



# THE MODERN-DAY IMPACT OF ARTIFICIAL TECHNOLOGY ON OPERATIONAL GROWTH

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**Abstract :** Artificial technology has a positive impact on a modern day. It helps to improve the structure of the organization. Therefore, development of the technical skill is being generated. The human intelligence process has to be developed in this portion, perceiving, and inferring information gathering are the two important factors that helps to improve the growth of the operational sector. Therefore, a proper introduction to the research topic is highlighted in this portion. Evaluation of the different factors and impact of these factors in the business have to be addressed in this portion. Additionally, the problem statements have to be evaluated within this research article. Advance search is highlighted, and the implication of the problem statement is highlighted in this portion.

**Index Terms -** Artificial Technology, Operational growth, Modern day, Technical growth, Artificial intelligence.

## I. INTRODUCTION

Artificial intelligence is based on the analysis of a massive amount of data, which helps to improve the potential growth of the business. The operational decision-making capacity of the employees has to be generated and it improves the critical evaluation of the research problem [1]. The pattern of the business is being changed and the development of the structure of the business is being highlighted. Optimizing the routine of the business is determined in this portion. Therefore, the time-saving process of the business is highlighted. Moreover, developing the security of the business is highlighted in this portion. Moreover, the operational growth of the business has to be determined. Improvement in the quality of the work is highlighted in this portion. Therefore, with the aid of this artificial technology, employees are capable to improve their business skills. Simpler and more efficient work has to be determined in this portion; moreover, the development of the productivity of the business is allowed to be highlighted [2]. Complex job is being easier with the support of artificial technology; moreover, time-consuming process is being accelerated.



Figure 1: Role of Artificial Intelligence  
(Source: 10)

## II. OBJECTIVES

Different objectives are mentioned below:

- To analyze the important strategies for operational growth
- To determine the role of technology in the modern world
- To distinguish between the artificial technology and automation process
- To rectify the challenges faced by organizations in their operation.
- To understand the role of artificial technology in operational growth
- To observe the challenges in implementing artificial technology in operation

### III. METHODOLOGY

This research article is based on the qualitative data collection method. Therefore, different types of online sources play an important role in this article. Google scholars help to collect different qualitative data. Moreover, a descriptive analysis of the research topic is being evaluated in this research topic [7]. The operational growth of the business has to be evaluated and improvement of the technical skills is allowed to be highlighted. The decision-making capacity of the employees is being determined and it helps to indicate the growth of modern-day technology. The impact of the customers to improve business goal have to be determined in this portion, therefore, the development of the organizational culture is being highlighted. Accomplishing the organizational goal is being innovated by adopting modern technology to improve business growth.

### IV. IMPORTANCE OF STRATEGIES FOR OPERATIONAL GROWTH

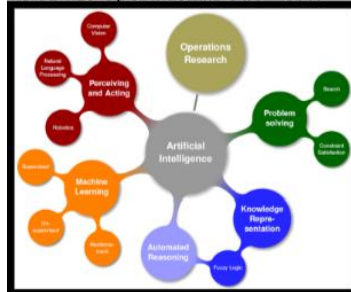


Figure 2: Strategies for Operational Growth

The global world is exploring the trend of technological development due to the increased level of competition in it. The use of many types of strategies have been implemented by businesses to have more appropriate results. Artificial intelligence is emerging as the greatest strategy to have results that are more successful is the operations [3]. The Use of AI helps to create more scope for having optimum use of resources, which marks the system of operations more effective. Cost-effectiveness is one of the great benefits, which become an important aspect of industrial development. Some of the benefits that technological development is giving are work force mistakes reduction and time consumption reduction. AI at its best provides the enhancement of the system's capability and more Ubiquitous systems. This help to make resource utilization more effective, which in turn makes the task, achieve more output [4]. The time reduction helps to make the task manager distract concentration to other problems existing. In the context of society, value addition is making society have more quantified effectiveness in its daily activities. Therefore, the use of various types of technological applications is taking place. Technological advance is making the control power more appraising and makes to improve the health of society. AI includes human speech, diagnosed cancer, playing games, and legal documents. With the help of artificial intelligence, improvement of the structure of the AI has to be enhanced. Moreover, it determines the growth of the operational business.

