

Empowering Entrepreneurial Mindsets With AI

Fahri Özsungur
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The aim of this research is to examine the effect of university students' entrepreneurial tendencies on their attitudes towards digital technology according to some variables. In this quantitative research, relational analysis model was conducted to the data obtained from the students of Ondokuz Mayıs University. Individual entrepreneurship orientation scale and attitude scale for digital technology were used as data collection tools. Results indicate no significant gender differences in entrepreneurial tendencies or digital technology attitudes. Two student clusters were identified, highlighting interest in technology as a key differentiator. These findings suggest that both entrepreneurial skills and technological competence should be integrated into higher education curricula to cater to distinct student profiles effectively. Future research should explore the causal mechanisms and variations across different cultural and academic contexts.

Chapter 2

The Use of Artificial Intelligence in Entrepreneurship 33

Aslı Üner Kaya, Gümüşhane University, Turkey

Fevziye Bekar, Gümüşhane University, Turkey

Artificial intelligence is the branch of science that examines how cognitive processes that are thought to be unique to humans, such as discovering meaning, making generalisations, or learning from past experiences, can be transferred to artificial systems. “Artificial intelligence” as a term was first used officially in 1956 at a summer conference held at Dartmouth College in the town of Hanover, New Hampshire. Artificial intelligence, the largest engineering project in human history, has not yet been completed at the desired level, and studies on the subject continue unabated in disciplines such as engineering, cognitive sciences, neuroscience and philosophy. Nowadays, both the development and training of artificial intelligence and use of artificial intelligence create opportunities for entrepreneurship in many processes such as content generation, analysis, auditing, performance evaluation. The aim of this research is to provide conceptual information about the usage areas of artificial intelligence in entrepreneurship types by taking support from the literature.

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Ertan Dinc, Artvin Coruh University, Turkey

Entrepreneurship requires mastery of emotional intelligence and artificial intelligence to build trust, increase customer loyalty, and motivate team management. AI allows entrepreneurs to analyze large data sets, make strategic decisions, and automate routine tasks. The integration of these two can provide a competitive advantage and ensure long-term success. Entrepreneurs often lead in developing breakthrough technologies like Tesla and SpaceX, leveraging AI and emotional intelligence to create flexible, adaptable, and human-centered businesses. However, entrepreneurs must be cautious about ethical and sustainability issues to gain a competitive advantage. This study aims to provide a conceptual perspective on the impact of AI and emotional intelligence on entrepreneurship.

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Promoting entrepreneurship and innovation is essential for societal advancement and economic prosperity in today's quickly changing world. Developing an entrepreneurial attitude and giving people the skills they need to spot opportunities and turn ideas into profitable businesses are two important roles that education plays. With the development of artificial intelligence (AI), educators now possess a potent instrument that can completely transform the process of generating and nurturing entrepreneurial ideas in educational environments. This chapter aims to investigate the relationship between artificial intelligence (AI) and entrepreneurship education, with a particular emphasis on how AI might be used to improve idea-generating processes.

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Yuusuf Jamiu Olushola, Lagos State University, Nigeria

*Maida Maqsood, Government College Women University, Sialkot,
Pakistan*

The merger of artificial intelligence (AI) and spatial analysis is revolutionizing strategic development. Businesses are wielding the power of geographic information to streamline operations, optimize product placement, and cater directly to customer needs. By analyzing real-world examples like Walmart's and UPS's supply chains, and Kaiser Permanente's healthcare delivery, we've witnessed the profound impact of these technologies. As businesses integrate AI-powered insights from spatial data into their strategies, exciting possibilities for innovation and efficiency emerge. However, unlocking the full potential of these technologies requires navigating challenges related to data accuracy, reliability, and ethical considerations.

