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STRATEGIC ENTERPRISE ARTIFICIAL INTELLIGENCE
(THE CONCEPTUAL HIERARCHICAL FRAMEWORK)

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Abstract

This paper discusses three statements: Enterprise AI strategy must be linked with the existing business strategy of the organization, Enterprise AI must be a virtual strategist of the organization, and Enterprise AI must be a virtual strategy manager for organizational performance. Based on the research on these statements, this paper will introduce the conceptual hierarchical framework titled Strategic Enterprise Artificial Intelligence (SEAI) consisting of four levels: Disconnected Enterprise AI, Linked Enterprise AI, Strategist Enterprise AI, and Integrative Enterprise AI. Disconnected Enterprise AI represents the lowest level, while Integrative Enterprise AI is the highest. This framework, with its title, can be introduced as a new field of study. If the corporate sector uses this framework tactfully, it will help the organizations to strategize Enterprise AI to achieve business results.

Keywords

Enterprise AI, Conceptual Hierarchical Framework, Strategic Enterprise AI (SEAI), Four Levels of SEIA

Introduction

Artificial intelligence (AI), often known as machine intelligence, is a discipline of computer science that focuses on developing and managing technology capable of independently making decisions and carrying out activities on behalf of humans (Rouse:2024). Enterprise AI uses artificial intelligence and machine learning technologies to tackle large-scale business and organization challenges. Enterprise AI applications include process automation, supply chain analytics, marketing, and customer support (Whitefield:2024). Strategic planning and execution are critical procedures that help firms accomplish long-term goals and objectives (Mahaur:2023). AI strategy refers to a company's vision for how AI will be used to fulfill its commercial objectives. It should be inextricably tied to data strategy and, thus, company goals. It gives a roadmap for implementing a company's AI priorities (Hatton, 2020). This paper introduces a strategic enterprise AI approach by combining the ideas of Enterprise AI, Strategic Planning & Execution, and AI Strategy.

Literature Review

Artificial Intelligence (AI):

Artificial intelligence, or AI, is a branch of computer science that emerged in the 1950s. It was described then as a new science that would scientifically investigate the phenomenon of 'intelligence.' This goal would be achieved by simulating intelligent processes with computers. The core premise of AI was that computers' logical functions might be organized to mimic human thought processes. Because the workings of a computer are understood but those of the human mind are not, AI researchers hoped to get a scientific understanding of the phenomena of 'intelligence' in this way. AI defines intelligence as a generic mental skill covering various talents, such as thinking, planning, solving problems, comprehending ideas, using language, and learning (Brey & Soraker:2009). While there is no single definition, "artificial intelligence" often refers to computers' ability to execute tasks previously associated with human mental capabilities (Berman:2023). Artificial intelligence (AI) is classified into three types: narrow (weak), general (strong), and artificial superintelligence.

According to Escott (2017), there are three types of AI:

1: **Artificial Narrow Intelligence (ANI)** has limited capabilities as compared to humans,
2: **Artificial General Intelligence (AGI)** is comparable to humans, and
3: **Artificial Superintelligence (ASI)** outperforms humans.

AI is a field that offers a diverse range of tools, and no single programming language is synonymous with it. Python, R, Java, C++, and Julia, each with their unique characteristics, are all popular among AI developers. AI programming focuses on cognitive skills that include the following:

Learning: This component of AI programming focuses on gathering data and developing rules for converting it into usable information. The rules, known as algorithms, provide computer equipment with step-by-step instructions for completing a specific task.
Reasoning: This element of AI programming focuses on selecting the appropriate algorithm to achieve the desired result.
Self-correction: This element of AI programming is intended to fine-tune algorithms and continuously ensure the most accurate results possible.
Creativity: This branch of AI employs neural networks, rule-based systems, statistical approaches, and other AI tools to create new visuals, writing, music, and ideas (Laskowski & Tucci:2024).

