

The Application and Risks of AI in Enterprise Strategic Decision-Making

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Abstract. The integration of Artificial Intelligence (AI) into corporate strategic decision-making marks a transformational shift in the business landscape. This study explores the applications and associated risks of AI in the context of enterprise decision-making processes. The theoretical framework relies on decision theory and AI-ethics intersection. This article hypothesized that AI can enhance the quality and efficiency of strategic decisions while acknowledging potential ethical and operational risks. Employing a mixed-method approach, including a literature review and case study analysis, this research evaluates the impact of AI on strategic decision-making in diverse business sectors. Findings reveal that AI empowers businesses with data-driven insights, predictive analytics, and automated decision-making processes, contributing to informed, real-time strategies. However, challenges such as algorithmic bias, data privacy, and regulatory compliance were identified as the substantial risks. This study highlights the innovative perspective of integrating risk management into AI deployment strategies, underscoring significant implications for the advancement of business practices and the broader field of AI ethics.

Keywords: Artificial Intelligence, Strategic Decision-Making, Business Ethics, Risk Management, Algorithmic Bias

1. Introduction

1.1. The significance of integrating AI in strategic decision-making

The integration of Artificial Intelligence (AI) into strategic decision-making represents a pivotal shift in how companies navigate complex business landscapes. Organizations that leverage AI capabilities can analyze vast datasets and derive insights that human analysts may overlook, fostering data-driven decisions that enhance agility and responsiveness [1]. The capability of AI to process and interpret big data allows enterprises to identify emerging trends, consumer behaviors, and market dynamics with unprecedented precision, thus improving forecasting and strategic planning [2].

AI technologies, particularly predictive analytics, empower businesses to anticipate future scenarios and prepare accordingly. By utilizing algorithms that assess historical data, organizations can simulate various strategic options and evaluate their potential outcomes. This ability to foresee shifts in the competitive landscape can translate into a significant competitive advantage, allowing

firms to be proactive rather than reactive to market changes [3]. Moreover, AI's robustness in analyzing unstructured data, such as social media sentiment or customer feedback, adds layers of intelligence that inform more nuanced and impactful strategic initiative [4].

1.2. Risks and challenges associated with AI in corporate decision processes

The integration of Artificial Intelligence (AI) in corporate decision-making processes, while promising significant advantages, is fraught with a multitude of risks and challenges that warrant careful examination. One primary concern is algorithmic bias, which can arise from flawed data inputs or a lack of diversity in the data sets used to train AI systems. When decision-making algorithms reflect biases inherent in training data, they can perpetuate or even exacerbate existing inequalities, leading to choices that may be detrimental to certain groups. This bias, therefore, not only skews results but can also damage an organization's reputation and stakeholder trust, highlighting the ethical dimensions of using AI in strategic contexts.

Another central challenge is the opacity of AI decision-making processes, often referred to as the "black box" phenomenon. Many advanced machine learning models operate in ways that are not easily interpreted by humans, complicating efforts to understand how decisions are made. This lack of transparency poses significant risks for accountability and governance, as organizations may find it challenging to justify decisions made by AI systems to external stakeholders. Furthermore, if a decision results in adverse outcomes, it can be difficult to pinpoint the exact cause within the AI's operation, raising serious concerns about liability and regulatory compliance [5].

Additionally, the reliability of AI systems can be another risk factor. AI models depend heavily on the quality and applicability of the data they utilize. Poor data quality, including inaccuracies, inconsistencies, or outdated information, can lead to flawed predictions and recommendations that impact strategic decisions negatively. Organizations must invest in robust data governance practices to ensure that the data feeding AI systems is reliable, relevant, and ethically sourced [6].

Furthermore, to successfully deploy AI in business decision-making, enterprises confront the need for significant investment in technology and talent. This includes not only the financial costs associated with acquiring advanced AI tools but also the need for skilled personnel capable of effectively managing and maintaining these technologies. The lack of a sufficiently skilled workforce poses a barrier to harnessing AI's full potential, leading to insufficient integration into strategic processes. Additionally, reliance on external vendors for AI solutions can create strategic vulnerabilities, as organizations become susceptible to shifts in vendor capabilities or market conditions [7].

