

# Toward Competitive Advantage: Harnessing Artificial Intelligence for Business Innovation and Entrepreneurial Success

<sup>1</sup>Muhammad Ade Kurnia Harahap, <sup>2</sup>Abu Muna Almaududi Ausat, <sup>3</sup>Muhammad Sani Kurniawan

<sup>1</sup>Program Studi Perencanaan Wilayah dan Kota, Universitas Simalungun, Indonesia

<sup>2</sup>Program Studi Administrasi Bisnis, Universitas Subang, Indonesia

<sup>3</sup>Politeknik APP Jakarta, Indonesia

[adekur2000@gmail.com](mailto:adekur2000@gmail.com), [abumuna742@gmail.com](mailto:abumuna742@gmail.com), [muhammad.sani.kurniawan@gmail.com](mailto:muhammad.sani.kurniawan@gmail.com)

## ABSTRACT

The digital revolution of the past few decades has significantly transformed the business paradigm. One of the technologies dominating this change is artificial intelligence (AI). AI has opened new opportunities in the business field with its ability to process data rapidly and detect previously unseen patterns. The aim of this research is to identify the potential utilization of AI in enhancing operational efficiency and business innovation. The research method employed is a literature review with a qualitative approach. Data used are sourced from Google Scholar for the period from 2017 to 2024. The findings of this research indicate that in an increasingly competitive and dynamic digital era, artificial intelligence (AI) has become a key driver for companies aiming to remain relevant and successful in a constantly changing environment. The use of AI opens new opportunities and stimulates business innovation by enabling companies to optimize strategies, enhance operational efficiency, and create more personalized customer experiences. However, the utilization of AI also brings challenges and risks, including data privacy and security concerns, as well as biases in AI decision-making. To address these challenges, companies must focus on talent development, collaboration among stakeholders, and cultural and organizational paradigm shifts.

**Keywords:** Competitive Advantage, Artificial Intelligence, Business Innovation, Entrepreneurship

## INTRODUCTION

In the last few decades, there has been a digital revolution that has significantly changed the business paradigm (Gadzali, Gazalin, et al., 2023). One of the technologies that is the main driver of this change is artificial intelligence (AI). The presence of AI has opened the door to new opportunities in the business domain with its extraordinary ability to process data quickly and detect patterns that were previously invisible or undetectable (Sudirjo et al., 2023). This has resulted in a major transformation in various aspects of business, from decision-making to strategy implementation, which in turn improves the operational efficiency and competitiveness of companies in an increasingly fierce global market.

In a challenging global landscape, companies in different parts of the world compete with each other to capture a larger market share (Hopia et al., 2023). In this increasingly fierce competition, the application of artificial intelligence (AI) is one of the key factors in achieving competitive advantage. Companies that are able to adopt and integrate AI technology into their business strategies have greater opportunities to improve operational efficiency, strengthen customer relationships, and design innovations that can differentiate them from competitors in the same industry.

Innovation has become a crucial element that plays an important role in determining the degree of success of a business entity (Saputra et al., 2023). Within this framework, the integration of artificial intelligence (AI) not only provides an opportunity for companies to improve the efficiency of existing business processes, but also encourages the creation of innovative products and services that can enrich and stimulate market dynamics. The innovation embodied in the AI approach paves the way to new untapped opportunities, stimulates the creation of substantial added value, and renews the overall panorama in the business domain (Widayanti & Lista Meria, 2023). By leveraging AI intelligence to deeply analyse data, forecast market trends, and optimise business strategies, companies can break through conventional boundaries in achieving sustainable growth, and gain an upper hand in the increasingly fierce competition.

While artificial intelligence (AI) offers tantalising potential benefits, its implementation also brings its own set of challenges. One of these is the need for a skilled and knowledgeable workforce to effectively manage and apply this technology. However, by making the right investments in human capital training and development, companies can overcome these barriers and harness the full potential of AI for entrepreneurial success (Sjödin et al., 2021). That is, prioritising the development of AI-related skills and knowledge, companies have the potential to create a work environment that supports technological innovation and adaptation, enabling them to remain relevant and competitive amidst rapid changes in the evolving business world.

