

## Influence of Artificial Intelligence (AI) on firm performance: The business value of AI-based on transformation project

This article is taken from the "Emerald Insight" website, featuring a passage from the book by Serge Wamba-Taguimde, Samuel Fosso Wamba, Jean Robert Kala Kamdjoug and Chris Emmanuel Wanko entitled "Business Process Management Journal". The book was published on November 2, 2020 and the article was published on May 12, 2020.

The main aim of this article is to analyze the influence of artificial intelligence on business performance. To carry out this analysis, the authors based themselves on a study. This study focused on 4 main guidelines:

- Analysis of AI concepts and technologies,
- In-depth exploration of case studies from a wide range of industrial sectors,
- Data collection from websites and suppliers of AI-based solutions.
- The review of AI literature to identify their impact on organizational performance.

### Study result:

Artificial intelligence can offer an interesting and important range of technologies for a company. Today, artificial intelligence can facilitate and optimize certain repetitive tasks, such as machine translation, chatbots and self-learning algorithms.

Where artificial intelligence comes into its own in a business context is in its ability to enhance the effects of optimizations, information, and transformations. It is also an excellent resource in its ability to interact with humans and provide them with solutions. AI is often used in a company's after-sales service, for example with chatbots.

From a broader perspective, AI can be used to improve performance capabilities in various sectors (marketing, finance, administration...), and thus gain commercial value in comparison with companies in the same field of activity.

The result of the study underlines the fact that an organization can only achieve performance with AI when it uses their technological functionality to reconfigure their already existing processes. Furthermore, AI should be seen as a set of combinations of many different IT configurations, enabling a company to be more competitive and better understand the expectations of future projects.