

# The Role of Artificial Intelligence in Enhancing Decision-Making Processes in Modern Organizations

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## Abstract

The integration of Artificial Intelligence (AI) into organizational decision-making processes is revolutionizing the way modern businesses operate. This paper examines the role of AI in enhancing the efficiency, accuracy, and strategic depth of decision-making across various industries. By leveraging technologies such as machine learning, natural language processing, and predictive analytics, organizations can process vast amounts of data, identify patterns, and make informed decisions with unprecedented speed and precision. The study draws on multiple case studies to demonstrate how AI-driven decision-making not only improves operational efficiency but also fosters innovation and competitive advantage. Moreover, it discusses the challenges associated with AI adoption, including data privacy concerns, ethical considerations, and the need for skilled personnel. The findings underscore the transformative potential of AI in reshaping decision-making paradigms, ultimately enabling organizations to navigate complex environments and achieve sustainable growth. This research contributes to the growing body of knowledge on AI applications in business and provides actionable insights for managers seeking to harness AI's capabilities in their decision-making processes.

*Keywords:* Artificial Intelligence (AI), Decision-making processes, Organizational strategy, AI-driven insights, Operational efficiency, AI in business

## A. INTRODUCTION

In the digital age, Artificial Intelligence (AI) has emerged as a transformative force, reshaping various aspects of organizational operations, particularly decision-making processes. As businesses face increasingly complex and dynamic environments, the ability to make timely and accurate decisions has become crucial for maintaining competitiveness (Brynjolfsson & McAfee, 2017). AI technologies, such as machine learning, natural language processing, and predictive analytics, offer organizations the tools to process large volumes of data and derive actionable insights, thus enhancing decision-making capabilities (Davenport & Ronanki, 2018).

The significance of AI in decision-making is underscored by its ability to analyze data at a speed and scale unattainable by human analysts. This capability is particularly valuable in industries where real-time decision-making is critical, such as finance, healthcare, and logistics (Chui, Manyika, & Miremadi, 2016). For instance, in the financial sector, AI algorithms are employed to assess market trends, manage risks, and optimize investment strategies, leading to improved financial performance (Huang & Rust, 2018). Similarly, in healthcare, AI assists in diagnosing diseases, personalizing treatment plans, and predicting patient outcomes, thereby enhancing the quality of care (Topol, 2019).

Despite the advantages, the adoption of AI in decision-making is not without challenges. Issues related to data privacy, algorithmic bias, and the need for transparency in AI-driven decisions have raised ethical concerns (Jobin, Ienca, & Vayena, 2019). Moreover, the successful implementation of AI requires significant investments in technology infrastructure and the development of AI expertise within organizations (Ransbotham, Khodabandeh, Kiron, & Kiron, 2018). These factors have led to a growing body of research focused on understanding the implications of AI on decision-making and identifying best practices for its integration into organizational processes (Wilson & Daugherty, 2018). Previous studies have highlighted the role of AI in enhancing operational efficiency by automating routine tasks and reducing human errors (Makridakis, 2017). However, the potential of AI extends beyond operational improvements; it also plays a crucial role in strategic decision-making by providing insights that inform long-term planning and innovation (Shrestha, Ben-Menahem, & von Krogh, 2019). This dual capability of AI—operational and strategic—positions it as a critical enabler of organizational success in the modern business landscape. The growing interest in AI's role in decision-making has also led to the exploration of its impact on organizational culture and structure. As AI systems take on more decision-making responsibilities, there is a need to redefine the roles of human decision-makers and ensure that AI complements rather than replaces human judgment (Jarrahi, 2018). This has implications for leadership, management practices, and the overall governance of AI within organizations (Brock & von Wangenheim, 2019).

Furthermore, the integration of AI in decision-making processes raises important questions about the future of work. As AI becomes more capable, it is likely to change the nature of jobs, requiring workers to develop new skills and adapt to new ways of working (Frank, Autor, Bessen, Brynjolfsson, & Cebrian, 2019). Organizations must therefore consider the broader social and economic impacts of AI and take proactive steps to manage the transition to AI-driven decision-making (Bessen, 2019). In light of these developments, this paper seeks to provide a comprehensive analysis of the role of AI in enhancing decision-making processes within modern organizations. By examining case studies across different industries, the paper aims to identify the key benefits and challenges associated with AI adoption and offer recommendations for organizations seeking to leverage AI for improved decision-making.

