

THE INTELLIGENT ENTERPRISE: AI'S ROLE IN TRANSFORMING BUSINESS

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Abstract

The present research paper aims to provide a brief overview of the current state of knowledge about the theoretical approach of adopting, implementing, and using Artificial Intelligence (AI) in the contemporary business environment. Over the last several years, the business environment has been significantly reshaped by the accelerated digital transformation, forced by the COVID-19 pandemic, which brought along unpredictable challenges for society, including the economic and business environments. Hence, in the present ongoing expanding digital age, the adoption of AI technologies might represent a strategic partner for businesses to keep their competitiveness and relevance in the market. This research paper explores how the use of AI technologies facilitates rapid data analysis and business development, by providing valuable insights about the theoretical framework and the most frequent ten AI technologies that have been adopted and implemented into business processes, operations, and strategies. Those insights have been curated keeping in mind the main scientific requirement of the study: to formulate an eligible answer for the research question of the paper while focusing on how the current transformation drives organizations to create a new business model – *The Intelligent Enterprise*. At the same time, a short quantitative study has been conducted by the authors to highlight the change in the percentage of organizations across the European Union's member states that have implemented and currently use AI technologies in their economic activities. By formulating the conclusions provided by the analysis of the findings exposed in the present study, the authors have identified the main connection between the use of AI technologies and *The Intelligent Enterprise*, opening the road for more detailed research to be conducted, contributing to the scientific literature.

Keywords

artificial intelligence, intelligent enterprise, business development, business environment, digital transformation

JEL Classification

D21, L1, O33, Q55

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