

Artificial Intelligence for Business.

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AI Integration in the Digital Transformation Strategy.

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RESUMEN:

The speed of Artificial Intelligence (AI) adoption today varies across companies and industries, as it requires complementary research in data, skills, digitization of workflows and the capacity to adapt organizational processes. This makes AI and knowledge management for managerial decision-making highly relevant, in addition to awareness of how to develop a Digital Transformation Strategy Plan within a Digital Business Strategic Framework. All of this is necessary and may be adapted to any company and sector.

However, AI has intensified the need for this approach if we are to create new opportunities for digital transformation in companies as well as new challenges for managers of digital transformation processes.

This chapter presents three frameworks (Digital Strategic Framework, AI readiness and AI integration in Digital Transformation Strategy Model) that help to address new businesses challenges and a series of strategic-operational suggestions that permit an initial and future approach associated with AI integration, as new technological elements of the Digital Transformation Strategy.

PALABRAS CLAVE:

Knowledge management; AI readiness; Digital transformation; Business strategy; Strategy framework.