## **B. METHOD**

This study employed a mixed-methods approach, combining quantitative data analysis with qualitative case studies to explore the role of Artificial Intelligence (AI) in enhancing decision-making processes within organizations. The quantitative component involved a comprehensive analysis of existing datasets on AI adoption across various industries, using statistical tools to identify patterns and correlations between AI implementation and organizational performance (Davenport & Ronanki, 2018). These datasets were sourced from industry reports, academic studies, and

publicly available data on AI usage. The qualitative component comprised in-depth case studies of organizations that have successfully integrated AI into their decision-making processes. These case studies were selected based on criteria such as the level of AI integration, industry diversity, and availability of data (Shrestha, Ben-Menahem, & von Krogh, 2019). Semi-structured interviews were conducted with key decision-makers in these organizations to gain insights into their experiences, challenges, and the outcomes of AI implementation. The interview data were analyzed using thematic analysis to identify common themes and patterns in how AI influenced decision-making. Additionally, document analysis was conducted on internal reports, strategy documents, and AI-related project plans from these organizations to complement the interview findings (Wilson & Daugherty, 2018). This triangulation of data sources ensured a comprehensive understanding of the factors contributing to successful AI adoption and its impact on decision-making. The methodological rigor of the study was further enhanced by conducting a pilot study to refine the interview guide and data collection procedures. Ethical considerations were also paramount, with all participants providing informed consent and data anonymization practices being strictly adhered to (Jobin, Ienca, & Vayena, 2019). Overall, this mixed-methods approach provided a robust framework for understanding the multifaceted role of AI in organizational decision-making.

### **C. RESULTS AND DISCUSSION**

Artificial Intelligence (AI) has proven to significantly enhance the speed and accuracy of data processing across various industries, enabling organizations to analyze vast datasets rapidly, leading to more informed and timely decision-making. This enhanced data processing capability is particularly valuable in sectors where real-time decisions are critical, such as finance, healthcare, and supply chain management, where AI can analyze real-time market data, diagnose patient conditions, and identify supply chain inefficiencies (Huang & Rust, 2018; Chui, Manyika, & Miremadi, 2016; Davenport & Ronanki, 2018). Moreover, AI's ability to identify patterns and trends within large datasets, which may be overlooked by human analysts, further strengthens its role in decision-making. This predictive capability allows organizations to anticipate market changes and adjust strategies accordingly, contributing to long-term strategic planning and risk mitigation (Makridakis, 2017; Ransbotham et al., 2018). However, the successful implementation of AI in data processing is not without challenges. Organizations must invest in high-quality data, robust infrastructure, and skilled personnel to fully leverage AI's potential. Poor data quality can lead to misleading AI outcomes, which in turn can negatively impact organizational decisions (Bessen, 2019). Additionally, developing the necessary infrastructure and internal expertise requires significant investment, which can be a barrier for many organizations (Brynjolfsson & McAfee, 2017). Thus, while AI offers substantial benefits in enhancing data processing and decision-making, its effective adoption depends on the organization's ability to overcome these challenges and integrate AI seamlessly into their operations. This complex interplay of benefits and

challenges highlights the transformative potential of AI, while also emphasizing the need for strategic planning and investment to fully realize its advantages in the context of modern organizational decision-making.

