

**BUSINESS DEVELOPMENT AND DEPLOYMENT USING (AI) ARTIFICIAL INTELLIGENCE-
A COMMERCIAL SURVEY****Dr. Sachin Kadu***Asst.prof. Commerce, Smt.Salunkabai Raut Arts and Commerce College Wanoja, Tah.-Manglurpir,Dist-Washim***Abstract**

In a fast-growing world, every industry seems to be developing slowly, but recently it seems that the use of AI itself has become a topic of discussion. The necessary use of AI in the business world helps businesses in the corporate sector to perform better. In this research paper, the important role of artificial intelligence in growing businesses in various sectors and solving its ethical and unethical problems is highlighted. This research paper covers all the initial background and extensive literature related to AI and machine learning. It explores how the technology world is striving to take businesses to new heights, which requires up-to-date technological changes in internal business activities. By implementing AI and machine learning, companies can now seamlessly connect with their customers and make their applications available to end users. Through integrated AI, companies are making more profits, improving their performance, and gaining financial benefits. Moreover, human jobs will be taken away in the future due to their technological developments, therefore, it is suggested that humans should work on their skills and abilities so that they can cope with unemployment. This study provides an analytical explanation of the current uses of AI and how it will be used in the future.

Keywords: Artificial Intelligence, Machine Learning, Working of AI, Application of AI in Business, Cooperative Sector

Preface

The concept of artificial intelligence itself is 80 years old. It is believed that its first emergence occurred in 1942, when science fiction writer Isaac Asimov announced his famous Three Laws of Robotics. Another important point in the history of artificial intelligence was 1950, when the famous mathematician Alan Turing published a special test to check whether artificial intelligence works correctly. This test involved voice communication with a machine. A positive result was obtained when a human could not figure out whether he was talking to an artificial intelligence or another human. Both of the above events laid the foundation for the work of artificial intelligence today, but their scope was purely theoretical. At that time, computers were so simple that they could not talk about any complex thought processes and did not have the ability to analyze and interpret data. Only the years 1956-1973 are considered the so-called golden age of AI. At that time, a lot of emphasis was placed on the development of this trend in academic circles in the United States. The result was SHRDLU, a computer system created by Terry Winograd in 1968 for natural language processing. When we used to hear the word "artificial intelligence", our thoughts used to go to science fiction movies and books. However, the development of technology has proven that AI solutions are developing very well in our reality. They are not only conquering new areas of our personal lives, but their use in business solutions is also growing rapidly. In the modern environment, AI and machine learning have become the most popular technological advancements in today's

world. Many technologies are being introduced day by day to reduce workload and make work efficient. AI has been progressing slowly since last year and some important steps need to be taken for this because in the future everything will be based on AI. Such research will help businesses gain sufficient knowledge and information about AI. If we compare companies and international businesses, it is found that companies do not have sufficient knowledge and information about AI. This study is necessary for companies that want to adopt AI but cannot do so due to lack of knowledge. These AI topics are very sensitive, so they should be widely discussed; if not, new challenges will not be able to be faced in the future. If important changes and issues are not raised, it will be a disaster for our business and the corporate sector. Companies are using the applications and features of AI and machine learning for better processes and procedures inside and outside the company. With the use of these systems, the corporate sector is growing by recognizing the needs and desires of their clients and customers.

What is AI?

Artificial intelligence (AI) has been driving pop culture for the past several decades. Hundreds of books, films, comics and computer games have been created about it. But what is it in the definitional sense of the word? Meaningfully, the essence of artificial intelligence is the ability of machines to interpret the data they receive and learn from it. This helps them to better detect dependencies and draw conclusions about further actions. Therefore, artificial intelligence is a

component that helps us make decisions. Simple decisions that AI can make independently based on the data provided turn into automation, that is, the independent execution of certain steps by a machine based on pre-defined conditions. In our reality, artificial intelligence manifests itself as a special computer system that, using the computing power of the infrastructure in which it was launched, interprets data and then draws certain conclusions based on it. Although this concept seems quite modern, it turns out that the history of AI (in terms of technology) is quite long.

AI in business – applications:

Businesses in which AI plays a significant role are no longer just a percentage of activities. According to the "AI Adoption by Industry" study conducted by McKinsey & Company in 2020, 70% of respondents in the high tech and telecom industries confirmed the use of AI in business. In the case of the automotive industry, this figure was 60%, while the same was true for financial services. Interestingly, significant use of artificial intelligence in business is also observed in the legal industry (over 50%), the medical industry (40%) and sales (about 40%). Most companies that use AI capabilities use these systems primarily when creating advertising campaigns. With easy access to tools for creating graphics and text, we are able to create interesting content on request, as well as graphic elements that enrich the message. This applies not only to text and simple graphics, but also, for example, to photo-realistic photographs of non-existent people. The solutions available on the market today are able to create perfect landing pages almost instantly, based on the criteria specified by marketers. The possibilities of using AI in business are in the thousands. From simple content activities to more advanced campaign design From controlling and analyzing incoming data to predicting market trends. From protecting employees' data by scanning their faces to analyzing the behavior of bacteria using electron microscope images, today, the systematic use of artificial intelligence in business is a guarantee of gaining a competitive advantage in the market. And the best thing is that the development of this technology has just begun. From the point of view of business owners and managers, this is an extremely necessary topic for observation and further implementation.

