

The Intersection of AI and Digital Entrepreneurship: Studying the Varied Ways that AI is Changing Digital Enterprises

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DOI: 10.24818/mer/2024.01-05

ABSTRACT

Artificial intelligence (AI) is revolutionising industries and organisations. This research delves into the ways in which leading technology companies such as Google, Facebook, Amazon, Netflix, and Alibaba utilise AI to enhance their companies' value streamline operations and elevate customer experiences. Through an analysis of published studies, this study uncovers the primary applications, key success factors and potential consequences of integrating AI into digital organisations. The findings illustrate how AI empowers businesses to offer products and services improves efficiency through automation processes and provides data driven-insights that aid in decision making. However, it is crucial to ensure that AI is utilised ethically and responsibly. Despite the potential offered by AI technology businesses still need to address associated challenges. To achieve success in this realm, companies must embrace the capabilities of AI while fostering creativity and nurturing a culture as emphasised in the report.

KEYWORDS: *artificial intelligence, digital entrepreneurship, digital transformation, machine learning, technology company.*

JEL CLASSIFICATION: *O31, O32, O33.*

1. INTRODUCTION

In the present day, it is vital for companies to understand and embrace the rising relevance of AI technology in their day-to-day operations. Artificial intelligence has emerged as a critical aspect determining the performance and development of organisations in the market. Given its crucial position, the applications of artificial intelligence have spread across numerous sectors, allowing gains in efficiency, product quality, customer service, and revenue creation. Digital entrepreneurship acts as the bridge that combines artificial intelligence technology with creative and rising startup enterprises. By embracing the promise of digital technology and artificial intelligence, small-scale companies may make persistent efforts towards attaining success and longevity.

To put it plainly, digital entrepreneurship involves the complete merger of entrepreneurial initiatives, technical breakthroughs, and the capacity to address business difficulties head-on. It is worth mentioning that AI technologies give actual value to companies, increasing chances for innovation and promoting deeper connection with clients and consumers. With the use of artificial intelligence, entrepreneurs may adopt unique and imaginative techniques to data analysis, generating important insights from massive volumes of data. This, in turn,

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leads to an upgrade in overall company performance and more effective and efficient contact with clients.

To achieve these aims, startups and creative firms must rigorously study the results generated by artificial intelligence technology and appreciate their significant influence on corporate operations and future strategic plans. The benefits of artificial intelligence extend beyond exploiting consumer data and boosting service offerings. AI approaches may also be applied to enhance product quality, cut expenses, improve time management, and increase productivity.

Therefore, it becomes necessary to stress the appropriate deployment of artificial intelligence approaches in the field of digital entrepreneurship.

2. LITERATURE REVIEW METHODOLOGY

This study looks at how well-known technological businesses such as Google, Facebook, Amazon, Netflix, and Alibaba are implementing artificial intelligence (AI). Key details on AI applications, success criteria, and use cases for these digital behemoths will be summarised in a table. This review will also analyse the key findings of 5 published studies that analysed the applications and implications of artificial intelligence (AI) in digital entrepreneurship.

The 5 studies were selected based on their relevance to the topic and recency (all published between 2022-2023).

The following studies will be reviewed:

- Study 1: Digital innovation and the effects of artificial intelligence on firms' research and development – Automation or augmentation, exploration or exploitation?
- Study 2: The Impact of Artificial Intelligence on Firm Performance: An Application of the Resource-Based View to e-Commerce Firms
- Study 3: A Systematic Literature Review on the Role of Artificial Intelligence in Entrepreneurial Activity
- Study 4: Application of Artificial Intelligence in Enterprise Digitalisation
- Study 5: Investigating the Influence of Artificial Intelligence on Business Value in the Digital Era of Strategy: A Literature Review

Key information will be extracted from each study including:

- Research goals;
- Sample and methods;
- Main findings related to AI adoption and impact on digital enterprises.

The research will be evaluated to find recurring ideas and conclusions as well as differences in how AI functions and what it means for digital entrepreneurship.

3. ARTIFICIAL INTELLIGENCE IN THE CONTEXT OF DIGITAL ENTREPRENEURSHIP

Artificial intelligence (AI) is an intriguing subject within computer science that focuses on constructing computer systems capable of replicating human cognitive processes (Aggarwal & Kumar, 2020). It is all about designing software that can perceive, reason, interact, and learn, much way we humans do. One exciting subset of AI is machine learning (ML), which allows

computer systems to develop their capabilities using statistical approaches and experience learning (Busnatu et al., 2022).

