


Studies in Systems, Decision and Control

Volume 538

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Business Development via AI and Digitalization

Volume 1

 Springer

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Foreword

Technology has played a vital role in businesses, digitalization and transformation of systems and certainly supports organizations to be governed with clear structure, authorities control and reporting. With the use of digital systems and artificial intelligence tools, generating reports is for decision making at multiple levels. However, the efficiency and the effectiveness of these systems remain questionable; for instance, generated reports by AI facilitated tools could utilize big data analytics that could capture several statuses of implementing specific processes and procedures but lack the critical analysis due to human emotional intelligence and hence more studies are required to measure the extent of such systems in supporting business sustainability in terms of control and decision making. This book is edited by several diverse academic leaders that will enrich the knowledge of learning in terms of different practices of systems towards sustainable businesses with a focus on control and decision making at multiple levels.

Systems are normally understood as digital or electronic-based system; however, a system is also considered as governance with a set of policies, procedures, processes and authority. As part of business development, digitalization of system is one of the key issues that every organization must consider as a high priority. Subsequent to the pandemic, it became obvious that digital transformation is a requirement for operational sustainability and most organizations reconsidered their strategies to transform or establish clear systems to support business and operational sustainability. The question that still arise, how these systems could be used effectively to support business performance and sustainability management in terms of report generating, revision of standards and policy making and setting new strategies.

Another aspect could be digitalization of systems to which extent these systems allow businesses to reduce human resources and the amount of job displacements that may be impacted. This book will add a value for business owners, executives, practitioners and researchers to set new strategic dimension to measure the effectiveness of systems on organizational operational sustainability and performance.

I could assure the readers that this book will be the real guide business developers, leaders and policy makers towards different systems and digital practices that are carefully selected from different regions. This book will support adaptation new systems and setting governance framework which could help in setting new dimension of business, decision making and sustainability.

February 2024

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Preface

In this book, we delve deeper into the transformative power of artificial intelligence (AI) and digitalization in shaping the contemporary business landscape. With 85 chapters divided into four distinct parts:

Part One. Business Digitalization and Sustainability.

Part Two. Artificial Intelligence, Blockchain and Machine Learning in Fintech, Marketing and Media.

Part Three. Smart Education, Digitalization and Sustainability.

Part Four. Digital Innovation, Gender and Organizational Effectiveness.

We extend our gratitude to the authors who have contributed their expertise and insights to this volume. We also express our appreciation to the reviewers who provided their expertise and constructive feedback to ensure the quality and integrity of the research presented in this volume.

We hope that this book serves as a valuable resource, inspiring new ideas, stimulating critical thinking and fostering meaningful discussions on the potential of

AI and digitalization to reshape businesses and contribute to a more sustainable, inclusive and prosperous future.

February 2024

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