

Energy consumption

Methods and experimental design

The business intelligence and artificial intelligence are some of the cutting-edge methods and tools to renovate the business for automated systems. These state-of-the-art tools are useful for design, invention and advertising, soft promotion, marketing,



and selling age which are almost synchronizing with the platform business model. The artificial intelligence and data intelligence tools are growing over the period (Armour & Sako, 2020, Mishra, 2018, Mishra & Tripathi, 2020, 2019). The exponential growth of artificial intelligence and cloud computing step up the connotation of thoughts, design, innovation, opinions, cognitions, beliefs, feelings, and appreciation (Fountain et al., 2019). Therefore, the opportunity of growth of AI business models becomes more and more over the years with data and business intelligence (Armour & Sako, 2020).

Now a day's companies are using data intelligence to flourish their business along with artificial intelligence. Data intelligence (DI) is a dynamic part of any establishment's energies to recover the amenities and revolutionary state-of-the-art policies they pay

(Charif & Awad, 2014). One of the most conjoint uses of data intelligence is to cognize customer inclinations (Muthuveloo & Ping, 2013). By using data mining techniques to collect statistics regarding habits, shopping preferences, buying behaviors, price tagging preferences, color choices, style preferences online trends, and other individual information, enterprises can mold their services better and comprehend affinities

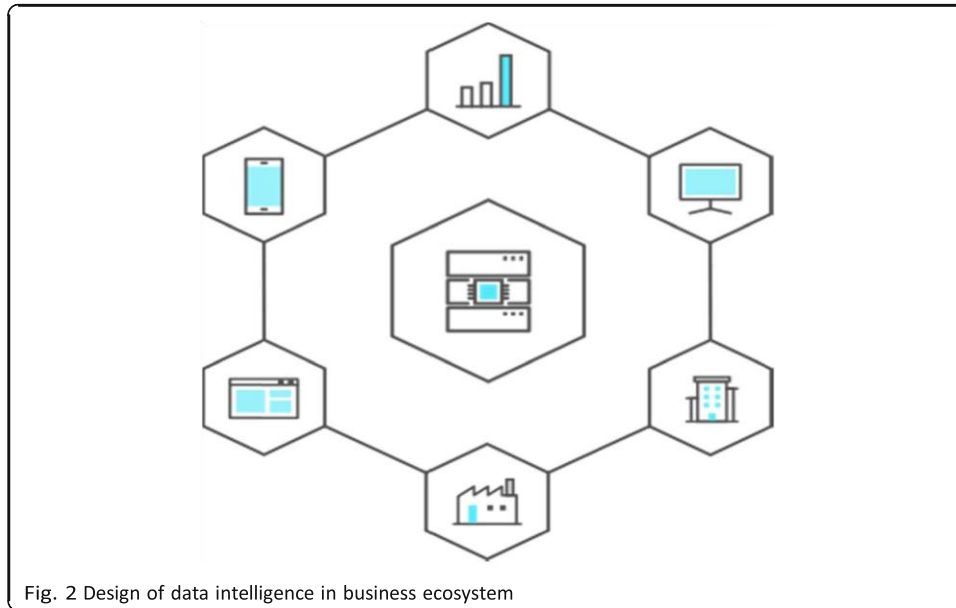


Fig. 2 Design of data intelligence in business ecosystem

across their bull's eye demographics. The structure of data intelligence is depicted as below (Fig. 2).

Artificial intelligence (AI) is now competent enough to rebuild the business strategy and trade across the globe. Industrialization and emergent growth of technology innovation, synchronization of different communication channels through 4G LTE, 5G technology immense the business culture. From the last few decades, artificial intelligence (AI) and machine learning (ML) algorithms become ubiquitous in business arena and solve many cutting-edge business applications and create knowledge-based portfolio for upcoming businesses (Ferrario, Loi, & Viganò, 2019, Samsung White Paper, 2020). On the consequences, AI has helped many businesses to improve the manufacturing cost, productivity, technological synchronization, and automatic update and solve the global economy on the business earth (Armour & Sako, 2020, Furman & Seamans, 2019). Nowadays, business management and its executive part are undergoing basic changes and applying business process engineering all over the globe (Burgess, 2018). One of the key challenges almost all executives face today is that of allocating with and treatment digital transformation in their originations (Fountaine et al., 2019). This is a force that is modeling business and the intact competitive business landscape. Executives are fronting this challenge with capricious degrees of gusto. The business technological metrics help to express specific and mutual attainment in emerging AI competencies for industries.