Therefore, the purpose of this research is to identify the potential of utilising artificial intelligence (AI) in improving operational efficiency and business innovation. By digging deeper into how AI can be integrated in various aspects of a company's operations, such as data management, market analysis, and decision-making, it is hoped that the right strategies can be found to maximise the benefits of this technology. In addition, this study aims to analyse the impact of AI on a company's competitive advantage in a competitive global market. By understanding how AI can improve a company's performance and provide an advantage over competitors, this research will provide valuable insights for business practitioners and decision makers.

## LITERATURE REVIEW

### Competitive Advantage

Competitive advantage refers to a company's ability to create added value that sets it apart from competitors in a competitive market (Arjang et al., 2023). It involves the development and implementation of unique and effective strategies, technologies, and business practices that enable the company to attract customers, increase market share, and achieve better performance compared to its competitors (Ausat & Suherlan, 2021). Competitive advantage can stem from various aspects, including product innovation, service quality, operational efficiency, brand differentiation, and superior customer experience (Ausat et al., 2022). Companies that successfully achieve competitive advantage have a stronger position in the market and are better able to face challenges arising from intense competition.

### Artificial Intelligence (AI)

Artificial Intelligence (AI) is a branch of computer science aimed at creating machines or computer systems capable of performing tasks that require human intelligence (Jusman et al., 2023). It involves the development of algorithms and computational models that enable systems to learn from data, discover previously unseen patterns or trends, make decisions, and solve problems without direct human intervention (Subagja et al., 2023). AI technology encompasses various fields, including speech and image recognition, natural language processing, data analysis, and decision-making (Basir et al., 2023). The primary goal of AI is to enhance efficiency, productivity, and quality in various applications, ranging from automating business processes to developing complex solutions in science and technology.

### Business Innovation

Business innovation refers to the process of creating new ideas, products, services, or business models that generate added value for the company and meet the needs or desires of a developing market (Ausat et al., 2023). It involves the development and implementation of new

concepts, technologies, or operational methods that enable the company to differentiate itself from competitors, improve efficiency, expand market share, or create new opportunities in a rapidly changing business environment (Sutrisno et al., 2023). Business innovation can occur in various aspects, including products, processes, marketing, and business models, and can stem from various sources, ranging from internal research and development to strategic partnerships and adaptation to market trends (Diawati et al., 2023). By adopting a proactive approach to innovation, companies can remain relevant and competitive in an ever-changing market.

### **Entrepreneurship**

Entrepreneurship refers to the process by which individuals or groups create, manage, and develop new ventures or businesses by identifying market opportunities, allocating resources, and taking risks to achieve specific goals (Rembulan et al., 2023). It involves a combination of creativity, innovation, leadership, perseverance, and the ability to deal with uncertainty and manage risks (Raharjo et al., 2023). Entrepreneurship is not only about starting a new business but also about developing new ideas, transforming existing processes, or pursuing opportunities in existing markets (Atrup et al., 2023; Gadzali, Harahap, et al., 2023; Manafe et al., 2023). An entrepreneur can play various roles, such as an individual entrepreneur, small business owner, startup leader, or innovator within a large company, with a primary focus on creating value and economic growth.

### **RESEARCH METHOD**

The research method employed in this study is a literature review with a qualitative approach. Data used are sourced from Google Scholar for the period from 2017 to 2024. The initial stage of the research involves searching using relevant keywords, resulting in 50 articles. Subsequently, a strict selection based on predefined inclusion and exclusion criteria, such as relevance to the research topic, methodological quality, and publication year, was carried out. A total of 32 articles were selected for further analysis. Data extracted from these articles will be qualitatively analyzed to understand the main findings, patterns, and trends related to the utilization of artificial intelligence in stimulating business innovation and achieving entrepreneurial success. Qualitative analysis will be conducted by examining and evaluating the information contained in the article texts, identifying patterns of findings, and synthesizing various perspectives expressed in the literature. This method is expected to provide in-depth insights into current and significant issues in the field of artificial intelligence and business innovation based on relevant and high-quality research.

### **RESULTS AND DISCUSSION**

In this dynamic digital era, competition in the business world is increasingly becoming a complex challenge. To maintain relevance and achieve success amidst a continuously changing environment, companies need to adopt the latest technology as a crucial strategy. One prominent technological innovation driving business development is artificial intelligence (AI). The utilization of AI not only opens up new opportunities but also stimulates innovation across various business sectors (Broekhuizen et al., 2023). In the pursuit of competitive advantage, the integration of AI has become a key success factor for ambitious companies aiming to lead the market and succeed in a competitive entrepreneurial landscape.