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Exploring Untapped Market Niches With Deep Learning Models 119

Mohit Yadav, O.P. Jindal Global University, India

Arun Mittal, Birla Institute of Technology, Mesra, India

P. G. S. Amila Jayarathne, De Montfort University, Leicester, UK

The paper looks at how deep learning models work, analyse emerging and hidden markets, and apply the information to discuss how to develop business development strategies. Applying deep learning in market research involves demonstrating methodologies such as Systematic Literature Review (SLR) and PRISMA. By going over how neural networks compute, determining which business sectors to target, and illustrating how deep learning can help in market analysis, this paper shows businesses how these will be able to discover and thus dominate specific niches. Therefore, the summative integration of artificial intelligence and comprehensive data analysis methods offers an initial prototype design of the reference architecture to be used by organisations to improve strategic market designs and optimise incremental modifications necessary to build markets. The optimistic trend regarding DL in the market analysis is connected to the new prospects and potentialities that can offer new opportunities for deepening the learning process to cover the market and create enhanced models.

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Artificial intelligence (AI) has been a subject of interest among scientists since the 1950s, when Turing made his speech on intelligent machines. However, getting into the discussion of the general public has been realized within the last years and the speed of developments in the domain shows that AI would be a keeping its substance in the future. In business, AI can foster different sectors such as agriculture, health, e-commerce, and manufacturing. Whatever the sector is, a company can benefit from AI at almost all functions. Small and medium-sized enterprises (SMEs) can also utilize AI technologies to grow their businesses as well as big firms. The aim of the proposed chapter is to cover the potential advantages and difficulties of AI utilization at SMEs. As SMEs build up the backbone of the many economies worldwide in terms of employment and contribution to country GDPs, they need to be promoted and supported to get share within the new economy shaped by AI. In specific for SMEs, the study will focus on innovations gained by AI in marketing and offer exemplary utilization areas.

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Naren Kathirvel, Anand Institute of Higher Technology, India

B. Santhoshi, St. Anne's Arts and Science College, Chennai, India

A. Kathirvel, Panimalar Engineering College, India

By 2027, the blockchain market will have a valuation of 163 billion US dollars. In fact, a firm may find it too much to comprehend and use the technology that has taken off. Blockchain is a distributed database that is shared by multiple system nodes. These days, businesses use blockchain technology and its various features, like ICOs and smart contracts, for a variety of objectives that are related to their daily operations. Because of these built-in characteristics, blockchain is now used in a number of sectors, including real estate, finance, agriculture field, healthcare sector, education institutions, design and manufacturing unit, retail shopping, etc. This chapter provides a thorough explanation of the various use cases and areas of BT.

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An Entrepreneurial Perspective on Industry 4.0 and Industry 5.0 187

Ahmet Taş, Gümüşhane University, Turkey

By the late 20th century, information and communication technologies had entered a period of rapid development worldwide. As the use of computers and the internet became widespread on an individual level, businesses also began to leverage computer and internet technologies to increase and enhance their sales and marketing activities. With the emergence of the digital economy concept in the 2000s, and as almost everything began to transition to virtual environments, Industry 4.0 and digital transformation processes came into play. When these technological advancements intersected with entrepreneurial behaviors, a new entrepreneurial activity emerged. It's evident that Industry 4.0 and Industry 5.0 will impact not only businesses and enterprises but also entrepreneurship and marketing, given their influence across nearly every technological aspect. Industry 4.0 already involved the integration of advanced technologies into production efficiency.

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Apeksha Hooda, O.P. Jindal Global University, India

P. G. S. Amila Jayarathne, De Montfort University, Leicester, UK

By leveraging a meta-analysis and systematic review, the research aims to analyse scientific works indexed in Scopus from 2019 to 2024, focusing on the relevance, trends, and contributions of blockchain studies across various sectors, including supply chain management, healthcare, and education. Utilizing bibliometric analysis tools such as Biblioshiny, VOSviewer, and Microsoft Excel, the study examines publication trends, authorship patterns, and international collaborations. Results indicate a significant annual growth rate in blockchain research. Key findings highlight the extensive international collaboration and the evolving research themes within the blockchain domain. The study underscores the importance of bibliometric analysis in mapping the scientific landscape, guiding future research, and fostering innovation in blockchain applications.

