

4th INTERNATIONAL WEBINAR ON **AI ML, DATA SCIENCE AND ROBOTICS** DECEMBER 16-17, 2023 | WEBINAR



Mr. Pablo Nastar

Entrepreneur and Founder at ChappyGo, Toulouse, France

The Impact of Artificial Intelligence on the Digital Transformation of Businesses

This paper explores the transformative role of Artificial Intelligence (AI) in reshaping business operations and strategies. Central to our research is the question: How is AI driving the digital transformation in contemporary businesses? We begin with a background analysis of digital transformation, examining its trajectory in the context of evolving AI technologies. The purpose of this study is to critically assess the integration of AI in various business domains and its consequent impact on operational efficiency, decision-making processes, and customer engagement.

Employing a mixed-methodology approach, the research encompasses qualitative analyses through case studies of diverse industries and quantitative data through surveys and performance metrics. Our methodology integrates comparative studies to delineate the differences in AI adoption across sectors and scales of businesses. The results indicate a significant positive correlation between AI deployment and enhanced business agility, innovation, and competitive advantage.

Even while AI acts as a catalyst for digital transformation, offering substantial gains in efficiency and market insights, it also necessitates a strategic approach to address its complexities and ethical dimensions. The findings provide valuable insights for business leaders and policymakers, emphasizing the need for a balanced, informed approach to harness the potential of AI in the digital era.

Keywords: Artificial Intelligence (AI), Digital Transformation, Business Strategy, Operational Efficiency, Mixed-Methodology Approach, Ethical Considerations.

Biography

Mr. Pablo Nastar is an Argentinian tech leader with over 15 years of experience, specializes in providing technological solutions across industries including retail sales, fashion, and telecommunications. His mission is to bridge the gap between businesses and technology, enabling companies to leverage the benefits of early solution adoption. Pablo focuses on optimizing resources, facilitating growth with minimized investment risks, and accelerating business model prototyping. His innovative approach has established him as a key figure in driving technological advancements and strategic business development in the dynamic digital landscape.