

How AI (Artificial Intelligence) Affects Business in an Organization/Company

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How the Organization is Deploying AI

The firm's information technology (IT) department uses AI technologies to detect online criminal activity. According to Yar and Steinmetz (2019), enhanced innovations have revolutionized crime, and cybercriminals are increasingly looking for easy targets online. Cybercrime examples include phishing, credit card fraud, email cracking and spying, and software piracy, among others. Many firms are susceptible to cyber fraud, and literature on the subject alludes to the significant dangers posed by cybercriminals. For example, criminals can easily defraud companies and access private information, causing firms tremendous losses. Consequently, the organization uses top-notch AI technologies to detect criminal activity and block any threats. Hence, the firm utilizes AI, with the help of highly trained IT professionals, to identify and eliminate external manipulation to safeguard private information and avoid losses. Furthermore, the company optimizes AI to develop feasible marketing strategies that will grow the firm's brand. According to Ramaswamy (2017), companies can use AI to monitor social media activity to determine their brand affinity and manage various client concerns. The ever-increasing number of Internet users has rendered social media a viable platform on which to launch effective marketing campaigns. As a result, most companies use their social media presence to ascertain the customers' evolving tastes and determine the appropriate approaches to meet the demands. The organization uses AI-powered software to assess customer reviews and complaints on social media platforms. Competent managers realize the impacts of customer opinions to avoid negative reviews that can tarnish a firm's image. Therefore, AI can be used to monitor social media activity and allow companies to formulate successful marketing campaigns for brand success.

The Organization's Strategies

The firm utilizes a cost leadership strategy (CLS). According to Ilyas, Khan, and Khan (2018), companies that deploy the CLS spend limited resources on innovation and marketing, and their products are affordable. Firstly, the organization adopted a viable online marketing campaign that is easy to execute and cheap to maintain. Unlike traditional forms of marketing that require considerable funds and time, AI-powered marketing is cost-effective, efficient, and enhances the firm's productivity. Moreover, the firm cuts product prices to ensure that buyers get better deals. Ilyas et al. (2018) posit that companies that adopt CLS produce high volumes of products that sell at competitive prices. Consequently, sales have increased significantly, and the firm's financial performance is improving. The company has embraced the CLS model to minimize costs, increase production volumes, and attract a large customer base.

The company also embraces the differentiation strategy to distinguish itself from competitors and emerge as a dominant force in the industry. Widuri and Sutanto (2019) argue that companies using the differential strategy exhibit excellent financial performance compared to firms with alternative positioning approaches. The other advantages associated with the model include unique products, reduced price competition, consumer brand loyalty, and much more. The firm has incorporated AI to create innovative and unique products for reduced prices. For example, it has created an AI-enabled car racing game that mimics a player's voice and is programmed to engage the player in a conversation. The firm requests the clients' data and uses the information to customize the games according to the customers' liking. O'Keefe et al. (2020) assert that there is a growing discussion dedicated to ensuring that AI benefits every aspect of humanity. Hence, the firm's most sustainable strategy is the differential approach, as it allows the organization to develop innovative products at competitive prices.

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