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Green Cloud Computing and Energy Efficiency: A Systematic Literature

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Shubham Kumar, University of Minnesota, Minneapolis, USA

Cloud computing has penetrated the lives of many through the way we process data, manage, and store it. But there are also serious energy usage and environmental issues as a result of this quick expansion. A key paradigm for reducing the negative environmental effects of cloud services is green cloud computing, which emphasizes sustainable practices and increased energy efficiency. Since technology is always developing, new gadgets that potentially have a variety of negative environmental repercussions are being created. The purpose of this study is to evaluate several aspects of green computing. Bibliometric reports of published studies were analysed and the countries in which they were conducted were compared. Analysis was done in the many theme areas where it was stated what the future and present research tendencies in those areas are. The study yielded insightful data that was used to project future research in this field.

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Sathish A. S., Vellore Institute of Technology, India

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Greenwashing, the deceptive promotion of environmental responsibility, poses a challenge for organizations seeking genuine sustainability. Research explores how green HR practices can combat greenwashing and achieve authentic sustainability. Drawing on expert interviews, the research identifies key challenges organizations face in avoiding greenwashing, including lack of understanding of sustainability, short-term profit focus, internal departmental disconnects, consumer deception tactics, and fear of litigation. The research then explores how green HR practices can be a powerful tool for fostering authentic sustainability. Examples include green recruitment, training and development on sustainability, green performance management systems, and employee engagement initiatives. By strategically aligning green HR practices with specific SDGs, organizations can demonstrate a clear commitment to a more sustainable future. The chapter highlights the importance of leadership commitment, cross-departmental collaboration, and continuous improvement for successful green HR implementation.

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K. Vishaal, Central University of Tamil Nadu, India

P. G. S. Amila Jayarathne, De Montfort University, Leicester, UK

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This chapter explores the growing importance of global sourcing for skilled workers in the face of a global labor shortage. It highlights the benefits of global sourcing, such as access to a wider talent pool, cost reduction, and increased productivity. However, the chapter also acknowledges the challenges associated with global sourcing, including legal and cultural complexities, communication barriers, and ethical considerations. The chapter examines how companies can navigate these challenges through effective strategies. The chapter concludes by showcasing successful global sourcing practices in different industries through case studies of companies like Infosys, Nike, Pfizer, and General Motors. It emphasizes the importance of strategic planning, cultural awareness, and technology integration for businesses to thrive in the global marketplace.

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AI's Quantum Leap in HRM 283

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Mohit Yadav, O.P. Jindal Global University, India

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This study examines the impact of artificial intelligence (AI) advancements on human resource (HR) management, given the shifting landscape of the IT industry. Focusing on Bangalore's IT sector, the authors explore whether AI's innovativeness and usability influence HR functions. A survey of 200 HR professionals across various IT companies was conducted, and multiple regression analysis confirmed a positive correlation between increased AI use and enhanced HR performance. Additionally, a substantial relationship was observed between AI and innovation and usability, signifying AI's transformative influence on HR operations.

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A Website-Dependent Instructional Platform to Assist Indonesian MSMEs ... 299

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In today's world, information technology systems have advanced swiftly and are widely used to meet business needs. The use of this technology has a substantial influence on company operations. Through collaborative activities, MSME development collaborator company is actively involved in assisting MSMEs to survive and develop. Currently, the firm does not provide educational assistance to MSMEs. This study aims to develop a website-based e-learning tool to solve current issues. The extreme programming application development approach will be used, which is a five-step procedure that includes planning, design, coding, testing, and software enhancement. The research resulted in a website-based e-learning program designed to provide educational assistance to MSME players.

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Harnessing Machine Learning Intelligence Against Cyber Threats:
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Bhupinder Singh, Sharda University, India

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South Wales, UK*

Ritu Gautam, Sharda University, India

The spread of cyberthreats in the digital age presents serious concerns to national security, the stability of the economy, and personal privacy. Traditional security methods are unable to keep up with the increasing sophistication and size of cyberattacks. With facilitating quick identification and mitigation of cyberthreats, machine learning (ML) has the revolutionary potential to improve cybersecurity measures. But applying ML in this field also brings up important moral and legal issues, particularly in light of international cybercrimes. This chapter comprehensively explores the machine learning's dual nature in cybersecurity, emphasizing both its advantages and disadvantages. It also talk about the state of cyber threats today, how machine learning is being incorporated into cybersecurity, and the moral and legal ramifications of using ML to international cyber investigations.

