Business Understanding

Companies are exploring this possibility, as this may bring advantages in a competitive market and better resource management in operational efficiency, cost reductions, and enhanced customer experience.

Stakeholders:

This analysis stresses how different stakeholders are impacted by AI integration in SMEs (Small and Medium Enterprises) and what their main interests and needs are.

- **Possible Wins for SMEs:**

By adopting third-party AI tools, SMEs can grow in multiple areas:

Short-Term Wins:
- Enhanced Decision-Making: AI analytics provide data-driven insights, leading to better and faster business decisions.
- More closed Task Completion: AI can eliminate blockages, allowing tasks to be completed more efficiently.

Long-Term Wins:
- Sustainable Growth: AI promotes innovation, helping SMEs stay competitive in the long run.
- Employee Retention: Reducing everyday tasks may increase job satisfaction, and could lead to better employee retention.

Investors and Venture Capitalists:
- Interest: Investors are on the look to understand how AI integration impacts the SME's profitability and growth potential.
- Benefits: The research will offer insights into how AI can enhance efficiency, and drive growth.

Needs:
- profits: Demonstrated benefits like increased profits and operational efficiency.
- Growth Potential: Confidence that AI will support long-term scalability.
- Risk Mitigation: Understanding how AI helps reduce costs and minimise operational risks.

Customers/Clients of SMEs:
- Interest: They are affected by how AI influences product or service quality, efficiency, and potential errors.

- Benefits: It provides transparency on how AI impacts service quality, delivery times, and overall customer experience.

Needs:

- Service Quality: Ensuring AI improves products/services without compromising personalisation.
- Efficiency: AI should lead to faster, more accurate service.
- Explainable AI: Including explainable AI methods for transparency, error detection (prevent lawsuits due to lack of transparency)
- Trust in Automation: Confidence that AI is used transparently and that customer data is handled properly.

Labor Unions and Worker Advocacy Groups:
- Interest: These groups are concerned about AI's impact on job security, wages, and working conditions.
- Benefits: It offers a deeper understanding of how AI affects jobs and working conditions, helping them craft policies that protect workers.

Needs:

- Job Security: Clarity on whether AI enhances or threatens job roles.
- Fair Wages and Conditions: Ensuring AI doesn't negatively affect wages or working conditions.
- Career Progression: AI should provide upskilling opportunities, not just replace jobs.

Government and Policymakers:
- Interest: Governments are focused on regulating AI use, promoting innovation, and protecting jobs.
- Benefits: It gives data-driven insights on AI's impact on employment and productivity, which could influence policy and support for digital transformation.

Needs:

- Regulatory Frameworks: AI regulations to protect data, employment, and innovation.
- Labour Market Impact: Understanding how AI affects job roles and SME competitiveness.
- Promoting Innovation: Creating policies that enable AI adoption while balancing socio-economic effects.

AI Developers and Data Scientists:
- Interest: AI developers are interested in real-world challenges that SMEs face, as this can inform future AI tool development.
- Benefits: The findings help refine AI platforms and tools to meet the specific needs of SMEs.

Needs:

- Real-World Use Cases: Practical examples to guide AI development.
- Tool Improvement: Insights into the features SMEs need most.
- Algorithm Feedback: Understanding how AI performs in SME environments, helping developers improve their solutions.

Business Consultants and AI Implementation Specialists:
- Interest: These stakeholders advise SMEs on digital transformation and want practical insights into AI adoption.
- Benefits: It provides concrete examples of successful AI integration, helping them better serve their SME clients.

Needs:

- Actionable Insights: Examples they can apply when advising SMEs.
- Overcoming Barriers: Strategies to tackle challenges like employee resistance or high costs.
- Explainable AI: Including explainable AI methods for transparency, error detection (prevent lawsuits due to lack of transparency)
- Best Practices: Proven methods for smooth AI integration in SMEs.

Suppliers and Supply Chain Partners:
- Interest: Suppliers want to understand how AI might change their relationships with SMEs, particularly regarding automation and efficiency.
- Benefits: It sheds light on how AI-driven automation might affect supply chain processes.

Needs:

- Operational Changes: Insight into how AI affects order management and communication.
- Supply Chain Efficiency: AI should help streamline interactions with SMEs.
- Adaptation Strategies: Guidance on adjusting to AI-driven changes in SME operations.

