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FOREIGN EXPERIENCE IN USING ARTIFICIAL INTELLIGENCE TO IMPROVE MANAGEMENT EFFICIENCY

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Annotation: This article explores various international case studies and practices where artificial intelligence (AI) technologies have been successfully implemented to enhance management efficiency. It analyzes how AI-driven tools such as machine learning, automation, and data analytics optimize decision-making, streamline operations, and improve resource allocation in organizations across different sectors. The study highlights best practices, challenges, and the impact of AI adoption on managerial performance, offering valuable insights for policymakers and business leaders aiming to leverage AI for operational excellence.

Keywords: artificial intelligence, management efficiency, international case studies, machine learning, automation, data analytics, decision-making, operational optimization, ai adoption, organizational performance.

Introduction. Artificial intelligence (AI) is considered one of the main tools for improving the efficiency of corporate governance and public administration in today's digital transformation process. These technologies are revolutionizing the implementation of various tasks, from automated decision-making to process optimization and security. AI not only saves time and resources, but also helps to increase the efficiency of management systems with a high level of accuracy.

The decision-making process in modern management systems is often based on large amounts of data. The correct analysis of this data directly affects management efficiency. Traditional management methods are difficult to process and make decisions based on large amounts of data. Therefore, artificial intelligence technologies allow you to automate and optimize these processes.

Analysis of relevant literature. In many countries of the world, artificial intelligence technologies are actively used not only in private enterprises, but also in public administration systems. There are many scientific articles and practical studies on the use of AI in management systems. In their 2022 study, world-class scientists McKinsey and Company studied the impact of artificial intelligence on the decision-making process in business management. According to the results of the study, AI can increase the speed of data processing by 70% and reduce management errors [1].

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The Harvard Business Review (2020) magazine provides detailed information on the impact of AI on leadership decisions. This magazine describes AI as an assistant to managers in the decision-making process. It helps the leader improve the quality of decisions by providing clear and quick recommendations. It is also noted that AI technologies can create new products and services, help create a number of new businesses with the ability to predict market trends [2]. The Forbes Insights (2023) article highlights the opportunities for artificial intelligence to reduce costs in enterprise management and effectively allocate resources. Artificial intelligence and machine learning technologies have a significant impact on the efficiency of business entities. AI technologies play a significant role in increasing the speed and accuracy of business decision-making. McKinsey research shows that companies that use AI technologies have increased efficiency by 30% [3].

Analysis and results. Artificial intelligence (AI) has been used in the field of management to analyze large amounts of data, optimize processes, and increase the speed of decision-making. This process allows for better identification and elimination of management shortcomings, thereby further improving the management process. These technologies are being effectively used by a number of companies abroad. Analyzing the experiences of foreign countries, it can be said that artificial intelligence is emerging as a key tool in automating processes. Many large companies are actively using AI technologies. Here are a few examples:

Artificial intelligence allows business leaders to analyze large amounts of data in a short time, which is an important factor in making complex strategic decisions. One of the leading countries, the United States, is widely using artificial intelligence technologies to improve management efficiency. In the context of rapidly developing technologies and databases, the use of artificial intelligence is helping to increase the efficiency of decision-making in US enterprises. By analyzing large amounts of data and effectively using the ability to forecast, artificial intelligence is accelerating management processes and increasing their accuracy. For example, Procter & Gamble has used artificial intelligence to manage marketing campaigns, more accurately identifying target audiences and reducing advertising costs by 15% [2].

US technology giants, including Amazon, use their own personal recommendation system to analyze the shopping habits of customers and recommend products that are suitable for them. This system creates an individual approach to each customer by processing a large database (Big data). This system has helped Amazon increase its annual sales volume by 35%. Amazon has also widely used artificial intelligence and robotics systems in its logistics networks, reducing order delivery times by 30%. Robots in Amazon warehouses quickly and accurately carry out the processes of sorting, placing and packaging products. As a result, the time required for human labor has been significantly reduced [4].