The importance of AI and machine learning has soared in recent years, with applications reaching across numerous areas such as space, military, telecommunication, entrepreneurship, healthcare, finance, and education (Aggarwal & Kumar, 2020). In the domain of digital entrepreneurship, AI is proving to be a useful tool, reducing activities and dramatically enhancing productivity.

Imagine having the ability to foresee future trends, streamline corporate processes (Fettke, 2020), acquire unique insights into your clients, and create tailored experiences that have a lasting effect.

AI is becoming vital for digital entrepreneurship. Recent findings indicate that AI promotes enhanced decision-making (Rajagopal et al., 2022), stimulates organisational entrepreneurship by developing novel ideas and assessing suggestions, and supports successful management practices (Kisielnicki et al., 2022).

Entrepreneurs' adoption of AI is favourably affected by elements such as performance expectation, openness, social influence, hedonic motives, and generativity (Upadhyay et al. 2021). In terms of client solutions, AI may aid in numerous areas such as warehouse management, sales forecasting, big data analysis, and finance management (Li & Yao, 2021). Family companies, in particular, gain from AI adoption as it promotes company innovativeness and adoption intention, leading to improved technology implementation and creativity (Upadhyay et al., 2022).

To fully harness the advantages of AI in the field of digital business, it is necessary for entrepreneurs to comprehend the subtleties of AI and its tremendous potential. This entails knowing the numerous forms of AI, including Narrow AI, General AI, Super AI;

- **Narrow AI:** Just a clearly specified job should be automated, e.g. playing chess, determining the fastest trip between two towns, or directing a vehicle. The achievement of the assignment often demands some amount of natural intelligence.
- **General AI:** The purpose of general AI is to develop a machine that possesses all the physical and intellectual capabilities of a human individual.
- **Super AI:** The purpose of super AI is to construct a machine that is significantly more intelligent than a person, as well as approaches like pattern matching (Fettke, 2020). It is also crucial to realise the limits of AI, such as the possibility for algorithmic bias, which demands for responsible and ethical deployment (Farina et al., 2022).

Entrepreneurs that understand AI and its possibilities may harness technology to provide more efficient and customised experiences for their consumers, and to improve their business operations.

3.1 Benefits of Artificial Intelligence for Startups and Digital Entrepreneurial Projects

Digital startups and other entrepreneurial endeavors can take advantage of AI technology's numerous benefits.

AI is transforming banking by reinventing business models and enhancing client experiences. It replaces human analysts, providing precise computations and data analysis. AI-powered chatbots save time and money in customer service (Singh et al., 2022).

To bridge the digital divide, AI develops interoperable governance systems, introduces instructional algorithms, and uses geo-information technologies. Digital education should focus on personalised learning, diversity, and teacher-student relationships (Karpenko et al. 2020).

AI and machine learning change innovation and design processes. They handle knowledge, foster creativity in teams, and automate prototyping and learning. Startups with AI-based design solutions are leading this transformation (Cautela et al., 2019).

In healthcare management, AI and machine learning aid during COVID-19. Health tech companies develop app-based solutions, use geo-mobility intelligence, and analyse technology's role to control the spread of COVID-19 (Singh et al., 2021). AI offers immense potential, driving innovation and addressing social challenges across sectors. It reshapes industries for a more efficient and inclusive future.

4. AI-LED DIGITAL PROJECTS THAT HAVE ACHIEVED REMARKABLE SUCCESS

By incorporating AI, digital enterprises are experiencing enhanced proficiency and commendable innovation with continuous success. Credit goes to the rise of digital transformation which laid a solid foundation for better business efficacy facilitating top-notch technology advancements across different business operations (Li et al., 2022).

Therefore, countless current corporations are embracing the great potential of artificial intelligence (AI) to improve their offerings and surpass their rivals. The ensuing instances highlight how corporations have utilised AI's power with remarkable success.

Netflix: Netflix's impressive incorporation of information and communication technology has positioned it as a dominant player in the film industry worldwide. Additionally, the company prudently utilises artificial intelligence for smooth operation of its streaming services and identifying viewing patterns to furnish tailored watching suggestions to its viewers based on their watching history and interests (Baranov & Butymova, 2021).