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Admitting this evolving genuineness, risk group introduced a much-needed conversation on artificial intelligence for business on risk roundup (Ciuriak, 2019; Ferrario et al., 2019).

Research Question - How artificial intelligence and its associate machine learning and hologram technology renovating business ecosystem and how it revolutionizes business platform and commerce ecosystem in coming generation?

In this paper, we are trying to explore the solutions of these questions which is the need of the times.

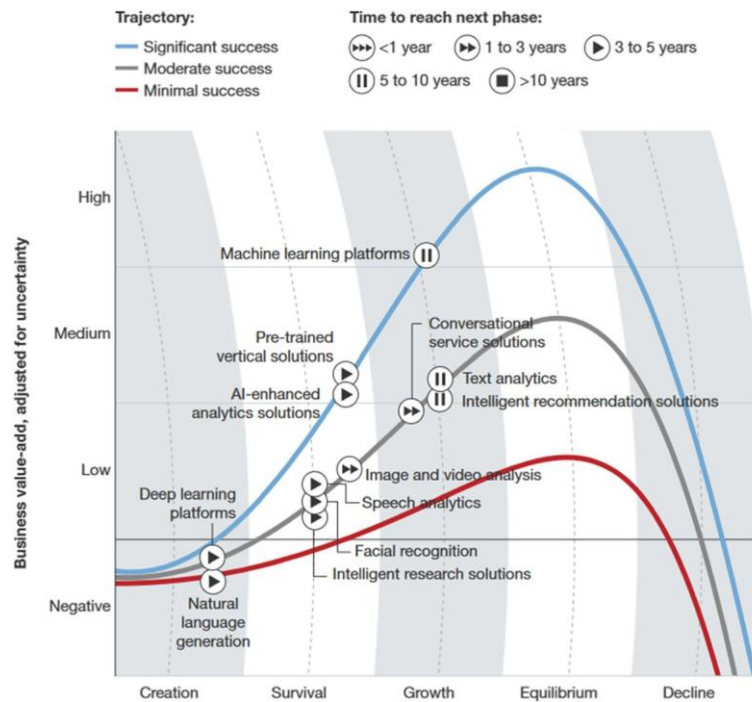


Fig. 4 Ecosystem phase (León et al., 2016)

based algorithms take decisive action and also make fruitful decisions using these data. The ecosystem phase is elaborated as below (León et al., 2016) (Fig. 4).

Business model transformation

Nowadays, the whole things are getting linked with technology and devices over the internet and intranet as well (Aldinucci et al., 2018; Morley et al., 2019). Businesses now have the fortuitous to gather more digital data, get the indispensable perceptions, and revolutionize the business and thoughts (Gentsch, 2019, Huang & Hu, 2003, Loebbecke & Picot, 2015). As an outcome, we will most likely to see a much-needed advancement of the marketplaces: more rapidly marketplaces, thinner setups and procedures, vivacious trades and businesses, mounting returns, well-versed and up-to-date customers, and vigorous and self-motivated businesses (Jarke & Radermacher, 1988, Scheer, 2012). On the consequence, a better product provides more data and more users (Agarwal et al., 2020; Ciuriak, 2019; Corea, 2019a). This is called artificial intelligence cycle. This AI cycle can be described and elaborated pictorially as below (Åström, 2020; Kannan, Chang, & Whinston, 2000) (Fig. 10).

