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# The Integration Of Artificial Intelligence (AI) In Business Operations

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**Abstract**

*The steady rise of AI, especially in the finance, healthcare, and retail sectors, which has led to improved performance, has not been without problems and challenges. This paper reviewed 27 research papers using bibliometric and content analysis.*

*The review examined the complex and diverse effects of AI on various business aspects, including efficiency and decision-making, consumer experience, innovation, and performance. It has provided helpful information to businesses navigating the intricate terrain of AI integration through a comprehensive analysis of barriers and proposed solutions.*

*The problems associated with AI adoption were identified as data complexity, bias, ethical issues, human-machine collaboration, interpretability, and the lack of standardised evaluation metrics. Solutions for these problems have been listed. These solutions included frameworks for data governance, ethical AI design, frameworks for human-AI collaboration, explainability and interpretability tools, and contextualised evaluation metrics.*

*The methodological limitations of some papers do not allow for the generalisability of their findings.*

*This review also indicated the scope for future research. Further research into the capacity of AI integration in smaller businesses and startups may reveal inclusivity measures. Researching AI integration in developing industries and its impact on sustainability may be useful. Long-term studies on AI integration's social effects and AI-powered decision support tools for corporate executives could help us comprehend AI's transformative potential.*

***Keywords:*** *AI adoption, Data complexity, Bias, Ethics, Human-machine collaboration, Evaluation metrics,*

## Introduction

Artificial intelligence (AI) integration is progressively becoming prevalent within contemporary enterprises, and this trajectory is ant[1]icipated to persist in the foreseeable future. The principal rationale behind this integration stems from the transformative potential of AI to reshape sectors and redefine the parameters of efficiency and creativity. However, there are many challenges to the task.

This paper aims to examine the challenges of intricate integration of AI in business processes, its impact on the diverse aspects of these challenges, and to evaluate the relationship between technology breakthroughs and performance. The paper also aims to identify any distinctly observable patterns, identify gaps in current research, and provide

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novel solutions to contemporary difficulties through a comprehensive evaluation of existing studies and empirical data. The findings from these observations are expected to provide useful insights to broaden scholarly debates and provide policymakers and executives with practical solutions to their problems while trying to integrate AI into business operations.

## The research problem

Although there is an increasing trend of AI adoption in business operations in various sectors, adoption is still at a low level. The reasons for this need to be identified. Serious ethical implications of prejudice and unfairness might arise from the algorithms used for AI. The threat of AI replacing humans from their jobs has been expressed in some quarters. AI models are difficult to interpret, at least in certain cases. There is a lack of or inadequacy of standards for the evaluation of AI systems. This makes comparisons of AI integration reported by different sources difficult. Data privacy and security are two major problems inadequately addressed by laws and regulations.

This study tried to solve the above problems through the following aim and objective to be achieved using an appropriate research strategy. The solutions might lie in efficient and effective data governance, ethical artificial intelligence design, human-machine collaboration structures, explainability devices, and appropriately standardised evaluation metrics.

## Aim and Objectives

This research aimed to explore the integration of AI in business operations using published work. Bibliometric and content analysis of published literature were used as case studies for this purpose. The following were the specific objectives of this research:

1. Quantify AI adoption and integration: To assess AI adoption across sectors and business sizes from the literature and inform business AI integration.
2. In-depth impact assessment: To evaluate AI integration's effects on business operations and their effectiveness, decision-making, consumer relationship management (CRM), human resources management (HRM), supply chain management and innovation, as reported in the literature.
3. Identify challenges: To identify and explain the challenges of data complexity, bias, ethical problems, human-AI interaction, and interpretability challenges that enterprises face during AI integration, as important aspects of AI integration into business operations, as reflected in published works.
4. Propose effective solutions: To solve the problems reported in the integration of AI with business operations with novel and practical data governance, ethical artificial intelligence design, human-machine collaboration structures, explainability devices, and appropriately standardised evaluation metrics.

## Theoretical framework

The theoretical framework of this study is presented in Fig 1. The framework sourced from Mishra and Tripathi (2021) covers most of the points discussed in this study. Hence, this framework is appropriate for application in this research. The top three points are theoretical. The middle layer contains many points discussed in this study.

