

GOOD EFFECT OF AI IN INTERNATIONAL BUSINESS

Dr. Kanchan Kumari

Assistant Professor, Institute of Management Education, Sahibabad

Manjit Garg

Project Manager, Kindrly solutions Pvt Ltd

Abstract

With the growing technology we all are walking with Artificial Intelligence (AI) which has made most of the work easier and more comfortable in every aspect for organization or an individual. We have reviewed approx. 40 articles on AI with different expects. AI plays a vital role in present business process. Efficiency and productivity gains are two other big benefits that organizations get from using AI, said Adnan Masood, chief AI architect at UST, a digital transformation solutions company. This article explores AI's potential in international business strategies, practices, and activities Almost all businesses are working on AI and implementing same to generate revenue for their company. Companies of good brands are also using AI to improve their customer experiences which may help country to explore more with more benefits of economy.

Key words: AI, International Business, Benefits, Economy

Introduction

Artificial intelligence (AI) has emerged as a pivotal force reshaping the international business (IB) landscape. In an era of digital revolution, AI technologies have become essential tools for enhancing operational efficiency, decision-making, and innovation globally. AI has totally transformed the culture of International Business. AI has been considered as a computer system that conducts its operations like human beings, thus mimicking human intellect (Fleck, 2021; Prentice et al., 2020). The seminal work of McCarthy et al. (1955) defines AI as “the science and engineering of making intelligent machines.” The realm of AI encompasses diverse capabilities—perception, reasoning, learning, and decision-making—at individual or institutional levels (Manning, 2020; Xie & He, 2022). AI also helps organization or brands to customize their product according to the requirement of product.

In a very short span of time AI is making revolutionary change in all over the business as it is applicable on all the businesses to support and satisfy consumers. With the help of AI businesses are able to analyze massive data in a systematic format as required. AI is mostly reducing many of the harsh effect of working on algorithm and machine learning. AI can be used in all the steps and process of any business which include production, marketing, distribution and also post sales service. It helps the business to work on systematic pattern and takes the organization to its new heights.

AI has the potential to spur innovation; it can help organizations create value from data and reduce trade costs through more efficient operations and supply chains. AI can augment human creativity by opening up new avenues for developing innovative products, services, processes, and business model (Haan & Watts, 2023). From an innovation perspective, AI presents significant opportunities for MNEs to enhance

both quality and performance in their operations, including finding and fixing bugs, enhancing features, and increasing reliability (Nuttal, 2022).

AI could assist with creating a business plan for foreign market entry, as it may assist with comparing cultural and psychic distances between countries. Generative AI tools such as ChatGPT, Bing, and Bard excel in swiftly producing comprehensive business plans (Hughes, 2023). AI also has contributed on keeping documentation and its privacy of organization safely on its way. In order to continue the uniqueness of any business it is very necessary to maintain business data in order to run business to its growth.

AI is also supporting the business to reduce fraud by advance detection of fraud features. AI has unique features of detecting fraud on time which reduces wastage of the company or business. Ai is also giving a huge benefit on making correct decision in favor of the company in a systematic way. Decision making is a important aspects in any businesses and helps the producer to know about the coming obstacles in the organization.

Methodology

In this article, we conducted deep research conducted by many researchers' basis on literature review and finding of (Grant & Booth, 2009) on how AI can be integrated into the various strategies, practices, and activities of the International Business. Our methodology adhered to the standards outlined by Grant and Booth (2009), which involves gathering research, methodically excluding works of inferior quality, and synthesizing the findings published in the field. This approach, as emphasized by Grant and Booth (2009), allowed us to cover a broad spectrum of topics with varying angles of analysis.

Many articles are reviewed in order to gather information about Artificial Intelligence, its role, its benefits or also its consequences.

Use / Benefits of AI in International Business

One of the biggest challenges for operating businesses across a border is managing the supply chain. Adding elements of AI in the supply chain can help international businesses reduce risk while cutting costs. AI can aggregate and analyze data from a variety of sources – business records, online news sources, government data sources and more – to help generate the safest, fastest and most cost-effective shipping routes.

One of the most significant benefits of is that it can significantly Artificial Intelligence reduce errors and increase accuracy and precision. The decisions taken by AI in every step are decided by information previously gathered and a certain set of algorithms. When programmed correctly, these errors can be reduced to null.

Another important benefit of AI allows the customer to work on zero risk as it is all feeder earlier and its function is totally on computer-based program.

AI allows to learn and work on new technologies and getting work done in a easier manner. AI allows a company to take unbiased decision which reduces the risk of favour and maintain standard of the company.

Digital technology and AI have allowed organizations to increase their product and service reach internationally. Businesses can seize the opportunity to enhance operational efficiency and acquire a competitive edge on a global scale by using technology. The widespread use of technology has shrunk the distance between companies and their consumers. The study's overarching goal is to ascertain how digital technologies have affected global trade. Discovering the uses, consequences, and risks related to digital technology adoption is the goal.

The next benefit of AI is cost savings! Businesses can automate repetitive tasks such as data entry, scheduling, and customer service by implementing AI technologies. This reduces the need for a large workforce to handle these tasks, leading to significant cost savings in salaries, benefits, and training.

Ethical consideration of AI

As Artificial Intelligence works on the feeder data so some time it may be considered as unethical which may create problem.

When we talk about AI there might be transparency in every aspect of working condition which may create difficulty for the top management of the company.

Digitally all the information is created, feeder and stored of the company which may be risky for the company as the process might be not secure which need to be secure.

Conclusion:

As we have seen many advantages, benefits which include in all the best possible ways as it requires which include managing huge data of company, business records, sources. We all here got to know that AI is changing the model of production, process and sales in all the possible ways since from idea generation to giving full satisfaction to the customers but it has some limitations which might harm the company in some of the deep aspects. So, it is suggested to use AI excluding few of the factors. Factors which include internal information and other confidential data of the company. Although implementing AI to company will allow company to grow its business and increase profit of company. Here we have seen various benefits through which we can explore our product and its customer. It is suggested for the future research if AI has power to improve international business in many ways but at the same time it is very risky to ignore consequences of using AI in International Business. Deep research on consequences of uses of AI must be suggested.

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