THE POWER OF AI

HOW DOES AI AFFECT BUSINESSES?

JOHN MOLSON MBA INTERNATIONAL CASE COMPETITION – CASE 3

2023

OUR TEAM

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Public Policy
and Management

BORÓKA BRIGLOVICS
Management and
Leadership

HELÉNA MANJI
Management and
Leadership

JÓZSEF DÉKÁNY
Accounting

SUMMARY & STRUCTURE

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AI IS PRESENT AND CHANGED A LOT OF BUSINESS AREAS

The potential economic value creation of AI technologies in the next 20 years, based on McKinsey reports.

MANAGEMENT **MARKETING** **OPERATIONS**

RISK

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Suggestions

Finance and IT

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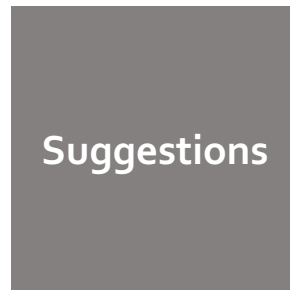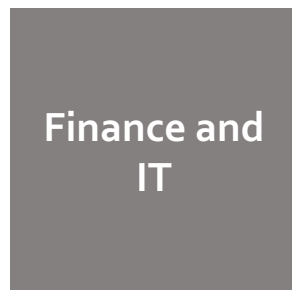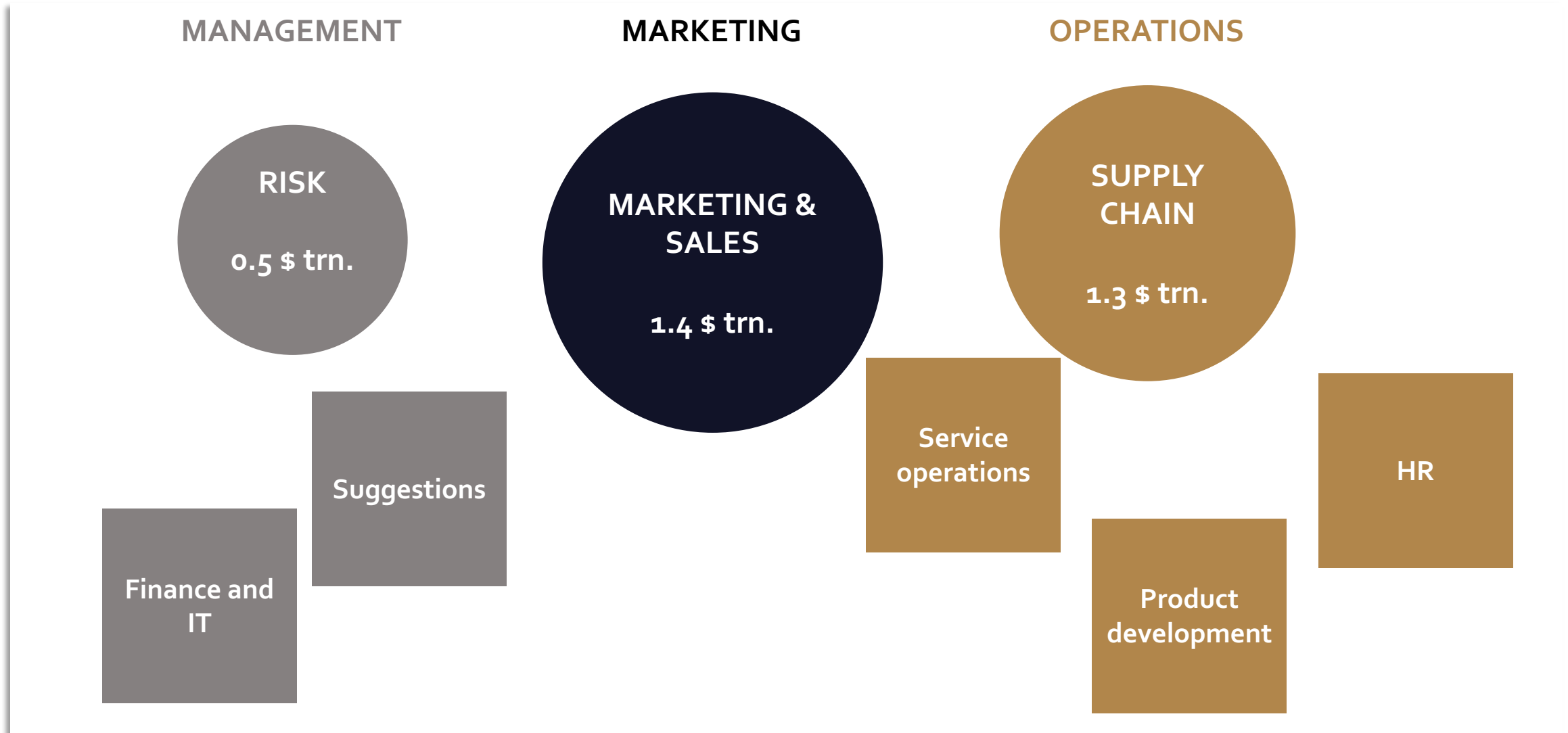
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CHALLENGES

