



ARTIFICIAL INTELLIGENCE BETWEEN OPPORTUNITIES AND CHALLENGES

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ABSTRACT

The researchers address the role of artificial intelligence in developing the performance of institutions and the opportunities and challenges they face, as it highlights how to improve administrative performance and make decisions efficiently using smart technologies. The researcher gives a comprehensive view of the impact of artificial intelligence on developing the performance of institutions in the digital transformation, as well as how to employ artificial intelligence in a number of institutions, and with reference to some smart applications.

Keywords: Artificial intelligence, institutions, digital transformation, performance.

الذكاء الاصطناعي بين الفرص والتحديات

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الخلاصة

يتناول الباحثان دور الذكاء الاصطناعي في تطوير أداء المؤسسات، والفرص والتحديات التي تواجهها، مسلطاً الضوء على كيفية تحسين الأداء الإداري واتخاذ القرارات بكفاءة باستخدام التقنيات الذكية. كما يقدم الباحث رؤية شاملة لتأثير الذكاء الاصطناعي على تطوير أداء المؤسسات في عصر التحول الرقمي، وكيفية توظيفه في عدد من المؤسسات، مع الإشارة إلى بعض التطبيقات الذكية.

الكلمات المفتاحية: الذكاء الاصطناعي ، المؤسسات، التحول الرقمي ، الاداء.

INTRODUCTION

The rapid qualitative development that occurred during the fourth industrial revolution in the field of technology and the digital transformation in the twenty-first century led to the emergence of new smart applications and programs characterized by continuous innovation and development, as well as fierce competition at the global level in the fields of management and business in order to benefit from the ability of the smart organization to reduce costs and



contribute to strong competition, in addition to employing it in the framework of the development and performance of services.

Artificial intelligence has become a widely discussed topic in official and unofficial forums, especially in the sectors of scientific research, services and business, and how to employ it to improve performance in all institutions, which has led to research to uncover the strengths, weaknesses, opportunities and challenges facing its use in managing institutions in general. Before discussing artificial intelligence, we must clarify human intelligence, both as a concept and a concept.

Previous studies:

Artificial intelligence emerged in the early 1970s, and its beginnings date back to the early 1980s. With the advent of computers, interest in this intelligence increased, as interest in the past focused clearly on a branch represented by artificial intelligence networks (Al-Fadhili 2018). In the sixties and seventies, the focus shifted to targeted research into systems that tend to represent and manipulate knowledge. At the end of the eighties, Japan announced a project to adopt the fifth generation of computers, where the focus began on computer systems that deal specifically with knowledge (Ola & Thalia, 2017). From this starting point, artificial intelligence is the product of a variety of philosophical traditions, including theories of perception and communication, in addition to many other fields, including mathematics, which explored the field of knowledge to produce the logical theory, which led to the development of artificial intelligence. On the other hand, it is linked to the psychology that reveals the capabilities and patterns of human activity and the development of computer science and its applications. From the link between political variables, artificial intelligence emerged. (Yassin, 2018). And from there to the past, artificial intelligence goes back to the philosophical roots of philosophers such as Cyrus, Aristotle and Plato, and this extended to Francis Pico and Bertrand Russell, who presented the rationalist approach, which is based on mathematics, logic, probability and algebra, on which artificial intelligence is largely based.)) Jianwei, 2021

Artificial intelligence appeared Once upon a time at Dartmouth College, I was in a meeting with Artificial Intelligence. (1956), where John McCarty proposed a term for describing computers with automatic calculations and software and developing computer systems and materials and computers that show the essence of artificial intelligence (Lozed, 2012)

First / Intelligence Intelligence is a term that includes the successive automatic management of the ability to Analysis, And planning, solving problems, building conclusions, and speed of disposal, as well as the ability to think Abstract, and the beauty and coordination of ideas, and the connection Languages And the speed of the Tala, as it also includes the ability to sense and express feelings and the feelings of the others.

- The common concept of intelligence among people includes all the things mentioned above, and may be related to piety. Memory, nowSoul elevation Intelligence is studied as a distinct behavioral characteristic. Ibdaaz, And the shit, And wisdom Even the power of memory is dependent on memory.



