



Artificial Intelligence – The New Normal in Business Transformation

M.Avinaash

Research Scholar: Faculty of Management studies,
Dr.MGR. Educational and Research Institute University, Chennai, India.

R.Jayam

Professor, Faculty of Management studies
Dr.MGR. Educational and Research Institute University, Chennai, India.

Abstract

In this hyper-competitive disruptive environment, businesses are forced to transform with the latest improvements to survive and make progress. However, business leaders tend to assume transformation with the adoption of latest and popular technology. Although it may be a major factor there are other important steps that a firm has to undergo to achieve a successful transformation. Due to AI explosion for its cognitive capabilities that has surpassed human performance with perfection at a given tasks hence similar companies are investing their time and energy to transform how they make decisions, innovate and communicate their process, product and services. This paper is intended to review the cases of an early adopter's transformation efforts, current cognitive capabilities of AI systems, how AI is redefining management, prominent skills that managers require to make progress in AI economy, how organisations are implementing AI to its core functionalities to have unfair advantages over their competitors and also comments on how to incorporate machine intelligence in your organisation along with caution about the pitfalls of current AI systems eliminating the extravagant promises & its implications to businesses.

Keywords: Artificial Intelligence, Digital transformation, Business Transformation, Machine learning.