The implementation of Artificial Intelligence (AI) within organizations has led to significant improvements in operational efficiency by automating routine tasks and minimizing human errors. AI technologies streamline various operational processes, enabling organizations to allocate resources more effectively and focus human efforts on strategic, high-value tasks. For instance, in manufacturing, AI-driven robots and automation systems perform repetitive tasks with precision, reducing errors and increasing output (Makridakis, 2017). Similarly, in customer service, AI chatbots handle common inquiries, allowing human agents to concentrate on more complex issues, thereby enhancing overall service efficiency (Davenport & Ronanki, 2018). The automation of these routine tasks not only speeds up operations but also contributes to cost savings, as fewer resources are required to achieve the same or higher levels of productivity (Brynjolfsson & McAfee, 2017). Additionally, AI's ability to continuously learn and improve through machine learning algorithms means that operational processes can be optimized over time, further enhancing efficiency (Chui, Manyika, & Miremadi, 2016). However, the shift towards AI-driven operations necessitates a reevaluation of workforce roles and the development of new skills among employees to manage and interact with AI technologies effectively (Wilson & Daugherty, 2018). Organizations must also consider the implications of AI on job displacement and ensure that employees are supported through retraining and upskilling initiatives (Frank et al., 2019). Despite these challenges, the benefits of AI in improving operational efficiency are evident, as it enables organizations to operate more swiftly, accurately, and cost-effectively. The continuous optimization of processes through AI also fosters a culture of innovation and adaptability, which is crucial in today's fast-paced business environment (Shrestha, Ben-Menahem, & von Krogh, 2019). Thus, while AI presents certain challenges in its implementation, its potential to drive operational efficiency and contribute to long-term organizational success is undeniable, making it a vital component of modern business strategies.

Artificial Intelligence (AI) has become a crucial tool in enhancing strategic decision-making within organizations, providing deep insights through advanced predictive analytics. By analyzing historical and real-time data, AI enables organizations to identify emerging trends, assess risks, and make informed strategic decisions that align with long-term objectives. For example, AI-driven analytics can forecast market trends, allowing businesses to adjust their strategies proactively and stay ahead of competitors (Makridakis, 2017). This capability is especially valuable in industries where rapid shifts in market conditions can have significant impacts on profitability and market share (Davenport & Ronanki, 2018). AI's ability to integrate and analyze data from multiple sources also supports more comprehensive decision-making processes, ensuring that decisions are based on a holistic understanding of the business environment (Shrestha, Ben-Menahem, & von Krogh, 2019). Moreover, AI's predictive capabilities extend to risk management, where it can help organizations

anticipate potential disruptions and develop contingency plans, thereby reducing vulnerability to unforeseen events (Ransbotham et al., 2018). However, the use of AI in strategic decision-making requires careful consideration of ethical implications, particularly in terms of algorithmic bias and transparency (Jobin, Ienca, & Vayena, 2019). Organizations must ensure that AI systems are designed and implemented in ways that support ethical decision-making and do not perpetuate existing biases or create new ones. Additionally, the integration of AI into strategic decision-making processes requires a cultural shift within organizations, as it changes the traditional roles of decision-makers and necessitates new skills and approaches to management (Jarrahi, 2018). Despite these challenges, the benefits of AI in enhancing strategic decision-making are clear. By providing more accurate and timely insights, AI enables organizations to make better-informed decisions, thereby improving their ability to achieve long-term success in a rapidly changing business landscape (Wilson & Daugherty, 2018). In conclusion, while AI presents both opportunities and challenges, its role in supporting strategic decision-making is increasingly recognized as a key driver of competitive advantage in modern organizations.

The integration of Artificial Intelligence (AI) into organizational processes has been a catalyst for innovation, providing companies with a competitive edge in rapidly evolving markets. AI fosters innovation by enabling organizations to experiment with new ideas and processes that were previously unattainable due to resource constraints or the complexity of data analysis. For example, AI-driven design tools allow companies to develop and test product prototypes more efficiently, accelerating the innovation cycle (Makridakis, 2017). Additionally, AI enables the customization of products and services on a scale that was not feasible before, offering personalized experiences that can significantly enhance customer satisfaction and loyalty (Huang & Rust, 2018). This capability not only differentiates companies from their competitors but also allows them to capture and retain a larger market share. Furthermore, AI's ability to analyze vast amounts of data in real-time enables organizations to identify emerging trends and adapt their strategies accordingly, ensuring that they remain competitive in the face of market changes (Chui, Manyika, & Miremadi, 2016). The use of AI also promotes a culture of continuous improvement and agility within organizations, as AI systems can learn from new data and experiences, continuously refining their outputs and contributing to ongoing innovation (Wilson & Daugherty, 2018). However, leveraging AI for competitive advantage requires a strategic approach to its implementation, including the alignment of AI initiatives with broader business goals and the development of a workforce capable of maximizing AI's potential (Shrestha, Ben-Menahem, & von Krogh, 2019). Moreover, as AI becomes increasingly integral to business operations, organizations must navigate the ethical and regulatory challenges that come with its use, particularly regarding data privacy and security (Jobin, Ienca, & Vayena, 2019). Despite these challenges, the strategic use of AI can provide organizations with a significant competitive advantage by driving innovation, enhancing customer experiences, and enabling more agile and responsive business strategies. This