Enterprise Artificial Intelligence (Enterprise AI):
The term "enterprise AI" refers to the combination of AI technology and software meant to help organizations perform and stay organized on a large scale. Enterprise AI is not intended to replace or diminish human workers' ingenuity. In today's business landscape, enterprise AI assists humans in being more productive by optimizing workflows, analyzing data, and performing similar tasks (Hilson, 2023). Enterprise AI is a type of enterprise software that combines machine learning and artificial intelligence to improve business workflows at scale. It also generates data-driven insights to help businesses make critical decisions. Enterprise AI enables decision-makers such as managers, executives, and stakeholders to leverage AI efficiencies and insights while adding human value to improve procedures and run their businesses more effectively. Enterprise AI solutions use data science to process massive volumes of data. They offer data using simple interfaces, allowing organizations to employ those solutions. This will increase staff productivity, optimize business processes, and lower costs. However, enterprise AI is used to

Maximize sales: Artificial intelligence is valuable in online business, particularly purchasing. AI-enhanced recommendation engines employ user preferences, interaction, and browser history to identify users' interests, allowing AI to curate ideas.
Improve customer service: We've all heard about intelligent personal assistants like Alexa, Cortana, and Siri. Many businesses use these smart assistants alongside online customer care or chatbots.
Optimize supply chains: Artificial intelligence (AI) is essential in logistics management. It provides a clear supply chain perspective for complete predictive insights, allowing human data analysts to beat the system.
Automate tasks: Automating day-to-day tasks can help your firm expand while freeing up time and resources for more valuable projects.
Strengthen cybersecurity: AI apps like credit card fraud warnings, email spam filters, and so forth notify authorized users of potential security dangers. It also tracks transaction history and location.
Upgrade existing products: Using data, computerized systems inspect products to find faults the human inspection team missed. They also collect and rank consumer comments to inform the product's next-generation model, which is in development.
Self-driving vehicles: In today's environment, parcel delivery is entirely contactless. AI employs computer vision technologies, IoT devices, and GPS to navigate the journey. Autonomous cars are also used in considerable warehouses to load merchandise onto shelves.
Predictive maintenance: Manufacturing firms rely on a variety of equipment activities. Predictive maintenance solutions provide essential stability by predicting faults. It connects IoT sensors and gadgets to machines that use AI algorithms to analyze collected data.
Enterprise decision management: Enterprise decision-making is currently based on AI technologies that aim to automate repetitive data processing within the organization so that one can make data-driven decisions (Pathak:2023).

The enterprise artificial intelligence (Enterprise AI) market size was estimated at USD 7.02 billion in 2022 and is projected to reach around USD 270.06 billion by 2032, growing at a CAGR of 44.1% during the forecast period from 2023 to 2032 (Precedence Research:2023).

Strategic Planning & Execution:

Effective strategic planning and execution are critical for generating business success and growth. Leaders tend to focus more on the planning process rather than doing or executing. Strategic planning is articulating an organization's vision, defining its strategy, establishing strategic initiatives, allocating resources to pursue it, and aligning the organization to ensure that employees and other stakeholders work together toward common goals. The focus is on the organization's future direction and performance. Strategic planning exercises typically result in 3-5-year strategic plans that outline the organization's strategic objectives and action plans to attain those goals.

Innovation, profitability, and growth rely on strategy and execution working together flawlessly. However, devoting too much time to preparing might create indecision and error. The main thing is to get started. Unfortunately, many leaders excel in thinking but struggle with action. With the appropriate approach, the battle is just halfway won. Only informed and clever tactical execution can ensure the strategy's success. Issues emerge when planning and implementation are separated. The majority of good strategies fail because of poor implementation. To ensure good execution of solid strategies, leaders must be able to properly outline and convey the strategy to employees in an understandable way. This is vital to ensure everyone understands the organization's primary priorities and roles in achieving them. It is also crucial to assess, track, and report on the strategy's development relative to the business's critical success elements. This is critical for recognizing what is not working and making timely changes to avoid further deterioration (Chisambara:2019).

AI Strategy:

It is a strategy for integrating artificial intelligence into an organization that aligns with and supports the company's goals. Depending on the organization's objectives, the AI strategy may specify the processes for efficiently using AI to extract deeper insights from data, improve productivity, and create a better delivery process (Yadoshchuk:2024).

Developing an AI strategy for the sake of it will yield negative results. To get the most out of AI, it must be linked to company strategy and long-term strategic objectives. That is why the first step in developing an AI strategy is to analyze the company strategy (Marr, 2019).

The most effective AI techniques rarely mention AI. Instead, they should start with the organization's north star: its primary business strategy. From then, the process necessitates close coordination with committed leaders across all business divisions and the attention of employees at all levels. Finally, AI should fuel business strategy, aligning with the same key performance indicators (KPIs) designed to encourage and expand competitive advantage. Creating an enterprise-wide AI strategy to fuel a distinct core business strategy is a multi-step process. Organizations should establish dynamic methods of evaluating their strategy to guarantee that it remains responsive to the ever-changing market and technological advancements. As the organization's core business strategy and AI capabilities evolve, leaders should constantly tighten their goals, shifting from competitiveness to increasingly exploiting AI and ML as competitive differentiators (Nanda, Stiller, & Anderson:2022).