Fundamentally, AI, or artificial intelligence, refers to machines' ability to perform tasks traditionally requiring human intervention. Its scope encompasses a range of technologies including machine learning, natural language processing, pattern recognition, and solving complex problems. The computational power of AI enables processing and analyzing data on a large scale at speeds far beyond human capacity, providing valuable insights to support decision-making (Xu et al., 2021). This evolving capability signifies a fundamental transformation in how organizations manage information and respond to rapidly changing business environments.

The utilization of artificial intelligence (AI) in the context of business innovation has opened up significant opportunities, particularly in decision-making processes. By leveraging

sophisticated algorithms and data analysis, companies can optimize their strategies, identify market trends, and make predictions about consumer behavior with higher accuracy (Okorie et al., 2024). This not only enables companies to take proactive steps but also has the potential to enhance overall operational efficiency and reduce risks associated with business decisions. Thus, the integration of AI into decision-making processes not only becomes a vital tool in improving business performance but also paves the way for broader innovation and transformation within the modern business ecosystem.

AI not only brings the potential to enhance efficiency in various business aspects but also enables greater levels of automation. From production stages to customer services, AI has the capability to take over routine and repetitive tasks, thereby freeing up human time and resources to focus on more strategic and creative tasks. For example, in the context of the manufacturing industry, the use of robotics integrated with AI technology has brought significant improvements in productivity and quality. Meanwhile, in the customer service domain, AI-powered chatbots have proven to be effective instruments in providing quick and responsive support to consumers (Adam et al., 2021). The implementation of AI for business automation not only brings operational benefits but also stimulates the development of new paradigms in how organizations strategize and leverage technology to enhance their competitiveness in an increasingly global and dynamic market.

However, the scope of AI utilization is not limited to operational efficiency improvements alone. Furthermore, AI also presents opportunities to create more personalized and satisfying customer experiences. By applying in-depth data analysis, companies can unearth profound insights into the preferences and individual needs of their consumers, enabling them to tailor their products and services more accurately and responsively (Liu et al., 2023). This action not only has the potential to increase customer loyalty but also opens up avenues for cross-selling opportunities, as well as presenting the potential for significant revenue growth. In the context of an increasingly competitive business environment, the ability to deliver personalized experiences to consumers has become a key to strategic success, with AI playing a central role in realizing this.

In addition to bringing various obvious benefits, the use of AI technology in the business context also presents its own challenges and risks that need to be addressed. One of the main challenges faced is related to privacy and data security issues (Jha et al., 2017). Alongside the collection and analysis of large-scale customer data, companies are tasked with ensuring that sensitive information remains well-protected and that the use of such data complies with applicable privacy regulations and standards. Safeguarding data security is a crucial prerequisite for maintaining consumer trust and avoiding potential reputation losses and legal consequences arising from privacy breaches. Therefore, while the benefits of AI in optimizing business processes are significant, companies must also pay attention to mitigating the risks associated with privacy and data security as an integral part of their technology utilization strategy.

Alongside the various benefits provided by the application of artificial intelligence (AI) technology in the business scope, there are also risks that need to be considered related to the potential bias in AI decision-making. Despite AI's ability to process data quickly and generate valuable insights, it's acknowledged that this technology is vulnerable to potential biases that can influence its analytical outcomes (Dwivedi et al., 2023). Therefore, it's important for companies to prioritize ongoing monitoring and evaluation efforts regarding the performance of the AI systems they deploy. By conducting thorough monitoring and in-depth analysis of AI performance, companies can identify potential biases and make necessary corrections to minimize these risks. These steps include implementing transparent methods, resetting parameters, and refining algorithms, thus ensuring that the decisions generated by AI systems are truly based on objective analysis and are not influenced by unintended or intentional biases. Thus, companies can ensure that the implementation of AI not only provides significant benefits but is also conducted with ethical principles and integrity that align with organizational values.