### V. BUSINESS TECHNOLOGY OPERATING MODEL

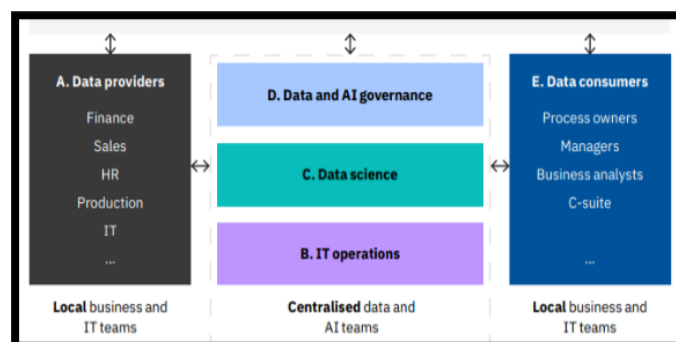


Figure 3: AI based Operating Model (Source: 20)

A high-level illustration of how a company uses information technology to generate business value is defined as the business technology operating model [5]. It discusses the topics of strategic excellence, value streams, and business technology value-adding components of the company. The objective of the operating model for business technology is to guarantee that technology management contributes to business excellence. By continually focusing on efforts to increase digitalization efforts, guarantee business benefits, increase efficiency, and reduce risk, the goal is met. It is a representation of how it intends to carry out an organization's business strategy. It is a technique for comparing the difference between the current positions and actual target positions. Charts, graphs, tables, and maps are used to illustrate the organization's operations and the benefits it provides to shareholders and customers. Operating models are frequently used by managers to comprehend how changes in one department can affect other parts of the company and the value they provide [6]. One operating model may be developed by managers of small businesses, while numerous models may be developed by managers of larger organizations to demonstrate how each department achieves its objectives.

## Components of the Business Technology Operating Model

The five disciplines of the business technology operating model are as follows:

1. The strategy and governance discipline manages the entire business technology function and establishes the guidelines. It ensures that the business technology strategy and operating model support the company &'s goals and define the organizational structure [7].
2. Demand discipline converts development initiatives into operational actions by capturing the requirements and needs of the business. Demand discipline makes portfolio content, plans routes, and makes it easier to make new ideas and innovations and study their viability.
3. The construction of new solutions and the enhancement of existing capabilities make up the development discipline. It is in charge of creating operational readiness and working solutions, in addition to designing and developing business initiatives.
4. The services discipline manages and supports business services.
5. The discipline of sourcing and optimization ensures that the business has the services that best serve its business goals. In order to provide services in a manner that is both appropriate and cost- effective, it constantly optimizes the delivery ecosystem.

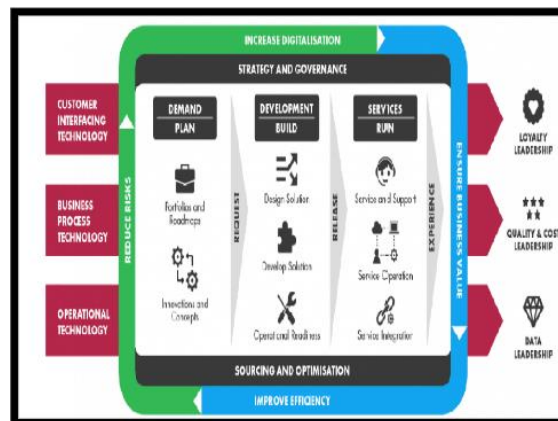


Figure 4: Business technology operating model (Source: 18)

### Steps of the model

There are four primary steps of the model as followed.

1. Coordination
2. Unification
3. Diversification
4. Replication

### Approaches of this model

The development of operating models can be approached in two ways by businesses –

1. **Role-based** - A role-based approach builds a model by looking at the organization &'s role hierarchy.
2. **Process-based** - The process of providing value to the customer is the focus of process-based management.

A company may also require IT operating models and the Service Operating Model Skills (SOMS) framework. The SOMS operating model is geared toward the service industry. The skills needed to create and use operating models are provided by SOMS [9].

### Benefits of the Operating model

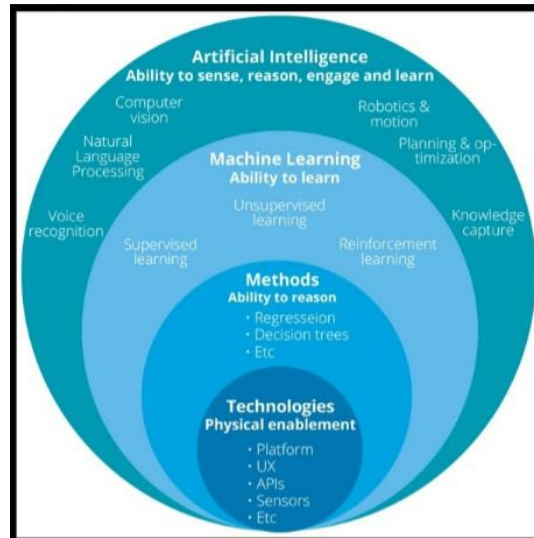
**1. Multi-speed** - It is combining enterprise solutions that are needed for scalability and authenticity with the fastness of digitalization. Two distinct value flows are used to satisfy the business' requirements which are sequential and incremental. The business technology function can be flexible and quick in meeting expectations with a fit-for-purpose development approach by selecting the best partners and solutions.