- There are many tests available to measure the level of intelligence. But there is no single definition of intelligence, and it is called IQ. I'm sorry Intelligence The ability to determine the nature of machine intelligence and the opposition of the current theories confirms the existence of distinct types of intelligence, and therefore theories do not have the ability to determine the origin in all fields.
- Intelligence test Or the total score of the IQ test. Standard tests My disaster is over, Elias Human intelligence. He was High self William Sheiterne and I are not from the pictures(For the Egyptians (IQGerman Intelligent quote for tapir About the method of despair in intelligence tests inCome100 wroclaw Which helped in writing the pamphlet in 1912.
- Intelligence quotient or Miyas refers to the level of an individual's intelligence, and this is in contrast to the result obtained by a person in an intelligence test, which is comparable to the results obtained by someone of the same nature in the same test.
- Intelligence test Emotional Quotient (EQ) is a term that refers to the ability of the chassis to Identifying the individual's emotional and behavioral needs. It is a measure of the individual's level of emotional intelligence, which sets the boundaries between conflicting feelings and uses intelligence to guide thinking and behavior.
- To develop if necessary (Once in a while (EQ)1995, by Daniel Goleman, a psychologist in his book on emotional intelligence. It is the ability of people to identify, express and control their thoughts and actions, understand and interpret their situations correctly, make sound and informed decisions, and deal with stress and crises, etc. People who suffer from highShe has good mental health, functional impairment, and EQ. (Wikipedia, 2024)

Second / Types of intelligence

- Linguistic intelligence: And it enables the owner to start Writing Speaking and speaking, the linguistically intelligent person will be more capable of learning languages and mastering the language in reaching a hundred thousand goals, and I remember, for example, Nagih Mahfouz.
- Intelligence Logical-The athlete: It includes the ability to solve mathematical problems and equations, which may be parametric. Mathematically it would be a bit of a stretch to think about the equations. Pain And understand it, and I remember, for example to bert einstein.
- Intelligence Musician: The content of the skill in extending the music and in composing the music and its management and its use, and we mention, for example: Beethoven.
- Bodily-kinesthetic intelligence The body can be used to solve certain problems. Athletes The distinguished ones are like him, if we mention an example, and I mention an example Maradona.
- The smart ones The vacuum: It enables those who possess it to master different patterns and shapes, and it enables them to understand
- and solve visual problems. For example, we mention: Picasso.
- Emotional intelligence or social or emotional: The one who is fit is the one who is fit Aryan, who owns the model will have the management It contains the intentions, motivations and



desires of the two people, which enables them to cooperate. Reren, I remember for example Random.

- Intelligence Personal-Internal: It enables the chassis to have capabilities and can manage thoughts and feelings and thus can From organizing life successfully. And I remember, for example ,Plato. (Alwa, 2018)

Third/ Intelligence between the sexes

All recent indicators confirm that there is no significant difference between Males and femalesIn intelligence, but the individual effervescence among males is more evident than among females, so the number of geniuses is greater among males, as well as the number of guests. For a long time in history, it is not possible to give The bitter The opportunity to prove her own abilities and intelligence in many fields, as scientific evidence confirms that intelligence does not depend on the gender of the human being, as opportunities are similar in creativity and thought between the two genders. Among the events that happened in this regard is the story of Mia Alneith Rice. Giamaya Ayarviard Lawrence SiemersIn Lawrence Summers Oh2005aWhen we announce that we have physical and destructive specifications, we are able to start in the Aloe Pax of men. This led to a major uproar among the women in the aquaculture sector and among the likes of Joe Andalusian of the University of Wisconsin, which led to Tadia's apology. (Alwa, 2018)

Fourth: How do we raise the level of intelligence

- Perseverance.
- Continuity of flow.
- Listen to her with kindness and compassion.
- Questioning.
- Flexibility of thinking.
- Sai towards accuracy.
- Benefit from needles.
- Thinking clearly and accurately.
- Master of the senses.
- Ibadah and Ayal.
- Enthusiasm.
- Fun.
- Calculated rain.
- Thinking about the future.

Fifth / Artificial Intelligence

•It is a branch of computer science concerned with developing systems capable of performing tasks that require intelligent thinking, including machine learning, And industrial intelligent thinking.(Peter, a& Stuart Russell, 2021)

•It is the science that specializes in making electronic systems work in a way that simulates human intelligence, which enables these systems to think in a way that simulates human

intelligence and interacts with the people who perform the tasks and duties assigned to them. (prepared by the researcher)

Sixth/ A historical overview of artificial intelligence

It is commonly believed that artificial intelligence emerged in the early 1990s, but the reality is that the first work in the field of artificial intelligence was carried out by the British mathematician and computer pioneer Alan Turing. Turing announced in 1950 that he could surpass human intelligence in every possible way, and he could prove this by passing a specialized test. In the test, a randomly identical question would be posed to a computer and a human, and if the computer passed, the question would not be able to distinguish the machine from the chassis with positive answers.

