
Opportunities and threats of using artificial intelligence in the business foresight of Russian companies

Tatiana A. Panteleeva, Cand. of Sci. (Philol.), Associate Professor
e-mail: *tatata070707@mail.ru*

Abstract

Subject/Topic. The article is devoted to the study of the possibilities and threats of using scientific intelligence in the business foresight and its impact on the business potential of the business in the short and long term. **Methodology.** In the process of writing the article, general scientific and philosophical methods of knowledge were used, as well as special economic methods based on them. Especially, the articles of the object of research – artificial intelligence – as the current process necessitated the use of problem-chronological and historical-genetic methods, which made it possible to distinguish the main stages of the formation of ideas, concepts, theories and methods for the use of artificial intelligence in business foresight, and the historical-genetic method showed the inseparability and intersectability from one stage to another of the development of the conceptual and methodological apparatus of the object of scientific research. **Results.** Currently, in business practice, artificial intelligence is used as a foresight tool very individually, since the complexity of its development and significant investments in the landscape infrastructure of its functioning form objective barriers to its rapid spread in the business environment. Currently, the following models of artificial intelligence are used in the business force: anthropocentric, hybrid, instrumental, machine-centric. According to the above calculations, starting from 2020, active growth is expected in the segment of business and IT services using artificial intelligence, it is also expected to increase spending on R&D projects in the field of development of products with artificial intelligence, and the most forward-specific from the point of view of investing capital and development as part of their own business model of AI directions on the horizon 2018-2025 are technologies for remote access (VDI, BKC, online communications, control), AI/ML (artificial intelligence, machine learning), VR/AR (virtual and augmented reality). **Conclusions/Significance.** In general, in 2020 compared to 2019, the optimism and motivation of the business to introduce artificial intelligence clearly showed a decline, and it should also be noted that the goals set by managers have become more «grounded»: in 2020, 45% spoke in favor of using artificial intelligence as a means of forming their own Big Data libraries, another 45% – for the integration of the artificial intelligence mechanism and existing systems for analysis and collection of information, however, a modern business strategy is not possible without processing huge amounts of customer information, and given their weak structuring and localization in multiple sources, the speed and quality of their processing and interpretation without the use of machine learning mechanisms became economically impractical. **Application.** The results of the scientific research will be useful both for educational purposes for students and readers interested in the use of artificial in-tech in business management, and for practitioners who plan to use artificial intelligence in foresight business processes.

Keywords: *foresight management, artificial intelligence, predictive analytics, risks, business activity, competitive position, proactive development, infrastructure, business model, digitalization of the economy, Industry 4.0*

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About author

Tatiana A. Panteleeva, Candidate of Sci. (Philol.), Associate Professor, Head of the Department of Management, Institute of World Civilizations, Moscow.

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