Research Objectives:

- To study all the basic background related to AI and machine learning
- To study the importance of AI from the customer's point of view

- To study the importance of AI from the business's point of view
- To study the importance of the use of AI in the corporate sector

Hypothesis:

By implementing AI and machine learning, companies can now seamlessly connect with their customers and make their applications available to end users. Companies are making more profits, improving their performance and achieving financial benefits through integrated AI.

Methodology:

This research uses secondary data analysis method. The main objective of this research is to understand the facts related to machine learning and AI. In this study, since the primary source of data collection is to research previous studies, they have chosen an experimental research method. This study has analyzed in detail the definitions of AI and machine learning in various business sectors. This research also includes the functions and models of AI used by corporate companies. In order to support the facts and figures, this research has included several types of research. After searching for several types of research, their papers are thoroughly reviewed and statistics are obtained from them. In order to improve the quality of this research, statistics of previous works done on AI in business have been taken. Also, some questionnaires have been distributed to 100 professionals in different business sectors through Google Forms and data has been collected in stages. Therefore, this research reaches some important results.

Literature Review:

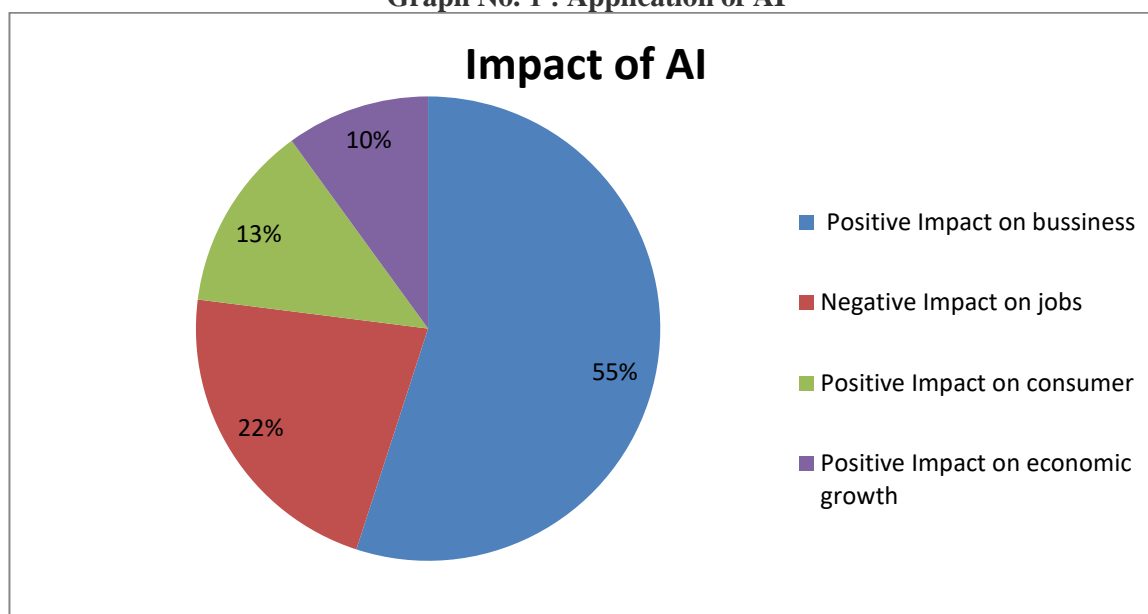
- Many leading companies, including Alibaba, Google, Uber, Amazon, and UPS, among others, have integrated their core business models and improved their competitive advantage by effectively using AI. In order to achieve their goals and achieve their goals using AI in business, top executives need to foster innovation and an entrepreneurial mindset. Recent studies on business model innovation particularly emphasize the external environment that can force a business to engage in business model innovation. As mentioned above, top well-known companies that are high users of technology have announced that innovative development relies on deep learning, such as image recognition or speech recognition. Amazon, Spotify, and Netflix are using machine learning and its algorithms to develop customer-generated support.