It officially began in 1956 at Dartmouth College in New York, USA, as a summer school organized by American researchers John McCarthy, Marvin Minsky, Nathaniel Rochester and Claude Shannon. Since then, the term “artificial intelligence”—which may have initially attracted public attention—has become so popular that almost no one is ignorant of it. The term has become more widespread over time, and other concepts have emerged that have greatly changed the world over the past sixty years past (Latifa, 2017).

Seventh: Artificial intelligence and cartoons (prepared by the researcher)

- Many countries, especially Japan, have been simulating and modeling artificial intelligence in many works of art, especially cartoons and cartoon models, for nearly two decades, indicating that the development of artificial intelligence is not a product of the Second Millennium.
- The cartoon Grendizer, which was first shown in Europe in 1975, dealt with many uses of artificial intelligence, most notably the character of Minister Zoriel, who had a contemplative eye according to artificial intelligence.



The Space Knight cartoon films, which were shown for the first time in the Arab world in 1986, which maneuvered to refer to the use of artificial intelligence through the flying robot, where they indicated that an Arab scientist had died and they were able to obtain knowledge and plant it in this robot to benefit from it.



Eighth/The development of the concept of artificial intelligence

- The political criteria that have defined AI are outdated. For example, devices that improve basic functions and are able to manipulate text from a computer's point of view are no longer considered to be embodiments of AI, since the function has now become an inescapable part of an inherent computer function.
- Artificial intelligence is constantly evolving and is benefiting many different industries. Machines are being connected using a multidisciplinary approach that draws on mathematics, computer science, linguistics, psychology, and more. Algorithms are likely to play a very important role in the architecture of artificial intelligence, with simple algorithms being used in simple applications, while more complex algorithms are helping to frame more complex artificial intelligence.
- The purpose of artificial intelligence is to help human management make long-term decisions. If successful from a technical point of view, from a philosophical perspective, artificial intelligence has the ability to help humans to live a life of greater meaning and purpose, and to help manage the interconnected web of individuals, companies and nations of hope in ways that benefit all of humanity.
- Currently, the purpose of artificial intelligence is shared by all the different tools and technologies that humans have created to simplify human efforts, and help them make better decisions. Artificial intelligence is also described as an innovation that will produce pioneering tools and services that will significantly change the way humans live their lives, eliminating conflict, inequality, and human suffering.
- Currently, AI is mostly used by companies to improve operational efficiencies, perform tasks that require significant resources, and make business predictions based on data rather than gut feelings. (Ranasia, 2018)



Ninth / Components of artificial intelligence

- Knowledge base(base KnowledgeIt is an electronic library with a self-contained interface that contains information. A specific task is required for the system, and may include documentation, manuals, troubleshooting guides, and other information, and enables the system to interact and respond to user requests.
- An electronic system that enables deduction, induction and conclusion operations .M to simulate human intelligence, and the required disease.
- User interface for interacting with the system. (Bilal. 2015)

Tenth/ Types of artificial intelligence (Bilal, 2015)

- Artificial intelligence today is a political model that largely adheres to Maslow's hierarchy of basic needs (physiological, emotional, social, and management needs, self-actualization needs), where the artificial intelligence model can perform basic functions, while the more advanced model is an entity that is completely aware of itself and what is going on around it, and largely adheres to the consciousness of the human being, so the artificial intelligence model is as follows:
 - Interactive machines Reactive Machines
 - Limited memory Limited Memory
 - Theory of the Theory of Mind
 - self conscious Self Aware
- We have now passed the stage of the first model of artificial intelligence, and we are on the verge of mastering the second model, but the third and fourth types of artificial intelligence exist as a theory, and will represent the next stage of the development of artificial intelligence. Let's take a closer look at the two models and what each of them entails:
 - •Interactive machines Reactive Machines
- The interactive machines are now performing basic tasks, and if the model of artificial intelligence is extended to Italy, the machines that are used will succeed if the model is used to write the messages in the margins and do not include a mechanism for its work in the process of self-learning.
- We can first conclude the first stages of artificial intelligence, and examples of it are simple devices that are on the face, for example. And the device Wow, Hasiouh managed to defeat the world's chess champion, Radar Kasparov, at Deep Blue. 1997 Bad as Kasparov Twice in a minute Deep Blue1989 and 1996 .
- Limited memory Limited Memory
- If the model of artificial intelligence is able to store data, predict political events and use them in the future with accurate predictions, and based on limited memory, it becomes an engineering and construction tool for the automated system. Learning Machine (Machine)
- Examples of machines that use artificial intelligence include self-driving cars, which weigh data on emergency situations, vehicles on the road, and other situations, and based on that data, make decisions about which route to take and which direction to take.