These discussions generate the critical point thoughts to:

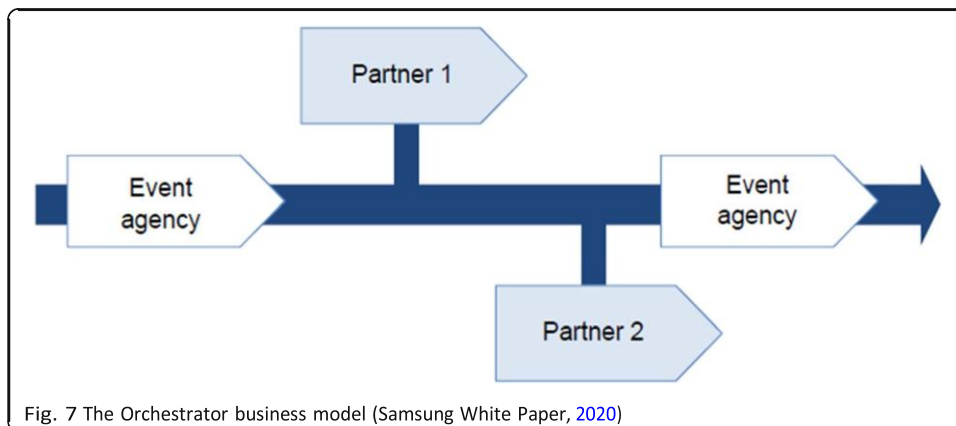


Fig. 7 The Orchestrator business model (Samsung White Paper, 2020)

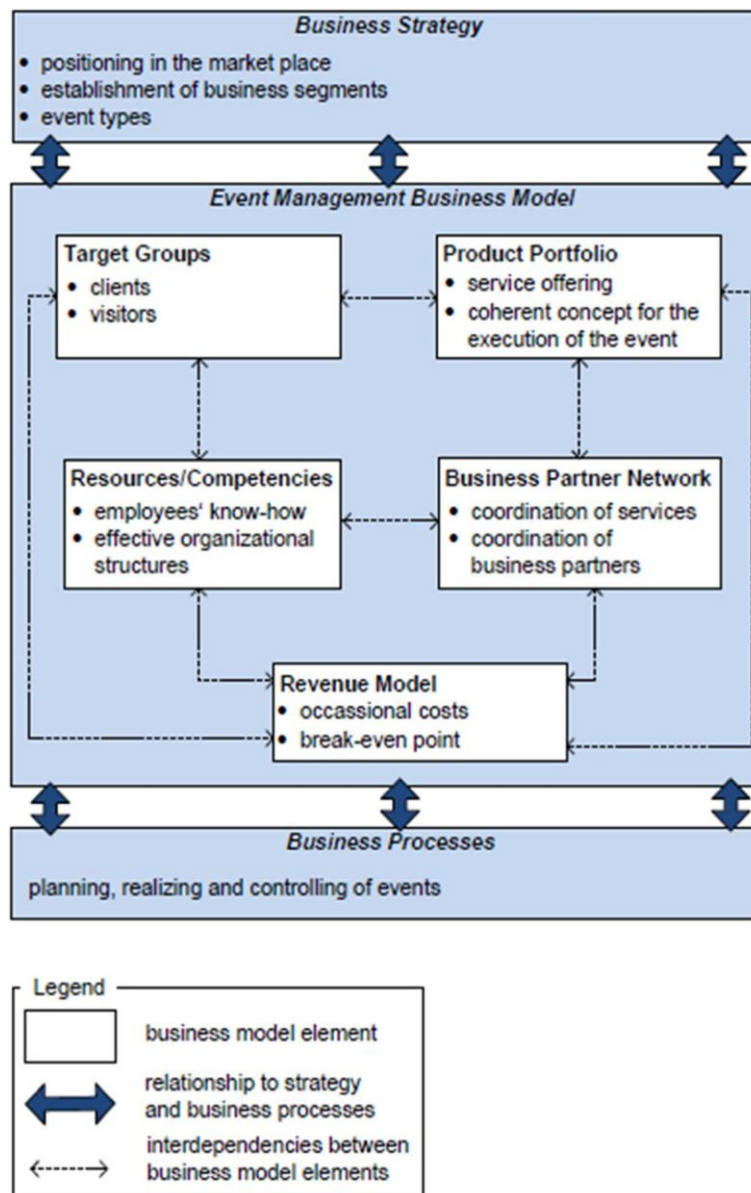


Fig. 8 Framework of AI business model (Samsung White Paper, 2020)

Research Question - How are business models being converted by AI?

