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RECTOR'S MESSAGE

I would like to extend my gratitude for your visit to FBM Insights Volume 8, a publication brought forth by the esteemed Faculty of Business and Management, UiTM Kedah Branch. This bulletin endeavours to present a concise and beneficial collection of important insights and research findings derived from the domain of social sciences.

FBM Insights aims to simplify complex social science concepts into easily digestible bullet points, making valuable knowledge more accessible to a wider audience. In this bulletin, each article provides a glimpse into the diverse and dynamic world of social sciences, including psychology, sociology, economics, finance, and other pertinent fields. Through concise and informative summaries, the intention is to promote a deeper understanding of human behaviour, societal trends and the multifarious factors that shape our world.

My heartfelt appreciation is proffered to the dedicated researchers and scholars whose works form the foundation of this bulletin, contributing significantly to the ever-changing landscape of knowledge in social sciences. In navigating the modern era's challenges and opportunities, the intrinsic value of social science research in guiding policy decisions and fostering social cohesion cannot be overstated.

I sincerely hope that this bulletin will spark readers' curiosity and inspire them to delve deeper into the myriad facets of human society and behaviour. Irrespective of whether you are a student, educator, or policymaker, I firmly believe that this publication will serve as an invaluable resource in your quest for knowledge.

Once again, thank you for embarking on this journey of discovery with us. Together, let us explore the captivating world of social sciences and its profound impact on our lives.

Thank you.

Prof. Dr. Roshima Haji Said

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UNLOCKING POTENTIAL: ARTIFICIAL INTELLIGENCE AND ORGANISATION PERFORMANCE

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INTRODUCTION

Artificial Intelligence (AI) technology is one of the most fascinating developments in a technologically advanced age that has transformed numerous sectors worldwide. In 1956 the term "artificial intelligence" was initially coined 1956 by John McCarthy in the Dartmouth Summer Research Project on Artificial Intelligence (DSRPAI) programme (Moor, 2006). AI is a recent concept that has drawn significant media interest. Since last year, AI has been popular and integrated into our daily lives. As a result, AI contributes to the best possible resource usage for organisational success. AI appears to have the potential to adjust the organisation landscape. As Arakpogun et al. (2021) mention, AI is a collection of Information Communication Technologies (ICTs) that imitate human intelligence to improve jobs, create greater efficiencies, and drive economic growth. It is crucial to handle issues organisations face, such as gaining a competitive edge, managing business operations, and dealing with consumers whose preferences are changing quickly. Furthermore, it corresponds to how an organisation generates, distributes, and re-utilises existing knowledge, impacting the extent of sustainable competitive advantage and progress in the digital economy. This, in turn, is fueled by the strategic utilization of knowledge (Yilmaz, 2016).

ARTIFICIAL INTELLIGENCE AND ORGANISATION PERFORMANCE

Given the rapid advancements in AI and its growing integration into business operations, it is essential to understand the potential advantages, difficulties, and implications for businesses across various industries. For instance, does AI contribute to critical performance indicators, namely productivity, profitability, innovation, customer satisfaction, and competitive advantage? Several studies demonstrate how AI creates satisfactory results for firms' performance. Firstly, Mikalef and Gupta (2021) noted that AI has increased organisational creativity and performance. It helps to enhance firm performance, accomplish competitive advantage as well as contribute to theory and management practices (Chen et al., 2022).

Prior to AI, there may have been several ways in which human cognitive capacities were limited. It is challenging to do jobs that require sophisticated skills and decision-making skills. The organisations' performance and operations may be impacted by this. With the advent of AI, new digital innovations are offered, improving organisational performance. In this context, the relevance of AI could be applied to improve customer service, including sales prediction on an item-by-item basis (Mariani & Fosso Wamba, 2020). It allows managers to build an effective system for managing performance within a business. Meanwhile, in a research examining the impact of AI on productivity and employment at the organizational level, Yang (2022) discovered that there exists a positive correlation between AI implementation and both productivity and

employment. As a result, efforts to facilitate productive employees significantly impact the growth of organisational performance.

A similar finding was discovered in a study by Wamba-Taguimdje et al. (2020), indicating that organisations achieve better performance via AI capabilities from the financial, marketing and administrative perspectives. In addition to this study, Tanveer et al. (2021) remarked that AI technologies also work well in business development. Other than that, in a survey conducted among European business professionals, AI helps to generate value among shareholders and customers (Güngör, 2020). The study by Hossain et al. (2022) insists that industrial product businesses today rely on convincing clients in a competitive, data-rich market to maintain their competitive edge in export markets. The implementation of AI through a marketing analytics platform enhances the firm's abilities in sensing, seizing as well as reconfiguring, leading to improved performance. Therefore, it is synthesised that the effects of AI on business performance include opportunities for improved effectiveness, productivity, and innovation. Correspondingly, other difficulties and challenges might be further explored to best utilise this AI and achieve beneficial results.

CONCLUSION

In summary, AI can greatly improve corporate performance through increased efficiency, better decision-making capabilities, individualised consumer experiences, innovation, and competitive advantage. To effectively capitalise on the advantages of AI and achieve long-term business success, organisations must carefully plan, implement a strategic plan, and continuously adapt to long-term business success. It is crucial to note that putting AI into practice has its difficulties and limitations. When adopting AI, organisations must consider several issues, including ethical considerations, data protection, security hazards, and the need for specialised skills.

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