

LEVERAGING GENERATIVE AI: STRATEGIC ADOPTION PATTERNS FOR ENTERPRISES

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Generative Artificial Intelligence (AI) is a rapidly evolving subset of AI technologies that involves creating new content, such as text, images, and audio, using algorithms trained on large datasets. Well-known examples of generative AI technologies include Generative Adversarial Networks (GANs) and Generative Pre-trained Transformers (GPT). These innovations are increasingly being integrated into various business applications, from automating content creation and enhancing customer interactions to driving product development and innovation. The importance of generative AI in a business context lies in its potential to augment human creativity, improve operational efficiency, and unlock new business opportunities, making it a critical tool for enterprises aiming to maintain a competitive edge in the digital age.

Despite its transformational potential, the implementation of generative AI in businesses faces significant challenges. High implementation costs, the complexity of integrating AI systems into existing infrastructures, a shortage of skilled specialists, and ethical issues related to data privacy and AI-generated content are among the primary obstacles. Additionally, businesses often struggle to align AI initiatives with their strategic goals and ensure that AI outputs meet high standards of quality and compliance. These barriers complicate the large-scale and effective adoption of generative AI, limiting its potential to revolutionize business operations and innovation.

The research encompasses a comprehensive review of existing literature, analysis of real-world cases, and synthesis of best practices in the strategic implementation of generative AI. It explores strategic models for the deployment of generative AI in enterprises, identifies key drivers and barriers to its adoption in business environments, and examines the strategic approaches businesses use to integrate generative AI into their operations. Insights and recommendations are provided for enterprises considering the adoption of generative AI technologies. The importance of the research lies in its potential to help businesses overcome implementation challenges and maximize the benefits of generative AI. Understanding strategic models and approaches to AI integration will enable businesses to better navigate the complexities of AI deployment, enhance their innovative capabilities, and ensure sustainable growth in an increasingly competitive market. The conclusions drawn from the research aim to bridge the gap between theoretical insights and practical applications of generative AI, providing a valuable resource for business leaders, technology strategists, and policymakers seeking to leverage AI for competitive advantage.

Key words: *Generative AI, Enterprise Adoption, Strategic Integration, Generative Adversarial Networks (GANs), Generative Pre-trained Transformers (GPT), AI-driven Innovation, Business Transformation, AI Implementation Challenges, Technology Adoption Frameworks, AI in Business Operations*

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INTRODUCTION

Generative AI is rapidly evolving, marked by continuous advancements in machine learning algorithms, particularly in GANs and transformers, which enable the creation of more sophisticated and high-quality content. There is a significant rise in investment from both private and public sectors in AI research and development, aiming to harness the potential of generative AI across various applications. The technology's applications are expanding across diverse sectors, from creative industries like art and entertainment to more technical fields such as healthcare, finance, and manufacturing. Additionally, there is an increasing emphasis on ethical considerations, including data privacy, bias in AI models, and the responsible use of AI-generated content, leading to the development of regulations to address these concerns. Generative AI is also being integrated with other emerging technologies like blockchain, Internet of Things (IoT), and augmented reality (AR), enhancing its capabilities and creating new opportunities for innovation. Generative AI is crucial for enterprises of different types due to its transformative potential. For creative industries, it offers new ways to innovate and produce content. In technical fields like healthcare and finance, it enhances accuracy, efficiency, and decision-making. In customer-facing industries like retail and entertainment, it improves personalization and user engagement. By adopting generative AI, enterprises can enhance their operational efficiency, foster innovation, and maintain a competitive edge in a rapidly changing digital landscape. Moreover, understanding and leveraging generative AI's capabilities allows businesses to address industry-specific challenges, optimize their processes, and unlock new opportunities for growth and development. Generative Artificial Intelligence (AI), a subset of AI technologies, involves algorithms that can generate new content, such as text, images, and audio, based on the data they have been trained on. Examples include Generative Adversarial Networks (GANs) and advanced language models like GPT. These technologies are increasingly becoming integral to various enterprise applications, from automating content creation to enhancing customer interactions and driving innovative product development. The relevance of Generative AI lies in its ability to augment human creativity, improve operational efficiency, and foster new business opportunities, making it a critical tool for enterprises aiming to maintain a competitive edge in the digital age. Despite its

potential, the adoption of Generative AI in enterprises is fraught with challenges. These include high implementation costs, the complexity of integrating AI into existing systems, a shortage of skilled professionals, and ethical concerns related to data privacy and AI-generated content. Additionally, enterprises often struggle with aligning AI initiatives with their strategic goals and ensuring that the AI-generated outputs meet quality and compliance standards. These challenges hinder the widespread and effective adoption of Generative AI, limiting its transformative impact on business operations and innovation.