It is based on the objectives above, and the path of achievement is a systematic literature review (SLR). The points hinted at in this framework have been substantiated by the results of SLR described in the Results section. The solutions are given at the end of the discussions of the results.

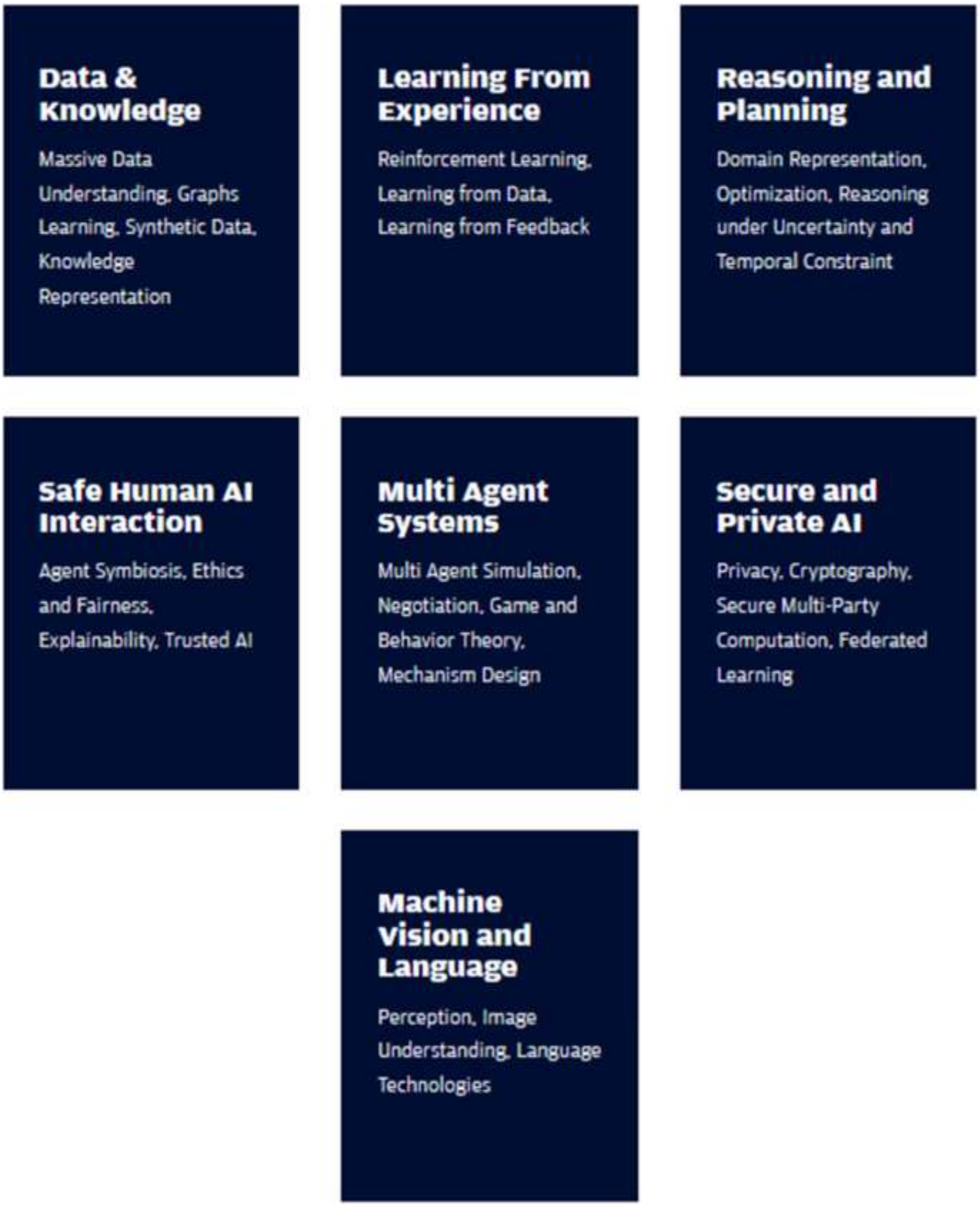


Figure 1 Theoretical framework used in this study (Mishra & Tripathi, 2021).

Methodology

To achieve the above objectives, bibliometric and other information were extracted and analysed from the published works on AI integration in business operations.