- It is worth noting that most of the devices available today, which are based on artificial intelligence, have limited memory, including personal assistance applications such as: Google Assistance voicemail programs And the image, and chatbots on websites). Werraaa (chat bots).

Theory of Mind

At a time when there are many machines that can use the model of artificial intelligence, the model is still only a theoretical idea, and a project that is still being developed.

We can first consider the theory of the next stage of artificial intelligence systems that scientists are currently hoping to invent and develop, in which the machine will be able (thanks to the second stage of artificial intelligence) to understand the entities with which it interacts, and to know their needs, feelings, principles, and even the thinking process with which they proceed.

Even if you were driving your car to a nearby bus stop, the traffic was so bad that you had to avoid the traffic jam, and you were forced to turn around and find yourself in a bad situation. Search by destination, but Google Maps If the application does not give you the invitation you want, it might say to you: "If there is a way we can go, do you want me to call someone to apologize and postpone the meeting until later"?

It will continue In showing the same results depending on the data and the road data it has, but Google Maps is based on Secondly, the theory of the self, if the application is a virtue for you, it will guide your feelings, your thoughts and help you to act like a virtue, or what is not developed and the hope is now within the field of Emotional artificial intelligence.

Self-conscious Self Aware

- The pain is currently being felt so that humans can develop artificial intelligence, or the same entity that is burning in the dark, so the model of artificial intelligence may kindle a lot of hope, but it also raises a lot of fears.
- The idea that I, myself, have my own intelligence and my own destiny is so exciting that I have to negotiate with the machine that I have made with my own hands, and as a result of that negotiation, there is room for many assumptions, expectations and speculations.

Eleventh/ Artificial Intelligence and Strategy Development

- AI tools help executives avoid biased decisions, extract analytics from data easily, make strategic decisions quickly, and ensure more effective management. Who is wondering about using AI in strategy development?
- The topic of artificial intelligence typically includes analytics, automation, and data analysis. Marvin Minsky, a pioneer of artificial intelligence research in the 1960s, referred to AI as an open-ended term that would allow for the future of AI, and that description still holds true today. So this summer is a good time for us, as we look to companies to leverage the full potential of traditional analytics combined with enhanced automated strategy



development efforts, enabling managers and analysts to accomplish their tasks, and providing tools that support human thinking.

- Joanna Bachner: “Artificial intelligence is making a lot of inroads into the business sector, but strategy development still seems to be lagging behind. What do you think”?
- Yuval Tsimon: “Accordingly, the adoption of AI in strategy development is still limited. Only 7% of respondents to our AI Use Survey indicated that they use AI in strategy development and even financial planning, while the percentage ranged between 25% and 30% in marketing, supply chain and services. This can be explained by the fact that strategy development is one of the most integrated business practices. When executives think about strategy development, many of them look to AI’s capabilities to help them choose the right strategy instead of the right one. This misses the opportunity to leverage AI to build the strategy components that can significantly improve results”.
- We can take the example of virtual assistants, where many use Alexa and Sid, but few rely on them for things like texting and turning off the lights. The good news is that we are still in the early stages of technology’s evolution in advanced applications. The same applies to the use of AI in strategy development, where applications are not limited to the executive’s knowledge, but are capable of assisting with specific tasks.
- When executives think about strategy development, many rely on AI to help them choose the right strategy rather than the right strategy. This misses the opportunity to leverage AI to build the strategy.
- The development of artificial intelligence according to six levels, had simple analyses, which are referred to as descriptive intelligence. Companies use dashboards then in competitive analysis and in various stages of development, so the models are updated automatically. These dashboards are completed with interactive initiatives to improve and optimize results.
- The second level is structural intelligence, the ability to review the company’s performance history, key expectations and performance drivers. The third level is predictive intelligence, the ability to anticipate specific scenarios and future values based on past experiences and market-derived indicators. Artificial intelligence can also contribute to the development of the areas of analysis and prediction. Artificial intelligence tools can transform executives’ analyses into areas that enable the development of capabilities. For example, structural intelligence enables companies to coordinate their portfolio according to the ability to fully understand the prospects for enhancing performance, and this can be done at a continuous pace that exceeds the capabilities of analysts. You can try 20 different methods in one hour instead of hiring 100 analysts to solve the problem.
- Predictive intelligence is becoming more sophisticated and sophisticated, and executives should not rely on it completely, but rather consider it as a comprehensive viewpoint. Strategic decisions vary widely, so it is important to consider the use of AI in this area to provide specific forecasts, and to link the conclusions it provides to the information it relies on. The reliability of the forecast can be assessed. AI also provides the ability to track the evolution of the assumptions underlying the forecasts.