By gaining profound understanding and managing the challenges at hand, companies have the opportunity to leverage the full potential of artificial intelligence (AI) technology to enhance innovation in the business environment and achieve competitive advantage in the market. In an increasingly connected and digitized global era, the presence of AI is no longer just an additional

tool but has become a core part of effective and sustainable business strategies. By combining human creativity with the analytical capabilities of artificial intelligence, companies have the potential to pave the way towards a future filled with diverse opportunities and entrepreneurial success (Perifanis & Kitsios, 2023). This includes the application of AI in various business aspects, ranging from production processes to customer service, and from product development to supply chain management. Thus, companies that can integrate AI wisely and strategically will have a strong position to sustain and thrive in an era filled with increasing dynamics and complexity.

In the pursuit of excellence in business competition, companies are also faced with the need to pay attention to the aspect of human talent development. The skills required to understand, manage, and optimize artificial intelligence (AI) technology are not easily found in the current labor market. Therefore, it becomes important for companies to allocate resources and make significant investments in employee training and development programs. By providing opportunities to enhance their skills and knowledge related to AI, companies can ensure that their employees have the necessary capabilities to implement and utilize AI technology effectively in various operational aspects (Murugesan et al., 2023). Through this approach, companies will not only strengthen their internal foundations in facing the evolving digital era but also provide a significant boost for long-term innovation and growth. Thus, investment in talent development is not just an additional strategy but a key element of a sustainable and successful business strategy in an era filled with increasing technological complexities.

Moreover, the importance of collaboration between companies, educational institutions, and governments as keys to driving innovation progress in the field of artificial intelligence (AI) becomes increasingly apparent. Industry-supported education and training programs have great potential to create an ecosystem that supports technology-based economic growth driven by AI. By facilitating access to the latest knowledge and skills in the field of AI, these programs can help create a skilled workforce ready to compete in this digital era (Li, 2022). Additionally, the role of government cannot be ignored in this context. By formulating smart regulations and supporting innovation, governments can create a conducive environment for the development and utilization of AI technology. Clear and transparent regulations not only provide legal certainty for industry players but also ensure adequate protection for consumers in the use of AI technology. Thus, close collaboration between companies, educational institutions, and governments is a crucial foundation for sustainable AI development and positive impact on society at large.

However, the challenges faced by companies in adopting artificial intelligence (AI) technology do not stop there. Cultural changes and organizational paradigms are also important to ensure that companies can fully leverage the potential of AI (Mikalef et al., 2020). Priority must be given to fairness and transparency in the use of AI technology, so that no party feels disadvantaged or overlooked in the innovation process. Additionally, an environment that supports collaboration, experimentation, and continuous learning needs to be created. Thus, companies will be able to effectively adapt to market and technological changes. These steps include developing an inclusive and open organizational culture, where various perspectives and approaches are valued and integrated into the decision-making process. Additionally, it's important to facilitate cross-departmental collaboration and integration between AI development teams and different business units, thus creating optimal synergy in the application of AI technology in the business context. Thus, companies can position themselves better to respond to market changes quickly and effectively and seize new opportunities emerging in this digital era.

By intelligently incorporating artificial intelligence (AI) into their business strategies, companies can create significant added value and achieve strong differentiation from their competitors. The ability to collect, manage, and analyze data quickly and accurately will be a highly valuable asset for companies in facing the ever-changing challenges and opportunities in the dynamic business environment (Sivarajah et al., 2017). Thus, AI integration is not merely an option but a necessity for companies that want to remain relevant and competitive in this increasingly connected and digitized future. Strategically integrating AI will enable companies to enhance operational efficiency, forecast market trends more accurately, personalize customer experiences, and identify new innovation opportunities. Along the way, companies must also address and

overcome challenges related to data privacy and security, as well as pay attention to cultural changes and organizational paradigms needed to maximize the benefits of AI technology. Therefore, leveraging AI becomes a crucial strategic step for companies aiming to lead the market and achieve long-term success in an increasingly complex and rapidly changing business era.

