

BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

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**THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE
ACTIVITY AND EFFICENCY OF I.T. COMPANIES**

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RESUME

The doctoral thesis "**The impact of artificial intelligence on the activity and efficiency of IT companies**" analyses how new technologies, especially artificial intelligence, have an impact on both marketing activities and operational efficiency within IT companies. In this fast forward world, where the adaptability, flexibility, and resilience of companies play a key role, the implementation of these technologies becomes crucial for improving the quality of the services offered, for increasing customer satisfaction, but also for obtaining competitive advantages.

This research is structured in six chapters and contains two major sections: the theoretical one and the practical one.

The theoretical part presents the concepts of the marketing services and digital marketing, as well as new technologies, emphasizing the impact of AI on the quality and efficiency of marketing activities. In the second part, is being presented the design of marketing campaign within a technology company, and also quantitative research regarding the employees' perceptions of AI technologies and how is used in their professional activities.

As for the originality of the paper, the research has an important contribution through the researched theoretical part, evaluating the AI platforms and tools available on the market, and through the quantitative research conducted on a sample of 300 I.T. respondents, which highlights the impact of AI on the perceptions and experiences of employees on the integration of AI in work processes.

The main goal of the thesis is to provide a clear perspective on how AI technology can be integrated to optimize processes and improve organizational performance, as well as to increase efficiency among users, thus contributing to the development of a conceptual model applicable in the current economic context.

Keywords: artificial intelligence (AI), AI platforms and tools, digitalization, service marketing, branding, organizational performance, emerging technologies.

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