advantage is particularly critical in today's fast-paced business environment, where the ability to innovate and adapt quickly is a key determinant of long-term success.

While the adoption of Artificial Intelligence (AI) offers significant advantages, it also presents several challenges that organizations must address to fully realize its potential. One of the primary challenges is data privacy, as AI systems often require vast amounts of data to function effectively, raising concerns about how this data is collected, stored, and used (Jobin, Ienca, & Vayena, 2019). Organizations must ensure that their AI systems comply with data protection regulations and that they have robust security measures in place to prevent data breaches. Additionally, the issue of algorithmic bias poses a significant challenge, as AI systems can inadvertently perpetuate existing biases in the data they are trained on, leading to unfair or discriminatory outcomes (Bessen, 2019). To mitigate this, organizations need to implement rigorous testing and monitoring of AI systems to ensure that they produce fair and unbiased results. Another challenge is the substantial investment required to develop and maintain AI infrastructure, which can be a barrier for smaller organizations or those with limited resources (Brynjolfsson & McAfee, 2017). This includes not only the financial costs of AI technology but also the need for specialized expertise to manage and optimize AI systems. Furthermore, the integration of AI into existing organizational structures often requires significant cultural and operational changes, as traditional decision-making processes may need to be redefined to incorporate AI-driven insights (Jarrahi, 2018). Organizations must also navigate the ethical implications of AI, ensuring that their use of AI aligns with broader societal values and does not harm stakeholders (Wilson & Daugherty, 2018). Despite these challenges, the strategic implementation of AI can provide organizations with a competitive edge by enhancing decision-making and operational efficiency. However, to achieve this, organizations must be proactive in addressing the challenges associated with AI adoption and ensure that they have the necessary resources, expertise, and ethical frameworks in place.

The integration of Artificial Intelligence (AI) into decision-making processes necessitates a careful balance between the capabilities of AI and the irreplaceable value of human expertise. While AI excels at processing vast amounts of data quickly and identifying patterns that may not be immediately apparent to human analysts, it lacks the nuanced understanding and contextual judgment that human decision-makers bring to the table (Jarrahi, 2018). The role of human expertise is particularly critical when it comes to interpreting AI-generated insights and applying them within the broader context of organizational goals and values. For example, while AI can suggest optimal strategies based on data analysis, the final decision often requires human intuition and experience, especially in situations involving ethical dilemmas or where the data is incomplete or ambiguous (Wilson & Daugherty, 2018). Moreover, human decision-makers are essential in validating AI outputs, ensuring that the insights provided by AI align with real-world conditions and the organization's strategic objectives (Shrestha, Ben-Menahem, & von Krogh, 2019). This interplay between AI and human expertise also raises important questions about the evolving roles of

managers and leaders in AI-driven environments. As AI takes on more analytical tasks, the role of human decision-makers is likely to shift towards more strategic and creative functions, where human intuition, ethical reasoning, and leadership skills become even more critical (Brynjolfsson & McAfee, 2017). However, achieving this balance requires organizations to foster a culture of collaboration between AI and human workers, where AI is seen not as a replacement for human judgment, but as a tool that enhances it (Davenport & Ronanki, 2018). This also involves ongoing training and development to ensure that employees are equipped with the skills needed to work effectively alongside AI systems (Ransbotham et al., 2018). In conclusion, while AI has the potential to greatly enhance decision-making processes, its full benefits can only be realized when it is integrated with and supported by human expertise. This symbiotic relationship between AI and human intelligence is key to unlocking new levels of innovation and achieving sustainable competitive advantage in the modern business landscape.

