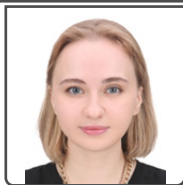
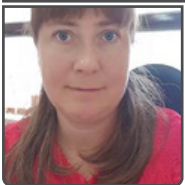


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Roles and perspectives of AI in small enterprise development strategy

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Wide range of industries recognize ecosystem as a crucial part to create and sell a value for customers through a specific set of business processes run within it. Powered by possibilities of information technologies, companies are ready to reduce possible costs of each operation so that innovations become a core element. According to Harvard Business Review [April, 2016], business players are relying on platforms, services, and solutions as a key strategy to achieve profitable growth. Such platforms can be digital solutions that connect different groups of users or customers, providing new sources of value creation, revenue streams, customer engagement, and operational efficiency. The most interesting solutions during last year global wide are presented by Artificial Intelligence (further-AI). By embracing AI business models, companies wish to unlock new opportunities for growth and differentiation in an increasingly competitive market. However, the attempt at ecosystem innovation can become a costly failure if not implemented properly.

As evidenced by the comprehensive analysis presented, AI technologies not only enhance operational efficiency but also facilitate strategic decision-making, enabling small enterprises to thrive in an increasingly competitive global landscape. By embracing AI-driven solutions, small businesses can harness the power of data analytics, automation, and intelligent algorithms to drive innovation, optimize processes, and enhance customer experiences. The insights shared in this paper underscore the transformative potential of AI, emphasizing its capacity to empower small enterprises, foster economic growth, and pave the way for a future where innovation and sustainability are at the forefront of business endeavors.

Biography:

Associate Professor at Korea University of Technology and Education. Since 2015 she published more than 20 research papers and academic books in the field of industrial management. She contributes in several international research projects (EU, South Korea, China) and gives visiting lectures in different areas of management. She is member of EURAM, IEEE, ITEA professional communities; reviewer of IBIMA publishing; session chairman of SGEM conferences. Her major interests are innovation management, international business and global technology transfer models.

Two and a half years of assistance experience in Corporation holding company that runs business in Industrial and soft-solutions field.

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In 2022 we published a research paper "Behavioral Model Deployment for the Transportation Projects within a Smart City Ecosystem: Cases of Germany and South Korea" in "Processes" (SCOPUS) journal.