The method consisted of using specific search terms derived from the objectives to identify and select papers from databases like SCOPUS, EBSCO, Google Scholar, Science Direct, PubMed, and Web of Science. The period for the search was from 2019 to the current. Only English-language full-text papers containing quantitative and/or qualitative information on the relevant aspects of AI integration were identified. Abstracts with useful points were used for discussions.

The primary search yielded 147 papers containing any one or more of the words in the search terms (artificial intelligence, integration, business operations, consequences, obstacles, and creative solutions) identified from these databases. These papers were repeatedly screened and selected using the Preferred Reporting Items for Systematic

Reviews and Meta-Analyses (PRISMA) flow diagram (Fig 2). This led to the final selection of 27 papers fully relevant to the topic of investigation. PRISMA is the most used selection method. So, this method was used.

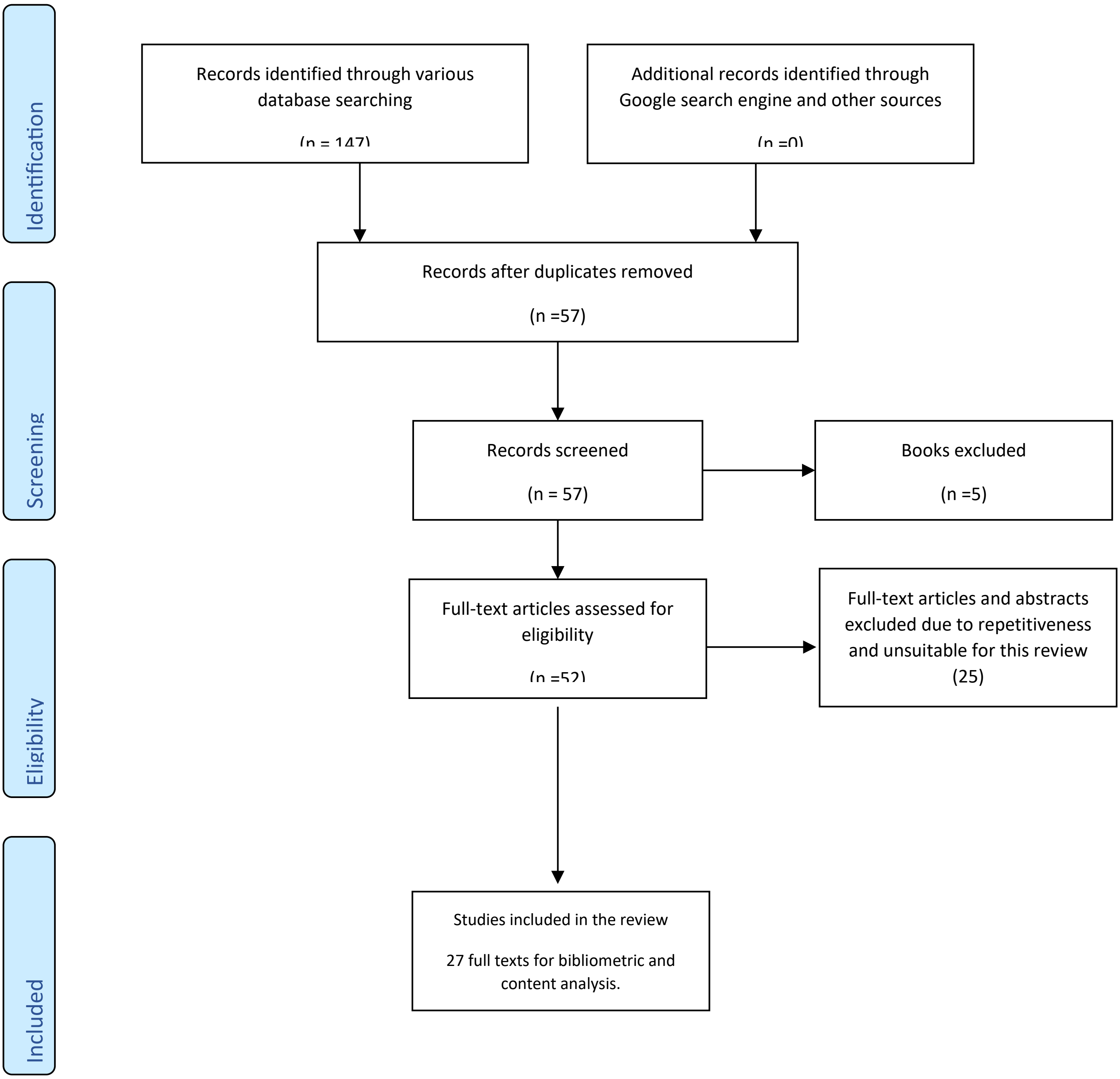


Figure 2 PRISMA Flowchart.

