

Preface

Artificial intelligence (AI) has a tremendous impact on our lives. AI has made rapid progress in recent years, resulting in numerous creative applications in developing countries. A new generation of AI has been achieved with the arrival of generative AI, ChatGPT, and the subsequent development of large language models. AI has now garnered the attention of corporations, professionals, governments, and nongovernmental organizations. There is a development of AI strategies at the national level in many developing countries. Despite these developments, and with the exception of specialized journals, AI has become less prominent in management research, which needs to be addressed for the effective adoption of AI in the domain of management.

As AI technology advances steadily and investment in the field has increased dramatically in recent years, we should expect it to become even more powerful and impactful in the coming years. The majority of AI experts believe that human-level AI will become a reality within the next few decades, and some believe it will exist much sooner. It will be critical for the future of our world and our own lives to understand how such powerful AI systems are developed and employed, a topic addressed in this book. It is a fact that all technologies have both positive and negative consequences. However, the range of possible outcomes for AI is exceptionally wide: the technology has tremendous potential for good as well; despite this, it poses a number of significant downsides and high risks. In order for a technology that has such an enormous impact to be of central interest to our entire society, it must be of central interest to everyone. Nowadays, AI is widely utilized by companies to achieve a number of benefits.

Numerous transformations are occurring in our world as a result of AI, from automating mundane tasks to revolutionizing the economy, healthcare, manufacturing, and transportation sectors. It is important to note that the ethics of using AI are primarily concerned with the concern that AI, if improperly implemented, may violate the rights of citizens and employees, as well as the rights of human beings in general. Additionally, there is concern that AI, which is already replacing lower-skilled workers, will begin to affect fields that require more advanced skills. In the event that this shift in employment comes at a direct cost to the lives of humans, serious ethical concerns can arise.

AI has the potential to foster economic growth, create jobs, and improve access to healthcare, education, and other essential services. AI can help to increase efficiency in a variety of industries, including agriculture and manufacturing. The application of AI to automation can help businesses reduce labor costs, making them more competitive and increasing their profitability. Furthermore, AI can assist in improving the accuracy and speed of decision-making, thereby reducing costs and improving efficiency. Developing countries face economic and social challenges as a result of all applications. From an economic perspective, AI has unique mechanisms that enable it to have a significant impact on the productivity of the economy. There is the possibility that developing

countries will experience a decline in jobs outsourced from developed countries, but the negative impact of such a decline can be minimized by implementing appropriate policies to deploy AI solutions. By complementing and enhancing traditional production factors, AI can unlock its true potential. The impacts of AI on developing countries, including both positive and negative, have effects across a wide range of fields of knowledge, culture, and industry.

The development of AI during the Fourth Industrial Revolution, as exemplified by tools such as ChatGPT, has gained popularity and reshaped content production and creation. However, AI is not equally accessible to all, particularly in developing countries, where access to cutting-edge technologies is limited and infrastructure is lacking. Specifically, this book examines how AI could impact developing countries, considering economic growth and access to technology, as well as possible paradigm shifts in education, manufacturing, healthcare, hospitality, and environmental protection.

In this context, we are delighted to present this book, titled *Artificial Intelligence Enabled Management: An Emerging Economy Perspective*, collecting the insights of leading practitioners and researchers. Written in a nontechnical language, this book is designed to appeal to a wide audience, including public members, policymakers, academicians, researchers, and stakeholders from developing countries.

The book consists of three parts, comprised of 16 chapters, contributed by authors from Norway, the United Kingdom, Uganda, Malaysia, Turkey, Spain, Sri Lanka, and India. This book is the fruit of collaboration between our institutions, namely GLA University, Mathura, India; London Metropolitan University, UK; and Birmingham City University, UK. We hope this edited book will be capable of quenching the thirst of the readers who are really interested in the field of AI for developing countries.

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