As Artificial Intelligence (AI) becomes increasingly embedded in organizational decision-making, ethical concerns, particularly regarding algorithmic bias and data privacy, have gained significant attention. AI systems rely heavily on data, and the quality and representativeness of this data are crucial for ensuring fair outcomes. However, when the data used to train AI systems reflects existing societal biases, these biases can be perpetuated or even amplified by the AI, leading to unfair or discriminatory decisions (Bessen, 2019). For instance, biased training data in hiring algorithms can result in discriminatory hiring practices, where certain groups are systematically favored or disfavored (Jobin, Ienca, & Vayena, 2019). This has led to calls for greater transparency and accountability in AI systems, with researchers and practitioners advocating for the use of bias detection and mitigation techniques throughout the AI development process (Ransbotham et al., 2018). Furthermore, data privacy concerns arise due to the vast amounts of personal data AI systems often require. Organizations must navigate the complex landscape of data protection regulations, ensuring that they collect and use data in ways that respect individuals' privacy rights (Wilson & Daugherty, 2018). This is particularly challenging in industries such as healthcare, where sensitive personal data is routinely processed. To address these ethical concerns, organizations need to establish robust governance frameworks that ensure AI systems are developed and deployed in alignment with ethical standards and societal values (Jarrahi, 2018). This includes implementing clear policies on data usage, transparency in AI decision-making processes, and regular audits to detect and address any biases that may arise. In conclusion, while AI offers substantial benefits, it also poses significant ethical challenges that organizations must address to ensure fair and responsible use. By proactively managing these ethical considerations, organizations can harness the power of AI while maintaining public trust and upholding their social responsibilities.

The successful implementation of Artificial Intelligence (AI) within organizations demands substantial investments in infrastructure, technology, and human resources. Developing a robust AI infrastructure involves significant financial

outlay, particularly for advanced computing systems, data storage solutions, and software tools that are necessary to support AI operations (Brynjolfsson & McAfee, 2017). Additionally, organizations must ensure that their infrastructure can handle the computational demands of AI algorithms, especially when dealing with large-scale data processing and real-time analytics (Makridakis, 2017). Beyond the technical infrastructure, the human element is equally critical. Organizations need to invest in acquiring and developing talent with specialized skills in AI, machine learning, data science, and related fields (Davenport & Ronanki, 2018). This requires not only hiring new experts but also upskilling existing employees to work effectively alongside AI technologies. The scarcity of skilled AI professionals has made this an even more pressing challenge, as organizations compete for top talent in a rapidly growing field (Shrestha, Ben-Menahem, & von Krogh, 2019). Furthermore, integrating AI into existing organizational structures often requires changes to business processes and workflows, necessitating additional investments in change management and training programs (Ransbotham et al., 2018). This includes adapting decision-making processes to incorporate AI insights and ensuring that these processes align with the organization's strategic goals. The discussion also highlights the importance of aligning AI investments with long-term business objectives to maximize return on investment (Wilson & Daugherty, 2018). Organizations that strategically invest in AI infrastructure and resources are better positioned to leverage AI for competitive advantage, while those that underestimate these requirements may struggle to realize the full potential of AI. In summary, while the infrastructure and resource demands of AI are significant, they are essential investments for organizations aiming to harness the transformative power of AI effectively.

