

Bridging Resources to Value: Evaluating Generative AI Benefits

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Abstracts

Numerous reports and studies are consistently emphasizing the profound impact of generative artificial intelligence (AI) across various industries, urging sectors to recognize the significance of this technology. This wave of AI innovation not only symbolizes technological advancement but also signifies a fundamental transformation in business operations and strategic thinking. In 2024, businesses will confront the challenge of effectively leveraging generative AI, assessing the benefits of its implementation, ensuring appropriate strategic integration, and enhancing advantages in decision support, innovation promotion, and efficiency improvement. This article delves into the implications of generative AI, highlighting its transformative potential in the coming year.

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