The topic of this article is highly relevant and important in today's rapidly evolving technological landscape. As generative AI continues to advance, it offers unprecedented opportunities for businesses to innovate, optimize operations, and stay competitive. Enterprises across various industries are exploring how to effectively integrate these technologies into their workflows to drive value and differentiate themselves in the market. However, the complexity and challenges associated with implementing generative AI necessitate a strategic approach to adoption. By understanding and leveraging strategic adoption patterns, businesses can navigate the hurdles of integration, align AI initiatives with their strategic goals, and ensure the quality and compliance of AI-generated outputs. This approach not only maximizes the benefits of generative AI but also mitigates risks, enabling enterprises to fully harness the transformative potential of this technology. Therefore, exploring and documenting strategic adoption patterns is crucial for guiding businesses through the complexities of generative AI implementation and ensuring sustainable growth and innovation in a competitive digital age.

LITERATURE REVIEW

Generative AI technologies have advanced significantly, leading to disruptive innovations across various sectors. Two key types of generative AI include Generative Adversarial Networks (GANs) and Generative Pre-trained Transformers (GPT). GANs, introduced by Ian Goodfellow, are notable for their ability to generate realistic images and videos by training two neural networks in a competitive setting. GPT models, developed by OpenAI, have revolutionized natural language processing by generating coherent and contextually relevant text. These technologies have vast applications, including content creation, customer service automation, and software development, enabling businesses to enhance productivity and innovation. The disruptive impacts of these technologies are evident in various fields, such as healthcare and education, as highlighted by Kivimaa et al. [1]. Research on the adoption of AI in enterprises highlights both the benefits and challenges. Studies indicate that AI integration can significantly enhance efficiency, decision-making, and innovation. However, enterprises face barriers such as high implementation costs, technical complexities, and a shortage of skilled professionals. For instance, McKinsey's 2020 report notes that many organizations are still in the pilot phase of AI adoption. A systematic literature review by Antoine Duclos [2] discusses the potential applications, benefits, and constraints of generative AI in software product management. It emphasizes how generative AI can assist in idea generation, market research, and customer insights, although issues of accuracy, reliability, and ethics persist. Another comprehensive study by Soni et al. [3] explores the impact of AI on business models, from research and innovation to market deployment and future shifts. The paper discusses the implications of AI on innovation, knowledge, and entrepreneurship, highlighting the need for strategic adaptation to leverage AI effectively. The literature on technology adoption in enterprises provides several frameworks and models applicable to the adoption of Generative AI. The Technology-Organization-Environment (TOE) framework, proposed by Tornatzky and Fleischer (1990), considers three contexts – technological, organizational, and environmental – to understand factors influencing adoption decisions. Rogers' Diffusion of Innovations theory (2003) describes the process of adoption over time across various population segments. More recent models, such as Gartner's AI Maturity Model (2020), offer a staged approach from initial awareness to optimization. These frameworks emphasize strategic alignment, stakeholder engagement, and continuous learning. An article by Mondal et al. [4] explores the economic and societal impact of generative AI and proposes a framework to help business managers develop effective strategies for enhancing operations through hybrid physical and virtual experiences. Furthermore, a study by Moshkovich and Mechitov [5] examines the broader socio-economic implications of AI, including its impact on global markets, job dynamics, and strategic competition. This research underscores the transformative potential of AI and the necessity for coherent policies to support its integration across different sectors. Despite significant advancements in Generative AI technologies and their applications, several gaps remain in current research. Long-term impact studies are limited, with most research focusing on short-term benefits and initial challenges. Cross-industry comparisons are lacking, which could reveal unique challenges and opportunities in different sectors. There is insufficient

information on the scalability and generalization of Generative AI solutions to larger, more complex environments. Ethical and legal frameworks specific to Generative AI, addressing issues like data privacy and algorithmic bias, need more detailed study. The impact on the workforce, including job displacement and the creation of new roles, is not fully explored [6, 7]. Practical aspects of integrating Generative AI with existing systems and processes are under-researched. User acceptance and adoption within organizations require more attention to understand perceptions and resistance. More granular analysis is needed on how Generative AI alters business models, strategies, and competitive dynamics. The broader economic implications, including effects on market structures and economic growth, need deeper analysis. Finally, interdisciplinary research combining technology, economics, sociology, and ethics is needed to provide a holistic view of Generative AI's impact. Addressing these gaps will enhance the understanding and responsible integration of Generative AI into various sectors.