An AI strategy plays a pivotal role in orchestrating and guiding the actions necessary to realize the transformative power of AI across various facets of the company (Heinz:2021).

The cornerstone of AI strategy should be based on monetization and business value, with the critical goal of applying AI solutions being to increase productivity, profitability, error reduction, and creativity. AI strategy should define how the technology will promote innovation, increase efficiency, and create value, as well as incorporate aspects for risk assessment, ethical adoption, compliance and governance, change management, and future scalability (Ehrlich:2023).

Postulation

The literature review of this paper discussed four concepts. Artificial Intelligence, Enterprise AI, Strategic Planning & Execution, and AI Strategy through multiple pieces of research and articles. Based on the literature review and further expected possibilities in Enterprise AI, this paper postulates the various levels of strategy linkages with Enterprise AI. The details are going to be discussed onwards;

1: Enterprise AI strategy must be linked with existing business strategy of the organization

In an increasingly data-driven world, the value of a well-thought-out Enterprise AI Strategy cannot be underestimated. As the corporate world prepares to enter a new era of business intelligence, a thorough understanding and application of AI and data science in business has never been more critical (Nayebi:2024). AI should be considered in terms of its ability to assist and accelerate existing business strategies. Whether the primary goal is to grow through a customer focus, to provide the highest quality services or goods, or to reduce administrative load, AI projects should focus on core strategy and the most difficult, critical difficulties (Neinstein: 2024).

The fundamental goal of any AI installation should be to generate measurable economic value. Integrating AI activities with the company's strategic goals and identifying specific use cases in which AI can have a positive

influence is critical. Focusing on business value ensures that resources are appropriately allocated and AI projects directly contribute to the company's growth, efficiency, or competitive advantage (Najjar:2023).

If AI initiatives are not intimately linked to the organization's goals, priorities, and vision, they may waste efforts, receive insufficient leadership support, and fail to provide substantial value. The success of an AI strategy for business can be measured using key performance indicators (KPIs) connected with corporate objectives. Standard metrics include AI model accuracy and performance, business impacts such as revenue growth and cost reduction, operational efficiency gains, user engagement, and satisfaction levels, decision-making time to insight, adoption rate and integration with existing systems, ROI and cost savings, compliance and risk management effectiveness, innovation outcomes, and feedback-driven iteration. Business leaders can use these measures to assess the performance of their company's artificial intelligence strategy (Yadoshchuk:2024).

Business and AI strategies must be aligned to avoid disconnected initiatives, and measurable goals and objectives must be defined (Krasadakis:2023). The impact of AI is proportionate to an organization's readiness to rethink and adapt its operations. The individual in charge of AI projects should create a value story aligned with the organization's business plan. This should be a story that shows progress toward corporate goals. The company's leaders must focus on a business plan incorporating AI rather than an AI technology roadmap disguised as a strategy (Karamouzis:2024). AI is not a cure-all; it cannot fix every problem or achieve every non-financial or financial aim a company may have. Effective AI plans align with and must be subordinate to, broader business strategies. AI strategists must understand their businesses' near and long-term aims before identifying AI investments that will help them achieve them (Cassidy:2023).

2: Enterprise AI as virtual strategist of the organization

In the fast-paced realm of modern business, strategic innovation shouldn't be confined to boardrooms or corporate executives alone. With the rise of gig work and shifting demographics, individuals across all spheres, from seasoned consultants to everyday customers, hold the capacity to offer valuable insights and ideas — a potential that extends to computers as well (Olenick & Zemsky:2023).

Organizations must constantly change to succeed in today's fast-paced and competitive business world. Strategic planning is integral to this process, ensuring an organization's long-term prosperity. However, traditional strategy planning frequently necessitates the hire of external consultants or the assignment of an in-house team. Both choices can be costly and time-consuming. External consultants often charge significant fees, and their engagements can last many months, pulling essential resources away from the primary business.

