and emotional awareness that can understand moods and adjust their behaviour accordingly (Picard, 1995). Latent detectors such as camera lenses, headsets with microphones, and thermometers to measure the devices known as coated wires are used by systems with artificial intelligence to collect information relating to the psychological state or behaviour of their surrounding agents (Poole, 2017).

The methods of machine learning (Geldiev et al., 2018; Petrova et al., 2018) are used to recognize an exact feeling emulated about the information gathered, which is then put to use for word acceptance, the processing of natural language, the identification of facial expressions, the identification of gestures, and multimodal analysis of sentiment (designating shapes in captured opposes).

Many older art forms incorporate digital tools (such as how the creator may pair watercolour paintings with visual techniques and additional digital approaches), reducing the distinction between classically and digitally produced art.

The outlined intelligent properties of artificial narrow intelligence systems, which are utilized either partly or entirely in existing and upcoming products belonging to this type, can be evaluated using accepted standards from theoretical gaming (several actions have a substantial number of seasoned consumers and constructed affordable rating procedures alongside particular tests to measure the certificate of copied ability). To successfully solve various sorts of machine learning software operations, it is necessary to set up chances to improve (Khemali, 2019).

To compare the intelligence of artificial and human systems, the test developed by Turing can be used (Laird, 2009). A full-fledged intelligent artificial system must possess capacity in natural language processing, representation of data, software-driven reasoning, computer vision, machine learning, and robotics.

The field of professional Turing exams (Professor Feigenbaum tests) is modified from the original Turing test to analyse the abilities of chemistry and marketing researchers in speech recognition and natural language processing, particularly the perception of images. CAPTCHA is a computerized global Turing test that differentiates machines and people (Choudhary, 2013). It verifies web consumers by accomplishing tasks that machines cannot decrypt, such as reproducing damaged letters, symbols, and integers or recognizing elements in photos.

3. Methodology.

This study used the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) search strategy, based on which the literature review was conducted using the PICO (Population, Intervention, Comparison, Outcomes) framework and keywords, making it the basis for this study on AI solutions for business value.

Using PRISMA, this study involved conducting a comprehensive literature review (220 articles) across multiple academic databases to identify relevant sources published between 2019 and 2024, ensuring coverage of the most recent advances in AI technologies. The keywords used in the search included “artificial intelligence,” “business value,” “AI adoption,” and “economic impact,” etc. The next step was to identify duplicates from various databases (Scopus, IEEE Xplore, etc.) based on the application of relevance criteria for AI applications in business.

Further, studies that focused solely on technical aspects without discussing business implications and those that lacked empirical data or theoretical justification were excluded. After filtering, 95 papers underwent additional screening that included a thorough analysis of the abstracts and, if required, full-text reviews to evaluate the calibre and applicability of the research. Finally, 73 sources were chosen since they satisfied every inclusion requirement. The limitations and capabilities of various AIs were then analysed from these sources, and the data was synthesized to provide a comprehensive overview of how AI solutions add value to businesses across industries. The methodological rigor of the PRISMA model facilitates the presentation of the review results on the potential and actual use of AI technology in business.

4. Results.

4.1. Impacts of AI.

Every CEO at a company wants to know if productivity in a competitive environment could be increased by artificial intelligence. It is vital to examine the effects of AI at both the corporate (second-degree) and procedural (initial) stages in order to respond to this topic.

4.1.1. First-Order Impacts.

First-order effects are modifications to organizational procedures brought about by AI applications that depend on Key Performance Indicators (KPIs), frequently used to track an organization's success. Additionally, they are frequently employed as markers for process-level enhancement (Wamba-Taguimdje et al., 2020).

Three distinct effects are examined to evaluate the effects of AI at the operational stage: business process transformation, information generation, and workflow economy.

✓ Process Efficiency.