This article aims to explore the strategic adoption patterns of Generative AI in enterprises. Specifically, it seeks to:

- Identify the key drivers and barriers to Generative AI adoption in business settings.
- Examine the various strategic approaches enterprises employ to integrate Generative AI into their operations.
- Provide insights and recommendations for enterprises considering the implementation of Generative AI technologies.

The scope of this study encompasses a comprehensive review of existing literature, an analysis of real-world case studies, and a synthesis of best practices in the strategic adoption of Generative AI. The importance of this research lies in its potential to guide enterprises in overcoming adoption challenges and maximizing the benefits of Generative AI. By understanding the strategic patterns and approaches to AI integration, businesses can better navigate the complexities of AI adoption, enhance their innovation capabilities, and drive sustainable growth in an increasingly competitive market.

MAIN PART

The adoption of Generative AI in enterprises is characterized by diverse patterns that reflect the varying strategic goals and operational needs of different industries. Many enterprises initially adopt Generative AI through pilot projects that focus on specific applications, such as automated content creation, customer service enhancement, and predictive analytics. These pilot projects often serve as a proof of concept, demonstrating the technology's potential before scaling up to broader implementations. For instance, companies in the retail sector use Generative AI to personalize marketing campaigns and optimize inventory management, while healthcare providers deploy AI to assist in diagnostic procedures and patient care management.

Different strategic approaches to Generative AI adoption have been identified in the study:

1. **Incremental Integration:** Enterprises gradually incorporate Generative AI into their existing workflows to minimize disruption. This approach allows for continuous assessment and adjustment, ensuring that the AI systems align with business objectives and regulatory requirements.
2. **Transformational Integration:** Some enterprises adopt a more radical approach by rethinking their business models and processes around Generative AI capabilities. This strategy is often seen in tech-driven companies that aim to leverage AI for significant competitive advantages, such as developing entirely new products or services based on AI-generated insights.
3. **Collaborative Partnerships:** Many enterprises form strategic partnerships with AI vendors, research institutions, and other stakeholders to co-develop and implement Generative AI solutions. These collaborations provide access to advanced technologies and expertise, facilitating more efficient and effective AI integration.

Case Studies

- **Retail Sector:** A leading retail company implemented a Generative AI system to enhance its e-commerce platform. By analyzing customer data, the AI generated personalized product recommendations and marketing content, resulting in a 20% increase in online sales and a 15% improvement in customer retention rates [2, 8].
- **Healthcare Industry:** A prominent healthcare provider adopted Generative AI to support diagnostic imaging and patient data analysis. The AI system assisted radiologists in identifying anomalies in medical images with greater accuracy and speed, reducing diagnostic errors by 25% and improving patient outcomes [1].

- **Financial Services:** A major financial institution deployed Generative AI to streamline fraud detection and risk management. The AI system analyzed transaction patterns and identified fraudulent activities in real-time, leading to a 30% reduction in financial losses due to fraud [3].

The findings suggest that Generative AI has significant implications for enterprise strategy and operations. By adopting Generative AI, enterprises can achieve higher levels of efficiency, innovation, and customer engagement. The ability to generate personalized content and insights enables businesses to better meet customer needs and stay ahead of competitors. Additionally, AI-driven automation can reduce operational costs and free up human resources for more strategic tasks. The study's findings align with existing literature that highlights the transformative potential of Generative AI. Previous research, such as that by Soni et al. (2019), emphasizes the role of AI in driving innovation and reshaping business models [3]. The strategic approaches identified in this study also resonate with Gartner's AI Maturity Model, which outlines the stages of AI adoption from initial experimentation to full-scale deployment. However, this study provides new insights into the specific applications and benefits of Generative AI across different industries, contributing to a more nuanced understanding of its impact. While the benefits of Generative AI are substantial, enterprises also face several challenges in its adoption. These include:

- **Technical Complexity:** Implementing Generative AI systems requires advanced technical skills and significant IT infrastructure investments.
- **Ethical and Legal Concerns:** The use of AI raises questions about data privacy, algorithmic bias, and intellectual property rights, necessitating careful consideration and management.
- **Change Management:** Successfully integrating AI into business processes requires managing organizational change, including employee training and adjusting workflows.