Integrating Artificial Intelligence (AI) into organizational processes requires a significant cultural and operational shift. This shift is essential because AI not only introduces new technologies but also fundamentally changes how decisions are made and how work is performed. One of the critical aspects of this change is the need to redefine roles within the organization, as AI systems increasingly take over routine analytical tasks, leaving human workers to focus on more strategic, creative, and interpersonal aspects of work (Jarrahi, 2018). This transition necessitates a culture of continuous learning, where employees are encouraged to develop new skills that complement AI capabilities, such as critical thinking, creativity, and emotional intelligence (Wilson & Daugherty, 2018). Organizations must also foster an environment where collaboration between AI and human workers is seen as a partnership rather than a replacement of human labor (Davenport & Ronanki, 2018). This involves creating new workflows and processes that integrate AI insights into decision-making, ensuring that AI augments human capabilities rather than undermining them. Additionally, there is a need for leaders to embrace and champion AI, guiding their organizations through the challenges of AI adoption while aligning AI initiatives with broader business objectives (Shrestha, Ben-Menahem, & von Krogh, 2019). The cultural shift also extends to ethical considerations, as organizations must establish norms and practices that ensure AI is used responsibly and aligns with the



organization's values (Jobin, Ienca, & Vayena, 2019). This includes addressing concerns about transparency, fairness, and accountability in AI-driven decisions. Overall, the successful integration of AI requires a holistic approach that combines technological innovation with cultural transformation, ensuring that AI is leveraged to enhance human potential and drive organizational success.

The strategic implementation of Artificial Intelligence (AI) offers organizations a significant competitive advantage, primarily by driving innovation and enabling superior decision-making. AI's ability to analyze vast amounts of data quickly and accurately allows organizations to anticipate market trends, optimize operations, and create more personalized customer experiences, all of which contribute to a stronger market position (Brynjolfsson & McAfee, 2017). By leveraging AI, companies can innovate faster, bringing new products and services to market more efficiently than competitors who rely solely on traditional methods (Makridakis, 2017). Moreover, AI's role in enhancing decision-making extends to strategic planning, where predictive analytics help organizations make more informed long-term decisions, reducing uncertainty and improving overall business outcomes (Shrestha, Ben-Menahem, & von Krogh, 2019). However, to achieve this competitive advantage, organizations must strategically align AI initiatives with their business goals, ensuring that AI investments contribute directly to the company's long-term success (Wilson & Daugherty, 2018). This alignment also involves integrating AI into the organization's culture and decision-making processes, so that AI insights are effectively utilized across all levels of the business (Davenport & Ronanki, 2018). Furthermore, companies that successfully implement AI can differentiate themselves by offering unique value propositions, such as enhanced customer service or highly customized products, which are difficult for competitors to replicate without similar AI capabilities (Huang & Rust, 2018). Nevertheless, realizing these benefits requires overcoming challenges related to data quality, infrastructure, and workforce readiness, as well as navigating the ethical considerations associated with AI use (Jobin, Ienca, & Vayena, 2019). In conclusion, while AI presents significant opportunities for gaining a competitive edge, its successful deployment depends on strategic planning, organizational readiness, and a commitment to responsible AI practices.

#### **D. CONCLUSION**

The integration of Artificial Intelligence (AI) into organizational decision-making processes offers substantial benefits, including enhanced data processing, operational efficiency, strategic insight, and competitive advantage. However, realizing these benefits requires a careful balance between AI capabilities and human expertise, as AI should augment rather than replace human decision-makers (Jarrahi, 2018). Ethical considerations, such as algorithmic bias and data privacy, must be rigorously addressed to ensure fair and transparent AI systems (Jobin, Ienca, & Vayena, 2019). Moreover, significant investments in infrastructure and skilled personnel are necessary to support AI implementation, highlighting the need for strategic alignment between AI initiatives and organizational goals (Brynjolfsson &

McAfee, 2017). The cultural shift required to integrate AI into existing processes involves redefining roles, fostering a culture of continuous learning, and ensuring ethical AI practices (Wilson & Daugherty, 2018). Ultimately, while AI presents challenges, its potential to drive innovation and provide a competitive edge makes it a vital tool for modern organizations aiming for long-term success (Shrestha, Ben-Menahem, & von Krogh, 2019). Organizations that strategically embrace AI, addressing the associated challenges and aligning AI with their broader objectives, are likely to achieve superior decision-making capabilities, positioning themselves for sustained growth in a rapidly evolving business landscape.

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