Google: Google always strives to ensure maximum user satisfaction by providing highly precise search results. Google has adroitly incorporated artificial intelligence (AI) into numerous services, for example Google Assistant uses Natural Language Processing (NLP) which is a branch of (AI). By incorporating cutting-edge language translation methods, Google's assistant has made remarkable strides in accurately interpreting spoken sentences with clarity. This significant advancement elevates its effectiveness in providing useful responses and pertinent search results that cater specifically to the distinct requirements of each individual user (Pulluparambil & Bhat, 2021).

Amazon: Alexa, the famous AI assistant developed by Amazon, relies on advanced techniques of natural language processing, same as Google Assistant, to grasp diverse commands from users and deliver instant solutions accordingly. To get the present time for instance, asking "Alexa, what time is it?" would trigger a swift reply stating, "It is currently 11:31 a.m." (Karppi & Granata, 2019).

Alibaba: At Alibaba's Smart Warehouse, advanced AI algorithms have been employed to bolster the effectiveness of the company's fulfillment system. Through this strategic implementation of innovative technology, inventory management is expertly managed alongside precise-demand forecasting as well as refined logistical operations aiming at achieving superior operational outcomes (Zhang et al., 2021).

Facebook: Through analysing user data, Facebook's AI predicts what will catch a user's attention and drive interaction. By strategically selecting and arranging newsfeed content, these algorithms strive to keep users engaged with the platform (Sinsel et al., 2023).

4.1 Factors Contributing to Success of AI in Digital Companies

AI is transforming the world, bringing about changes. It has found its way into aspects of our lives, enhancing user experiences and driving business achievements. As AI continues to evolve, digital organisations must adopt it to maintain an edge, and that success of AI implementation in digital companies relies on multiple factors.

Table 1. Factors Contributing to Success of AI in Digital Companies

Company	AI Applications	Key Success Factors	Details
Google	Search, Advertising, Google Assistant, Google Cloud	Investment in AI Research, Acquisition Strategy, Access to Data	Google's DeepMind has been a major breakthrough in AI, achieving remarkable success in areas such as game theory and healthcare. (Google Deepmind Team, s.d.) Google's extensive data from search, emails, and maps provides a rich dataset for their AI models. (Google Cloud Team, s.d.)
Facebook	Content Moderation, User Experience Personalisation, Targeted Advertising	AI Research, Data Access	Facebook's FBLearner Flow is an AI system that creates machine learning models, optimising the AI model creation process. (Meta, s.d.) Facebook's vast amount of user data has been a key resource for training its AI models. (Meta, s.d.)
Amazon	Recommendation Engine, Logistics, Alexa, AWS	Customer Centricity, Scale of Operations	Amazon Go, the cashier-less store, leverages several AI technologies, including computer vision and sensor fusion. (Levy, s.d.) Amazon's large scale of operations allows them to gather extensive customer data. (Skuza, s.d.)
Netflix	Recommendation Engine, Streaming Quality Optimisation	Data-Driven Decisions, Content Investment	Netflix uses AI to optimise artwork selection for its titles, increasing viewer engagement. (Blog, s.d.) Netflix heavily relies on data-driven decisions, powered by AI, to personalise content and optimise streaming. (Gomez-Uribe & Hunt, 2015, pp. 2-6)
Alibaba	Personalised Shopping, Logistics, Alibaba Cloud	Scale of Operations, Investment in AI Research	Alibaba's City Brain is an AI-powered traffic management system, improving urban traffic flow. (Alibaba Clouder, s.d.) Alibaba's large scale of operations gives them a broad dataset for AI model training. (Youliang, s.d.)

Source: Authors

The table clearly shows that these five companies have all embraced the power of AI technology to enhance their operations. They have achieved this by:

- Investing in AI research and development.
- Acquiring AI talent.
- Integrating AI across their key products and operations.

Google has been at the forefront of AI research for a period. Their subsidiary, DeepMind, has developed cutting-edge AI algorithms known globally. Additionally, Google has shown an approach in acquiring AI ventures, which grants them access to novel technologies and expertise. Moreover Google possesses a dataset derived from search queries, emails and maps that provides a wealth of information, for their AI algorithms. This extensive dataset enables them to train their models on a scale and achieve outcomes that are currently leading the field.