Despite these challenges, the opportunities presented by Generative AI are immense. Enterprises that effectively harness its capabilities can innovate faster, make more informed decisions, and deliver superior customer experiences. The key to successful adoption lies in a strategic approach that balances technological, organizational, and ethical considerations [5]. Generative AI can be adopted through various strategies, each offering different levels of integration, customization, and control. The table 1 describe four primary patters on Generative AI usage by enterprises, providing insights into their respective benefits, limitations, and use cases.

CONCLUSION

The study has provided a comprehensive exploration of the adoption patterns, strategic approaches, and practical applications of Generative AI in enterprises. Key findings indicate that enterprises are integrating Generative AI through incremental, transformational, and collaborative strategies. These strategies have been effectively demonstrated through case studies across various sectors, including retail, healthcare, and financial services. In retail, for instance, Generative AI has significantly boosted online sales and customer retention through personalized marketing. In healthcare, it has enhanced diagnostic accuracy and patient outcomes by assisting in medical imaging analysis. Meanwhile, in financial services, it has streamlined fraud detection, reducing financial losses substantially.

The implications of these findings for enterprises are profound. Generative AI can drive efficiency, innovation, and customer engagement, providing a competitive edge in an increasingly digital marketplace. Enterprises are advised to start with pilot projects to test the viability and benefits of Generative AI before broader implementation. Investing in skills and infrastructure, adhering to ethical practices, fostering collaborative partnerships, and maintaining continuous monitoring and adaptation are crucial for successful AI integration. These steps ensure that the technology not only aligns with business objectives but also complies with regulatory standards and ethical guidelines.

Comparing these findings with existing literature, such as Soni et al. (2019) and Mondal et al. (2023), reveals consistency in the transformative potential of Generative AI and the strategic approaches necessary for its adoption. However, this study adds a nuanced understanding of specific applications and benefits across different industries, offering a more detailed roadmap for enterprises considering AI integration.

The author proposes that enterprises adopt Generative AI through incremental integration, transformational integration, or collaborative partnerships. Incremental integration minimizes disruption and allows continuous assessment, ensuring alignment with business objectives and regulatory requirements. Transformational integration enables tech-driven companies to leverage AI for significant competitive advantages by developing new products or services. Collaborative partnerships provide access to advanced technologies and expertise, facilitating efficient and effective AI integration. These strategic approaches enhance operational efficiency, foster innovation, and maintain a competitive edge in

a rapidly changing digital landscape. Despite the benefits, challenges such as technical complexity, ethical and legal concerns, and change management persist. Addressing these challenges requires a balanced approach that considers both technological advancements and organizational readiness. Enterprises must navigate these complexities to fully harness the potential of Generative AI, driving innovation and achieving sustainable growth.

Table 1

Generative AI adoption patterns

Patterns	Technology	Cost	Implementation Team	Use Cases	Limitations	Recommendations
Pay and Use	Foundational or specialized models available as web, mobile apps, or plugins.	Typically involves fixed-fee subscriptions, ranging from \$10 to \$30 per user per month, with some usage-based pricing models.	No technical team required.	Suitable for tasks like code drafting for software engineering and content drafting for marketing and sales.	Limited customization and control, potential issues with data privacy and security, and a transient competitive advantage due to widespread availability.	Evaluate third-party Gen AI apps for corporate roles and monitor their development. This pattern is ideal for businesses looking to quickly leverage Gen AI capabilities without significant investment in infrastructure.
Integrate Your Apps	Popular services include Azure OpenAI Service, Google Cloud, and Amazon Bedrock, which provide REST API and client libraries for various programming languages.	The cost depends on the volume of data processed, with potential expenses ranging significantly based on usage.	Solutions Architect, Software Engineers, DevOps Engineer.	Document processing, information extraction, sentiment analysis, and virtual agents.	Limited context window size, reliance on third-party data processing, and potential data privacy concerns.	Identify where Gen AI integration can provide the most value within existing applications. This pattern is suitable for businesses with moderate technical capabilities looking to enhance their applications with Gen AI features.
Enrich with Your Data	Utilizes embedding models and LLMs (Large Language Models) for content indexing and data integration.	Costs associated with data indexing and embedding can be substantial, especially with large data volumes.	Solution and Data Architects, Software, Data, and ML Engineers, DevOps Engineer.	Customer service automation, marketing content generation, auto-reporting, enterprise search, and decision support systems.	Challenges in fitting corporate knowledge into the model's context and the need for robust data infrastructure.	Use open-source models to mitigate costs and implement guardrails to prevent data exposure. This pattern is best for enterprises seeking to utilize their proprietary data for competitive advantage.
Train on Your Data	Involves pre-trained foundational models and fine-tuning on proprietary data. Popular services include Google Vertex AI, Amazon SageMaker, and HuggingFace Hub.	Significant costs and resources required for training from scratch, with expenses varying based on the model and approach.	Solution and Data Architects, Data Scientists, Software, Data, and ML Engineers, DevOps Engineer.	Specialized skills or domain-specific applications, such as legal, medical, and financial services.	High data quality requirements, extensive compute resources needed, and limited generalization to other domains.	Leverage pre-trained models to reduce costs and focus on high-quality data for training. This pattern is ideal for enterprises with specific domain expertise seeking to achieve the highest accuracy and customization.