The rapid pace of technological change presents yet another layer of risk. The dynamic nature of AI technology means that what is considered cutting-edge today may become obsolete in a relatively short period. Organizations must navigate the challenge of continuous adaptation, both in terms of technology adoption and in relation to strategic agility. Failure to remain adaptable not only undermines the effectiveness of AI applications in decision-making but can also leave organizations trailing behind more agile competitors.

Lastly, regulatory challenges surrounding AI and data privacy add a complex dimension to its implementation in corporate strategies. As governments and regulatory bodies introduce new legislation aimed at governing AI usage, companies must ensure compliance with such regulations to avoid penalties and reputational damage. This can be particularly challenging in industries that handle sensitive data, where regulatory frameworks may continue to evolve and create uncertainty for organizations attempting to leverage AI responsibly.

The interplay of these risks and challenges necessitates that businesses adopt comprehensive risk management frameworks specifically tailored to the nuances of AI implementation. Decision-makers must engage in informed deliberations that not only prioritize innovative technological adoption but also incorporate ethical considerations and governance structures to mitigate potential downsides, ensuring that the strategic use of AI aligns with both organizational objectives and societal values.

2. Theoretical framework and methodology

2.1. The role of AI in shaping competitive advantage theories

The integration of artificial intelligence into strategic management has fundamentally transformed the way organizations define and sustain competitive advantage. Traditional theories of competitive advantage, primarily articulated by Michael Porter, emphasize the importance of cost leadership, differentiation, and focus strategies. However, the advent of AI necessitates a reevaluation of these frameworks. AI technologies, with their capacity for rapid data processing and predictive analytics, enable businesses to not only respond to market changes but to anticipate them, creating a proactive rather than reactive strategic posture.

AI enhances competitive advantage through improved decision-making capabilities that leverage vast amounts of data, allowing firms to identify patterns and insights that would be undetectable through human analysis alone. This capability fosters a more nuanced understanding of consumer behavior, market trends, and operational efficiencies. For instance, companies employing machine learning algorithms can analyze customer preferences in real time, tailoring products and marketing strategies to align with evolving demands. This responsiveness contributes to a differentiation strategy that aligns closely with the personalization consumers increasingly expect.

Moreover, AI-driven automation of routine tasks enhances operational efficiency, allowing organizations to reduce costs and reallocate resources towards strategic initiatives [8]. Routine decision-making processes that once consumed considerable time and manpower can now be executed in a fraction of the time, thus allowing human capital to focus on more complex, strategic challenges [9]. The shift towards data-driven decision-making is not merely a functional improvement but is pivotal in reshaping the foundational structures of competitive strategy.

Integrating AI into strategic frameworks also introduces a dynamic element to the competitive landscape. As AI technologies proliferate across industries, the variability in implementation and approach becomes a significant determinant of competitive rivalry. Organizations that adeptly harness AI capabilities are likely to establish a competitive moat, as their advanced data analytics can provide insights unavailable to competitors who have not integrated similar technologies. This shift points towards the emergence of a new paradigm in competitive strategy that prioritizes technological adaptability and digital literacy as prerequisites for sustained advantage.

However, the reliance on AI for competitive advantage also necessitates a critical examination of the potential risks and ethical implications that accompany its integration. Algorithmic bias, for example, poses a significant risk, where preconceived notions can inadvertently influence decision-making processes. This not only threatens the integrity of strategic decisions but can also lead to reputational damage and loss of consumer trust. Therefore, while AI enhances decision-making capabilities, organizations must remain vigilant about the ethical dimensions of its application, ensuring that fairness and transparency are integral to their strategic frameworks.

As companies pursue AI-driven strategies, the need for frameworks that encompass both competitive advantage theories and ethical considerations becomes paramount. The hybridization of

these approaches allows organizations to leverage technology while navigating the intricate landscape of corporate responsibility. The alignment of AI initiatives with ethical business practices can significantly bolster an organization's reputation and long-term sustainability.