Facebook has devoted resources to AI research and its FAIR lab is, at the forefront of pioneering cutting edge AI technologies like the Caffe learning framework. Additionally, Facebook leverages user data to enhance their AI algorithms enabling them to tailor their products and services in a manner that sets them apart from companies.

Amazon's primary objective is to cater to the needs of their customers by leveraging intelligence. They utilise AI to offer recommendations and leverage Alexa to elevate the consumer experience. Moreover Amazon's extensive operations allow them to gather customer data, which they use to gain insights, into their clientele and provide products and services that align with their preferences.

Netflix heavily relies on the power of data and AI to make decisions that enhance the streaming experience. By analysing user behavior such, as viewing preferences, ratings, and search patterns Netflix gathers insights. These insights drive recommendations for users ensuring they discover content they will truly enjoy. Additionally, Netflix's investment in content contributes to a wealth of data that fuels their AI algorithms.

Alibaba operates on a scale enabling them to gather amounts of data for training their AI models. Additionally, they invest in AI research and development showcasing their dedication to staying at the forefront of AI advancements. This empowers businesses to leverage this technology for growth and enhancement of their operations.

Overall these tech giants have achieved success by leveraging the power of AI. While their strategies may vary, there are elements that contribute to their achievements. Firstly, these companies have made investments in AI research and development. They have assembled teams of AI experts. Supported cutting edge initiatives. Secondly, they possess amounts of data which plays a crucial role in training their AI models. This data is acquired through their products and services. Thirdly, these organisations prioritise the customer experience by utilising AI to enhance personalisation, recommendations and customer support services. Lastly, they embrace innovation wholeheartedly and fearlessly experiment with AI technologies without the fear of failure.

These are factors that have propelled these IT companies to success using AI. As AI continues to evolve, we can anticipate more groundbreaking applications from these companies as well as others, in the future.

5. PRIOR STUDIES

The transformative power of artificial intelligence (AI) in the realm of business and innovation is a subject of extensive research and analysis. AI technologies have the capacity to both automate and enhance various facets of a company's operations, thereby affecting research and development (R&D), firm performance, entrepreneurial activities, and overall business value. In this collection of studies conducted between 2022 and 2023, we delve into the multifaceted impact of AI on different aspects of the digital business landscape.

Digital innovation and the effects of artificial intelligence on firms' research and development – Automation or augmentation, exploration or exploitation? (2022): This research investigated how artificial intelligence (AI) affects the research and development (R&D) efforts of companies by using 956 articles from 122 newspapers in a global news database that was released in 2020. The findings revealed that AI has the potential to both automate and enhance activities in R&D. For instance, AI can automate tasks such as gathering and analysing data, while also providing insights and recommendations to augment abilities.

The researchers have found that the implementation of intelligence (AI) can have both negative impacts, on corporate research and development (R&D). On the one hand, AI has the potential to accelerate and simplify the production of goods and services for businesses. On the other hand, it can also lead to job losses and a reduced demand for labour.

The Impact of Artificial Intelligence on Firm Performance: An Application of the Resource-Based View to e-Commerce Firms (2022): examined the impact of AI on the performance of e-commerce enterprises, 394 valid questionnaires were gathered, performed data analysis using structural equation modeling with partial least squares. The study found that by improving efficiency enhancing customer experience and fostering innovation AI can positively affect business performance.

A Systematic Literature Review on the Role of Artificial Intelligence in Entrepreneurial Activity (2023): This study found reviewed publications on the issue of AI in digital enterprises. The authors observed that AI is being employed in a wide range of applications, including:

1. Automating processes; AI powered robots can handle time consuming tasks, like data entry and customer service.
2. Assisting decision making; AI can analyse volumes of data to provide insights that help organisations make decisions.
3. Facilitating product development; AI can aid in the design, development and efficient testing of products.
4. Improving customer experience; AI enables customer experiences and improved support services.

Furthermore, the research discovered that AI technology is playing a role, in the realm of digital enterprises. To illustrate the implementation of AI for automating operations can result in reduced expenses and enhanced efficiency. Moreover, employing AI driven decision support systems empowers businesses to make choices that enhance profitability and customer satisfaction. In addition, integrating AI into product development allows companies to successfully and swiftly introduce offerings. Lastly, incorporating AI into the customer experience can assist businesses in expanding their consumer base.

