

ADOPTING AI FOR COMPETITIVE ADVANTAGE IN INTERNATIONAL MANAGEMENT

Karimova Sogdiana Saxibjanovna

Master's Student at the Higher School of Economics and Business, email. Mail:

Sogdiana.saifnazarova@gmail.com

Phone :+7(936)1742597

Abstract: Adoption of artificial intelligence to ensure competitive advantage in international management has become one of the important tasks for every organization today. Rapid changes in the global economy, increased competition and changes in customer demands encourage organizations to seek innovative solutions. And artificial intelligence technologies play an important role in this process. This article examines how artificial intelligence can help provide competitive advantage in international management, its benefits, challenges, and future prospects.

Key words: artificial intelligence, companies, computer programs, international management, competitive strategies, customers.

Annotatsiya: Xalqaro menejmentda raqobatbardosh ustunlikni ta'minlash uchun sun'iy intellektni qabul qilish bugungi kunda har bir tashkilot uchun muhim vazifalardan biriga aylangan. Global iqtisodiyotning tez o'zgarishi, raqobatning kuchayishi va mijozlar talablarining o'zgarishi tashkilotlarni innovatsion yechimlar izlashga undaydi. Sun'iy intellekt texnologiyalari esa bu jarayonda muhim rol o'ynaydi. Ushbu maqolada sun'iy intellektning xalqaro menejmentda qanday qilib raqobatbardosh ustunlikni ta'minlashga yordam berishi, uning afzalliklari, qiyinchiliklari va kelajakdagi istiqbollari haqida ma'lumotlar berilgan.

Kalit so'zlar: sun'iy intellekt, kompaniyalar, kompyuter dasturlari, xalqaro menejment, raqobatbardosh strategiyalar, mijozlar.

Аннотация: Внедрение искусственного интеллекта для обеспечения конкурентного преимущества в международном менеджменте стало сегодня одной из важных задач для каждой организации. Быстрые изменения в мировой экономике, усиление конкуренции и изменение требований клиентов побуждают организации искать инновационные решения. И технологии искусственного интеллекта играют в этом процессе важную роль. В этой статье рассматривается, как искусственный интеллект может помочь обеспечить конкурентное преимущество в международном управлении, его преимущества, проблемы и перспективы на будущее.

Ключевые слова: искусственный интеллект, компании, компьютерные программы, международный менеджмент, конкурентные стратегии, клиенты.

INTRODUCTION

International management is the art and science of managing organizations and business processes on a global scale. Today, due to the globalization of business, technological development and the expansion of markets, the importance of international management is increasing. Key aspects of international management include cross-cultural management, strategic planning, international marketing, international finance, and international operations. In cross-cultural management, it is important to consider the differences between different cultures. Each country has its own working methods, values and traditions. Managers must



create effective teams by understanding and adapting to these differences. Strategic planning is essential for success in international business. Organizations must study global markets, analyze competitors, and determine how to offer their products or services. International marketing also plays an important role. It is necessary to develop marketing strategies to introduce products or services to the global market. This, in turn, includes defining the target audience, creating a brand and organizing advertising campaigns. And international finance is related to the management of financial resources. Organizations must consider factors such as exchange rates, tax laws and international financial markets. And international operations require the organization of effective operational processes to operate on a global scale.[10]

There are a number of problems in international management. Cross-cultural barriers, legal and regulatory issues, competition and market changes can pose challenges for organizations. Differences between different cultures, especially work styles and communication methods, can create difficulties in the management process. Each country has its own laws and regulatory systems, and organizations must comply with these laws and adapt to local market conditions. Global markets are constantly changing, and changes in competitors and consumer demands create new challenges.[7]

MATERIALS AND METHODS

A number of strategies can be used to achieve success in international management. Understanding and embracing the culture, flexibility, networking and building relationships are important. Organizations can reduce intercultural barriers by introducing their employees to different cultures and encouraging them to accept them. Global markets change rapidly, so organizations need to be able to adapt their strategies quickly. Organizations can succeed in international business by building a strong network and building strong relationships. Artificial intelligence is a set of technologies that make computer systems capable of replicating human intelligence. Artificial intelligence algorithms help in data analysis, learning, problem solving and decision making. The use of artificial intelligence in international management allows organizations to manage their activities more efficiently and quickly. [1]

