Question 1: Considering the challenges involved in adopting Artificial Intelligence (AI) in business systems, as a company manager, how would you prepare your organization to use AI?

Answer: As a manager, I would begin by identifying the organizational areas where AI can create the most value, such as customer service, marketing analytics, and operational efficiency. Before implementation, I would evaluate existing data quality, infrastructure readiness, and staff skill levels.

Employee training and awareness programs would help reduce resistance to change and build a culture of innovation. I would ensure that data privacy, ethical AI use, and transparency are built into every process.

Starting with small pilot projects would allow gradual adaptation and help measure success before full-scale integration. Collaboration between technical experts, business leaders, and employees would ensure that AI tools align with strategic goals and truly support decision-making within the organization.

Question 2: Take your own organization as an example and answer:
 a) Which jobs and processes are most affected by digital transformation?
 b) Has the use of AI caused any disruption in your industry?
 c) Has your organization's knowledge chain improved through new technology?

a) Digital transformation has significantly reshaped a wide range of roles and processes. Administrative tasks have become automated through accounting and HR software; marketing now relies on data-driven campaigns and social media analytics; and supply chain operations are optimized using digital tracking systems.

Customer engagement has shifted toward digital channels — for instance, using chat systems, online surveys, and CRM platforms to personalize service. Even internal communication has evolved with collaboration tools such as Microsoft Teams, Slack, and project management platforms that improve coordination and accountability.

b) The introduction of AI has indeed created disruption across many industries. AI-powered chatbots have replaced first-level customer support, recommendation algorithms are transforming sales strategies, and predictive maintenance systems are reducing downtime in manufacturing.

While this automation has improved efficiency, it has also required a shift in employee roles — emphasizing analytical thinking, creativity, and technical literacy. Companies are adapting by reskilling workers and redefining job structures to work alongside AI systems rather than compete with them.

c) Yes, the organization's knowledge chain has improved remarkably through technology. Cloud computing, enterprise knowledge management systems, and AI-driven analytics have streamlined how information is collected, stored, and shared.

Teams can now access real-time insights and collaborate across departments more efficiently. This has fostered innovation, reduced duplication of work, and improved decision-making quality. The overall result is a more connected, agile, and data-informed organization that continually learns and adapts.