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By using automated sales and marketing tools.

Illustration: WISE Meetings using AI for connection.

Address it: AI establishes potential connections.

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LOSING TRUST
This may lead customers to turn away from the business.
Illustration: users will specific problems will change.
Address it: leave customers with positive experience.

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ORGANIZATIONAL RESISTANCE
Organizational culture is against AI.
Illustration: Wolt's workers will resist the new technology.
Address it: show workers the positive effect of free time.

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DIFFICULTY OF INTRODUCTION

It may cause problems in the implementation.

Illustration: cost reduction can be made by redundancies.

Address it: implement it step-by-step.

SUMMARY & STRUCTURE

The government should take a regulatory position in the context of AI.
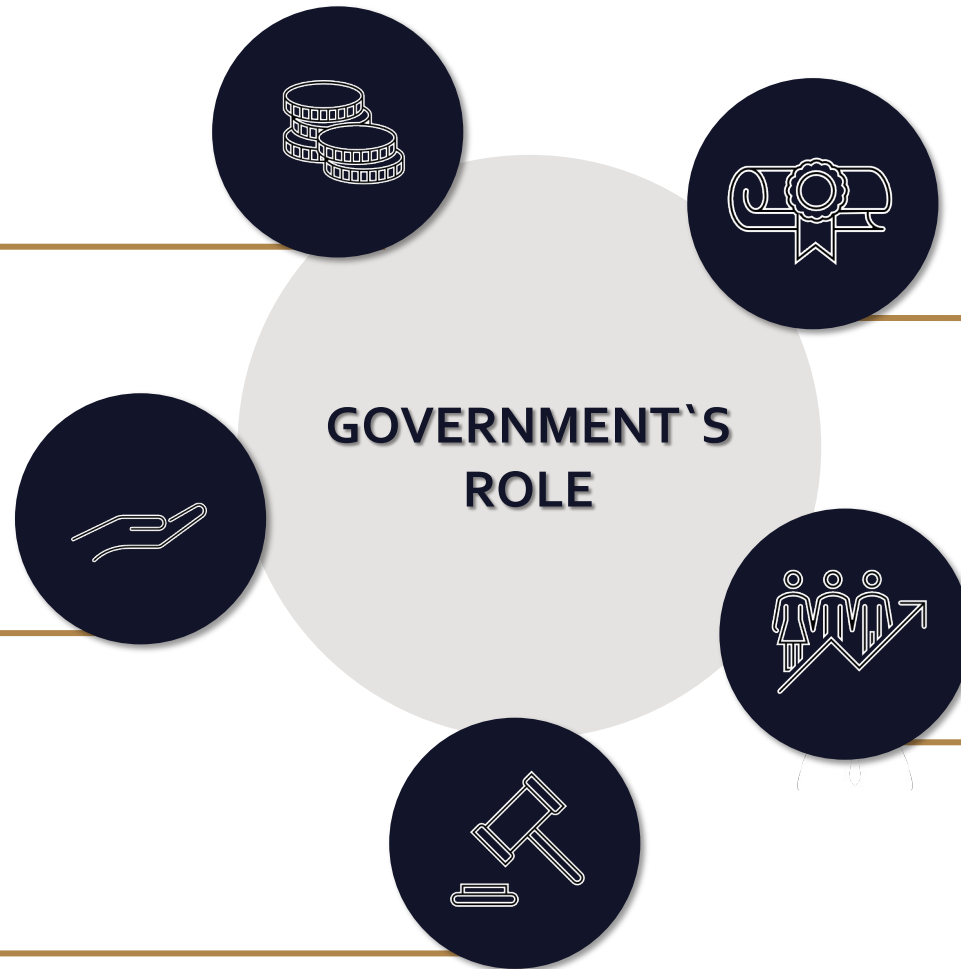
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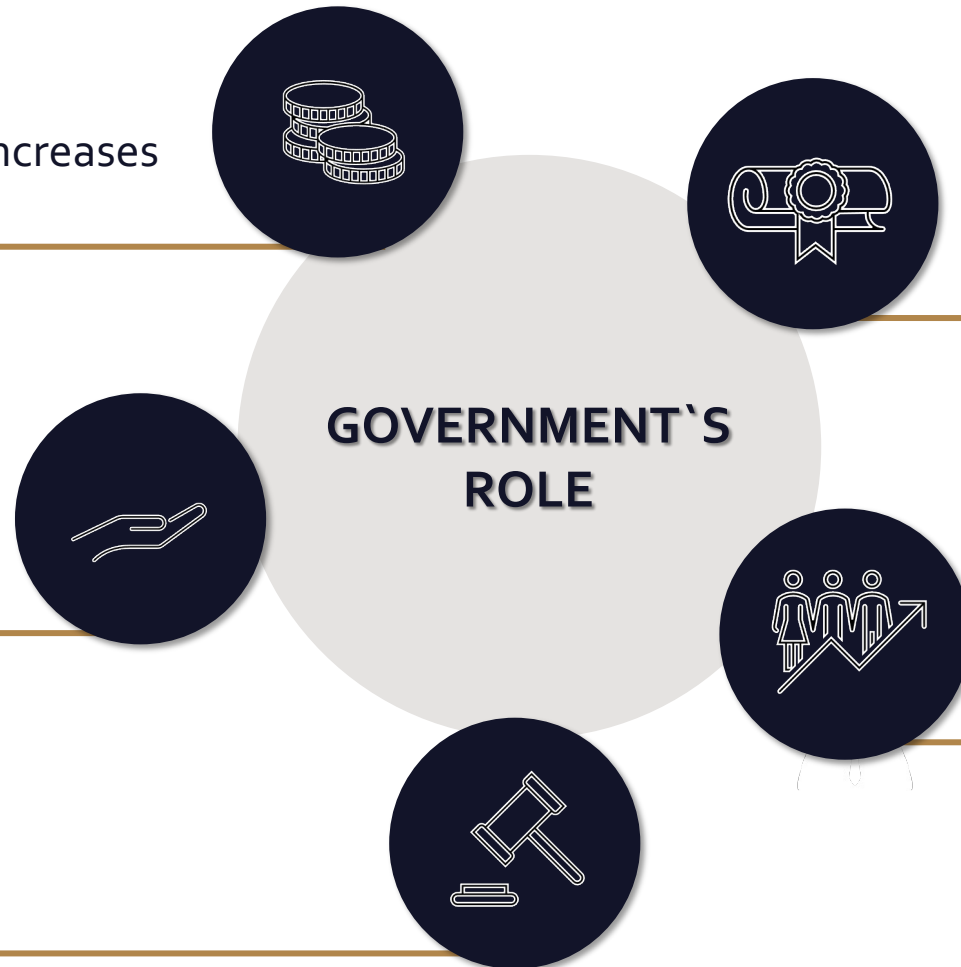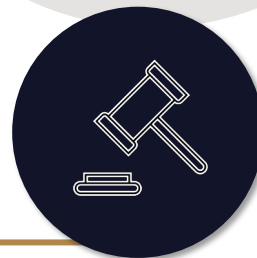
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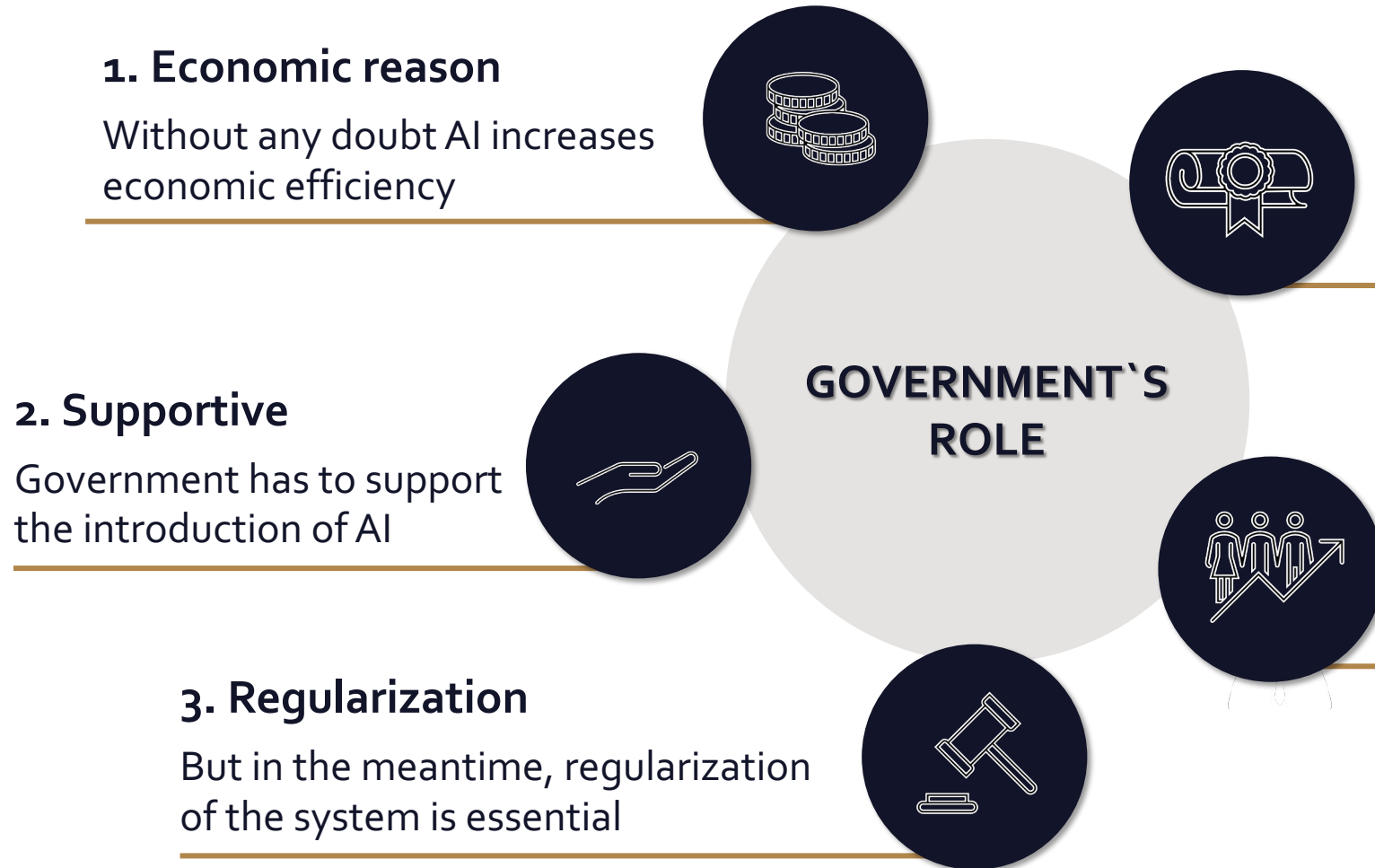Government has to support the introduction of AI