Application of Artificial Intelligence in Enterprise Digitalisation (2023): the researchers examined how AI is being utilised across aspects of digitalisation. They identified areas where AI is making an impact:

1. Smart manufacturing; AI is being used to automate production processes and enhance product quality.
2. Supply chain management; AI is employed to streamline supply chains and reduce costs.
3. Customer relationship management (CRM); AI plays a role in improving customer service and personalising the client experience.
4. Marketing; AI enables tracking of marketing campaign performance and effective customer targeting.

The researchers found that AI has an impact on the digitisation of businesses. For example, AI-driven smart manufacturing has the potential to greatly improve productivity and enhance product quality. By using AI in supply chain management organisations can reduce costs. Provide customer experiences. Businesses can also enhance customer satisfaction and loyalty by utilising AI powered CRM systems. Furthermore AI powered marketing strategies can help companies reach an audience and generate potential customers.

Investigating the Influence of Artificial Intelligence on Business Value in the Digital Era of Strategy: A Literature Review (2023): 139 peer-reviewed publications were discussed using the research technique of Webster and Watson (2020). This research highlighted that AI can significantly influence business value through improved efficiency increased revenue growth and cost reduction.

6. DISCUSSION

The studies mentioned earlier demonstrate the increasing presence and transformative nature of Artificial Intelligence (AI) within organisations. While all of these studies agree that AI is being utilised in applications, each provides insights, into its specific nuances and effects within the digital business world.

One common theme across these works is the recognition that AI has moved beyond being a novelty and has become a driver of change. It permeates all aspects of businesses from streamlining workflows and enhancing decision making to revolutionising product development and improving user experiences. The ability of AI to automate processes analyse amounts of data and offer valuable insights plays a crucial role in enhancing operational efficiency ultimately impacting company success.

However, it is important to note that these research findings also highlight variations in their conclusions. For example, the first study emphasises the range of applications where AI is being employed showcasing its impact. In contrast, the second paper delves deeper into the nature of AI in research and development by acknowledging that, while it can enhance capabilities and efficiency, it may also bring about challenges such as job displacement.

Despite the variations between these studies, their overall message is clear; AI is reshaping the business landscape in a way. Its impact extends beyond industries or functions. Influences various aspects such as customer experiences, operational efficiency, revenue growth, cost reduction and innovation.

The research conducted by Donghua Chen et al. (2022) highlights how AI enhances the success of e-commerce companies through fostering innovation improving efficiency and enhancing consumer experiences. Similarly, Nikolaos et al. (2023) confirm the influence of AI on value by emphasising its role in improving operational efficiency driving revenue growth and reducing costs.

In summary, these studies provide an overview of the state of AI in digital organisations. They portray AI as a powerful tool for enhancing performance. However, they also remind us that the path ahead for AI is not, without challenges and complexities. Businesses aiming to thrive in the era while leveraging AI's capabilities must navigate these obstacles while embracing its potential.

These findings indirectly suggest another trend; the potential of AI to enhance collaboration and foster interdisciplinary innovation within digital companies. Apart from its impact on efficiency, customer experiences, revenue growth and cost savings, AI's emerging role in promoting collaboration deserves attention.

The integration of AI technologies into aspects of operations enables opportunities for interdisciplinary collaboration. Teams from departments such as marketing, R&D and operations can work together on projects utilising AI-driven insights and tools while leveraging an amount of data and automation capabilities. This does not simplify the decision. Also nurtures innovation by combining diverse skill sets and perspectives.

Furthermore, AI's ability to provide real-time insights and predictions in digital business can lead to responsive enterprises. Teams can swiftly adapt to changing market conditions, consumer preferences and industry trends enabling companies to stay ahead of their competitors.

In this scenario, AI transitions from being a tool to becoming a catalyst for fostering a collaborative culture. It grants employees the autonomy to enhance their productivity break down barriers and explore career opportunities. Ultimately, this emphasises the potential of AI not on operational and financial aspects but also, on the overall organisational culture and business environment.