On the other hand, in-house strategic planning might result in lost productivity as personnel combine their regular responsibilities with the extra burden of drafting a strategy plan. Both internal teams and external consultants might introduce biases and limited perspectives into the strategic planning process. For example, in-house teams may fail to think beyond the box due to their familiarity with the organization. At the same time, consultants may highlight their interests or use generic industry templates. The final strategic plan may not adequately reflect the organization's needs and culture in both circumstances. Traditional strategic planning methods can be hierarchical and centralized, resulting in a top-down approach in which senior management makes choices without consulting with lower-level staff. This lack of diversity frequently leads to employees feeling disengaged and detached from the organization's mission, which has a detrimental impact on company culture. AI-based strategic planning tools, incorporating all staff, might be more comprehensive and inclusive. AI-powered solutions collect essential insights that feed the strategic plan through in-depth interviews with each team member. This strategy ensures that each individual's voice is heard, establishing a sense of purpose and belonging while building the company culture. AI strategic planning uses advanced data analysis tools to uncover patterns, trends, and possibilities that traditional methods may miss. By leveraging the power of big data, AI-driven strategy planning can provide a more accurate and nuanced knowledge of the organization's strengths, shortcomings, and prospective development areas. This evidence-based approach improves decision-making by ensuring the strategic plan is linked to the company's goals and values. Artificial intelligence-powered strategic planning systems can continuously monitor and respond to changes in the corporate environment. Unlike traditional methods, which frequently entail static plans that quickly become obsolete, AI-powered systems can dynamically update the strategic plan in response to new information and input. This real-time adaptation keeps the strategy relevant and realistic, allowing firms to stay nimble and responsive to changing market conditions. AI-driven strategy planning provides a powerful alternative to traditional techniques, allowing firms to create a more lively and inclusive workplace (Bruder:2023).

At the convergence of AI and strategic decision-making, leaders have a strong tool for navigating the complexities of today's corporate environment. The significance of artificial intelligence in business planning is more than just automation; it is about supplementing human capabilities and giving previously impossible levels of insight. Incorporating AI into company planning requires careful consideration, but the potential for disruptive change is enormous. As organizations advance, AI is a key technology that may transform how strategies are designed and implemented (George:2024).

It is also true that strategy-making will always require a human touch, and the only path forward is to combine clever machines with intelligent humans. Indeed, in almost every field, technology has raised the worth of those who use it. AI frees strategists from everyday duties, allowing them to imagine and experiment more. Virtual strategists will help their human counterparts do their jobs better, allowing businesses to establish inclusive value propositions that provide long-term avenues to profitability and more. And the new and impactful tactics that result will increase value and create jobs. Future AI-based virtual strategists will be proficient in various frameworks, increasing their value. Humans can forecast every twist and turn, but don't be astonished if, in a few years, every firm strategy team will include a virtual member (Olenick & Zemsky:2023).

3: Enterprise AI as virtual strategy manager for the organizational performance

Strategic management is a continual process of planning, implementing, monitoring, evaluating, and assessing everything required for a business to achieve its goals and objectives. Simply described, it is a management strategy that prepares the firm for the unforeseen future. Strategy management contributes to developing an organization's vision, assisting in identifying both foreseeable and unpredictable circumstances. It entails developing and implementing effective tactics to gain a durable competitive advantage (Khalil:2024). Establishing strategic strategies based on meticulous data analysis is critical for any firm. Strategy managers assist organizations in assessing their strengths and weaknesses, deciding on the best course of action, and achieving their objectives. They are accountable for determining the company's direction and success. Whether the strategies are long-term business plans or short-term goals, they are designed and implemented to align with the company's vision and mission. In other words, strategy managers oversee the organization's strategic planning, strategy implementation, and performance management to ensure overall organizational performance (Divyaa:2024).