The results presented below are the results of bibliometric and content analysis done on the reviewed papers. Hence, they are more descriptive than just the results reported in the papers. In discussing and interpreting the results, the Technology-Organisation-Environment (TOE) framework will be used.

**Results**

Quantification of adoption and integration of AI across sectors and their antecedents, in-depth impact assessment (Objectives 1 and 2)

In a study conducted by Chatterjee et al. (2021), a conceptual model combining the technology acceptance model (TAM) and technology-organisation-environment (TOE) model was utilised to analyse the survey results of 340 SME employees. The researchers found that most of the relationships between different factors were statistically significant, with the exception of organisational readiness, organisational compatibility, and partner support on perceived ease of use. This was specifically observed in the context of digital manufacturing and production organisations. Leadership support was a moderator of the relationship between PEOU/PU and the intention to adopt AI. In this study, TOE was used as the antecedent, and TAM was used as the process. The consequence was the intention to adopt AI. The bootstrapping procedure was adopted with PLS-SEM analysis for hypothesis testing using Smart PLS. The sample size of 340 and only the Indian context used for analysis may be inadequate for generalisation. Survey responses were obtained from non-adopters of AI. Vulnerable issues of privacy and security were not considered. Models other than TAM might have been evaluated.

According to Kinkel, Baumgartner, and Cherubini (2022), a recent analysis based on the TOE model revealed that the key determinants of AI adoption in manufacturing were organisational variables, including proficiency in digital skills, company size, and R&D investment. Their findings indicate that companies that are research-focused, knowledge-driven, and service-oriented are more likely to implement AI technologies at both their domestic and international production facilities. In this study, a cross-national survey of 655 representatives of manufacturing firms eliminated the limitations of sample size.

From a review, Yu, Xu, and Ashton (2023) showed that the antecedents of AI adoption and application included the personnel subsystem, technical subsystem, organisational structure subsystem and environmental factors. The consequences of AI adoption and application included individual, organisational, and employment-related outcomes. The sociotechnical theory was used as the theoretical basis.

According to Rosales et al. (2020), despite some negative impacts, most sectors in the Philippines adopted AI, as it could help employment generation if properly trained. The detrimental effects of AI could be compensated. Sufficient understanding of the benefits of AI by everyone seemed to be necessary. The demands of industries could be met with the cooperation of the public and private sectors, the government, and the academic community. This was essential for imparting the correct skill sets to the current employees and the job seekers.

From cross-sectional semi-structured interviews of 14 purposively sampled AI experts in research, development and business functions, Uren and Edwards (2023) noted that data readiness and technology readiness were required to achieve long-term operational success with AI. Innovative organisations should build bridges between technical and business functions. A sociotechnical systems approach was used as the theoretical framework. Limitations included an exclusive focus on AI. Technology Readiness Levels were used as a benchmark against which the experts could align their experiences. Here, too, an extended version of the people, process and technology model of AI adoption was used.

Wamba-Taguimdje et al. (2020) measured the impact of AI integration on firm performance using a four-step approach. This approach consisted of an analysis of AI and AI concepts/technologies, an in-depth exploration of case studies across many industrial sectors, a collection of data from the databases (websites) of AI-based solution providers, and a review of AI literature to identify their impact on the performance of organisations highlighting the business value of AI-enabled projects transformation within organisations. The theory of IT capabilities was used to capture the influence of AI business value on firm performance at the organisational and process levels. The study showed various benefits of

AI, especially its impact on performance at both the organisational (financial, marketing, and administrative) and process levels. This happens only when organisations use AI to reconfigure processes. The use of only a few case studies and the absence of cost analysis or duration of AI implementation are the limitations of this study.

