



**Cambridge**  
International

**Professional Research Thesis**

**Titled**

**The role of artificial intelligence in developing  
business management facilities.**

**Researcher**

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# SUMMARY

*Organizations and business management establishments live in an era of digital transformation marked by tremendous technological advancements. Among the technologies that significantly contribute to improving the performance of these establishments, artificial intelligence holds a special position. Leveraging the capabilities of artificial intelligence is a crucial factor in enhancing processes and boosting the competitiveness of these organizations.*

*Business management forms the core of any successful organization, and to achieve excellence and sustainable development, these establishments must rely on the latest technologies and solutions. Artificial intelligence serves as a key to improving business management processes by providing exceptional capabilities in data analysis and intelligent decision-making.*

*This research aims to explore and analyze the role of artificial intelligence in the development of business management establishments by examining how AI technologies integrate into daily operations and administrative decision-making. The study addresses the impact of artificial intelligence on improving efficiency and achieving innovation within the business context.*

*By shedding light on this topic, the research seeks to offer valuable guidance and recommendations to leaders and managers in the field of business management to maximize the benefits of artificial intelligence. A comprehensive research methodology will be employed, including the analysis of previous literature and current studies to identify best practices and successful applications in this field.*

*Understanding the pivotal role played by artificial intelligence in the development of business management establishments represents a vital step toward achieving sustainable development and enhancing organizational performance.*

## The study Problem.

*In the context of the rapid digital transformation that characterizes our current era, business management establishments face significant challenges that demand attention and intervention. The reality of technological advancement and swift changes in the business environment imposes an urgent need on these establishments to improve their management methods and modernize their operations. One of the most prominent problems these establishments face, which is vital for success, is achieving a balance between meeting the constantly changing market demands and the ability to innovate and adapt to modern technologies.*

*The main issue lies in the inability to effectively assimilate and integrate artificial intelligence into daily management systems and processes. These establishments struggle with challenges related to understanding how AI technologies can be integrated into their organizational structures and how to train managerial staff to fully benefit from these technologies. Additionally, difficulties arise in establishing effective communication between traditional systems and modern technologies, leading to delays in decision-making processes and the updating of management methods.*

*These challenges result in lost opportunities for innovation and hinder the ability to respond effectively to market needs. Therefore, it is necessary to define effective strategies for technology integration and AI implementation that enhance the establishment's capacity for adaptation and continuous improvement, while taking into account the human and organizational factors that play a vital role in this transformational context.*

## The importance of studying:

*Artificial intelligence refers to a concept that forms the intellectual core of modern technological transformations and represents a vital tool in the development of business management establishments. The role of artificial intelligence goes beyond merely using technology to analyze data; it represents a revolutionary shift in how management systems interact and evolve.*

*Fundamentally, artificial intelligence enables business management establishments to gain a deeper and broader insight into the data they handle. It can analyze vast amounts of information with speed and accuracy beyond human capabilities, opening new doors for comprehensive understanding and informed strategic decision-making.*

*Moreover, artificial intelligence contributes to improving the efficiency of daily operations within establishments. By training intelligent systems to analyze patterns and trends, resource allocation and workflow can be optimized, enhancing productivity and reducing costs.*

*Not only that, but artificial intelligence opens a new horizon for innovation and the development of services and products. AI technologies can be used to analyze market needs and understand customer preferences, enabling establishments to design effective and innovative solutions.*

*Ultimately, artificial intelligence is considered a fundamental driver for the development of management establishments, serving as a bridge between the past and the future and leading the way toward sustainable improvement and more effective, innovative achievement of business goals.*

## Objectives of the study:

- *Understanding the role of artificial intelligence in big data analysis and providing strategic insights.*
- *Identifying how artificial intelligence can be used to improve decision-making processes in business management.*
- *Studying the impact of artificial intelligence technology on the efficiency of daily operations in management establishments.*
- *Analyzing how machine learning and artificial intelligence can be utilized to enhance organizational performance.*
- *Examining the effect of artificial intelligence technology on the ability of establishments to adapt to changes in the business environment.*
- *Evaluating the impact of artificial intelligence on promoting innovation and developing products and services.*

## Study hypotheses and questions.

### **Key Points:**

- *Artificial intelligence plays a fundamental role in the development of business management establishments by improving operational efficiency and decision-making.*
- *Artificial intelligence helps increase employee productivity and reduce costs by automating certain administrative and operational tasks.*
- *AI enables business managers to make more accurate and timely decisions based on extensive data processing and forecasting.*
- *AI solutions provide new ways to interact with customers and manage customer relationships more effectively.*