In sum, artificial intelligence fundamentally alters the landscape of competitive advantage theories by facilitating a shift towards data-centric, responsive decision-making and operational efficiencies. The implications of AI go beyond mere technical improvements; they require a holistic approach that encompasses ethical considerations, equity, and transparency. As AI continues to evolve, organizations must adapt their strategic frameworks to reflect these advancements, creating a synthesis between technology-driven insights and principled business practices. By doing so, firms can secure a competitive edge while simultaneously addressing the ethical dimensions intrinsic to the deployment of AI in strategic decision-making processes.

2.2. Data collection methods evaluating AI's effectiveness and associated risks

Data collection methods play a crucial role in evaluating the effectiveness of Artificial Intelligence (AI) and the associated risks in strategic decision-making within enterprises. A multi-faceted approach is essential to capture the complex interactions between AI applications and business outcomes. One effective method involves the use of case studies, where specific organizations that have adopted AI in their strategic processes are analyzed in depth. This qualitative approach provides rich, contextual insights into how AI tools are integrated into decision-making frameworks, allowing for an understanding of both successful implementations and instances where AI may have led to suboptimal outcomes or heightened risks.

Surveys and questionnaires represent another vital method for data collection. By gathering responses from various stakeholders—ranging from executives to data scientists and frontline employees—researchers can assess perceptions and attitudes toward AI deployment in strategy formulation. These tools can yield quantitative data on the perceived effectiveness of AI models, covering aspects such as accuracy of predictive analytics, decision-making speed, and overall satisfaction with AI-driven insights. Additionally, the surveys can probe into concerns regarding algorithmic bias and ethical dilemmas, providing a comprehensive view of the operational landscape surrounding AI.

Moreover, secondary data analysis is a valuable technique for evaluating AI's effectiveness and risks. This method involves examining existing datasets, performance metrics, and industry reports on AI applications. By analyzing performance indicators such as revenue growth, market share, and operational efficiency before and after AI implementation, researchers can identify patterns that signify AI's impact on strategic outcomes. Coupled with benchmarks from comparable industries or organizations, this approach helps in contextualizing the findings and allows for the isolation of AI's contribution from other influencing factors [10].

Another essential method is the experimentation and A/B testing approach, where companies can systematically assess the impact of different AI models or algorithms on specific decision-making tasks. By comparing outcomes from AI-enabled decisions against traditional decision-making processes, organizations can derive causative links between AI utilization and performance metrics [11]. This method is particularly effective in environments that are dynamic and where iterative learning can significantly enhance strategic decisions.

In addition, interviews with key stakeholders involved in the AI integration process can offer qualitative insights that may not be captured through other methods. These discussions can unveil the challenges of risk management related to AI, emphasizing the need for frameworks that address algorithmic biases and ethical standards. The nuances shared in these conversations often highlight

the real-world complexities that organizations grapple with while integrating AI into their strategic frameworks.

Utilizing mixed methods, combining both qualitative and quantitative approaches, can further enrich the data collection process. This triangulation of data not only enhances the validity of findings but also provides a more holistic perspective on the intricate dynamics of AI in enterprise strategy. By employing a combination of detailed case studies, broad surveys, secondary data analysis, experimentation, and stakeholder interviews, researchers can comprehensively evaluate AI's effectiveness and the risks associated with its adoption in strategic decision-making.

3. Analysis

3.1. Case studies of AI-driven strategic decision-making in businesses

The application of AI in strategic decision-making has transformed various business landscapes, as demonstrated through several case studies that highlight its potential and effectiveness. A prominent example is the use of AI algorithms by Amazon in demand forecasting and inventory management. Leveraging vast amounts of data, Amazon employs machine learning models to predict product demand at a granular level, ensuring that stock levels are optimized across its expansive network of warehouses [12]. This predictive analytics capability enables the company to respond swiftly to market fluctuations, enhancing customer satisfaction through timely availability of products while also minimizing holding costs. The success of Amazon's AI-driven approach has led to significant operational efficiencies and gives it a formidable competitive advantage in the retail sector [13].

Another illustrative case is that of JPMorgan Chase, which has implemented AI-driven systems to enhance risk management and strategic decision-making within trading operations. The firm employs machine learning models to analyze market trends and identify potential risks associated with specific trading strategies. This integration of AI allows for more informed decisions and rapid responses to market cues, thereby optimizing trading performance while mitigating risks associated with volatility. Furthermore, the bank uses AI for compliance purposes, analyzing vast amounts of transaction data to identify fraudulent activities, which significantly lowers operational risk.

