With the advances made in the field of artificial intelligence, the use of artificial intelligence in businesses has increased. The use of artificial intelligence in businesses leads to greater productivity and business development.

Application of Artificial Intelligence in Business Management

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Results

It should be noted that the use of artificial intelligence in different organizations should be done according to their infrastructure. To create the possibility of exploitation, changes should be made in the business model and it should be moved from traditional methods to modern methods. Maybe today some managers do not consider the use of artificial intelligence at different levels of management as a necessity, but in the future, the more accurate and optimal information and decisions we need, the use of artificial intelligence will become a necessity.

Business intelligence and artificial intelligence may look similar at first glance, but they are two completely different fields. Recently, artificial intelligence has come to the aid of business intelligence to provide managers with different and better information and analysis using statistical and analytical information derived from business intelligence. Based on the sum of past information, system learning, and future predictions, this technology provides business managers with useful solutions to increase the productivity level of the organization, reduce costs, increase customer satisfaction, etc. The integration and cooperation of business intelligence and artificial intelligence will help businesses find suitable solutions to increase the quality of services, supply and provide different goods or services in specific geographical points or periods, stock and manage goods, and shift arrangements It will work. The implementation and use of business intelligence in business management systems are at the beginning of development and expansion and will transform the future of businesses to the point where experts and scientists have named artificial intelligence as the next revolution in the field of business.

Introduction

Artificial intelligence is machine intelligence from the branch of computer science by creating algorithmic solutions in smart machines that recognize patterns in behavior and create their logic in the form of reasoning, logic, and decision-making. Artificial intelligence refers to the intelligence that a machine shows in different situations. In other words, artificial intelligence refers to systems that can react similarly to intelligent human behaviors, including understanding complex situations, and simulating thinking processes. And human reasoning methods and successful answers to them, learning and having the ability to acquire reasoning knowledge to solve problems.

Methods

This research is based on library research and various authentic books and articles have been used to complete it. In this research, artificial intelligence and its applications have been fully investigated and studies have been conducted in the field of artificial intelligence and its possible application in business management.

Conclusion

Artificial intelligence can be used in different organizational departments and implemented in different types of organizational processes. It can be used in marketing, customer relationship management, risk management, etc. It is important to note that it is necessary to observe ethical principles when using artificial intelligence due to the possibility of abuse of such a system. Artificial intelligence is used in performing complex analysis of data that humans need much more time compared to artificial intelligence systems. Artificial intelligence is also used in performing predictive analysis, which can lead to increased productivity in management. When artificial intelligence is implemented in the organization, there is also a risk of reducing the need for human resources. In general, the use of artificial intelligence in business and commerce causes useful changes in their management process.