Media and Industry Analysts:
- Interest: Media outlets and analysts track trends, case studies, and data on AI's role in SMEs.
- Benefits: Provides trends and data that can create reports on AI in business.

Needs:

- Trends and Case Studies: Success stories and emerging trends.
- Data and Insights: Hard data on how AI is transforming productivity and costs.

University AI and Business Departments:

- Interest: Academic institutions are interested in real-world AI applications for teaching and research.
- Benefits: It provides case studies that connect academic theory to industry practice.

Needs:
- Practical Applications: Real-world examples to keep curricula relevant.
- Collaboration Opportunities: Potential partnerships with SMEs for research and internships.
- Research Contributions: Data and insights for academic studies.

Scholarly Journals and Conferences:
- Interest: AI and business journals are interested in the impact of AI on SMEs, especially regarding productivity and employee satisfaction.
- Benefits: Your research could fuel academic discussions on AI and its role in business transformation.

Needs:
- Original Research: New findings on AI's impact on SMEs.
- Data-Driven Insights: Empirical data to support theoretical discussions.
- Emerging Trends: Explorations of the challenges and opportunities of AI adoption.

Power grid:

Key Players (A) (High Power, High Interest)

- **Investors/Venture Capitalists**: They have high power due to their funding role and are highly interested in seeing positive results from AI adoption.
- **Labor Unions/Worker Advocacy**: They can influence regulations and policies that affect AI implementation. Their interest is high due to concerns about job security.
- **Government and Policymakers**: They have high regulatory power and need to ensure AI is being implemented ethically and legally while promoting innovation.
- **AI Developers/Data Scientists**: Although they don't control the business decisions in SMEs, they are key players in shaping AI tools that will affect SMEs. Their interest lies in seeing AI applied effectively.
- **Business Consultants/AI Specialists**: They guide SMEs in implementing AI and have a direct impact on the success of these projects.

Keep Satisfied (B) (High Power, Low Interest)

- **Suppliers/Supply Chain Partners**: Their operational role gives them power, but they may not be deeply invested in the specifics of AI implementation. Keeping them satisfied ensures smooth operations.

Keep Informed (C) (Low Power, High Interest)

- **Customers/Clients of SMEs**: They have a vested interest in how AI impacts the service they receive, even if they don't directly influence SME decisions.
- **University AI and Business Departments**: While they don't have much power over SMEs, they are interested in real-world applications of AI for academic purposes.
- **Media and Industry Analysts**: They track trends and influence public opinion but don't directly control AI adoption in SMEs.
- **Scholarly Journals and Conferences**: Interested in AI developments in SMEs but are more passive participants in the adoption process.

	Stakeholder Group	Power	Interest	Positioning	Engagement Strategy
0	Investors and Venture Capitalists	High	High	A	Engage directly with transparent data on ROI, growth potential, and risk mitigation. Provide regular updates.
1	Customers/Clients of SMEs	Low	High	C	Ensure clear communication on product/service quality and efficiency improvements. Build trust on data handling.
2	Labor Unions and Worker Advocacy	High	High	A	Involve in discussions on job security, wages, and conditions. Address upskilling and career progression concerns.
3	Government and Policymakers	High	High	A	Provide data-driven insights to inform policies that protect jobs and promote innovation. Assist in shaping regulations.
4	AI Developers and Data Scientists	Medium	High	A	Share real-world use cases and algorithm feedback to help developers refine AI tools for SMEs.
5	Business Consultants/AI Specialists	Medium	High	A	Offer actionable insights and best practices for AI adoption. Collaborate to overcome barriers.
6	Suppliers and Supply Chain Partners	Medium	Medium	B	Provide updates on operational changes due to AI. Ensure they can adapt to AI-driven shifts in supply chain processes.
7	Media and Industry Analysts	Low	High	C	Supply case studies and trends on AI in SMEs. Offer emerging data to fuel reports and articles.
8	University AI and Business Departments	Low	High	C	Provide practical applications of AI integration in SMEs. Engage in research partnerships with SMEs.
9	Scholarly Journals and Conferences	Low	Medium	C	Offer original research and data-driven insights. Present at conferences and submit papers to journals.