- The seven applications represent the levels currently available, and the next three applications are expected to be developed over time. There are now a number of AI-based advisory applications for executives that can deliver positive value based on analytics. AI can then be tasked with making specific decisions under strict controls and supervision. Eventually, there will be a stage where fully automated AI takes over the responsibility for analysis and decision-making without human intervention. (McKinsey & Company, 2023)

Twelfth/ Uses of artificial intelligence

- The applications and fields of artificial intelligence are expanding to include many aspects of our lives, and there is no doubt that each of us has dealt with artificial intelligence technologies in one way or another during our daily lives. Below are some examples of the uses of this technology in our lives. (Shathat, 2022)
- Artificial Intelligence in Marketing
- Marketing is an effective way to beautify products in order to attract more customers. We are already good at beautifying and marketing our products, but what if we had an algorithm (computer program) to design for marketing purposes only? Now, let's think about it. A few years ago, finding a product on an e-commerce site without knowing anything about it was a nightmare and an impossible task. But now, as soon as we search for a certain product, e-commerce sites will present us with all the relevant products. It's as if search engines have scanned our minds. In a matter of seconds, you can find information and products that you would have never searched for in the past.
- One of the important applications of artificial intelligence in marketing is what we see on the famous Netflix website.
- Why do many people insist on staying in this location? And they find that finding a suitable villa with a good location is very easy?
- The advantage is that Netflix has highly accurate predictive analytics, based on your behavior and the feedback you receive from the movies you watch, and then suggests programs that match your preferences.
- Artificial Intelligence in Banking
- Artificial intelligence in the field of banking services is witnessing rapid growth that exceeds expectations, as many banks in the world have adopted systems based on artificial intelligence to provide dictation support, detect irregularities and fraudulent operations ,Credit cards. Like bank.HDFC in India.
- QAA BankHDFC is developing an AI-based chatbot called EVA (Electronic Virtual Assistant). Since its launch, it has processed more than 3 million dictation inquiries, interacted with more than half a million people, and had more than a million conversations. A lot of information from thousands of sources and simple answers in a few words from Eva Half a second!
- Artificial intelligence is also being used to prevent fraud, by tracking bank cards and analyzing banking transaction behavior to identify fraud attempts and advice, and what major companies such as...MasterCard.



- Artificial Intelligence in Healthcare
- Many organizations and healthcare centers rely on artificial intelligence in treating patients and saving the lives of millions. Here are some examples of this:
- Organizational calendar Developing a new technology to prevent and treat cancer and its complications Cambio Health Care Sends warning alerts when you are sick or at risk of having a heart attack.
- Also, the company Coala Life has developed a smart digital device that can detect liver diseases.
- Share your thoughts Aifloo to develop a system to track and assist elderly people in nursing homes and home care For the laia with its activities and routine work.
- There is no need for artificial intelligence in the field of health care, except for the need to develop new medicines, but rather all that is required is to use existing medicines in a correct and intelligent way to perform the tasks.
- Artificial intelligence in space exploration
- Space exploration and discovery require the analysis of huge amounts of data on the fly, and artificial intelligence and machine learning are used to It is preferable to use the automated method to contemplate and manipulate data on the scale.
- Astronomers have been able to use artificial intelligence to study and analyze the data collected by the Kepler telescope over the past 2000 years, and as a result they have been able to identify and discover galaxies, solar systems, and planets that are thousands and millions of light years away.
- Also, the applications of artificial intelligence in the space probes and spacecraft that fly by the planet Maria and the discovery of Ephemeris, and if not everything, all the modern discoveries in this field are nothing but the result of the development of modern artificial intelligence.
- Artificial Intelligence in Education (**UNESCO, 2019**)
- Although it is still too early to see robots similar to Binance taking over the role of Mala and Tawa in giving lectures and lessons, there are undoubtedly many uses of artificial intelligence in the field of education that help students and teachers alike in achieving the greatest possible benefit from the educational process, such as:
- The following are specific: Where we can benefit from the techniques of artificial intelligence in personalizing Personalized Learning The following experiment is conducted to analyze the learning patterns, performances, and political abilities of individuals, and then determine the appropriate learning materials for them.
- Assisting students in carrying out administrative tasks such as conducting assessments, preparing tests, and managing related logistical matters.
- Breaking down geographical barriers to make academic classes accessible to everyone, regardless of their language, location, or age, as artificial intelligence technologies contribute to overcoming and removing barriers.