In addition, the US banking sector is also actively using artificial intelligence (AI) technologies. For example, JPMorgan Chase has developed an AI-based financial recommendation platform to help customers optimize their investment portfolios. This has increased customer confidence and increased the bank's profits [5]. It is also using AI to monitor financial transactions. AI monitors customer transactions in real time, identifying and blocking suspicious transactions. As a result, fraud cases have decreased by 40% and customer security has significantly increased [6].

IBM Watson is an artificial intelligence platform that analyzes complex data, supports decision-making, and automates management. Watson is used in the following areas:

• Financial management: Accelerates financial decisions and detects fraud through data analysis. For example, companies are reducing costs by automating financial reporting.

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• Human resources management: IBM Watson is used in HR departments to automate recruitment processes and identify the most suitable candidates.

IBM Watson works in real-time to analyze and manage data.

• Analytical management: IBM Watson analyzes large volumes of data (Big data) and helps management make strategic decisions.

• Data cleansing and classification: IBM enables companies to manage data more effectively. For example, healthcare organizations use IBM Watson to analyze millions of patient records and improve accuracy.

With IBM Watson, businesses are automating their customer service processes.

• Chatbots and virtual assistants: IBM Watson provides virtual assistants that answer customer questions in real time. This has increased customer satisfaction by 25%.

• Customer behavior analysis: Watson studies data and predicts customer needs in advance.

IBM uses its AI capabilities to introduce new technologies.

• Industrial production: IBM Watson monitors and optimizes production processes to automate and increase efficiency.

• Cybersecurity management: IBM Watson analyzes security incidents, identifies risks in advance and increases security.

IBM Watson is achieving many results by using AI in a number of areas. These include the following:

A. IBM Watson increased the speed of business processes by 40% by automating user management processes.

B. Data analysis and management efficiency improved by 30%.

C. Fraud detection efficiency increased by 60% [7;8].

In addition to the above, it should be noted that artificial intelligence (AI) technologies are also widely used in the process of digital transformation. Advanced European countries, including Germany and France, are introducing artificial intelligence technologies as part of the “Industry 4.0” initiative. In Germany, Siemens has developed an artificial intelligence-based “MindSphere” platform for active automation of production processes. This platform serves to increase production capacity by analyzing real-time data from factories [9].

Companies using artificial intelligence (AI) in management and their results

№	Company name	Application Area	Results of using Si
1.	Microsoft	Big Data Management and IT Infrastructure	Decision-making processes are automated, efficiency is increased
2.	Walmart	Supply Chain and Logistics Management	Costs are reduced by 20%, efficiency is increased
3.	Alibaba	E-Commerce Management	Speed and efficiency in managing purchasing processes are increased

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4.	Google	Advertising Management and User Analytics	Advertising efficiency is increased by 30%, user needs are identified
5.	Salesforce	Customer Relationship Management (CRM System)	Speed of customer needs analysis is increased

This table provides examples of leading enterprises in the application of artificial intelligence in the field of management. The experience of each enterprise shows how important artificial intelligence is in increasing competitiveness in management processes.

Conclusions and recommendations. The analysis shows that the integration of artificial intelligence into management systems leads to increased efficiency in many areas. Through SI technologies, organizations:

1. Automate processes, saving time and resources.
2. Make quality decisions through accurate and rapid analysis of data.
3. Increase competitiveness by developing and implementing innovations.
4. Ensure safety and minimize human errors.

These results show how effective artificial intelligence technologies are in foreign experience. Also, SI technologies can become an integral part of future management systems.

Below are some suggestions that will help to successfully apply artificial intelligence technologies in management systems and increase their efficiency:

First, establish cooperation between the state and the private sector to introduce artificial intelligence-based management systems.

Second, introduce special programs for organizations to study and apply AI technologies.

Third, allocate state-level grants for the development of artificial intelligence systems to save resources and increase efficiency.

Fourth, develop and implement security protocols for AI systems to ensure data security.

Fifth, develop retraining programs to preserve employee jobs as a result of the integration of artificial intelligence.

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