Referring to Table 1 and the previous studies, Artificial Intelligence (AI) has the potential to foster innovation and collaboration, within digital organisations through various means including;

1. Data Integration; AI facilitates the collection and analysis of data from sources encouraging its utilisation in decision making and collaborative efforts.
2. Process Automation; It automates tasks enabling teams to allocate time towards collaborative and creative endeavors.
3. Predictive Analytics; AI's predictive capabilities support teams in strategising and overcoming challenges collectively.
4. NLP; Natural Language Processing empowers teams to communicate and exchange knowledge seamlessly without disruptions.
5. Decision Support: AI offers data-supported recommendations aiding in the decision making process within groups.
6. Innovation: Innovation is fostered through AI's utilisation of market insights helping with the generation of concepts and product development.
7. Virtual Tools: Virtual collaboration tools powered by AI enhance teamwork across locations.

8. Customised Learning: Personalised learning is facilitated by AI tailoring instruction to promote innovation and the acquisition of skills.
9. Feedback Loop: By collecting feedback and encouraging group problem solving AI continuously improves its performance.

7. RESULTS

The data and research findings presented emphasise the impact that artificial intelligence (AI) has had on modern digital organisations. Known companies, such as Google, Facebook, Amazon, Netflix, and Alibaba, strategically employ AI in applications. These applications range from improving user experiences and personalising content to enhancing efficiency and decision making processes. Overall, these studies highlight how AI has evolved from being a novelty to playing a role in driving transformation within enterprises.

All of these studies share the understanding that AI has become a catalyst for transformation due to investments in research, data accessibility and acquisition strategies. It permeates every aspect of business operations by enhancing customer experiences increasing productivity and ultimately impacting the line. However, it is important to note that these studies also acknowledge that AI is not a one size fits all solution and its effects on areas of organisations can vary. While some studies focus on their potential for innovation, efficiency improvement and wealth creation; others raise concerns about job losses.

However, it is clear that AI is significantly impacting the corporate environment. It is transforming sectors and roles leading to customer experiences improved operational efficiency, increased revenue growth, cost savings and fostering innovation. Moreover, by facilitating data integration automating processes leveraging analytics and natural language processing providing decision support tools promoting innovation and virtual collaboration platforms offering tailored learning experiences and feedback mechanisms; AI has the capability to foster collaboration and interdisciplinary innovation, within organisations.

In summary, these outcomes demonstrate that AI is a tool that can empower businesses to thrive in the era. Although challenges and complexities persist, organisations aiming to stay competitive and prosper in the evolving market must embrace the potential of AI. The impact of AI extends beyond financial aspects to culture and the broader business environment, showcasing its disruptive capabilities.

8. CONCLUSION

In conclusion, the study conveys a powerful message; Artificial Intelligence (AI) has moved beyond being a technological curiosity and has emerged as an unquestionable driving force, in the world of digital organisations. Its impact is extensive influencing aspects such as efficiency, creativity, teamwork, customer experience and decision making. Embracing AI's potential while effectively addressing its challenges is crucial for thriving in today's era. This period necessitates a heightened emphasis on collaboration across disciplines. Fostering innovation as elements for staying competitive and adaptable. Ultimately, digital organisations must acknowledge that AI is no longer a choice but an indispensable catalyst for success, in the evolving landscape.

9. FUTURE RESEARCH DIRECTIONS

- Explore how artificial intelligence (AI) can enhance the process of generating ideas and discovering opportunities, for digital startups. Can AI truly help entrepreneurs in the realm come up with groundbreaking and innovative ideas compared to traditional methods?
- Delve into the potential of AI powered coaches and virtual assistants to provide support and guidance to digital business owners and startup teams in the world. Making decisions developing skills, networking, and various other aspects could greatly benefit from this approach.
- It is important to examine how teams that combine AI and human collaboration are evolving within the structure of startups. How do they determine tasks and procedures? What impact does this have on fostering innovation in digital business?
- Conduct a design study on user experiences with AI tools specifically tailored for digital business owners and startup ventures in the landscape. How can we create AI tools that better meet their needs while being clear, reliable and user friendly?
- Explore ways to utilise AI technology to foster creativity. For instance how about utilising tools like DALL-E 3 and GPT 4 among others to generate concepts for products develop business plans or strategies for branding?
- Research the benefits of adopting AI for sustainability across different industries and application cases can provide valuable insights, for new businesses and startups operating in the digital realm.

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