Benatek Zaky

M2 GIT : 21807343

**Article synthesis:**

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

*By Wiebke Reim, Josef Åström and Oliver Eriksson*

The article provides an in-depth analysis of the role of artificial intelligence (AI) as **a catalyst for business model innovation (BMI)** and digital transformation within industries. It emphasizes the need to understand AI and the organizational capabilities necessary for successful digital transformation. The progress in AI technology has created a hype among industries, leading to heavy investments but often with limited business gains. Challenges identified include transparency issues, lack of employee trust in AI, analog processes, and misunderstandings of AI, which can impede successful implementation.

To address these challenges, the article outlines a **four-step roadmap** for AI implementation. The first step involves understanding AI and organizational capabilities. This includes evaluating the firm's readiness for AI, digitizing analog processes for data collection, and addressing the transparency issue by assessing risks and opportunities.

The second step focuses on understanding the current business model, potential for BMI, and the firm's role within the business ecosystem. This step involves evaluating customer relations, value creation, and alignment with ecosystem partners to identify opportunities for AI application.

The third step is to develop and refine the necessary capabilities for implementing AI. This includes strategic, technology, data, and security capabilities. Strategic capabilities involve digital transformation strategies, while data capabilities focus on robust data collection and management. Security capabilities are essential due to the sensitive nature of data in AI operations.

Finally, the fourth step is to reach organizational acceptance and develop internal competencies. This involves educating employees through executive pilot projects, AI-team formations, broad AI training, and developing an AI strategy. The emphasis is on fostering organizational acceptance through clear communication and feedback loops.

The article underscores the importance of **continuous evaluation and feedback loops in the AI implementation process**. It suggests that collaboration with ecosystem partners and continuous communication with stakeholders are crucial for success. The roadmap presented in the article provides a structured approach for firms looking to implement **AI as a catalyst** for BMI. By addressing challenges, building necessary capabilities, and fostering organizational acceptance, firms can leverage AI to drive digital transformation and business model innovation effectively.