English Abstract

Generative AI: The Innovation Transforming Business Information Technology for Kenyan SMEs.

This presentation examines the transformative role of Generative AI—AI systems that create new content rather than just analyzing data—within the Kenyan Small and Medium Enterprise (SME) sector. Despite SMEs making up over 80% of businesses in Kenya, many face inefficiencies due to manual operations and a lack of digital automation. By leveraging machine learning and natural language processing, Generative AI enables these businesses to automate routine tasks such as report writing, customer query handling, and marketing content creation. The innovation demonstrates how BBIT concepts like information systems and business process automation converge to provide affordable, high-level technological solutions for local entrepreneurs. The study concludes that while challenges such as data privacy and implementation costs exist, Generative AI offers a sustainable path for bridging the gap between local business needs and global technological advancements.

Kiswahili Abstract

Wasilisho hili linachunguza jukumu la Akili Mnemba Zalishi (Generative AI) katika kubadilisha sekta ya Biashara Ndogo na za Kati (SMEs) nchini Kenya. Ingawa SMEs ni zaidi ya asilimia 80 ya biashara zote nchini, nyingi bado zinatumia mifumo ya mikono inayopunguza ufanisi. Kwa kutumia mbinu za "machine learning," ubunifu huu unaruhusu biashara hizi kufanya kazi za kila siku kuwa za kiotomatiki, ikiwa ni pamoja na kuandika ripoti, kujibu maswali ya wateja, na kuchambua data. Huu ni mfano halisi wa jinsi taaluma ya BBIT inavyoweza kutoa suluhisho za kiteknolojia kwa gharama nafuu kwa wajasiriamali wa ndani. Wasilisho linahitimisha kuwa, licha ya changamoto za faragha ya data na gharama za matumizi, Akili Mnemba Zalishi inatoa fursa ya kipekee kwa biashara za Kenya kushindana katika soko la kimataifa.

Gikuyu Abstract

Ritana riri niriraria hinya wa mitambo ya Akili Mnemba (Generative AI) thini wa biashara nini na cia katigati guku Kenya. O na gatuika biashara ici nicio nyingĩ mũno (gĩcunjĩ gĩa mirongo inana harĩ igana), nyingĩ ciao itirĩ na mitambo ya kĩrĩu ya kũmathaitĩra wĩra. Ubunifu uyu uhuhagira hinya wa tekinoroji ngethe kũmenereria wĩra ta kwandĩka riboti, gucokeria ategeeri uhoro, na gũthuthuria maũndũ ma biashara na njĩra ya kũhiũha. Ũndũ ũyũ nĩonanagia ũrĩa uugi wa BBIT ũngĩhũthĩrũo kũrehe ũteithio wa goro mũnini kũrĩ biashara citũ cia guku mũciĩ. Ritana riri niririkagiriria ati o na gatuika ni kũrĩ mĩtangĩko ya goro wa mitambo na kũmenyerera uhoro wa hitho, Generative AI nĩyo kĩĩga kĩa gũteithia biashara cia Kenya kũgĩa na hinya thĩinĩ wa thĩ yothe.