- Many software companies include machines in AI applications that recognize and use language. Concepts create abstractions and solve complex problems. The enormous and growing data available today and the continuous development of computational power and systems have led to a variety of AI applications across a wide range of industries. Although the classification and conceptualization of AI vary by purpose and field, the key characteristics of AI are to mimic human reasoning goals, primarily knowledge and problem solving.
- Chesbrough, H. (2010) Business Model Innovation: Opportunities and Obstacles. Long-term planning, their study states that the fundamental idea of how companies can create and sustain their position in the market through innovative business models is currently being widely debated. This pressure can also be increased by high-tech disruptions. Researchers claim that this process of business model innovation is constrained and influenced by their environment.
- Lee, J., Suh, T., Roy, D. and Baucus, M. (2019) Emerging Technologies and Business Model Innovation: The Case of Artificial Intelligence, According to research conducted by the Journal

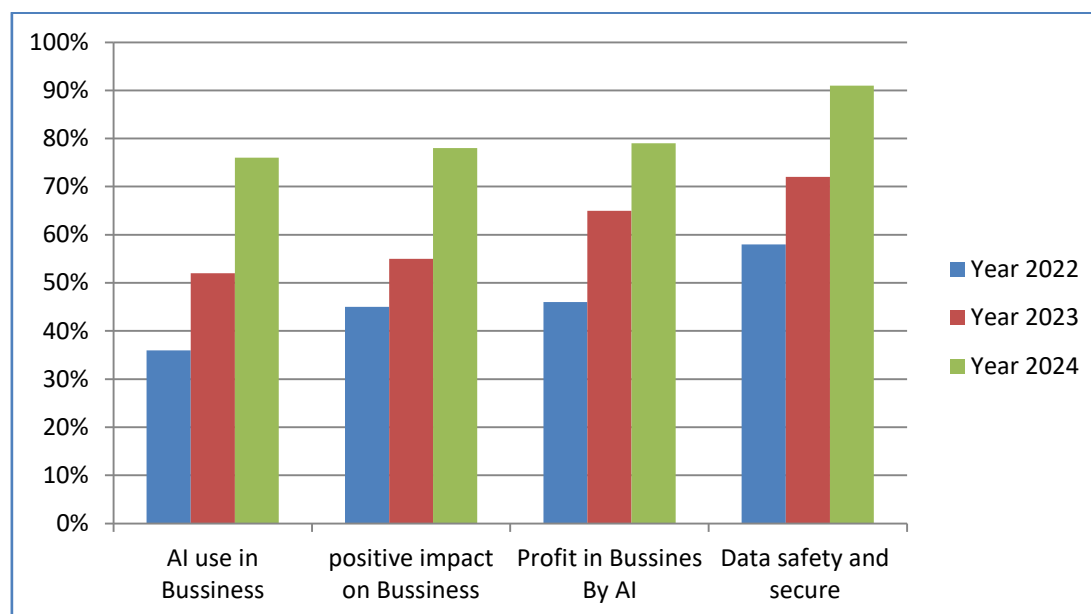
of Open Innovation: Technology, Markets, and Complexity, scholars believe that AI is in its infancy. There is still a lot of development to be done in the future. Effective use of AI allows for the development of reasoning abilities and the enhancement of learning through more significant applications in this context, said Yoshua Bengio. To expand previous studies of AI to include cognition, causality, learning, and the ability to explore the world to learn and gain knowledge, A business model is a set of interdependent actions that span the boundaries of a company, and a business model is an innovation that requires changes in business processes and value creation, which leads to improvements in business performance.

- According to an article published in the United States, cited today, on the other hand, technologies such as AI could eliminate 73 million jobs in the United States by 2030. The article emphasizes that many jobs may be affected, but only basic tasks will be performed by humans. Therefore, employees will have to improve their skills so that they can perform all tasks efficiently and contribute to economic growth. The company could turn a profit by the end of the year.

Graph No. 1 : Application of AI



Graph No. 2 Application of AI in business in the last three years



Conclusions

Artificial intelligence offers a wide range of capabilities with almost limitless possibilities, including automating repetitive tasks, providing predictive insights, enabling personalized customer experiences, optimizing supply chain management, and improving risk assessment. As generative AI transforms every aspect of modern business, organizations that adopt it will be able to unlock new opportunities, gain operational efficiencies, and achieve sustainable growth as well as gain competitive advantage. In addition, it was emphasized and suggested that governments should plan and be prepared to adopt innovative ideas that can be more automated and work faster, such as AI. It was also discussed that the change in AI may lead to humans losing their jobs and that unemployment rates will be high in the future. The study also explained that AI can help as more operational directors instead of worrying about the future with better intelligent machines that can mimic every feature of the human brain and eventually turn them into work. Thus with the help of previous studies, it has been proven that the conflict between humans and machines has become more rational and beneficial at the same time. Machines are making human work more comfortable and convenient and allowing humans to focus on more efficient work.

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