Competitive advantage is the organization's advantages over its competitors. These advantages can be manifested as products, prices, service levels or innovative solutions. [2]

With the help of artificial intelligence, organizations can achieve a competitive advantage in the following areas. Artificial intelligence enables quick and efficient analysis of large amounts of data. By studying market trends, customer behavior and competitor activities, organizations become more accurate in making strategic decisions. Manufacturing and service processes can be automated with the help of artificial intelligence. This increases work efficiency and reduces costs. For example, robots and automated systems can be used in production processes. Artificial intelligence-based systems, such as chatbots and personalized offers, allow companies to communicate effectively with customers. By quickly identifying customer needs and offering tailored services, companies can increase customer loyalty. Artificial intelligence helps in the development of new products and services. Companies will be able to quickly test and bring new ideas to market. This increases their competitiveness.[5]

RESULTS AND DISCUSSIONS

There are several advantages to adopting artificial intelligence. Artificial intelligence systems enable real-time data analysis, which helps in making quick and accurate decisions. Ability to reduce errors caused by human factors. Artificial intelligence algorithms make clear and logical decisions. With the help of artificial intelligence, organizations can manage their resources



more efficiently. This reduces costs and increases profits. With the help of artificial intelligence, it is possible to better understand the needs of customers and offer them suitable services. This increases customer loyalty.[4]

However, there are also a number of challenges to the adoption of artificial intelligence. The implementation of artificial intelligence technologies requires significant investment. Organizations may have difficulty making these investments. There is a need to improve the understanding and use of artificial intelligence among employees. Organizations can address these issues by introducing and training their employees to new technologies. Since artificial intelligence is based on data, it is important to ensure data security. Organizations must take additional measures to protect data. The role of artificial intelligence in international management is expected to increase in the future. With the development of technologies, the capabilities of artificial intelligence will expand. Organizations can increase their competitive advantage and adapt to changing market demands by applying artificial intelligence.[3]

CONCLUSION

The need to adopt artificial intelligence to ensure competitive advantage in international management is increasing today. The advantages of artificial intelligence, such as data analysis, process automation, improved customer relations and the promotion of innovation, enable organizations to operate successfully on a global scale. Organizations can increase their competitive advantage and adapt to changing market demands by implementing artificial intelligence. However, there are challenges to AI adoption, such as investment, training and data security. In the future, the role of artificial intelligence in international management is expected to become more important, which will provide organizations with new opportunities and competitive advantages.

REFERENCES

1. Бриньольфссон Э. и Макафи А. (2014). Второй век машин: работа, прогресс и процветание во времена блестящих технологий. WW Norton & Company.
2. Чуи М., Маньика Дж. и Миремади М. (2016). Где машины могут заменить людей, а где они не могут (пока). Ежеквартальный журнал McKinsey.
3. Давенпорт Т.Х. и Ронанки Р. (2018). Искусственный интеллект для реального мира. Гарвардский бизнес-обзор.
4. Портер М.Э. и Хеппельманн Дж.Э. (2014). Как умные, сетевые продукты меняют конкуренцию. Гарвардский бизнес-обзор.
5. Агравал А., Ганс Дж. и Гольдфарб А. (2018). Машины прогнозирования: простая экономика искусственного интеллекта. Harvard Business Review Press.
6. Бугин Дж., Хазан Э. и Лаберж Л. (2017). Искусственный интеллект: следующий цифровой рубеж? Глобальный институт McKinsey.
7. Каплан Дж. (2016). Искусственный интеллект: что нужно знать каждому. Издательство Оксфордского университета.
8. КПМГ. (2020). ИИ на предприятии: будущее работы. КПМГ Интернэшнл.
9. Рансботэм С., Митра С. и Гупта А. (2019). Искусственный интеллект и будущее труда: программа исследований. Журнал бизнес-исследований.
10. Уэст, Д. М. (2018). Будущее работы: роботы, искусственный интеллект и автоматизация. Издательство Брукингского института.