### **Research Questions:**

- *Does artificial intelligence play a fundamental role in developing business management establishments by improving operational efficiency and decision-making?*
- *Does artificial intelligence help increase employee productivity and reduce costs by automating certain administrative and operational tasks?*
- *Does artificial intelligence enable business managers to make more accurate and timely decisions based on extensive data processing and forecasting?*
- *Do AI solutions offer new ways to interact with customers and manage customer relationships more effectively?*

## Study Approach.

*The descriptive analytical method was used to explore the "role of artificial intelligence in the development of business management institutions."*

**The limits of the study:**

**Spatial boundaries: The Arab world.**

**Time limits:2019-2000**

## **Study plan.**

### ***Chapter One: Theoretical Framework and Scientific Concepts***

#### ***Section One: Introduction to Understanding Artificial Intelligence***

- *First: The nature of artificial intelligence and human intelligence*
- *Second: Methods of artificial intelligence*
- *Third: The emergence and development of artificial intelligence*
- *Fourth: Fields and characteristics of artificial intelligence*

#### ***Section Two: The Concept of Business Management***

- *First: The nature and importance of management*
- *Second: Divisions and fields of management*
- *Third: The relationship between management and other sciences*

#### ***Section Three: Applications of Artificial Intelligence in Organizations***

- *First: Artificial intelligence in operations management and supply chains*
- *Second: Artificial intelligence in customer service*
- *Third: Artificial intelligence in decision-making*

### ***Chapter Two: The Impact of Artificial Intelligence on Organizational Performance***

#### ***Section One: Positive Effects of AI Utilization***

- *First: Improving productivity*
- *Second: Reducing costs*
- *Third: Enhancing competitive advantage*

## ***Section Two: Challenges of Adopting Artificial Intelligence***

- *First: Technical challenges*
- *Second: Human and ethical challenges*
- *Third: Security and privacy challenges*

## ***Chapter Three: The Role of Artificial Intelligence Applications in Supporting Digital Transformation Mechanisms***

### ***Section One: Fields and Branches of Artificial Intelligence***

- *First: Fields of artificial intelligence*
- *Second: The AI family*
- *Third: Artificial intelligence — between machine learning and human ethics*

### ***Section Two: The Information Society and Features of the Digital Economy***

- *First: The information society*
- *Second: The emergence of the digital economy*

## Conclusion.

*At the conclusion of this study, it is clearly evident that artificial intelligence represents a vital component in the development of business management establishments in the era of digital transformation. The integration of AI technologies opens new horizons for efficiency and innovation, enhancing organizations' ability to adapt to constantly changing market demands.*

*This study addressed the importance of intelligent data analysis and how artificial intelligence can contribute to improving decision-making processes within management institutions. It also reviewed the impact of smart technologies on the efficiency of daily operations and the enhancement of organizational performance.*

*Through examining the influence of machine learning and artificial intelligence in performance development, it became clear that AI is not merely a data analysis tool, but rather a strategic partner that can be effectively integrated into business structures.*

*It is also important to emphasize the need to focus on training and qualifying administrative staff to fully benefit from AI applications. This focus enhances the institutions' ability to control the technology and direct it toward performance improvement and achieving strategic objectives.*

*In conclusion, the role of artificial intelligence emerges as a fundamental driver for progress and continuous improvement in business management establishments. Adopting sustainable strategies for the use of smart technologies greatly contributes to strengthening organizations' capacity*

*to adapt to rapid transformations and succeed in a volatile business environment.*

## Results:

- *Artificial intelligence plays a fundamental role in the development of business management establishments by improving operational efficiency and decision-making.*
- *AI helps increase employee productivity and reduce costs by automating certain administrative and operational tasks.*
- *AI enables business managers to make more accurate and timely decisions based on extensive data processing and forecasting.*
- *AI solutions provide new ways to interact with customers and manage customer relationships more effectively.*
- *There is a relationship between the application of artificial intelligence and the support of digital transformation mechanisms.*

## Recommendations:

1. **Enhancing Training and Capacity Building:** *It is recommended to strengthen training and development programs for administrative staff to enhance their understanding of artificial intelligence technologies and how to use them effectively in daily operations.*
2. **Effective Integration of Technologies:** *Strategies should be developed to effectively integrate AI technologies into business structures, with a focus on providing robust infrastructure to support AI applications.*
3. **Improving Data Security:** *Additional measures should be taken to enhance data security and protect it from cyber threats, which contributes to building trust among customers and partners.*
4. **Encouraging Innovation:** *It is advisable to foster a supportive environment for innovation within the organization by using AI technologies and motivating management teams to explore and test new solutions.*
5. **Developing Marketing Strategies:** *AI technologies should be utilized to analyze market needs and develop effective marketing strategies based on data-driven insights.*
6. **Continuous Improvement:** *The importance of continuously improving the use of AI technologies should be recognized, with regular updates to systems and processes to ensure efficiency and seamless integration.*

## The reviewer:

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