



INTERNATIONAL

INVITED SESSION SUMMARY

Title of Session:

The impact of artificial intelligence on business

Name, Title and Affiliation of Chair:

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Details of Session (including aim and scope):

Artificial intelligence (AI) is used by more and more organizations. The use of AI helps managers to make better decisions, improving efficiency, productivity and market presence. All these benefits can be found in the financial results of the company. Decisions based on AI have the power to develop innovative strategies that can contribute to increasing organizational competitiveness. The use of AI can include applications such as machine learning, cybersecurity, Customer Relationship Management (CRM), data analysis, digital personal assistants and others.

AI can be used in various organizational areas. If we talk about the supply chain, there can be considerable improvements in the process from the producer to the end user. If we consider the management activity, AI can be used in the decision-making process. Customer communication management is a major problem for organizations, and using a CRM can be a good solution. If you want to automate some processes, AI can be a solution accepted by all interested parties.

The benefits of using such applications can be found in innovations in setting prices adapted to the needs of customers, customized recommendations, automation of the recruitment and selection process, real-time analytics, predictive analytics, automatic support offered to customers 24/7, streamlining processes, improving financial results, increasing the organizational attractiveness, improving the image and many others.

This chapter will address AI challenges in organizational management, including high initial investment Costs, employee and stakeholder barriers, lack of skills, increasing dependence on machines and other adjacent challenges.

The papers are invited that explore the challenges of AI in management and business. Research can focus on different aspects of AI assessment through simple or multidisciplinary approaches. All these aspects are adapted to the technological advance and the needs of organizations.

The authors could be researchers, students or members of the university staff, or research experts or laboratories or industrial organizations or governmental institutions or other learned or other societies functions and organizations.

Main Contributing Researchers / Research Centres (tentative, if known at this stage):

Research Center for Engineering and Management - <https://mpt.upt.ro/colectivul-de-cercetare/>

Politehnica University of Timisoara - https://www.upt.ro/Informatii_the-message-of-the-rector_1876_en.html

http://www.misp.tuiasi.ro/wp-content/uploads/2023/03/Marius-Pislaru-TUASI-CV_eng-1.pdf

Website URL of Call for Papers (if any):

Email & Contact Details:

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