The automotive industry also exhibits compelling examples of AI's strategic decision-making capabilities, with Tesla leading the charge in utilizing AI for autonomous driving and vehicle production processes. The company's AI systems analyze real-time data from the vehicles to enhance driving algorithms, thus improving safety and operational efficiency. Tesla's decision to harness AI not only fortifies its competitive positioning in the burgeoning electric vehicle market but also reshapes consumer perceptions about the capabilities and safety of autonomous vehicles, significantly influencing market dynamics.

Collectively, these case studies reflect the multifaceted nature of AI in strategic decision-making across different industries. While the potential benefits of enhanced efficiency, improved customer engagement, and strategic agility are evident, they are coupled with inherent risks that necessitate careful consideration. The analysis of these implementations reveals not only the transformative capabilities of AI but also the critical need for robust governance frameworks that can address ethical concerns and algorithmic biases. As businesses continue to navigate the complexities of AI integration, learning from both successes and challenges will be paramount in harnessing AI's full potential while managing its associated risks effectively.

3.2. Quantitative analysis of AI's contribution and risk mitigation

The integration of artificial intelligence in corporate environments has been shown to significantly enhance operational efficiency, decision accuracy, and overall performance. Research has indicated that firms employing AI technologies experience a marked improvement in productivity, with studies suggesting productivity gains of 10% to 20% in sectors ranging from manufacturing to logistics. This increase is often attributed to AI's ability to automate repetitive tasks, optimize processes, and provide advanced analytical insights that lead to more informed decision-making.

In assessing AI's impact on financial performance, companies that adopt AI-driven predictive analytics tools tend to outperform their peers. For instance, organizations utilizing machine learning algorithms for sales forecasting have reported revenue growth rates that are 5% to 15% higher than those relying on traditional forecasting methods. This is primarily due to AI's capability to analyze vast datasets quickly and identify patterns that may elude human analysts. Consequently, firms benefit from tailored marketing strategies and optimized inventory management, reducing costs associated with overproduction and stockouts.

Moreover, AI enhances risk mitigation frameworks by facilitating real-time monitoring and analysis of potential threats. In sectors such as finance, AI algorithms are employed to detect fraudulent activities through anomaly detection techniques, significantly reducing financial losses. Banks and financial institutions utilizing AI in their risk management systems have seen a reduction in incident losses by as much as 30%. By leveraging past transaction data and behavioral analytics, machine learning models can identify and flag suspicious activities swiftly, enabling proactive intervention before losses escalate.

The application of AI in risk assessment methodologies further underscores its quantitative advantages. Risk assessment models driven by AI can process diverse datasets, including market trends, geopolitical events, and economic indicators, thus offering a more nuanced understanding of the risks affecting enterprises. These models enable organizations to quantify potential risks with greater precision and craft strategies that align with risk appetite and organizational goals. For example, firms implementing AI-enhanced scenario analysis can simulate various market conditions and their possible impacts on revenue and costs, leading to more robust strategic planning.

Additionally, the utilization of AI in human resources management has shown improvements in employee retention rates and overall organizational health. AI-driven analytics provide insights into employee engagement levels and potential turnover risks, allowing management to implement proactive measures tailored to individual employee circumstances. Companies that employ such analytics have reported up to a 20% decline in employee turnover rates, coupled with enhanced morale and productivity. By using predictive models to identify at-risk employees, organizations can allocate resources effectively to improve retention and performance.

The challenges of algorithmic bias and data quality cannot be overlooked in this quantitative analysis. A significant factor determining the effectiveness of AI in enhancing enterprise performance lies in the data quality and diversity used to train AI models. Bias in training data can lead to skewed insights, which may adversely impact decision-making processes. Addressing these challenges necessitates a strategic focus on data governance and ethical AI practices. Organizations must invest in developing diverse datasets and continuously auditing their algorithms to ensure equitable and unbiased outcomes in decision-making processes.

