

EPM ASSIGNMENT NO 1

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SECTION: C

Case Study 1: Working with AI

1-13. Machines enhance work by assisting in data analysis, automating repetitive tasks, and improving decision-making rather than replacing employees.

1-14. AI might automate routine tasks, allowing managers to focus on strategy, leadership, and human interactions.

1-15. Skills like critical thinking, emotional intelligence, creativity, and complex problem-solving are least likely to be automated.

1-16. Continuously improve problem-solving, leadership, creativity, and adaptability to stay valuable in a world with AI.

Case Study 2: Nike Inc.

1-17. Nike personalizes customer experiences using digital data, direct sales, and exclusive products.

1-18. Introduce AI-powered recommendations, virtual try-ons, and more personalized in-store experiences.

1-19. Nike Live combines convenience (online) with physical interaction (in-store), enhancing customer engagement. This hybrid model is likely to succeed.

1-20. Companies in 2025 will focus on hyper-personalization, AI-driven insights, and seamless digital-physical experiences.