Integrating AI into Strategic Management: Opportunities and Challenges

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Abstract. This article explores the integration of artificial intelligence (AI) in strategic management processes. It examines how AI can transform decision-making, enhance efficiency, and create competitive advantages in management. The paper also addresses the challenges and risks associated with AI adoption in corporate environments, offering insights into future trends and implications for managers. The research is based on a combination of qualitative and quantitative analyses, providing a comprehensive overview of the current state and future potential of AI in strategic management.

Keywords: AI, Strategic Management, Decision-Making, Innovation, Ethics

Introduction

The integration of artificial intelligence (AI) into strategic management is reshaping the way organizations operate and compete. This paper investigates the transformative potential of AI in strategic decision-making and its ability to provide insights that were previously inaccessible. The study examines both the opportunities and challenges that AI presents, including ethical considerations and the need for new skill sets among managers. By analyzing case studies and current trends, the authors provide a detailed understanding of how AI is revolutionizing management practices.

References

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