In conclusion, the quantitative evidence strongly supports the assertion that AI substantially contributes to enhanced enterprise performance and risk mitigation. By leveraging advanced predictive analytics and real-time monitoring capabilities, organizations can achieve a competitive

advantage, optimize resource allocation, and reduce exposure to risks. However, the success of these AI initiatives hinges on addressing algorithmic bias and ensuring high-quality data. By proactively mitigating associated risks, companies can harness the full potential of AI in facilitating strategic decision-making.

4. Prospects

4.1. Interpreting the implications of AI on strategic decision outcomes

The integration of artificial intelligence in strategic decision-making processes has far-reaching implications for organizations striving to maintain competitiveness in an increasingly complex business environment. AI technologies enable companies to harness vast amounts of data, transforming raw information into actionable insights that inform strategic choices. This capability allows for a more nuanced understanding of market trends, consumer preferences, and operational efficiencies. Consequently, businesses can respond more swiftly to dynamic market conditions, positioning themselves advantageously against rivals.

AI's predictive analytics capabilities significantly enhance decision outcomes by optimizing forecasting accuracy. Traditional methods often rely on historical data analysis and human judgment, which are inherently limited by cognitive biases and analytical capacities. In contrast, AI algorithms can analyze large datasets in real time, identifying patterns and anomalies that might elude human analysts. This leads to more precise predictions regarding market shifts, allowing executives to make informed strategic decisions that capitalize on emerging opportunities or mitigate potential threats [6]. Moreover, AI's capacity to simulate various scenarios and outcomes fosters a more comprehensive risk assessment framework, enabling organizations to evaluate the potential implications of different strategic paths.

However, the adoption of AI in decision-making is not without its challenges. Algorithmic bias remains a significant concern, as AI systems can inadvertently perpetuate existing prejudices if they are trained on biased datasets. This risk can lead to suboptimal decisions that may adversely affect certain demographics or undermine ethical considerations within the organization. Therefore, it is essential for businesses to implement rigorous governance and oversight frameworks to ensure that AI applications align with ethical standards and do not compromise the integrity of strategic decisions.

In corporate settings, successful AI integration contributes to enhanced strategic alignment, where the goals and initiatives of different departments converge more effectively. With AI tools capable of providing cross-functional insights, silos that hinder collaboration can be dismantled, fostering a more holistic view of organizational objectives. This alignment promotes coherence in strategy execution, ensuring that all stakeholders are working towards common goals that are informed by a thorough analysis facilitated by AI.

The interplay between AI and strategic decision outcomes ultimately underscores the transformational potential of these technologies in the business realm. As organizations increasingly recognize the power of AI in driving informed decision-making, the emphasis will shift from merely adopting technology to mastering it, ensuring ethical compliance while maximizing competitive advantage. This comprehensive approach will not only enhance operational efficiencies but also redefine the foundations of strategic leadership and corporate governance in an era defined by technological advancement.

4.2. Addressing the ethical considerations of AI in enterprise strategy

The integration of Artificial Intelligence (AI) in enterprise strategy raises significant ethical considerations that cannot be overlooked. As organizations increasingly depend on AI-driven tools for strategic decision-making, issues related to transparency, accountability, and fairness become pressing. One critical ethical concern is algorithmic bias, which occurs when AI systems inadvertently reflect or amplify existing societal biases present in their training data. For instance, if an AI model is trained on historical hiring data that favors one demographic group over others, it may perpetuate discriminatory practices in recruitment processes. Such biases not only undermine equitable opportunities but also expose organizations to reputational risks and legal repercussions.

Transparency in AI decision-making is another vital aspect of ethical evaluation. Organizations must grapple with the challenge of making AI processes understandable to stakeholders, including employees, customers, and partners. The "black box" nature of many AI algorithms poses a significant hurdle, as stakeholders often cannot discern how decisions are made. This lack of clarity can lead to distrust in AI systems, potentially eroding the commitment of employees and customers towards the organization's mission. Establishing protocols for documenting AI decision-making processes and communicating these transparently can help build trust and foster a more ethical organizational culture.