**AI adoption across sectors and business functions- Factors**

Cubric (2020) reviewed 30 reports and found that they extensively discussed the implementation of AI in various industries, such as healthcare, information technology, energy, agriculture, the apparel industry, engineering, smart cities, tourism, transportation, and various management and business areas including HR, customer service, supply chain, health and safety, project management, decision support, systems management, and technology acceptance. Motivating forces for the utilisation of AI in various industries included financial considerations, while the hindrances that were encountered were mostly related to practical constraints such as access to information and adaptability of systems. Additional social concerns involved the growing reliance on non-human entities, employment stability, limited understanding, well-being, reliability, and the absence of diverse viewpoints from various stakeholders. However, the potential effects of AI integration on humanity, businesses, and society as a whole were only thoroughly evaluated in the context of healthcare administration. Most reviews recommended an increased focus on social aspects of AI, more rigorous evaluation, use of hybrid approaches (AI and non-AI) and multidisciplinary approaches to AI design and evaluation. However, systematic reviews were rare. Limitations included a small overlap of duplication in primary studies, leading to skewed reporting on some research questions. There was a mismatch between the research questions in this study and those in the reviewed papers, making information extraction from these papers time-consuming. Many topics dealt with in the reviewed papers were outside the B&M domain. Only one person selecting and reviewing can lead to subjective bias. Reviews meant to discuss different techniques, including those of AI, were excluded from this paper, thus reducing its scope.

**AI integration and its antecedents in specific sectors**

Chen, Li, and Chen (2021) identified the external environment, organisational capabilities, and innovation attributes of AI as the success factors impacting AI adoption in the Chinese telecom sector.

Based on a review, Chan-Olmsted (2019) concluded that in the media industry, AI has permeated the eight areas of audience content recommendations/discovery, audience engagement, augmented audience experience, message optimisation, content management, content creation, audience insights, and operational automation.

The incorporation of digital technology in the healthcare industry has resulted in an increase in communication platforms and avenues for customer interaction. The concept of omnichannel integration quality (OIQ) strives to offer a smooth and efficient service across various channels, with the assistance of artificial intelligence (AI) playing a crucial role in its implementation. Abadie et al. (2023) used resource-based views and sociotechnical systems as theoretical bases to develop a theoretical model. The effectiveness of the model was evaluated by conducting a survey of 170 healthcare workers from Ghana. The authors emphasised the significance of creating plans to convert organisational resources into abilities, particularly by prioritising the interaction between employees and technology for successful omnichannel management and integration.

Despite the enormous potential of AI, many public organisations struggle to adopt this technology. Neumann, Guirguis, and Steiner (2023) addressed this issue using the TOE framework in a comparative case study of eight Swiss public organisations. The importance of technological and organisational factors varied depending on the organisation's stage in the adoption process. On the other hand, environmental factors were generally less critical. This study advanced the theoretical understanding of the specificities of AI adoption in public organisations throughout the different adoption stages. Limitations include all cases being Swiss and not distinguishing between different types of AI applications in the public sector, thereby affecting broader generalisation, especially beyond Switzerland and other developed countries.

In their study, Rodríguez-Espíndola et al. (2022) employed PLS-SEM to analyse data from 117 operation managers working in UK manufacturing companies. Their study aimed to evaluate a new behavioural model that investigates the assimilation of big data, artificial intelligence, cloud computing, and blockchain in risk management from the viewpoint of these managers. Results revealed that digital transformation maturity, market pressures, regulations, and resilience have a significant influence on the perceived usefulness and adoption of these technologies for risk management in business operations.

A review by Rathore (2023) identified three AI-enabled practical and scalable applications at different levels of the fashion industry. AI-enabled product design, in which AI is used for pattern making and material selection in product design enables businesses to understand customer preferences quickly, create more fashionable items, and reduce lead time. AI-enabled customer segmentation helped businesses better understand customer needs and tailor marketing and product connections to the various customer segments. AI-enabled real-time pricing optimisation helped businesses respond to market trends more quickly and react to customer behaviour rapidly.