Businesses can improve their operational effectiveness by implementing AI to streamline operations or complement the intelligence of employees (Coombs et al., 2020; Kirchmer & Franz, 2019). AI job scheduling implies exchanging digital employment for human effort. Companies can boost revenue by automating monotonous everyday duties for specific personnel (Balasundaram & Venkatagiri, 2020; Bauer & Vocke, 2019; Bytniewski et al., 2020; Finch et al., 2017). It enables employees to focus on additional activities dependent on knowledge that bring more significant benefits to the company (Makarius et al., 2020), which improves the organization's effectiveness, particularly in transportation and factories (Balasundaram & Venkatagiri, 2020; Finch et al., 2017).

Additionally, by automating multiple operations, the use of AI can improve error rates and latency and reduce the time required to complete multiple critical business processes (Coombs et al., 2020; Wamba-Taguimdje et al., 2020), it improves productivity compared to humans (Demlehner & Laumer, 2020).

✓ Insight Generation.

One of the most noteworthy primary effects of AI is its capacity to uncover patterns and insights hidden in huge volumes of data (Mikalef & Gupta, 2021). By obtaining, evaluating, and exchanging data between and among companies, AI can provide previously untapped knowledge and enhance insight-driven choices (Jelonek et al., 2020). In the words of Lichtenthaler (2019), even though both companies possess ownership of identical inside and outside expertise, companies can attain distinct levels of competitiveness if a single company has greater insight that allows particular insights to be used as the foundation for specific competition which the competing business possess (Lichtenthaler, 2019). By offering an effective method of handling the vast amounts of available data, AI can help managers overcome their cognitive constraints (Finch et al., 2017; Keding, 2020).

Decisions will be made more quickly and with higher quality when managers can access additional, precise information (Keding, 2020). Businesses that can take advantage of AI's information impacts will be better positioned to detect changes in the marketplace and act accordingly more quickly (Wamba-Taguimdje et al., 2020). Detecting, making informed judgments, and reacting are all elements of the attention skill, also known as an adaptive organization (Wang et al., 2019). All such positions might greatly profit from the direct application of AI, particularly when used extensively. For example, algorithms could be led to regularly effectively notice trends and fundamental signs that individuals might miss (Eriksson et al., 2020), and they can be instructed to react quickly and precisely to such signals (Wang et al., 2019).

✓ **Business Process Transformation.**

Artificial intelligence (AI) is a creative and (sometimes) innovative technology that helps businesses develop and change their company's activities (Wamba-Taguimdje et al., 2020). Every business process seeks to turn supplies into meaningful outcomes, and emerging technology is predicted to drastically alter current procedures to improve those (Mishra & Pani, 2020). AI is no exception, as it can facilitate business process redesign aimed at drastically altering current operations (Mishra & Pani, 2020). AI is also driving the restructuring and revamping of the present system of organizations using this approach (Wamba-Taguimdje et al., 2020). AI is also driving the method of restructuring and revamping the present system of organizations using this approach (Makarius et al., 2020; Wamba-Taguimdje et al., 2020). Consequently, existing positions might have to be redesigned while fresh positions may emerge. Organizations could redirect abilities using AI, creating a redesigned company structure (Eriksson et al., 2020).

4.1.2. Second-Order Impacts.

The implications of AI use in business operations are linked to AI's secondary repercussions. The consequences may be classified into four categories: competitive efficiency, long-term profitability, financial or accounting effectiveness, and managerial efficiency.

✓ **Managerial efficiency.**

AI can improve the productivity of companies (Mishra & Pani, 2020), for example, by identifying opportunities to enter markets with unexplored profitable sectors by monitoring changes in consumer needs. In addition, AI is a cutting-edge technology that makes it easier to build new goods and services (Wamba-Taguimdje et al., 2020). Companies can use AI to develop novel offerings focused on traditional commodities while enhancing the consumer encounter through tools like self-learning suggestions, virtual assistants, or artificially trained employees (Alsheibani et al., 2018). Novel goods and services releases may inspire creativity in company operations.

Furthermore, analysis has shown that AI-based concepts can help producers create new products, particularly when integrating architectural aid, encouraging innovation (Mikalef & Gupta, 2021). Therefore, businesses that reinvent their enterprise concepts may sustain their competitive edge (Chkhaidze et al., 2023; Lee et al., 2019). Improve the calibre of the goods and services. According to a poll conducted by Davenport and Ronanki (2018), over 50% of CEOs stated that improving current goods was their main reason for implementing AI. Customizing products and services has become becoming more prevalent lately. Companies can offer every client an individual encounter by using AI to assess information about consumers. This may lead to users thinking that their item or solution is higher calibre.