The journey towards competitive excellence through the utilization of artificial intelligence (AI) presents a complex and challenging endeavor. However, for companies capable of confronting these challenges and optimizing the potential of AI technology effectively, vast opportunities exist to attain extraordinary entrepreneurial success. Awareness of the risks and challenges inherent in AI usage, coupled with steadfast commitment to continuous learning and innovation, is key for these companies to lead in adopting artificial intelligence to achieve their business goals. Wise use of AI technology can open doors to enhancing operational efficiency, deepening understanding of market behavior, strengthening customer relationships through personalized experiences, and sparking new innovations that bring added value to society as a whole. Throughout this process, companies also need to address and manage the ethical aspects and risks associated with AI usage while fostering an environment that encourages collaboration, creativity, and continuous learning. Thus, the utilization of AI becomes a crucial strategy for companies looking to position themselves as leaders in an increasingly connected and digitally transforming business era.

## CONCLUSION

In an increasingly competitive and dynamic digital era, artificial intelligence (AI) has become a key asset for companies aiming to remain relevant and successful in a constantly evolving environment. The use of AI opens up new opportunities and stimulates business innovation by enabling companies to optimize strategies, enhance operational efficiency, and create more personalized customer experiences. However, the utilization of AI also brings challenges and risks, including data privacy and security concerns, as well as biases in AI decision-making. To address these challenges, companies should focus on talent development, stakeholder collaboration, and cultural and organizational paradigm shifts. Therefore, recommendations arising from this research include:

1. Invest in AI skills development for employees to effectively master the technology.
2. Foster collaboration among businesses, educational institutions, and governments to advance AI innovation through supportive educational programs and regulations.
3. Prioritize fairness, transparency, and data protection in AI technology usage to prevent losses or discrimination.
4. Cultivate a work environment that encourages collaboration, experimentation, and continuous learning to enable companies to adapt to market and technological changes.
5. Integrate AI wisely into business strategies to create significant value and differentiate from competitors, with an awareness of risks and a commitment to continuous learning and innovation.

By following these recommendations, companies can take the right steps to harness the full potential of AI in achieving their business objectives and delivering added value to society as a whole in the ever-evolving digital era.

## REFERENCES

- Adam, M., Wessel, M., & Benlian, A. (2021). AI-based chatbots in customer service and their effects on user compliance. *Electronic Markets*, 31(2), 427–445. <https://doi.org/10.1007/s12525-020-00414-7>
- Arjang, A., Sutrisno, S., Permana, R. M., Kusumastuti, R., & Ausat, A. M. A. (2023). Strategies for Improving the Competitiveness of MSMEs through the Utilisation of Information and Communication Technology. *AI-Buhuts*, 19(1), 462–478.
- Atrup, A., Diawati, P., Syamsuri, S., Pramono, S. A., & Ausat, A. M. A. (2023). The Effect of Entrepreneurship Education and Creativity on Students' Entrepreneurial Intention : The Perspective of Effectuation and Cognitive Flexibility Theory. *Jurnal Kependidikan*, 9(2). <https://doi.org/https://doi.org/10.33394/jk.v9i2.7822>