Khan and colleagues (2023) put forth a value-oriented theoretical framework to facilitate the integration of AI in traditionally risk-averse industries through the development and evaluation of AI adoption strategies. The framework consisted of functional and conditional values as predictors. These were meant to assess the industrial AI's fitness to the conservative industry needs. Service reliability was taken as a moderator to assess the impact of AI acceptance’s intention on its consistent use in routine operations in conservative industries. The model was tested using a survey of 480 samples from Pakistani construction and oil gas industries. The functional value was a significant predictor of proceeding with AI transformation in conservative industries. The other process variables like price value and performance expectancy drove AI acceptance intention in the conservative industry. Service reliability was necessary for the sustained use of AI in conservative industries. The theory of consumption value and the unified theory of acceptance and use of technology were used as theoretical frameworks.

**AI-decision support systems and for operations management**

Gupta et al. (2022) reviewed the existing research on AI integration into decision support systems (DSSs) in operations research. AI has contributed to decision-making in operations research (OR). This review presented synergies, differences, and overlaps in AI, DSSs, and OR. Aspects related to theory-building and application-based approaches, along with taxonomies based on the AI, DSS, and OR areas, have been discussed. The review included prognostic capability, exploitation of large data sets, number of factors considered, development of learning capability, and validation in the decision-making framework.

To explore the feasibility of AI utilisation within an organisation on six factors of job fit, complexity, long-term consequences, effect towards use, social factors, and facilitating conditions for different elements of operations management (OM), Grover, Kar, and Dwivedi (2022) used the collective intelligence of experts on Twitter and review of literature. Based on the results, guidelines were given for managers to apply AI in different aspects of OM using a roadmap. The findings are applicable based on limitations of the data sources, namely, analysing only what has been published.

Business-to-Business (B2B) firms

The content analysis of 59 papers by Chen et al. (2022) revealed two key drivers of AI adoption by B2B firms: the shortcomings of current marketing activities and the external pressure imposed by informatisation. Seven outcomes were identified. They were efficiency improvements, accuracy improvements, better decision-making, customer relationship improvements, sales increases, cost reductions and risk reductions. Information processing theory and organisational learning theory (OLT) were used in this study.

The use of AI has grown in the field of partner relationship management (PRM), which refers to the methods, tools, strategies, and online capabilities that a B2B company utilises in order to effectively manage its relationships with partners, resellers, and other third-party entities. By integrating artificial intelligence (AI) into PRM through AI-CRM and AI-PRM, businesses are able to automate tasks and operations, reducing the potential for human error and enabling them to process data at a faster and more precise rate. In an effort to understand the prerequisites for a B2B organisation's adoption of AI-PRM and its influence on overall business value, Chatterjee et al. (2023) have proposed a conceptual model based on the Dynamic Capability View (DCV) and absorptive capacity theory. The model was tested on 427 B2B firms using structural equation modelling. AI-PRM integration improved the performance of these firms through improvements in customised partner services and partner engagement, which in turn yielded business value. DCV may not have been an appropriate theory due to its context insensitivity. PRM may not be the only way to improve B2B relationships. The effect of AI-PRM on quality and satisfaction was not studied.

Polisetty et al. (2023) tested a conceptual model of AI adoption using a survey of 866 Indian SME managers. All the AI enablers, except perceived benefits and role clarity, significantly impacted AI readiness. AI ethics, the moderator, was significant between perceived benefits, role clarity, perceived trust, and competitive advantage. TOE framework was used for the model.

Facilitators, benefits, and constraints for AI adoption (Objective 3)

Companies benefit considerably by using AI to reduce lead times, uncover fresh customer insights, revolutionise customer service standards, and deliver unparalleled personalised experiences. A rigorous review by Allioui and Mourdi (2023) showed the potential advantages, challenges, and untapped possibilities due to AI adoption and implementation.

In a discussion paper, Ransbotham et al. (2019) highlighted that AI promised rewards but with risks. Competitors can figure out how to use it successfully before an organisation does. The 2019 MIT SMR-BCG Artificial Intelligence Global Executive Study and Research Report showed that early AI winners were focused on organisation-wide alignment, investment, and integration.

Traditional challenges dominate the adoption of AI by organisations. Humans, as social beings, are interested in the convenience offered by technology and in the social and economic effects of technology on the social relevance of the individual. The principles of sociotechnical systems in functional aspects of organisations need to be understood to reduce the negative responses to technology adoption and promote competitiveness and sustainability. In a discussion paper, Nwankwo et al. (2021) highlighted the adoption of these emerging technologies in the formal sector and their socio-psychological and systematic implications. The technology acceptance and sociotechnical models were used to point out how an organisation could explore the benefits of these models in a fast-changing technology society.