AI skills have a beneficial indirect impact on organizational performance, mediated by improvements in process automation, cognitive insight, and cognitive engagement. Organizations with adequate AI capabilities can profit from AI in three ways: by using new technologies in process automation, improving data analysis and generating actionable insight, and increasing customer and employee engagement. These three categories are complementary and improve overall organizational effectiveness in various ways. (Mikalef:2023). Organizational performance refers to meeting the organization's financial and non-financial goals. It compares an organization's actual results to its planned outputs. The primary components for improving organizational performance are 1) the strategic plan, 2) structures, 3) business processes, 4) workplace culture, 5) key performance indicators, and 6) employee learning. Enterprise AI positively contributes to Organizational Performance by integrating with the organizational elements to enhance its performance. Organizational performance requires a strategic plan. To conduct strategic planning, AI can examine massive volumes of an organization's previous performance data using predictive analysis to forecast future outcomes. AI tools provide a better and more exact definition of goals by analyzing prior performance data with machine learning algorithms. In this approach, AI helps the organization determine its planned performance. The organization's lean structure substantially impacts the strategic plan's execution. As people learn to interact with AI, the technology transforms organizational structures by empowering employees, changing roles, and flattening top-down corporate hierarchies. In addition, AI organizational chart generators create professional-looking charts in substantially less time. Higher business processing levels lead to higher organizational performance. AI can assist business operations in attaining the utmost level of efficiency because human talents eventually hit their limits when processing large, complicated datasets and extracting practical recommendations. As a result, AI can be especially useful in process automation and predictive analytics in business processes. The culture is mostly based on the organization's basic beliefs, and employee behavior has a direct impact on organizational performance. If one of an organization's values is augmentation, employees will perceive AI tools as augmentation rather than substitution. In exchange, AI will have an impact on workplace culture, allowing staff to focus on more creative and strategic tasks. Employee KPIs that are connected with the company's goals will help to increase organizational performance. An AI-powered KPI generator can help firms design KPIs that align with business objectives. Data-driven firms use predictive analytics, such as machine learning, in conjunction with leadership acumen to discover and refine critical employee performance indicators, as more fine-tuned metrics result in better alignment of individual performance with corporate strategic objectives. Organizations can improve their learning programs by incorporating AI to better respond to their workers' tailored learning and development needs. It allows participants' learning to be more appealing, relevant, and effective. Using artificial intelligence-based technology, personalized learning with AI tailors employees' learning opportunities to their specific needs. AI-infused training systems may analyze data, gain insights from learner behaviors, and tailor content delivery to its users' needs, interests, and learning styles. Thus, Enterprise AI as a virtual strategy manager can have a favorable impact on aspects that improve organizational performance (Bashir:2023).

Conceptual Hierarchical Framework

This paper proposes a conceptual hierarchical framework based on the above postulation. This framework covers the four Strategic Enterprise Artificial Intelligence (SEAI) levels.
The levels are;

Level 1: Disconnected Enterprise AI
Level 2: Linked Enterprise AI
Level 3: Strategist Enterprise AI
Level 4: Integrative Enterprise AI