Source [9-14]

Future research should focus on the long-term economic and social impacts of Generative AI adoption, cross-industry comparisons to identify unique challenges and opportunities, and in-depth exploration of ethical and legal implications. Additionally, examining the impact of AI on workforce

dynamics and how it influences business model innovation and entrepreneurship will be crucial in shaping coherent policies and training programs. This future research will further illuminate the path for enterprises seeking to leverage Generative AI effectively.

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ВИКОРИСТАННЯ ГЕНЕРАТИВНОГО ШІ: ШАБЛЕРИ СТРАТЕГІЧНОГО ВПРОВАДЖЕННЯ ДЛЯ ПІДПРИЄМСТВ

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Генеративний штучний інтелект (ШІ) є швидко розвиваючою підмножиною технологій ШІ, яка передбачає створення нового контенту, такого як текст, зображення та аудіо, за допомогою алгоритмів, навчених на великих наборах даних. Відомими прикладами технологій Генеративного ШІ є генеративні змагальні мережі (GANs) та генеративні попередньо навчені трансформери (GPT). Ці інновації все більше інтегруються в різні підприємницькі застосування, від автоматизації створення контенту та покращення взаємодії з клієнтами до стимулювання розробки продуктів та інновацій. Важливість Генеративного ШІ у бізнес-контексті полягає в його потенціалі підвищити людську креативність, покращити операційну ефективність та відкрити нові бізнес-можливості, що робить його критичним інструментом для підприємств, які прагнуть зберегти конкурентну перевагу в цифрову епоху. Незважаючи на його трансформаційний потенціал, впровадження Генеративного ШІ в підприємствах стикається зі значними викликами. Високі витрати на впровадження, складність інтеграції систем ШІ в існуючі інфраструктури, нестача кваліфікованих спеціалістів та етичні проблеми, пов'язані з конфіденційністю даних та контентом, створеним ШІ, є серед основних перешкод. Крім того, підприємства часто стикаються з труднощами у відповідності ініціатив ШІ зі своїми стратегічними цілями та забезпеченні відповідності виходів ШІ високим стандартам якості та дотримання вимог. Ці бар'єри ускладнюють широкомасштабне та ефективне впровадження Генеративного ШІ, обмежуючи його потенціал революціонізувати бізнес-операції та інновації. Дослідження охоплює всебічний огляд існуючої літератури, аналіз реальних кейсів та синтез найкращих практик у стратегічному впровадженні

Генеративного ШІ. Досліджено стратегічні моделі впровадження Генеративного ШІ в підприємствах. Визначено ключові ризики та бар'єри впровадження Генеративного ШІ в бізнес-середовищах. Досліджено стратегічні підходи, які підприємства використовують для інтеграції Генеративного ШІ у свої операції. Запропоновано інсайти та рекомендації для підприємств, які розглядають можливість впровадження технологій Генеративного ШІ. Важливість дослідження полягає в його потенціалі допомогти підприємствам подолати виклики впровадження та максимізувати переваги Генеративного ШІ. Розуміння стратегічних моделей та підходів до інтеграції ШІ дозволить бізнесу краще орієнтуватися у складноцях впровадження ШІ, підвищити свої інноваційні можливості та забезпечити сталий ріст у дедалі конкурентнішому ринку. Висновки, отримані в дослідженні мають на меті заповнити розрив між теоретичними інсайтами та практичними застосуваннями Генеративного ШІ, надаючи цінний ресурс для бізнес-лідерів, технологічних стратегів та політиків, які прагнуть використовувати ШІ для досягнення конкурентних переваг.

Ключові слова: генеративний ШІ, впровадження в підприємствах, стратегічна інтеграція, генеративні змагальні мережі (GANs), генеративні попередньо навчені трансформери (GPT), інновації на основі ШІ, бізнес-трансформація, виклики впровадження ШІ, рамки впровадження технологій, ШІ в бізнес-операціях.