Pan et al. (2022) integrated the technology, organisation, and environment (TOE) model with the transaction cost theory to better understand the facilitators and constraints of companies' AI adoption behaviour during employee recruitment. Survey results from 297 Chinese companies showed that companies' perceived complexity toward AI constrained AI adoption, while technology competence and regulatory support encouraged AI adoption. There was a moderating effect of transaction costs on the influential power of technological complexity and organisations' technology competence. The use of IT-intensive industry and firm size may not be the correct proxies for organisation and environment, as conflicting results have been reported with their use as proxies. AI may not be the only high-tech tool for HRM. National and cultural differences in AI usage could not be accounted for in this study.

A holistic, multi-dimensional AI maturity model was proposed by Yams et al. (2020). The model described the essential conditions and capabilities necessary to integrate AI into current systems and guided organisations on their journey to AI maturity. It explored how various elements of the innovation management system could be enabled by AI at different maturity stages. Two important phases of experimentation were distinguished: 1) an initial phase centred on improving and gradually innovating, and 2) a more advanced phase where AI serves as a catalyst for major innovations. The application of AI can promote the democratisation and widespread adoption of innovation across organisations. The stages of AI maturity given by the authors are foundational, experimenting, operational, enquiring, and integrated. AI support for innovation management systems is provided for innovation context, innovation leadership, innovation operations, innovation support, and innovation performance.

Bhalerao et al. (2022) conducted a literature review to examine the limitations and advantages of implementing AI in SMEs. They identified key barriers, including lack of AI skills among employees, limited funding, small organisational size, entrepreneurs' mindsets, and insufficient awareness of AI benefits and data quality. AI tools tailored to the needs of SMEs can improve decision-making, employee recruitment and retention, inventory management, customer acquisition and understanding of consumer behaviour, and protection against cyber threats.

**The challenge of Covid-19**

The literature has reported significant job losses amid the COVID-19 pandemic. To address the rising unemployment in MSMEs, the use of AI-powered intelligent workforce management (WFM) has been emphasised by Kumar et al. (2022). They proposed and tested a conceptual framework that focuses on three key areas for the adoption of AI-powered WFM in MSMEs: (a) managing workforce risks, (b) enhancing business and marketing strategies, and (c) facilitating information exchange. A survey of 307 employees from Indian MSMEs was conducted and analysed using SEM to test six hypotheses. The findings suggest that implementing AI-powered WFM can lead to revenue growth, reduced workforce risks, efficient business and marketing, and secure information exchange. It is recommended that MSMEs utilise AI in information sharing to manage workforce risks effectively, improve business and marketing, and implement intelligent workforce management to drive economic growth.

**Solutions to AI challenges (Objective 4)**

Laut, Dumbach, and Eskofier (2021) used the TOE framework and combined the AI characteristics 'automation – augmentation' and 'product or service – process' model with the organisational and environmental characteristics: differentiation strategy, resources, entrepreneurial orientation, and network support. A survey of 104 top-level and middle-level managers, as well as IT experts, was conducted. The data were analysed using fuzzy set Qualitative Comparative Analysis (fsQCA). Four different solutions emerged to explain the adoption of AI. They were internal integrators, supportive providers, powerful innovators, and rising enthusiasts. Organisations adopting AI had an explicit focus on AI characteristics. Configurational thinking within the adoption was essential. Limitations include broad-based AI definition preventing differentiation between AI technologies and focusing only on European organisations, limiting the generalisability of results.

Some other possible solutions to specific challenges are listed below-

1. To handle the real-time extensive variety of data sources, formats, and volumes, AI-driven big data analytics can be used.