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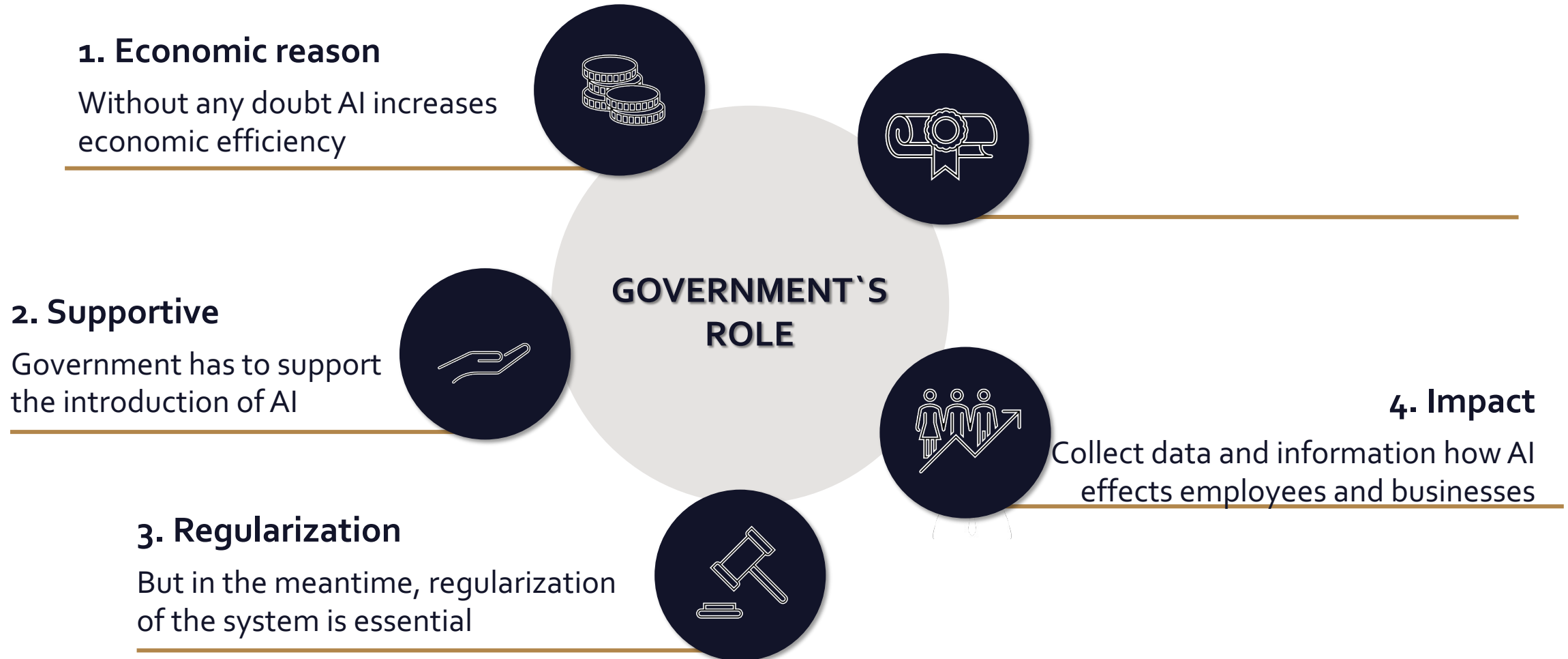But in the meantime, regularization of the system is essential

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We recommend that **governments support the introduction of AI** but within an appropriate educational and regulatory framework.

SUMMARY & STRUCTURE

IS AI GOOD?

Yes, it is good, but with constant monitoring* and regulations.**

the impact of AI on society
***by the government*

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