- Ausat, A. M. A., Siti Astuti, E., & Wilopo. (2022). Analisis Faktor Yang Berpengaruh Pada Adopsi E-commerce Dan Dampaknya Bagi Kinerja UKM Di Kabupaten Subang. *Jurnal Teknologi Informasi Dan Ilmu Komputer (JTIK)*, 9(2), 333–346. <https://doi.org/10.25126/jtiik.202295422>
- Ausat, A. M. A., & Suherlan, S. (2021). Obstacles and Solutions of MSMEs in Electronic Commerce during Covid-19 Pandemic: Evidence from Indonesia. *BASKARA: Journal of Business and Entrepreneurship*, 4(1), 11–19. <https://doi.org/10.54268/BASKARA.4.1.11-19>
- Ausat, A. M. A., Velmurugan, R., Mazil, M. M., Mazher, M. A., & Okombo, M. O. (2023). Utilisation of Natural Resources as a Source of Inspiration and Innovation in SME Development. *Apollo: Journal of Tourism and Business*, 1(3), 122–132. <https://doi.org/10.58905/apollo.v1i3.103>
- Basir, A., Puspitasari, E. D., Aristarini, C. C., Sulastri, P. D., & Ausat, A. M. A. (2023). Ethical Use of ChatGPT in the Context of Leadership and Strategic Decisions. *Jurnal Minfo Polgan*, 12(1), 1239–1246. <https://doi.org/https://doi.org/10.33395/jmp.v12i1.12693>
- Broekhuizen, T., Dekker, H., de Faria, P., Firk, S., Nguyen, D. K., & Sofka, W. (2023). AI for managing open innovation: Opportunities, challenges, and a research agenda. *Journal of Business Research*, 167, 114196. <https://doi.org/10.1016/j.jbusres.2023.114196>
- Diawati, P., Gadzali, S. S., Mahardhani, A. J., Irawan, B., & Ausat, A. M. A. (2023). Analysing the Dynamics of Human Innovation in Administration. *Jurnal Ekonomi*, 12(02), 537–540. <https://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/1652>
- Dwivedi, Y. K., Kshetri, N., Hughes, L., Slade, E. L., Jeyaraj, A., Kar, A. K., Baabdullah, A. M., Koohang, A., Raghavan, V., Ahuja, M., Albanna, H., Albashrawi, M. A., Al-Busaidi, A. S., Balakrishnan, J., Barlette, Y., Basu, S., Bose, I., Brooks, L., Buhalis, D., ... Wright, R. (2023). “So what if ChatGPT wrote it?” Multidisciplinary perspectives on opportunities, challenges and implications of generative conversational AI for research, practice and policy. *International Journal of Information Management*, 71, 102642. <https://doi.org/10.1016/j.ijinfomgt.2023.102642>
- Gadzali, S. S., Gazalin, J., Sutrisno, S., Prasetya, Y. B., & Ausat, A. M. A. (2023). Human Resource Management Strategy in Organisational Digital Transformation. *Jurnal Minfo Polgan*, 12(2), 760–770. <https://doi.org/https://doi.org/10.33395/jmp.v12i2.12508>
- Gadzali, S. S., Harahap, M. A. K., Tarigan, I. M., Nasution, A. A., & Ausat, A. M. A. (2023). Women’s Entrepreneurship: An Examination of Government Support and the Role of Knowledge Skills. *Community Development Journal: Jurnal Pengabdian Masyarakat*, 4(1), 713–717. <https://doi.org/10.31004/cdj.v4i1.12464>
- Hopia, N., Maryam, N., Saiddah, V., Gadzali, S. S., & Ausat, A. M. A. (2023). The Influence of Online Business on Consumer Purchasing in Yogya Grand Subang. *Journal on Education*, 5(3), 10297–10301. <https://jonedu.org/index.php/joe/article/view/1925>
- Jha, A., Dave, M., & Madan, S. (2017). Big Data Security and Privacy: A Review on Issues, Challenges and Privacy Preserving Methods. *International Journal of Computer Applications*, 177(4), 23–28. <https://doi.org/10.5120/ijca2017915713>
- Jusman, I. A., Ausat, A. M. A., & Sumarna, A. (2023). Application of ChatGPT in Business Management and Strategic Decision Making. *Jurnal Minfo Polgan*, 12(2), 1688–1697. <https://doi.org/https://doi.org/10.33395/jmp.v12i2.12956>
- Li, L. (2022). Reskilling and Upskilling the Future-ready Workforce for Industry 4.0 and Beyond. *Information Systems Frontiers*, 7, 1–16. <https://doi.org/10.1007/s10796-022-10308-y>
- Liu, Q., Wan, H., & Yu, H. (2023). Application and Influence of Big data Analysis in Marketing Strategy. *Frontiers in Business, Economics and Management*, 9(3), 168–171. <https://doi.org/10.54097/fbem.v9i3.9580>
- Manafe, M. W. N., Ohara, M. R., Gadzali, S. S., Harahap, M. A. K., & Ausat, A. M. A. (2023). Exploring the Relationship Between Entrepreneurial Mindsets and Business Success: Implications for Entrepreneurship Education. *Journal on Education*, 5(4), 12540–12547. <https://doi.org/10.31004/joe.v5i4.2238>