2. The mitigation of bias and the promotion of fairness in AI systems necessitates vigilant monitoring, ongoing improvement, and the integration of a wide range of perspectives.
3. A comprehensive change management strategy is fundamental to alleviate the perceptions of AI by employees as a threat and convince them that AI is to be used entirely as a data management tool. This entails establishing a work environment that acknowledges values adaptation and ongoing learning.
4. To ensure the interpretability and explainability of AI and to establish trust in AI, standard operating procedures, expansion of the accessibility to models, and showcasing instances from the actual world need to be adopted.
5. Collaboration between researchers and practitioners is crucial to establishing pertinent measures that properly quantify the impact of artificial intelligence on business objectives. Additionally, an examination of the significance of metrics that are special to industries and their applicability in diverse sectors might enhance the comprehensiveness of this investigation.
6. To mitigate the absence of consistent evaluation metrics, we suggest the establishment of industry-specific technological benchmarks. These benchmarks can be established by joint endeavours involving researchers and industry practitioners.
7. A complete data governance structure augmented with AI algorithms needs to be adopted.
8. An ethical approach with responsible AI behaviour is offered, in which the development of AI integrates algorithms specifically designed to promote fairness. Sophisticated algorithms such as explainable AI (XAI) methodologies, encompassing LIME and SHAP, can be implemented to enhance the transparency and interpretability of AI models.
9. To enhance the efficacy of collaboration between humans and machines and to tackle skill gaps, jobs and responsibilities can be redefined to enhance the collaboration and effectiveness between human employees and AI technologies. Furthermore, the utilisation of algorithms in personalised learning and recommendation systems has the potential to augment the efficacy of training programs.
10. Other areas like AI-driven innovation, AI-integrated DSS, and industry-specific AI applications need further research and collaboration between researchers and practitioners.

**Discussions**

Four objectives were set for this review. The first two objectives were covered in five sections. The third objective was covered in two sections. Objective 4 was covered in one section.

There were 19 papers covering objectives 1 and 2. Topics relevant to AI adoption, its impact, factors determining AI adoption, and some challenges were dealt with to achieve these two objectives.

A rising trend in AI adoption across sectors and functions was reported by most papers. Financial, healthcare, and retail sectors led the way. Some difficulties associated with AI adoption were data complexity, bias, ethical issues, human-machine collaboration, interpretability, and the lack of standardised evaluation metrics. The papers dealing with objective 4 proposed solutions for these problems, which have been listed briefly.

Most authors used the TOE framework to explain their results. Some authors also used other theories like sociotechnical theory, RBV, and dynamic capabilities.

Many studies had methodological limitations, reducing the scope of their generalisability.

There were seven papers dealing with the topics of benefits, facilitators, and constraints as per objective 3. These papers reported various benefits of AI adoption for the organisation, its employees, and other stakeholders. Both positive and negative factors of AI adoption have been identified. Negative factors like fear of job loss lead to employee resistance to AI adoption. The challenges to employment due to the COVID-19 pandemic were discussed in one paper.

Suggestion of solutions to the challenges and problems identified in this review was Objective 4. Based on the reviewed papers, a series of solutions have been listed.

Conclusions

The integration of artificial intelligence into modern business operations signifies a fundamental transition in the corporate landscape. This paper examines the complex and diverse effect of AI on various business aspects, including efficiency and decision-making, consumer experience, and innovation. It has provided helpful information to businesses navigating the intricate terrain of AI integration through a comprehensive analysis of barriers and proposed solutions.

AI integration rates have been gradually rising, with finance, healthcare, and retail sectors leading the way. However, this integration is not devoid of complexities. The difficulties associated with data complexity, bias, ethical issues, human-machine collaboration, interpretability, and the lack of standardised evaluation metrics were exhaustively analysed.

Several novel solutions were proposed to resolve these obstacles. These solutions included frameworks for data governance, ethical AI design, frameworks for human-AI collaboration, explainability and interpretability tools, and contextualised evaluation metrics. Every solution was meticulously constructed to address the unique obstacles posed by the integration of AI into business operations.

Further research into the capacity of AI integration in smaller businesses and startups may reveal inclusivity measures. Researching AI integration in developing industries and its impact on sustainability may be useful. The lack of study on AI integration in small and medium-sized firms (SMEs) allows future studies to examine this vital and often disregarded part of the business environment.

Long-term studies on AI integration's social effects and AI-powered decision support tools for corporate executives could help us comprehend AI's transformative potential. This study lays the groundwork for future research on AI integration in business processes. Future studies might address these research topics using different approaches to bridge the gap in knowledge regarding the intricacies of artificial intelligence integration in small and medium-sized enterprises (SMEs). These insights would guide governments, business organisations, and small and medium-sized enterprises (SMEs) in making well-informed decisions regarding deploying artificial intelligence (AI) and maximising its advantages.

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