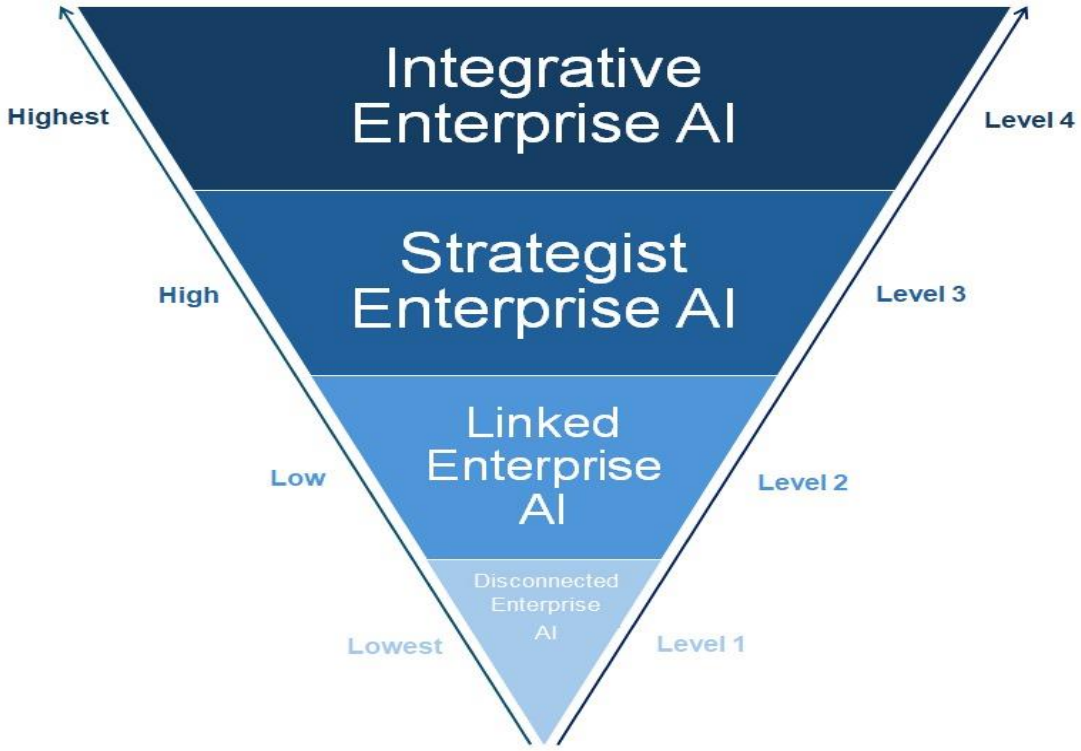

Figure 1: Conceptual Hierarchical Framework of Strategic Enterprise AI

Level 1: Disconnected Enterprise AI

Disconnected Enterprise AI is a scenario where artificial intelligence (AI) technologies are implemented within an organization but operate in isolation from business strategy or the broader business ecosystem. Disconnected Enterprise AI must align with the organization's strategic goals and objectives. AI initiatives may be driven by individual departmental priorities rather than overarching business priorities, leading to fragmented and disjointed efforts that fail to deliver maximum value to the organization.

Level 2: Linked Enterprise AI
Linked Enterprise AI aligns closely with the organization's strategic goals and objectives. AI initiatives are prioritized and implemented based on their potential impact on key business metrics, such as revenue growth, cost reduction, customer satisfaction, and competitive advantage. In contrast to Disconnected Enterprise AI, Linked Enterprise AI aims to create a comprehensive AI strategy that must be linked with a Business Strategy to drive synergies, efficiency, and value creation.

Level 3: Strategist Enterprise AI
Strategist Enterprise AI, the third level of SEAI. It's an artificial intelligence-powered system or application designed to assist in developing strategic plans. It serves as a virtual advisor or consultant, leveraging AI technologies to analyze data, identify trends, and provide recommendations for strategic plans. By deploying AI technologies in a strategic and intentional manner, organizations can develop goals, unlock new opportunities for innovation, growth, and competitive advantage, and most importantly, address complex business challenges in a systematic and sustainable way.

Level 4: Integrative Enterprise AI

Integrative Enterprise AI is the strategic integration of artificial intelligence (AI) technologies within an organization's operational framework to enhance efficiency, productivity, decision-making, and overall organizational performance. Integrative Enterprise AI represents a strategic approach to leveraging AI technologies to drive strategic planning, structuring, process automation, and predictive analysis in business processes, a data-oriented culture, well-planned employee' KPIs aligned with the company's goals, and customized employee learning with AI to achieve organizational goals. In short, Integrative Enterprise AI develops strategic plans and structures, optimizes processes, enhances data-driven culture, crafts strategic KPIs, and develops employees to achieve business success.

In summary, Strategic Enterprise Artificial Intelligence (SEAI) adopts a hierarchical approach consisting of four levels: Disconnected Enterprise AI, Linked Enterprise AI, Strategist Enterprise AI, and Integrative Enterprise AI. Disconnected Enterprise AI represents the lowest level, while Integrative Enterprise AI is the highest. The chosen level of operation depends on the organization's readiness in terms of Technology, Processes, and People. The recommended strategy involves progressing gradually from level 2 to level 4 of Strategic Enterprise AI while avoiding level 1 in all circumstances.

Impact

This paper coined the term "Strategic Enterprise Artificial Intelligence" (SEAI) based on the conceptual hierarchical framework. This inclusive framework, with its title, can be introduced as a new field of study or branch of knowledge. Books can be written based on this framework to teach university students of business and technology schools worldwide and to train management professionals, e.g., Chief Strategy Officers, business leaders, e.g., Chief Executive Officers, and artificial intelligence leaders, e.g., Chief AI Officers, fostering a sense of community and shared learning.

The world's corporate sector will apply this conceptual hierarchical framework of Strategic Enterprise AI (SEAI) to use Enterprise AI solutions strategically. This framework, with its emphasis on strategic application, will help the organization strategize Enterprise AI tactfully to achieve business results rather than apply artificial intelligence just as another technology tool without any positive impact on the bottom line.

Conclusion

The Strategic Enterprise AI (SEAI) hierarchical framework provides a straightforward yet powerful tool for organizations seeking to effectively leverage Enterprise Artificial Intelligence solutions. By delineating four distinct levels of Strategic Enterprise AI, the framework offers clarity and guidance in navigating the complex landscape of AI adoption. It underscores the importance of strategic alignment between AI initiatives and business objectives, from the initial stages of adoption to the fully integrated utilization of AI across all facets of the organization. Through the SEAI framework, organizations can move beyond viewing Strategic Enterprise AI as a mere buzz term and instead embrace it as a tangible concept with the potential to drive significant value and innovation within their operations.

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