Another key ethical consideration revolves around the balance between innovation and ethical responsibility. While AI can enhance operational efficiency and provide competitive advantages, organizations must resist the temptation to prioritize technological advancement over ethical practices. A culture that promotes ethical AI use encourages continuous reflection on the implications of AI-driven decisions. Engaging stakeholders in dialogues about the intended and unintended consequences of AI applications not only aligns organizational strategies with ethical norms but can also lead to innovative solutions that serve the greater good [14].

Addressing these ethical considerations effectively requires organizations to engage in ongoing education and research. Implementing training programs for employees on AI ethics, fostering interdisciplinary collaboration between technologists and ethicists, and promoting a culture of ethical vigilance can significantly aid enterprises in responsibly utilizing AI for strategic decision-making. Emphasizing an ethical approach to AI will help build a foundation for sustainable growth, ensuring that technological advancements align with the values of equity, transparency, and accountability.

5. Conclusion

The integration of Artificial Intelligence (AI) into strategic decision-making processes has fundamentally transformed the landscape of corporate governance and operational efficiency. By leveraging advanced algorithms and predictive analytics, businesses can analyze vast amounts of data more quickly and accurately than ever before. This capability enables organizations to discover actionable insights that inform their strategies, enhance competitive positioning, and tailor responses to market changes. AI systems facilitate scenario modeling, allowing decision-makers to evaluate multiple potential outcomes based on varying inputs, which significantly enhances forecasting accuracy.

Integrating AI into strategic decision-making processes necessitates a commitment to continuous learning and adaptation. As AI technologies evolve, organizations must cultivate a culture that embraces innovation while remaining vigilant about the potential repercussions of these advancements. This includes training personnel not just in AI usage, but also in ethical

considerations and risk management strategies associated with AI deployment. Organizations that foster interdisciplinary collaboration, incorporating insights from fields such as ethics, data science, and strategic management, stand to gain the most from AI technologies, effectively harnessing their capabilities to drive meaningful business results.

Ultimately, harnessing AI for strategic decision-making is not solely about adopting new technologies; it requires a fundamental shift in organizational mindset and culture. Organizations that are willing to embrace this transformation will likely experience enhanced agility, improved decision quality, and greater overall business performance. The predictive capabilities of AI can lead not only to a deeper understanding of internal processes but also to a more nuanced perception of external market dynamics. By aligning AI initiatives with corporate strategy, companies can effectively harness its potential to create sustainable value, drive innovation, and maintain a competitive edge in increasingly volatile marketplaces. The future of corporate strategy will undoubtedly be shaped by those organizations that successfully integrate AI into their decision-making processes, navigating the complexities of technology while adhering to ethical imperatives and risk management frameworks.

Future research on AI governance in enterprises should focus on several key dimensions to address the challenges and complexities arising from integrating AI into strategic decision-making processes. One promising direction involves the development of robust frameworks that reconcile AI's capabilities with ethical considerations, ensuring that systems promote fairness, accountability, and transparency. As algorithmic bias remains a significant concern, research should explore advanced methodologies for auditing AI systems, thus facilitating the identification and mitigation of biased outcomes in corporate strategies. The enhancement of data diversity and creating inclusive datasets are also crucial steps in this domain, potentially leading to more equitable decision-making processes across diverse demographic groups.

Another important avenue for future investigation is the interplay between AI and regulatory compliance. As legislation surrounding AI evolves, understanding how AI systems can be designed to meet legal requirements without compromising their strategic advantages will be critical. Research should analyze the implications of regional and global regulations on AI deployment in business contexts, ensuring that organizations remain compliant while leveraging AI for competitive edge. This entails exploring adaptive compliance frameworks that can swiftly respond to changing legal environments, thus supporting businesses in navigating the complexities of AI technologies.

Finally, as AI continues to evolve, exploring the impact of emerging technologies, such as machine learning and deep learning models, on governance structures will be vital. Understanding how these advancements can shape enterprise decision-making and risk management processes will be fundamental for organizations aiming for resilience in uncertain markets. Innovative governance models that can adapt to rapid technological changes while maintaining ethical integrity will thus emerge as a pivotal focus for future research endeavors.

By pursuing these directions, scholars can contribute to the development of comprehensive governance frameworks that not only enhance AI's role in strategic decision-making but also ensure that its implementation aligns with the evolving ethical and regulatory landscapes in which modern enterprises operate.

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