**2. Clarity with standardized approaches to work** -It establishes a method of operation that is embraced by all relevant shareholders, including executives and partners of technology, It reduced risks, and increased productivity will result from the adoption of well-communicated decision-making models, common language, identity, and roles, transparency, and a common culture of working [10].

**3. Efficiency** - It is utilizing tools like automation processes that enable efficiency comparable to that of an industrial setting and support the implementation of the operating model. The tools ought to support. practices, reflect the agreed-upon roles and responsibilities, and direct the organization in the right direction. The tools ought to be used for resource and cost management, innovation, project, and service management, as well as transparency and efficiency.

**VI. ROLE OF THE TECHNOLOGY IN MODERN WORLD**

There are four types of AI for four different types of situations or challenges. They are Limited memory, self-Awareness, Mind Theory, and reactive machines. Some of the use of this process and related examples of it are Recognition with facial detection. This makes the process of securing intact and accurate to follow the transaction more trustfully [5]. However, many complexities in using this kind of technological advancement are to be properly evaluated. Knowledge regarding this and more skill development is required in this type of advancement. Employees are facing more difficult problems to acquire knowledge is regarding this application [6]. Therefore, proper training and guidance are required in this field. The use of different kinds of social media platforms and influencing sites helps to create more knowledge and awareness of this type of change.



*Figure 5: Role of the Technology in Modern World (Source: 8)*

**VII. CHALLENGES FACED BY ORGANIZATIONS IN THEIR OPERATION**

In the stages of doing business, companies often face multiple challenges. Challenges in an organization can pause growth opportunities and reduce productivity [11]. Identifying the problem and finding out solution accordingly are highly important, for which the issues have discussed below.

Lack of productivity	Difficulties in tasks are able to reduce the performance of employees. This leads to a lack of productivity in an organization. The unfamiliarity of a job role can lead to a lack of productivity by employees
Lack of innovation	Lack of productivity sincerely leads to a situation where innovation gets stooped in an organization. In the meantime, employees find difficulties in completing regular tasks and there is no scope for innovation. ins such conditions. [13]
Lack of communication	Ineffective communication among the employees and hierarchies impact the relation of an organization, which leads to a less productive zone. Communication can improve connectivity among employees and helps in collaborating to perform together a complex task
Absence of proper direction	The goal of a company needs to be fixed which helps in shaping the efficiency of the employee. Due to the absence of proper direction companies often failed to manage operations properly.[19]
Poor marketing strategy	Ineffective marketing strategy is unable to gather the attention of customers that leads to the reduction of brand value. The absence of a proper marketing strategy able reduces the performance of the company due to a lack of motivation for working

*Table 2: Challenges faced by organizations in their operations. (Source: 12)*

## VIII. ROLE OF ARTIFICIAL TECHNOLOGY IN OPERATIONAL GROWTH

In an organization, using artificial technology helps in improving productivity. In the modern age, technology has helped in improving any aspect of an organization, where the reduction of complexity and increase of the efficiency market the highest growth [18]. The eligibility of machines to perform human- like tasks reduces the pressure on the people of an organization. The task-related issues technologies are solving effectivity for which the consumed time is minimal. Similarly, the understanding of the people in the organization has improved through the use of artificial technology as the success rate of jobs increases. Splitting a task into various parts to simplify its objectives helps in managing it in an effective manner [17]. The retention of employees becomes easier for the company leaders as the employees get satisfaction from their job.

### Techniques used in Operational Strategies

The following are some of the methods of operational strategies –

#### 1. Analyze the value chain –

An organization's primary and support activities that increase the value of its final product or service are identified through this process.

#### 2. Benchmarking –

This is the search for best practices in the industry that boost performance. This tool is useful for comparing a company's product and service performance to that of the best other companies in and outside the industry [19].

#### 3. Activity-based costing –

An organization's activities can be identified using this method. Based on the actual consumption of each, it then assigns the cost of each activity to all products and services.

