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Paper Title:

Implementation of Artificial Intelligence (AI): A Roadmap for Business Model Innovation

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Keywords specific to the paper: Business Process Modeling and AI, Business Model Innovation, Business Modeling

The article discusses how artificial intelligence (AI) is transforming industries globally, providing significant opportunities for value creation and competitive advantage. AI systems, with their ability to autonomously perform tasks based on data and analysis, are generating excitement across various industries. However, many companies struggle to translate technological advances into business gains due to barriers in technology, culture and strategy. To bridge this gap, the article explores business model innovation (BMI) challenges and opportunities related to AI implementation. It offers a framework to guide practitioners in navigating the complexities of AI integration and identifies areas for future research.

The study follows a literature review approach, using search engines such as Scopus to identify relevant research articles. Combinations of keywords like “artificial intelligence,” “business model innovation,” and “digital transformation” were used. The selection process included three main steps: conducting a search on Scopus, sorting the articles based on quality and relevance criteria, and reviewing the articles for their value.

The article presents key findings from current research on AI business models and proposes a four-step roadmap for successful AI implementation:

- Understanding AI and organizational capabilities: This step involves assessing AI characteristics and organizational capabilities, addressing challenges such as transparency and employee trust, improving data management and security.
- Understand current business models and the role of the ecosystem: Analyze existing business models, identify opportunities for innovation and understand the role of the company in the ecosystem.
- Develop and refine capabilities for AI implementation: Improve organizational capabilities based on insights from current business models and customer needs, with a focus on strategic, technology, data capabilities and security.
- Achieve organizational acceptance and develop internal skills: Promote organizational acceptance of AI through initiatives such as executive pilots and AI training, collaborate with partners to build understanding of AI applications 'AI, and establish feedback loops for continuous improvement.

By following these steps, organizations can effectively implement AI-driven business models while addressing challenges and maximizing opportunities for success. The roadmap incorporates challenges such as transparency issues, employee trust, and analog processes to ensure a comprehensive approach to AI integration.