

# **The Impact of Artificial Intelligence on Business**

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**Abstract:** *Artificial Intelligence (AI) is transforming how businesses function, make decisions, and engage with their customers. This paper explores the transformational role of AI in modern business environments, focusing on its impact on operational efficiency, strategic decision-making, customer engagement, and workforce management. A combination of literature review and real-world case analysis is used to examine how AI technologies such as machine learning, natural language processing, and robotic process automation are being deployed across industries. The findings indicate that AI not only boosts productivity and profitability but also presents challenges including ethical concerns, job displacement, and data privacy. The paper concludes with insights into future developments and recommendations for responsible AI adoption in business*

**Keywords:** AI, Business Innovation, Automation, Strategic Decisions, Customer Interaction, Ethical Considerations

