

## *AI and management perspectives*

*Artificial intelligence (AI) is having a significant impact on management, changing the way organizations conduct their activities and achieve their goals. This influence is manifested in better-informed decision-making due to access to coherent and consistent information. AI facilitates the collection, analysis and interpretation of large volumes of data in real time, helping managers to base decisions based on accurate and predictive information, such as market and trend analysis, optimizing financial and operational strategies or improving forecasts.*

*AI solutions also automate repetitive or time-consuming tasks, giving managers more time for strategic activities. Relevant examples include supply chain management, generating financial reports, or selecting and recruiting personnel through algorithms that analyze CVs.*

*AI helps personalize interactions with customers and employees, whether by implementing chatbots for customer support or through training and development programs tailored to individual needs. Systems such as personalized recommendations for products and services increase user satisfaction.*

*Efficiency and productivity are increased by AI algorithms that identify inefficiencies and provide concrete solutions. This can lead to cost reductions through efficient resource management or the elimination of downtime in production processes.*

*Another important benefit is the support provided in risk management. AI analyzes risks and proposes strategies to mitigate them. Examples include detecting financial fraud, identifying cyber risks or predicting economic and social risks.*

*Leadership is also transformed, with managers having tools at their disposal to analyze team performance and behavior. These allow them to adapt their leadership style by using real-time feedback systems or by identifying coaching and mentoring needs.*

*Although AI brings many benefits, there are also challenges. Resistance to change from employees or managers, ethical issues related to algorithm transparency or risks of excessive surveillance are issues that require attention. In addition, reliance on technology can affect human skills in certain areas.*

*In conclusion, AI is transforming management from a discipline based on intuition and experience to one focused on data and efficiency. Managers who do not adapt to the new realities risk causing significant damage to the organizations they lead.*

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