

## USING ARTIFICIAL INTELLIGENCE IN BUSINESS - ARGUMENTS PROS AND CONS

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**ABSTRACT:** The role of the enterprise in today's society is complex. The enterprise, once established and activated, has an economic, financial, social and ecological role. Over time, various processes that take place in the enterprise have been perfected. The industrial revolutions have made it possible to add specifically human, but artificial, intelligence to machines of any type. Knowledge-based technologies help knowledge-based employees perform. We need productivity to increase, in order to ultimately increase the quality of life of each of us. The productivity of knowledge-based work is the key to economic success in the 21st century. Over time, the activities that have the most knowledge-based employees have had the lowest rate of growth in labour productivity. We are referring here to enterprises in the fields of professional services, education, health and teaching. The paper, because of studying the specialized literature, presents the importance of artificial intelligence, how it is used in enterprises, but also what are the arguments for and against the use of artificial intelligence in enterprises. The paper also presents future research topics, which result from the presented topic.

**KEY WORDS:** artificial intelligence, businesses, pros and cons of AI, advantages and disadvantages in using AI.

### 1. INTRODUCTION

Digital technologies help to efficiently reorganize the enterprise, to develop it, to optimize business processes [1], [2], [4].

Artificial intelligence implemented in enterprises contributes to the development of enterprises and society in general [8], [10], [11]. It increases the quality of life of people living and working in developed societies, that use AI.

The development of business management, human resource management, strategic management can be achieved through generative artificial intelligence [5], [6].

Business education can be achieved through artificial intelligence [3], [9].

Artificial intelligence (AI) is evolving rapidly, offering new opportunities for business creation and development. AI components have been incorporated into products and services that did not have them traditionally. AI can produce unexpected

results, unpredictable behaviours can be generated, security, ethics, safety, and fairness problems can be generated. Equipment incorporating AI could malfunction in unpredictable, difficult situations. AI models are trained on large datasets, and can be error-prone [13].

The artificial intelligence systems operates on the basis of machine learning models [13]. Implementing artificial intelligence in enterprises puts artificial intelligence to work, gives it utility [7], [12].

We cannot neglect the fact that AI could undermine human authority, therefore regulations are needed that emphasize the importance of human oversight [13].

*Why is artificial intelligence so important today? How did AI emerge? What is the need that generated it? What are the arguments for and against implementing artificial intelligence?* These are some of the questions that this paper tries to find answers to.

Today, artificial intelligence is important because [16]:

- ✚ it can convert large databases into valuable products such as data analysis, reports, syntheses;
- ✚ it improves the work experience;
- ✚ it contributes to the creation of new jobs (specialists: in AI and machine learning);
- ✚ it brings flexibility to work (introduces remote work and hybrid work).

It is important for an organization, not so much what a certain technology, a certain equipment can do, but especially what the enterprise can do by using it [16].

But, nevertheless, *how did AI emerge?* With the advent of computers, studies were carried out to help scientifically understand the mechanisms of thinking and intelligent behaviours, which were then integrated into machines, equipment, technologies. The interest in artificial intelligence is today mainly due to the development of generative artificial intelligence, which has a well-known and widely used tool: ChatGPT from OpenAI [17].

Generative AI represents artificial intelligence that has the ability to create original content: texts, images, videos, software codes, when a user requests them [18].

To the question *What is the need that generated the emergence of AI?* we asked ChatGPT for the answer, which answers us [19]:

- ✚ the need to automate reasoning and decision-making systems;
- ✚ the need to manage large volumes of data;
- ✚ progress in the field of computer science and mathematical logic (description of intelligence and its implementation using algorithms);
- ✚ the need to optimize and increase economic efficiency;
- ✚ the desire to scientifically explore the human mind;
- ✚ for strategic, military reasons.

To the question *What are the arguments for and against implementing artificial intelligence in enterprises?* we will answer further.

## 2. USING ARTIFICIAL INTELLIGENCE IN BUSINESS - ARGUMENTS PROS AND CONS

Artificial intelligence is the technology that defines the last decade and certainly the next one [21].

The arguments in favour of implementing artificial intelligence in enterprises are [14], [20]:

- ✚ human errors are reduced (applications that use AI do not get tired, do not need rest, and the risk of making errors is low);
- ✚ risks are reduced (equipment with AI can perform tasks that are dangerous for people);
- ✚ automation of processes, repetitive work tasks, which can become boring for employees, so that they can focus on tasks that require creativity, and which give them greater satisfaction at work;
- ✚ there is availability, on the part of equipment that has incorporated AI, to work all the time;
- ✚ large volumes of data can be analysed in a short time.

Using ChatGPT, we also identified the following as arguments in favour of using AI in the enterprise [22]:

- ✚ increases operational efficiency, by reducing costs and execution time, if equipment with AI is used;
- ✚ better decisions as a result of analysing a large volume of data in a short time;
- ✚ increases the degree of personalization of products and services, as a result of personalized recommendations provided by AI;
- ✚ increased innovation capacity, development of new products and services, as a result of rapid simulations and testing obtained with equipment incorporating AI;
- ✚ increases work safety, reduces risks, because through AI, cyber-attacks, financial anomalies, etc. can be detected;
- ✚ increases the degree of flexibility and adaptability of the enterprise that uses technologies incorporating AI;

- ✚ obtains long-term competitive advantages, because through AI the enterprise is connected to reality at every moment.

The arguments against implementing artificial intelligence in the enterprise are [20]:

- ✚ high costs of acquiring and implementing equipment that incorporates AI in the enterprise;
- ✚ employees tend to become less creative, relying on AI to solve situations;
- ✚ lack of ethics, so that AI, progressing rapidly, the fear is that, developing uncontrollably, it will destroy humanity.

Other arguments against implementing AI in the enterprise are offered by artificial intelligence itself, that is, by ChatGPT [23]:

- ✚ job losses may occur, positions in enterprises may be reduced (especially those in which tasks are repetitive and can be taken over by equipment that incorporates AI);
- ✚ lack of transparency, especially since some algorithms according to which AI operates are difficult to understand, even by experts;
- ✚ data dependence, because if the data provided to AI is incomplete or biased, AI may make wrong decisions;
- ✚ the emergence of legal and ethical issues, so that if AI makes a wrong decision, we do not know who should be punished, or how we can protect our personal data, and there is also a high risk of being manipulated by AI.

With the help of artificial intelligence, the future begins now [15].

### 3. CONCLUSION

Enterprises, in their complexity, but also due to the roles they play in the development of people and society, are very important. Throughout the evolution of society, enterprises have been helped to develop because to the implementation of innovations, scientific discoveries. Therefore, the work environment, tools, have been innovated and workers have acquired new skills (up to the existence of knowledge-based

employees). In recent decades, a way has been found to incorporate human-like intelligence into equipment (at different stages of evolution, education) and we are talking here about artificial intelligence, which has evolved to generative artificial intelligence. There are many arguments for implementing artificial intelligence in enterprises, but there are also arguments against. An argument against would be that the evolution of AI is difficult to control in real time by human intelligence, some errors can be fatal.

However, the incorporation of artificial intelligence into equipment helps enterprises to develop, in this world invaded by information.

As future research topics, inspired by the current theme, we note *Implementing AI in SMEs* and *Developing knowledge-based employees using AI*.

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