Thirteenth/ Uses of artificial intelligence in human resources

- Polarization field: Artificial intelligence programs have helped human resources in searching and finding candidates, as artificial intelligence programs have been able to search and carefully scrutinize individual files on recruitment sites and platforms, which has facilitated the process of finding candidates, due to its great impact in raising the organization's status and achieving its goals.
- Employment field: The majority of countries and organizations rely on artificial intelligence programs in recruitment, as recruitment applications are processed electronically, and the programs then filter job applications based on qualifications and CVs, and exclude all those who do not meet the
- Conditions, and contact the applicants to advance to the second stage of recruitment for the job.
- Performance analysis and evaluation: They also provide artificial intelligence programs for self-analysis of employee performance and a statement of the organization's goals and objectives, according to the data provided in employee files by the Human Resources Department.
- Monitoring attendance and working hours: Artificial intelligence applications have addressed the phenomenon of employee layoffs during work hours in organizations, as surveillance cameras in the organization's buildings have been linked to artificial intelligence programs to monitor the presence of
- employees and record the arrival and departure times of employees.
- Automate human resource management tasks: It allows you to archive all tasks, data, appointments, and deadlines in one file for each employee, saving time and effort for human resources. (McKinsey & Company, 2023)

Fourteenth/Challenges and opportunities in using artificial intelligence

1. Challenges/

- Information
- Preserving sensitive data.
- Maintaining the privacy of the beneficiary.
- The quality of the data provided by the AI application.
- Limited current information.
- Ethical considerations
- Painful theft.
- Quote.
- Try publishing and intellectual property.
- The environment in which artificial intelligence is used- :
- Malomatic illiteracy.
- In addition to enabling individuals to use artificial intelligence.
- In addition to enabling the automated features of artificial intelligence.



- How to keep the data safe and prevent it from being leaked on the network. (McKinsey & Company, 2023)

2. Opportunities:

- Improving efficiency and productivity: AI can automate routine and mundane tasks, leading to increased efficiency and the replacement of human labor in various industries.
- Innovation in new fields: Artificial intelligence opens the door to developing innovative solutions in fields such as healthcare, where it can be used in early diagnosis of diseases, and thus in the development of specialized medical experiments.
- Improve decision-making: AI helps analyze large amounts of data quickly, helping organizations and individuals make informed decisions based on accurate analytics.
- Developing new products and services: AI can be the basis for developing innovative products and services that meet consumer needs in new and effective ways.
- Stimulating economic growth: Artificial intelligence is expected to contribute significantly to economic growth by increasing productivity and creating new job opportunities in the fields of technology and innovation.

Fifteenth / Strategic decision in business organizations.

How to make strategic decision

- The challenges facing business companies in the world of competition are increasing, and the growth and expansion of the company imposes a need for the company's management to think and play a pivotal role in determining the impact of these challenges in the field of its decisions, as issuing financial and technical decisions requires a set of facts and data to solve administrative problems in a smart, scientific and objective manner. Therefore, making decisions is one of the tasks awaiting the manager and director in the company. Rather, we can, without exaggeration, reach the point of view of any, (sala, 2000)
- The company and its partners require individuals who possess the qualities, knowledge, values and skills to reach the message that the company seeks to translate and direct to reality through thought and strategic orientation with the aim of responding to the specificities of the environment within a comprehensive and insightful vision. The human mind and thought are still in the water. Therefore, the developments that have taken place are the product of human thought.
- The risks available in these managers in the form of intuition, insight and thinking, do not get a great deal of credit nor are they invested in the enhancement and creation of the necessary risks, so the thinking of companies must be directed to the hopes that contribute to the explosion of the technical administrations of human resources. Companies always need the technical person who can make the right decisions at the right time regarding risks.
- The decision is the essence of the administrative process and its political means in achieving the company's objectives.