✓ **Accounting effectiveness.**

AI has gradually led to revenue growth in various sectors (Alsheibani et al., 2018; Davenport & Ronanki, 2018; Eriksson et al., 2020). Based on a recent research paper by Mikalef and Gupta (2021), firms that adopted and exploited AI in an organized manner and created business capacity behind the latest breakthroughs have witnessed superior results. According to the results, AI skills benefit from key calculating and budgeting criteria, such as overall profitability.

Nevertheless, few studies examine other indicators of business success, including revenue, profits from investment, and profitability, following the introduction of AI.

✓ **Competitive efficiency.**

Classification of customers based on their needs is used in AI to improve marketing efficiency on the one hand and the ability to improve customer grouping and provide organizations with fresh insights into the interests and habits of their consumer base on the other (Mishra & Pani, 2020). Classification of customers based on their needs is used in AI to improve marketing efficiency on the one hand and the ability to improve customer grouping and provide organizations with fresh insights into the interests and habits of their consumer base on the other (Mishra & Pani, 2020). In addition, therefore, companies are able to better adjust to their marketing efforts (Afiouni, 2019), which opens up the possibility of providing targeted marketing by modifying the individual's trip (Mishra & Pani, 2020). Customer fulfilment, referring to how satisfied an individual regards the goods offered by a business, immediately impacts consumer retention and loyalty (Riikkinen et al., 2018). Businesses can use this to offer services and goods that reduce customer churn, such as specialized assistance or promotions (Castillo et al., 2020; Schmidt et al., 2020).

✓ **Long-term profitability.**

The transformative impact that AI might have on the development of sustainable business models (Toniolo et al., 2020). Toniolo et al. (2020) define lucrative enterprises as organisations that create, manufacture, and receive revenue that promotes sustained success for the company. Put differently, corporations should consider environmental and social problems alongside their business operations. AI can have extended, profound impacts on society as a whole (Alsheibani et al., 2020):

- By minimising power expenditures, lowering energy use, and ultimately reducing undesirable ecological consequences, climate AI can impact the preservation of the environment (Borges et al., 2020; Toniolo et al., 2020). Likewise, employing tools based on AI can help organisations reduce pollution and waste (Toniolo et al., 2020). A growing variety of research is investigating ways artificial intelligence technologies contribute to the "circular economy" by helping firms implement policies promoting item reuse, recycling, and emissions reductions (Rajput & Singh, 2019).

- According to Toniolo et al. (2020), adding accountability to processes may assist social companies in gaining a competitive advantage and increasing revenue. Adopting AI provides corporations with a slew of new challenges in fulfilling their social duties. Examples include privacy issues and bias. Enterprises must maintain the confidentiality of consumer and employee data (Lee et al., 2019). Because AI is centred on data, its results could be discriminatory or biased if the information that underpins it is. Artificial Intelligence systems cannot understand the managed data or the outcomes generated (Keeding, 2020). They gather information by identifying trends in previous data and making forecasts. As a result, the conclusions may align with problematic trends revealed in the information that supports them, such as prejudice based on race or gender (Keding, 2020). For example, in recruitment processes, if the AI system investigates the present employment method and finds that it lacks any heterogeneity (owing to characteristics like age and race), its result will continue to endorse this basic type of prejudice. (Afiouni, 2019). However, because AI technologies are impartial, they help lessen human prejudice in hiring and segmenting customers.

- Additionally, the use of AI can improve the working environment and the security of staff. Employee safety may improve in production settings with potential risks when AI robots are used (Toniolo et al., 2020). Furthermore, computerising monotonous, routine duties encourages employees to use their expertise worldwide, leading to inventive and valuable work (Toniolo et al., 2020). Employees' perceptions of their job environment may vary due to this modification.