- Mikalef, P., Krogstie, J., Pappas, I. O., & Pavlou, P. (2020). Exploring the relationship between big data analytics capability and competitive performance: The mediating roles of dynamic and operational capabilities. *Information & Management*, 57(2), 103169. <https://doi.org/10.1016/j.im.2019.05.004>
- Murugesan, U., Subramanian, P., Srivastava, S., & Dwivedi, A. (2023). A study of Artificial Intelligence impacts on Human Resource Digitalization in Industry 4.0. *Decision Analytics Journal*, 7, 100249. <https://doi.org/10.1016/j.dajour.2023.100249>
- Okorie, G. N., Zainab Efe Egieya, Uneku Ikwue, Chioma Ann Udeh, Ejuma Martha Adaga, Obinna Donald DaraOjimba, & Osato Itohan Oriekhoe. (2024). leveraging big data for personalized marketing campaigns: a review. *International Journal of Management & Entrepreneurship Research*, 6(1), 216–242. <https://doi.org/10.51594/ijmer.v6i1.778>
- Perifanis, N.-A., & Kitsios, F. (2023). Investigating the Influence of Artificial Intelligence on Business Value in the Digital Era of Strategy: A Literature Review. *Information*, 14(2), 85. <https://doi.org/10.3390/info14020085>
- Raharjo, I. B., Ausat, A. M. A., Risdwiyanto, A., Gadzali, S. S., & Azzaakiyyah, H. K. (2023). Analysing the Relationship between Entrepreneurship Education, Self-Efficacy, and Entrepreneurial Performance. *Journal on Education*, 5(4), 11566–11574. <https://doi.org/10.31004/joe.v5i4.2106>
- Rembulan, G. D., Tannady, H., Al Haddar, G., Ausat, A. M. A., & Pratiwi, E. Y. R. (2023). Entrepreneurs Preference in Choosing Payment Method. *Jurnal Pendidikan Dan Kewirausahaan*, 11(2), 415–423. <https://doi.org/https://doi.org/10.47668/pkwu.v11i2.743>
- Saputra, A., Ilmi, D., Angelina, W., Gadzali, S. S., & Ausat, A. M. A. (2023). PT Pos Indonesia Public Service Innovation in Maintaining Existence and Competitiveness in the Industrial Era 4.0 (Case Study of PT Pos Indonesia KC Subang). *Journal on Education*, 5(3), 10302–10311. <https://jonedu.org/index.php/joe/article/view/1926>
- Sivarajah, U., Kamal, M. M., Irani, Z., & Weerakkody, V. (2017). Critical analysis of Big Data challenges and analytical methods. *Journal of Business Research*, 70, 263–286. <https://doi.org/10.1016/j.jbusres.2016.08.001>
- Sjödin, D., Parida, V., Palmié, M., & Wincent, J. (2021). How AI capabilities enable business model innovation: Scaling AI through co-evolutionary processes and feedback loops. *Journal of Business Research*, 134, 574–587. <https://doi.org/10.1016/j.jbusres.2021.05.009>
- Subagja, A. D., Ausat, A. M. A., Sari, A. R., Wanof, M. I., & Suherlan, S. (2023). Improving Customer Service Quality in MSMEs through the Use of ChatGPT. *Jurnal Minfo Polgan*, 12(2), 380–386. <https://doi.org/https://doi.org/10.33395/jmp.v12i2.12407>
- Sudirjo, F., Diawati, P., Riady, Y., Ausat, A. M. A., & Suherlan, S. (2023). The Role of ChatGPT in Enhancing the Information Search and Decision-Making Process of Travellers. *Jurnal Minfo Polgan*, 12(2), 500–507. <https://doi.org/https://doi.org/10.33395/jmp.v12i2.12443>
- Sutrisno, S., Kuraesin, A. D., Siminto, S., Irawansyah, I., & Ausat, A. M. A. (2023). The Role of Information Technology in Driving Innovation and Entrepreneurial Business Growth. *Jurnal Minfo Polgan*, 12(2), 586–597. <https://doi.org/https://doi.org/10.33395/jmp.v12i2.12463>
- Widayanti, R., & Lista Meria. (2023). Business Modeling Innovation Using Artificial Intelligence Technology. *International Transactions on Education Technology (ITEE)*, 1(2), 95–104.
- Xu, Y., Liu, X., Cao, X., Huang, C., Liu, E., Qian, S., Liu, X., Wu, Y., Dong, F., Qiu, C.-W., Qiu, J., Hua, K., Su, W., Wu, J., Xu, H., Han, Y., Fu, C., Yin, Z., Liu, M., ... Zhang, J. (2021). Artificial intelligence: A powerful paradigm for scientific research. *The Innovation*, 2(4), 100179. <https://doi.org/10.1016/j.xinn.2021.100179>