

ARTIFICIAL INTELLIGENCE IN THE FUNCTION OF OPTIMIZING INTERNATIONAL BUSINESS PROCESSES

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ABSTRACT

Digitalization and automation are transforming traditional business models in contemporary market conditions. Artificial intelligence (AI) is reshaping international business operations through various forms of process optimization. The subject of this paper is the impact of digitalization, and particularly AI, on the optimization of international business processes. The aim of the paper is to present, on a scientific research basis, all the positive effects that digitalization and AI bring through the improvement of business processes, faster decision-making, and increased productivity, which directly contribute to the optimization of business operations and greater efficiency, as well as to identify and analyze potential negative effects. Although the development of AI brings numerous advantages to the international economy, it also creates certain challenges, since AI, like every major technological change, brings both opportunities and risks.

Keywords: digitalization, optimization, artificial intelligence, international business processes.