

Advantages of Using Artificial Intelligence in Technological Enterprises and Organization Management

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Abstract:

This article examines the impact and effectiveness of artificial intelligence in the management of technological enterprises improving technological processes at enterprises. Artificial intelligence analyzes the use of artificial intelligence systems in various areas of enterprise management, the role of artificial intelligence in the sustainable development of enterprises.

Keywords: artificial intelligence, know-how, trend, integration, automation, optimization, processes.

"Artificial intelligence is the electricity of our time. It is almost impossible to imagine an industry that is not completely transformed by the application of these technologies."

Andrew Ng, Head of Landing AI and deep learning

To date, the topic of artificial intelligence is one of the most relevant. First of all, we will consider when artificial intelligence appeared and how it is applied.

Artificial intelligence (*AI*) *artificial intelligence* , *AI*) is a property of artificial intelligent systems perform creative functions that are traditionally considered the prerogative of human science and technology to create intelligent machines, especially intelligent computer programs . Artificial intelligence is related to the similar task of using computers to understand human intelligence, but is not necessarily limited to biologically plausible methods.

Intelligent systems that exist today have rather narrow areas of application. For example, programs that can beat a person at chess.

Artificial intelligence does not replace a person, but greatly facilitates his life in the modern world, where the speed of information processing and how efficiently resources (time, finance, material values) are allocated are important.

The introduction of artificial intelligence technologies in different areas of life can qualitatively change them and increase the effectiveness of any work. Let's consider where and how innovative solutions are used today. Artificial intelligence is used in many areas , for example:

- Machine learning
- High performance computing systems
- Online stores
- Digital twins
- Robotization
- Perfume production
- Telecommunication
- Transport

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- Medicine
- In the field of security

In addition, consider the advantage of using artificial intelligence in the management of an organization. The concept of "artificial intelligence" first appeared in the 1950s in the context of a research project of the same name carried out at Dartmouth College in the summer of 1956. Recently, the rapid growth of computing power and the improvement of communication technologies enable the processing and exchange of large amounts of data, which opens up many new areas of technical application of artificial intelligence.

The increase in computing power allows the use of revolutionary artificial intelligence technologies not only in large multinational corporations, but also for commercial and scientific purposes around the world. Ultimately, virtually every activity and sector of the economy will benefit from the use of artificial intelligence.

Management is a conscious purposeful influence on the part of subjects, bodies on people and economic objects, carried out in order to direct their actions and obtain the desired results.

We will also consider the advantage of artificial intelligence, which is capable of performing tasks at a qualitatively different level: classifying images, translating text, classifying files, etc. The introduction of artificial intelligence allows you to process large amounts of data quickly and efficiently, minimizing human participation and, by reducing the human factor, minimizing error. In order to implement new ideas and approaches, institutions often need to take into account a huge number of factors that an ordinary person simply cannot keep in mind. One of the main advantages of artificial intelligence is the ability to take into account such a diverse number of factors in real time. In addition, unlike a human, an algorithm cannot get tired or change some information on purpose. That is, by introducing artificial intelligence, the company minimizes the possibility of errors caused by these factors. But there is a downside to this: a person can take into account additional details, while a poorly tuned algorithm will continue to work incorrectly.

Significantly, artificial intelligence technologies increase the efficiency of all types of communications with consumers. Innovative technologies that can understand and analyze text and voice messages help reduce the processing time of incoming requests and respond to customer requests more quickly than before. Such systems can relieve company employees from performing routine operations, which means freeing up their time for solving strategically important issues. The time spent on solving routine tasks could be used to solve creative problems.

Based on these data, we can conclude that the use of artificial intelligence in technological enterprises and organization management in our country will increase productivity, save money and time, which will bring financial income and quality products to enterprises.

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