4.2. Inadvertent and adverse effects.

Despite the positive results of using AI, several recent examples show that inadvertent and adverse effects may arise due to the need for more appropriate control mechanisms. For example, multiple news articles have reported biased AI results related to racism (Zuiderveen Borgesius, 2020) and gender (Dastin, 2018; Vigdor, 2019).

These consequences harm the reputation of the businesses involved, and in certain instances, they have brought about significant fines and monetary losses (Engler, 2021). Political organizations like the European Commission are putting up specific legislation to govern how artificial intelligence apps are created and utilized in response to the spike in notable examples of prejudice resulting from AI outcomes (Arrieta et al., 2020; Yudkowsky, 2008). Furthermore, this action has highlighted the need for increased transparency across the board, from collecting data to decision creation (Loyola-Gonzalez, 2019).

Low transparency and a lack of explainability protocols undermine people's faith in AI systems, making them unusable (Samek & Müller, 2019). Furthermore, instances of employing artificial intelligence for citizen and client engagement (e.g., chatbots) that disregard human-focused ideals have led to user annoyance and grievances, negatively impacting the company's reputation (Marcondes et al., 2019).

5. Discussion.

In the realm of technological advancement, continuous changes, and force majeure circumstances, modern business as a social system undergoes a number of changes requiring the making of unique decisions that adequately respond to reality and resulting dynamism. Every business unit must ensure its competitiveness by revolutionising its value. AI is a universal concept (Siau & Wang, 2018), a collection of protective subfields, and multiple dimensions (Russel & Norvig, 2016).

It emphasised that artificial intelligence aims to achieve intelligent behaviour, but most societies still face the question of how this type of behaviour is achieved (Neuhofer et al., 2020). According to Batin and Turchin (2017), intelligent behaviour leads to a three-dimensional categorisation of narrow AI, general AI, and artificial superintelligence.. Batin and Turchin (2017) stated that narrow AI encompasses techniques and methods that generate knowledge, outperforming human capabilities in achieving organisational goals. General AI focuses on self-learning and reaches levels comparable to human intelligence.

However, artificial intelligence exceeds human abilities in various domains. Nowadays, "most of the applied systems in organisations are considered narrow AI as they focus on particular work-related tasks" (Batin & Turchin, 2017). Analysing the capabilities of intelligent systems, we identify artificial narrow intelligence as a strategic solution that provides several improvements in business process transformation in the direction of increasing profitability and operational efficiency.

Assessing circumstances by providing practical information and complex calculations from huge amounts of data and direct findings, AI automates business tasks by supplementing the intelligence of human labour, which in turn contributes to higher work creativity and precision in terms of economic performance and financial results. In support of what has been said so far, the literature review showed that "AI is considered an integral component of business operations and strategic decision-making" (Cheng et al., 2020a, 2020b; Shrestha et al., 2019), and this in itself contributes to the provision of corporate value" (Dwivedi et al. al., 2019). Other researchers summarise that "AI contributes to a change in the way people work, and this guarantees the possibility of modification of the work process" (Bednar & Welch, 2020), taking place in a number of industries and productions (Wang & Siau, 2019) with new solutions in almost every field of activity (Barredo Arrieta et al., 2020).

In addition to the possibilities applied by artificial intelligence, attention is paid to some unintended consequences and negative impacts affecting security, such as lack of openness and accountability to achieve universal sustainability. In this way, higher reliability of the final results will be ensured, directly reflecting the company image and the well-being of society as a whole.

6. Conclusions.

Artificial intelligence can significantly reduce business value when used correctly, improve business processes, and increase operational efficiency. Based on routine processes and analysing large amounts of data, AI can optimise tasks, help companies make informed decisions, and focus on more strategic work. AI's role in enhancing corporate value and operational efficiency is also increasing.

Understanding AI's applications will help businesses make informed decisions about its implementation and plan its adoption more effectively. Additionally, AI helps improve companies' KPIs, including market segmentation and targeted marketing, and can significantly increase customer satisfaction and loyalty. Organisations benefit from using AI, and more research is needed to determine how AI will impact profitability and ROI in the long term.

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