4. **Analyzing the value proposition** - A value proposition generally explains what makes a product or service appealing to a company, how the value of the product or service is better than similar options and why customers should buy it.

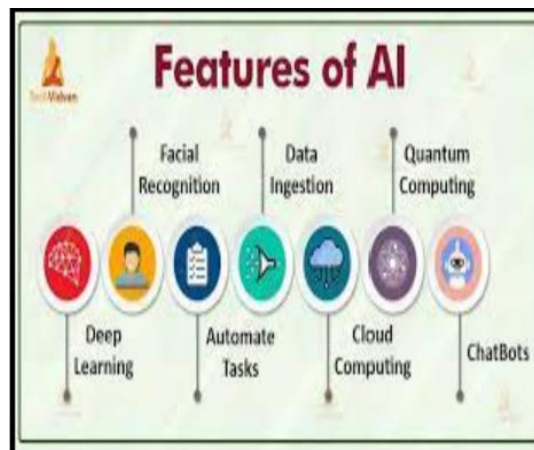


Figure 6: The feature of artificial intelligence  
(Source: Influenced by 11)

In order to expand the business, companies are able to accumulate geographic and demographic information through the use of technology. In addition, the use of artificial technology helps in collecting data on customer behavior in real-time, which helps develop products and services [16]. The application of technology-based devices helped in recognizing the trend of the market and the demand of customers, which helps in improving production. It also has been found that artificial technology helps in improving marketing strategies by understanding the traffic on a social page of a company. The website and social media platform of a company helps in sensing the engagement of consumers to the company. Creating a customer base and spreading awareness is able through the use of proper technology.

## IX. CHALLENGES IN IMPLEMENTING ARTIFICIAL TECHNOLOGY IN OPERATIONS

Artificial technology has helped in the growth of many companies in an effective manner. The growth of an organization has possible due to the implementation of advanced technology [12]. However, the use of technology has faced multiple challenges in organizations, which have discussed below.

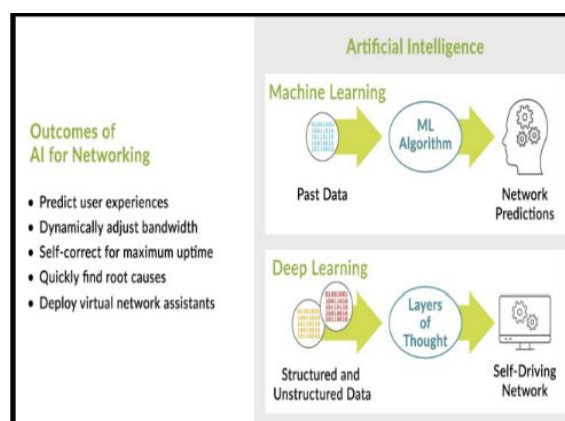


Figure 7: Use of AI in networking  
(Source: 15)

### 1. Absence of funding

In order to implement new and advanced technology in an organization, funding is highly important for companies. The lack of involvement of genuine sponsors and shareholders reduced the funding limit of a company that is unable to implement new technology.

### 2. Absence of infrastructure

Infrastructural advancement of an organization is important to incorporate new technology. The power grids and electricity supply need to be modified. Fire protection and another aspect of safety need to be ensured. Due to the poor infrastructural condition, implementing new and advanced technology faces challenges [14]. In addition, artificial technology requires regular maintenance for which appointing an efficient team is required which demands extra funding.

### 3. Absence of skill

Using technology tools, software, and other aspects requires efficiency, which helps in managing the tasks within a very short time. Among the employees of most companies, a lack of skill in using advanced tools and technology creates the issue of implementing it in an effective manner.

## X. PROBLEM STATEMENT

Using technology specifically artificial technology has helped the company operations in an effective manner to improve productivity and efficiency. Technology has helped in reducing then the human effort in the complex task of a company [15]. However, the use of technology makes people dependable on it, which reduces the will to work. Similarly, the extreme use of technology leads to the lack of jobs for people. Using AI in the operation of a company helps in managing the data in an effective manner. Using the highest level of technological aspect helps in managing the data of customers and employees, which is a positive side although the data could be hacked anytime in the absence of proper security.

## CONCLUSION

Technology has a high impact on any aspect of living in the modern age. The use of technology in organizational use has described in brief in this article. Splitting a task into various parts to simplify its objectives helps in managing it in an effective manner. The retention of employees becomes easier for the company leaders as the employees get satisfaction from their job. The use of artificial technology to improve the function of an organization has explained well. The challenges faced by organizations in the use of technology have explained in brief which need to identify in an effective manager to find out the solutions.

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