Role of AI's Applications in Business Management

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Abstract: *In the modern businesses, AI applications are used increasingly to optimize their daily activities and drive their high-level strategy to support the current needs of their valuable customers. AI capabilities such as machine learning, natural language processing, computer vision, large-dataset analysis, automate processes and drive efficiency across industries. Artificial Intelligence (AI) offers innovative solutions that enhance decision-making, automate processes, and drive efficiency across industries. This article emphasis the evolving role of AI applications in various businesses enlightens how technologies such as machine learning, natural language processing, and predictive analytics are being enforced to gain competitive advantages. The paper also clarifies the challenges associated with AI adoption, including ethical considerations, data privacy and workforce displacement.*

Keywords: Artificial Intelligence (AI), AI Applications, business decision making, business strategy