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INTEGRATION OF ARTIFICIAL INTELLIGENCE INTO STRATEGIC MANAGEMENT PROCESSES FOR ACHIEVING SUSTAINABLE ENTERPRISE DEVELOPMENT

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Artificial Intelligence (AI) is becoming a pivotal tool in the strategic management of modern enterprises, enabling them to adapt to rapidly changing market conditions. The integration of AI into management processes facilitates decision optimization and efficiency as well as opens new opportunities for sustainable company development. The use of AI allows enterprises to analyze data deeply, forecast trends, and automate complex processes, which is crucial for maintaining competitiveness in the long term [1].

A bright example of effective AI utilization is Amazon, one of the world's largest online retailers, known for its innovations in cloud computing, artificial intelligence, and logistic solutions. Amazon employs machine learning to process large volumes of data, enabling the identification of key trends and patterns that influence decision-making. Machine learning algorithms analyze customer behavior, allowing product demand prediction and real-time inventory optimization, which reduces storage costs and minimizes the product's expiration risk.

Amazon uses AI for dynamic pricing, automatically adjusting product prices based on changes in demand and competitive pricing. This allows the company to maintain competitiveness and maximize profits. This approach to data analysis and

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decision optimization significantly enhances inventory management efficiency and overall strategic planning in the company [2].

One of Amazon's innovative projects is Amazon Robotics, which develops sophisticated machines and software to optimize efficiency in fulfillment centers. Amazon Robotics has automated processes that previously created bottlenecks in logistic chains, such as manual cargo scanning, replacing them with a computer vision-based identification system trained on millions of video examples.

Amazon integrates AI into its strategic plans to stay at the forefront of the market and effectively respond to its changes. Another striking example of AI use at Amazon is the work of the Amazon Fulfillment Technologies (AFT) team, which monitors millions of global shipments annually to ensure Amazon's commitments to product availability and timely delivery are met [2].

The AFT's Visual Bin Inspection (VBI) team utilized its proprietary computer vision-based software solution to scan millions of images in its network of fulfillment centers (FC) to identify improperly placed items.

Artificial Intelligence (AI) plays a crucial role in the strategic management of modern enterprises, helping them adapt to dynamic market conditions and maintain competitiveness. Amazon demonstrates that, integrating AI into various business aspects, from logistics to pricing, can significantly enhance efficiency, reduce costs, and optimize inventory management. The use of advanced technologies allows the company to quickly adapt innovative solutions, ensuring its ability to respond to changes in demand and market conditions. Thus, AI not only fosters development and innovation at the corporate level but also opens new opportunities for sustainable development and future success [3,4].

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