Use Of Artificial Intelligence In The Process Of Digital Transformation Of Institutions

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Abstract

The development of artificial intelligence and Its influence on many fields is visibly increasing in modern times. Enterprises are applying artificial intelligence technologies to their business in order to develop and take a better position in the market. In solving the ongoing digital transformation, artificial intelligence will help enterprises to master this process more easily. Enterprises must make this adoption in all areas of business. Some may take advantage of opportunities in a competitive market to expand their reach, for some firms it may be the last chance, etc. There are many purposes and reasons, but the fact that it is inevitable is an important nuance.

Key words. Artificial intelligence, digital transformation, digitization

There has been a gradual transition from the period defined as Industry 1.0, where mechanization is carried out in enterprises, to the era of Industry 4.0, where technology is intensively used. The rapid development since the 2000s, especially the Internet and information technologies, has had a serious and positive impact on the sectors. Currently, billions of data are created, especially over the Internet. Businesses are increasingly using artificial intelligence to retrieve or analyze this data. With artificial intelligence, data can be rapidly evaluated, reach consumers faster, and achieve sector-level advantages. At this time, the demand for labor force will increase. Businesses will need more people with AI knowledge and skills. On the other hand, while it seems that artificial intelligence is currently being used in certain sectors, it will be more in demand in all sectors.

Digital transformation. Artificial intelligence (AI), which we have often heard about in recent years, is the transfer of the way the human brain works to a machine using algorithms and software techniques. Since the use of Artificial Intelligence makes people's work easier, today this technology is applied in many fields: medicine, business, sales, education and other fields. The study, development and application of Artificial Intelligence has become one of the most important strategic goals of the 21st century . The intelligent use of the obtained data and the opening of their potential is a factor that plays a role in the development of every country.

With developing technology and competitive business environment, the speed of environmental change is also increasing. Thus, sudden and continuous changes in the business environment prompt the enterprise to find different methods and processes. In this situation, the concept of digitization and digital transformation becomes even more important. For an enterprise, undergoing and keeping pace with digital transformation has become a necessity rather than a choice. Digital transformation is actually a continuation of Industry 4.0. It affects all businesses in the modern world. However, this concept should be accepted and mastered correctly. When we research about digital transformation, we can get several concepts related to it:

Digital transformation is an organizational transformation that aligns business processes and digital technologies in the digital economy.

Digital transformation strategies come from different perspectives and are used for different purposes.

Digital transformation refers to the changes that digital technologies can bring to an enterprise's business model, products, processes and organizational structure.

Digital transformation is not a business's adoption of a set of new technologies, but its ability to successfully evaluate new technologies now or in the future.

Digital transformation creates new opportunities and values by using digital technologies, strengthens social structures with digital technologies and makes them more efficient, etc.

When we look at concepts related to digital transformation, we witness that digital technology, process and change come to the fore. Then we can define digital transformation as a complete change of business

processes with digital technologies.

Although the concept of digital technologies is often associated with the concept of digital transformation, proceeding only on this concept can lead to incomplete information. For this reason, there is a need for a set of skills that can enable and advance the technology to be acquired. Because digital transformation is based on the strategic vision of the organization, simply using digital technology will not be enough. In addition, the organization needs a number of skills for transformation. Artificial intelligence is one of the most important and fundamental skills that an organization can use.

Artificial intelligence in digital transformation. Artificial intelligence is moving in tandem with digital transformation. It is necessary to provide a systematic structure to this movement. It focuses on the dimensions of technology, activities, boundaries and goals of digital transformation in the systematic structure it develops. What is expressed here is the technological dimension, that is, the emergence and expansion of digital technologies. On the operational side, digital systems allow organizations to run their operations more efficiently and use their resources more efficiently.

The changes that occur in digital transformation are shrinking or expanding, or even disappearing. It also includes the emergence of various forms, such as digital innovation or the development of existing skills. The goals dimension, the process of creating, capturing, and delivering value in digital transformation, enables the creation of new processes, products, services, and ultimately new goals by leveraging capabilities typically associated with digital technologies.

Digital transformation is a necessary initiative used to reform the company's operations. The rapid development of recent years has driven corporate companies to digitize, leading to the mainstreaming of technologies such as the Fourth Industrial Revolution and artificial intelligence. Current AI technologies can be customized to address companies' unique challenges. To embrace AI, companies can adopt these five AI-powered technologies that are shaping the future of digital transformation.

Artificial Intelligence of Things (aiot). Aiot, an advanced blend of artificial intelligence and Internet of Things, brings a different interpretation to the machine learning perspective. Aiot involves the intelligent, optimized and real-time alignment of physical and digital processes among process control systems, manufacturing execution systems, enterprise resource planning and other technologies to improve overall efficiency.

Conversational artificial intelligence. Interactive voice responses are the artificial intelligence technology that is driving the market growth as it can work with large volumes of data. By leveraging conversational AI, businesses can improve user experience to increase cross-selling and up-selling opportunities.

Artificial intelligence without code. This technology is democratizing business, management and operations teams with analytical capabilities without requiring specialized data science knowledge and skills. Most no-code platforms are easy to use and offer a number of tools to do so. Machine Learning and Hyper Automation. It works together with artificial intelligence and machine learning technologies and uses digital process or intelligent process automations. It can also automate processes that were previously unautomated and unstructured. Enterprises cannot rely on static packaged software for hyperautomation initiatives to be successful. Automated business processes must therefore adapt and respond to changing conditions. Artificial intelligence with the cloud. Artificial intelligence is integrated into every aspect of human life. The next big opportunity in digital transformation is integrating the cloud into AI-powered devices to organize and access data. This integration not only improves the performance of AI-powered devices, but also enables unstructured data sources to be collected, analyzed and used for the benefit of the company.

Artificial intelligence is affecting both the labor market and industries by increasing the range of technologies and activities it contains. When the impact on the current labor market is assessed, it is clear that new mandates are needed. There is a growing demand for a workforce with knowledge and skills in

the field of artificial intelligence. Most industries will require different types of AI skills, which in turn will have a significant impact on the labor market. As enterprises increasingly use artificial intelligence technology, the way they do business will change.

Conclusion

There are many ways for businesses to take advantage of technology in their digital transformation. However, the concept of artificial intelligence is becoming more and more evident in every field. Artificial intelligence modules that will be used by enterprises in the digitalization process will make business faster and more efficient. At this point, the workforce also plays an important role. Efficiency can be maximized with a workforce that will properly utilize AI applications. With artificial intelligence that will be incorporated into industries, faster services and efficient products can be obtained. Developments in modern times clearly show that the demand for artificial intelligence is increasing in the short term. Artificial intelligence will increasingly manifest itself in every field, regardless of any sector.

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