

## Business Process Analysis

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The various articles examine the integration of AI in different areas such as business-to-business (B2B) marketing, manufacturing, business analytics and organizational operations. They highlight the importance of data governance, transparency and accountability in the use of AI to ensure positive and ethical outcomes.

In the context of integrating AI into business process management, it enables the automation of repetitive tasks, improved customer service and data analysis for informed decision-making. However, its adoption can be hampered by challenges such as a lack of consensus on its application and the risks associated with data quality and governance. AI also plays a crucial role in detecting and preventing information security threats, using techniques such as predictive analytics, anomaly detection and contractual explanations. AI decisions need to be understood and explained to ensure transparency, accountability and trust.

AI models need to be designed in a more explainable way using methods such as LIME and SHAP, which provide human-understandable explanations for black-box models. This helps to increase transparency and confidence in its use.

Secondly, the integration of AI into business methods is having a real impact on its productivity. Many companies are realizing its transformative effects on value creation, service delivery and their profitability. However, many companies are finding it difficult to effectively integrate AI into their operations and business models. Several solutions exist and are being experimented with to make AI integration more accessible and effective, with models such as manual machine learning or autoML solutions being tested to see which would be most suitable.

AI offers real benefits but also has limitations when integrated into business processes, indeed we can highlight issues and competitive disadvantages associated with poor governance in business analytics systems, leading to poor data quality and inadequate employee training, which can result in the adoption of opaque AI solutions posing risks to businesses and negatively impacting operational efficiency.

Companies need to remain open to innovation and be able to integrate new technologies to stay competitive in their markets. However, it is vital that companies retain a certain degree of autonomy and do not plunge into total dependence, as AI has its limits.