- Decisions in life are a choice between a set of alternatives proposed to solve a problem or crisis and to manage the work of a particular person. The elements of strength and weakness for each alternative are determined in preparation for choosing the best alternative.

What are the strategic decisions? These are the strategic decisions that determine what the company will be like. It has a comprehensive impact on the organizational unit, such as the decisions made by the company's merger, its size and competitive position, and the products and services it provides.

- The responsibility of the teacher if the model of the decisions on the automated management is the first, then the automated management must have the moral facilitation of the decision such as if the model of the decisions and thus the moral of the teacher and the manager with what he possesses of information and data as well as the management and intuition and thinking and accumulated experiences and creativity and the management to solve the problems in addition to everything that is done, so it is from the ways that affect and play a prominent role in the decision-making process and in the following areas: The process of setting goals.
 - A. The process of developing alternatives and choosing the appropriate solution.
 - B. The process of choosing appropriate methods or means to implement the decision.
 - C. The stage of following up and finding appropriate solutions to events and situations.

1. Steps in the process of making strategic marketing decisions (Yahya, 2001)

The decision-making process takes place in a continuous cycle with the continuation of the marketing administrative process itself. Most management scholars agreed to define the steps of the decision-making process as follows:

- Identify the problem that needs to be solved.
- The beauty of the blame that follows it.
- Identify the different alternatives, and determine the advantages and disadvantages of each.
- Choosing the best alternative in light of the previous explanation for the defective alternative.

Sixteenth/Steps for making a strategic investment decision:

According to the above, the researchers see the necessity of following a number of logical, sequential and dependent steps to enhance the organization's management with digital systems in terms of automation and software, and the use of the ERP (Enterprise Resource Planning) system is one of the types of software systems that helps organizations automate basic business processes and manage them to achieve optimal performance. Supporting artificial intelligence, all of these help in making strategic investment decisions more flexibly, effectively, and safely.

Seventeenth/ The most important applications of artificial intelligence that have begun to gain widespread popularity in the work of resource specialists' departments Humanity at the organizational level (Al Wadi, 2021)

- Application Hire Smarter



- The application helps human resources in employing the best talents intelligently, efficiently and effectively in a manner consistent with the organization's strategy to achieve its goals.
- Artificial intelligence and automated recruitment extend to the application of data, where the candidates' profile files are matched with the skills, qualifications and experience required for specific job applications, where the applications are filtered and what does not match what is required is excluded, to save time and effort and minimize the success and prosperity of the desired job, and to shed light on the administrative bureaucracy in recruitment work by automating the correct tasks represented in reviewing the candidates' profile files and CVs, and matching the required skills with the job requirements, in addition to saving and archiving all CVs with extractable data that can be referred to at any time.

Application Engage Smarter

- The application helps in effective interaction between managers, subordinates and employees, and enhances employee interaction with the organization in a way that achieves performance levels, improves productivity, and achieves maximum employee growth efficiently and effectively.
- Data-driven and AI-driven employee onboarding processes can quickly, efficiently and effectively improve overall employee productivity and provide employees with greater benefits by providing recommended actions that guide professional growth through onboarding, training and mentoring.
- Application Work Smarter
- The application provides features that enable the routine tasks to be performed intelligently, efficiently and effectively, ensuring compatibility, detecting errors, and suggesting appropriate modifications and tools to manage the workflow and reflecting on those procedures and interfaces to guide the personnel affairs specialists and human resources specialists to improve productivity and raise efficiency and effectiveness by performing routine and boring tasks, suggesting smart procedures to address them and providing appropriate solutions. In addition, it includes the automation of date, time and expense management approvals, providing a package of recruitment manager authorizations for new employees, and all applications are cloud applications to help human resources specialists perform their tasks.

Eighteenth/ The most famous global companies that started using artificial intelligence applications for resource specialists Humanity

- A company Fujitsu, a Japanese company involved in the manufacture of computers, processors and conductors.
- A company British retailer: Co-op Food.
- A company FUJIFILM is one of the leading Japanese companies in the field of imaging equipment manufacturing.
- Gamma American founded Baylor1845.



