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USE OF ARTIFICIAL INTELLIGENCE IN ORGANIZATIONAL MANAGEMENT

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Abstract. The purpose of this article is to demonstrate the use of artificial intelligence in some developing areas, including organizational management. It also highlights the pros and cons of artificial intelligence in organizational management. A comparative analysis was used to explore the potential of artificial intelligence. These analyses revealed that artificial intelligence offers a unique tool for facilitating employee work. At the same time, sources of problems associated with artificial intelligence induced employee performance were identified. Based on the findings, it can be concluded that the use of artificial intelligence should be monitored. To prevent social inequality, it is necessary to improve employee skills in numerical processing. The study's results suggest methods for appropriately managing the use of artificial intelligence and mitigating its negative impacts, along with conclusions and recommendations.

Key words: artificial intelligence, organization, industry, society, technology, enterprise, complex, beneficial, harmful, quality, efficiency, skill, experience, qualification, tool.

Аннотация. Цель представленной статьи — показать методы использования искусственного интеллекта в некоторых развивающихся областях, в том числе в управлении организациями. Одновременно с этим, осветить плюсы и минусы искусственного интеллекта в управлении организациями. Для изучения возможностей искусственного интеллекта был использован метод сравнительного анализа. С помощью этих анализов стало ясно, что искусственный интеллект является уникальным средством для облегчения работы сотрудников. Одновременно были выявлены источники проблем, связанных с работой сотрудников под влиянием искусственного интеллекта. На основе полученных результатов можно сказать, что использование искусственного интеллекта следует контролировать. Для предотвращения социального неравенства необходимо повышать квалификацию работников в работе с числами. Результаты исследования предлагают методы надлежащей организации использования искусственного интеллекта и снижения его негативных последствий, выводы и рекомендации.

Ключевые слова: искусственный интеллект, организация, промышленность, общество, технология, предприятие, сложный, полезный, вредный, качество, эффективность, навык, опыт, квалификация, средство.

Introduction

It is well known that innovation is a tool that performs unique functions for peaceful life, well-being, and human development. In other words, it is a successful product or technology necessary for improving the efficiency and quality of work to create a healthy environment. Comparing innovation with inventions or artificial intelligence is completely incorrect. The practical application of innovation in organizations is the foundation for qualitative growth, development, and competitive advantage. In short, an invention is a new idea, while innovation is an idea that is implemented on demand, and so on.

Many online sources also refer to artificial intelligence as artificial cognition, artificial intelligence, and intelligent machines.

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Artificial intelligence (AI) is a tool that performs unique tasks, such as presentation creation, software development, industrial and technical automation, digitization of systems and documents in organizations, and other functions. This unique tool can improve operational efficiency, product quality, and organizational productivity through digitalization.

Literature analysis

In online resources, intelligent communication serves as a social tool, allowing the transmission of large amounts of information in the form of short, understandable images, while simultaneously fulfilling the objectives of social integration and competition within organizations.

These intelligent mechanisms are called processes or management methods, which serve to produce a high-quality product with high value for organizations. They improve operational efficiency and produce a high-quality product that meets requirements and needs. This creates new value, resulting in increased profitability. However, it should be remembered that these beneficial methods also have their downsides.

Artificial intelligence is currently the subject of heated debate around the world. It is well known that AI has the potential to take over virtually all fields. This, obviously, diminishes human dominance and raises concerns among experts. The fact is that AI is capable of performing all the tasks that humans can, and even more. In fact, these intelligent machines are capable of solving complex problems in a variety of fields.

Research methodology

This study utilized comparative analysis methods. The capabilities of artificial intelligence, as presented in scientific literature and online sources, were analyzed. Based on this analysis, the advantages and disadvantages of AI in organizations were compared. A comprehensive systems approach to assessing its impact was applied, and all aspects of this system were analyzed comprehensively. Along with substantiating numerical indicators of AI effectiveness, its capabilities were logically compared to the organization's operations in their natural state. Expected future consequences of AI influence were statistically analyzed, as were ways to mitigate its harmful impact. The role of AI in the economy and its development trends were analyzed based on official reports from international organizations.

Discussion and results

According to statistics, this unique tool is expected to create approximately several million jobs today. It's worth noting that some processes cannot be performed without human intervention. This is because many processes cannot be easily performed by artificial intelligence. For example, human skills are required to enter and process new data, as well as to replace repetitive and simple processes.

Artificial intelligence is currently capable of performing virtually all tasks that are within the human mind's capabilities, including decision-making. Research is actively underway to implement complex processes, solve problems quickly, enhance visual perception, and translate. Computer programs designed for language translation are particularly important. Such intelligent programs facilitate rapid development in many diverse fields.

In the financial sector, AI is capable of making two-way decisions by analyzing problematic data in real time. In banking, it serves as a fraud detection system.

According to the Center for Self-Organization Skills Development, a significant number of unskilled workers, such as schoolchildren, are employed in unskilled jobs without a high school

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diploma. Employers demand creative and critical thinking from their employees. At the same time, they have the right to demand that they make useful decisions. Otherwise, they will have to be replaced by self-organization programs.

According to experienced international researchers, the implementation of digital technologies could increase global gross domestic product by approximately 28% by 2030. The global economy could grow by 17%.

The use of digital technologies has now become a tradition in virtually all organizations. They improve the quality and efficiency of production processes and strengthen management. As a result, organizational governance becomes more stable.

Some organizations can also improve efficiency by switching to remote work to increase value and profits. This saves employees valuable time and allows them to work in comfortable conditions, reducing costs for employers. For example, AI has become a vital tool in the fight against COVID-19 and other global health problems. However, it has become clear that the reliability of AI-based diagnostics lags behind expert opinion.

Cars developed using the SI system are driverless. Such vehicles can be considered eco-friendly because they do not pollute the environment, improve transportation efficiency, and reduce accidents and other negative consequences.

Measures must be developed to retain experienced specialists in various professions. Employees must be trained to work with numbers. To this end, training programs should be developed.

Conclusion

Therefore, it is necessary to develop regulatory documents regarding the use of artificial intelligence in organizations. This will help avoid conflicts between employers and employees. To prevent such disagreements, it is necessary to have complete information about the positive and negative aspects of using intelligent machines. Measures must be developed for the proper implementation of programs created using artificial intelligence and a future direction for development must be determined.

Based on the above, it can be said that it is crucial to have complete information about the positive and negative consequences of using these intelligent machines. It is necessary to develop rules governing the use of artificial intelligence in organizations. Measures should be developed to properly implement the future development of programs created using artificial intelligence. To preserve employees' jobs, it is necessary to develop their numerical skills. To this end, that is, to enhance workers' digital skills, it is necessary to develop training measures and methods. This will help prevent conflicts between employers and employees, prevent social inequality, and reduce processes that negatively impact a healthy work environment.

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