- A company Deutsche Bahn, the second largest German company, hopes to win the competition.
- A company Emblem Health is one of the largest non-profit healthcare companies in the world.
- At the country level, countries design their own artificial intelligence programs that are compatible with their requirements and tasks through contracting with leading technological companies in this field. Among the most important companies developing artificial intelligence programs are: **(O'Connor, 2020)**
- Nvidia Corp
- Alphabet Inc
- Micron Technology Company(MU)
- com Inc. (AMZN).

Nineteenth / The most used artificial intelligence applications at the present time.
application Chat GPT

- it is a robot that was developed by a company. It is considered one of the best applications of artificial intelligence, Open AI. It is a great initiative to interact with the user through text chat and to give responses that are exactly like human responses. Where it extends to books, websites, and other natural language processing (NLP) Chat GPT The various materials available on the Internet as a source of information, which is used by students to form their own language and interact with the teacher.
- What makes Chat GPT a technological revolution is that it is programmed to teach itself and understand what users mean when they ask it a question. In fact, many users are in awe of its ability to provide human-like answers, giving the feeling that it may eventually gain the ability to disrupt how humans interact with computers and make their own independent decisions.
- May you live long Chat GPT is a powerful tool for saving, analyzing, and managing human data. Appropriate responses. The only thing that matters. An application of artificial intelligence or Chat GPT Asitadamat is a very important task, although it seems like a very intuitive AI application that is based on conversation like other applications, it can also help you in-:
- The self-help tool to access the largest possible number of ideas from the world provides the main words and topics that you are looking for.
- Create written content to reach a specific audience, such as social media posts.
- Provide appropriate responses to your spam emails.
- Translate texts from one language to another.
- Writing codes and finding errors in written codes and fixing them.
- Writing letters and notes in a very eloquent language. **(Open AI, 2023)**



Personal Assistant Application Siri

- Who is Amked N?No need for a definition, it is one of the most popular virtual assistant apps from Apple - Siri Artificial intelligence is spreading and is becoming more prevalent. Voice prompts for the speaker, and can make calls and send Siri. Text messages, answer questions and make recommendations. In addition, I can Siri adapts to the language of users And its own search operations via the Internet with the aim of providing information of priority to it.
- The second stage of the automatic transmission of the application The application can collect information from various sources and provide it to Siri. For the user to answer your inquiries, the application can also control the devices that are connected to the system iOS.
- Given the importance of simulating natural language and answering inquiries, the application is considered one of the most practical applications of artificial intelligence for daily use. In addition, it has been prepared To talk to more than one Siri20 languages are spoken around the world. Therefore, the first can or a limit to the artificial intelligence applications that the voice organization has developed, such as Siri, Ability to react quickly and efficiently.
- I became young Clear at the level of the elements, it is not necessary to extract an inventory in the Siri world 2018, a survey showed that 44% of smartphone users who use voice assistants prefer In Siri's rank, which means that Siri is I am addicted to Riraa from Amari AI applications.

CONCLUSIONS

1. The necessity of developing a general policy and strategy for how to use artificial intelligence in all fields.
2. Adopting automation as a work policy in the management department.
3. Employing digital systems in the management of the institution to enable making decisions and obtaining accurate information.
4. Making the organization work in the relevant (ERP) systems in the organization's department.
5. Employing artificial intelligence to analyze the available information on the current or future reality; to make more effective decisions in light of the sufficient flexibility enjoyed by the organization's management.
6. Expanding the scope of artificial intelligence with the least departments' need for each type of artificial intelligence from its first appearance in the reality of organizations to a better level.
7. Recruitment of skilled and qualified employees to the global level to improve the efficiency of the organization's employees.
8. The necessity of governance to artificial intelligence at the global level.



RECOMMENDATIONS

1. We recommend the necessity of developing a general policy and strategy for how to use artificial intelligence in all fields.
2. The necessity of adopting automation as a business policy in the management of institutions.
3. The importance of employing digital systems in managing institutions so that decisions can be made according to accurate information.
4. Recommending that the institution operate in accordance with the ERP (Enterprise Resource Planning) systems concerned with managing institutions
5. Employing artificial intelligence to analyze the available information on the current or future reality; to make more effective decisions in light of the sufficient flexibility enjoyed by the organization's management.
6. The necessity of expanding the applications of artificial intelligence according to the departments' need for each type of artificial intelligence in order to advance the reality of organizations to a better level.
7. The importance of introducing employees to intensive courses in the field of artificial intelligence to keep pace with the latest global developments in this field to raise the efficiency of workers in the organization.
8. We recommend that artificial intelligence, AI be governed globally.

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