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Developing an AI-Powered System to Identify Patients at High Risk for
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The burgeoning realm of artificial intelligence (AI) has unfurled a new chapter in healthcare innovation, especially in the proactive management of chronic conditions. This chapter delves into the development of AI-powered systems dedicated to identifying patients at high risk for chronic diseases, aiming to remodel the traditional reactive healthcare model into a more predictive and preventive approach. By harnessing complex algorithms and vast datasets, such systems endeavor to pinpoint early risk factors, enhance patient outcomes, and optimize resource allocation. This discussion is anchored in a critical review of the literature that elucidates the evolution, methodologies, benefits, and challenges inherent in the integration of AI technologies in chronic disease management.

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The Impact of Artificial Intelligence in Future Public Administrations 393

Mortaza Chaychi Semsari, İstanbul Nişantaşı University, Turkey

Hülya Küçük Bayraktar, Kafkas University, Turkey

It is predicted that artificial intelligence may have serious impacts on the governance of the future. For this reason, all countries have started to make changes and transformations in public administrations in order to use artificial intelligence applications in the management of the future. In this context, it is known that countries have made significant investments in integrating artificial intelligence into public institutions. Research and theoretical studies show that the use of artificial intelligence and the competition for access to artificial intelligence will reach a better point than its current state. The versatility of AI also points to its various applications and use cases around the world. These include face recognition, automatic text correction, mapping and wayfinding, call centers, robotic systems, chatbots, financial markets, autonomous vehicles, recommendation algorithms, and digital voice assistants. In addition to these, pattern recognition for data prediction, pattern recognition for anomaly detection, classification of headlines and data according to similarities and differences, and text and image processing can be given as examples of artificial intelligence uses. In this framework, it is very important for countries to integrate into artificial intelligence applications by managing data at the national level. Because this situation will directly affect the future artificial intelligence management of countries positively or negatively; countries will be able to control the production-distribution-processing and data consumption of resources and this process with the use of artificial intelligence in the future. For this reason, the issue of integrating artificial intelligence into public administration and using its applications is very important and this constitutes the original value of this study. The aim of this study is to evaluate the use and impact of artificial intelligence applications in public administration. In the study, qualitative research method will be used, and a literature review will be conducted on the use of artificial intelligence in public administration. With the findings obtained, it is seen that the power of artificial intelligence has a power that can change the world and is a matter that should be taken into consideration. Therefore, it is important for countries to pay more attention to this issue in their future management policies. In this context, the areas of use of artificial intelligence in countries include issues such as red tape, efficiency, facilitating innovation in the field of artificial intelligence, artificial intelligence training for entrepreneurship, the development of new business areas, and expanding the use of artificial intelligence in government companies and compliance with. In this study, these issues are addressed; successful country practices are examined, and the opportunities and challenges created by the use of artificial intelligence applications in public administration are discussed. As a result, it is evaluated how the use of artificial intelligence has affected the public administration of countries and how it has improved their capacity areas.

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Preface

OVERVIEW OF THE SUBJECT MATTER

Artificial Intelligence (AI) has evolved from a futuristic concept to an integral part of our daily lives and business operations. This book explores the intersection of AI and entrepreneurship, delving into how AI influences entrepreneurial activities, business strategies, and various sectors of the economy. By examining AI's role in enhancing business operations, fostering innovation, and addressing challenges such as sustainability and market analysis, this book provides a comprehensive understanding of AI's transformative impact on modern entrepreneurship.

Where the Topic Fits in the World Today

In today's rapidly evolving technological landscape, AI is reshaping industries and creating new opportunities for innovation and growth. Entrepreneurs are at the forefront of this transformation, leveraging AI to gain competitive advantages, streamline operations, and develop innovative products and services. This book addresses the current and future implications of AI in entrepreneurship, emphasizing its role in driving economic growth, enhancing business strategies, and contributing to societal advancements.

Target Audience

This book is aimed at a diverse audience, including:

Entrepreneurs and Business Leaders: Those looking to leverage AI to enhance their business operations and innovation strategies.

Academics and Researchers: Scholars interested in the intersection of AI, business, and entrepreneurship.

Students: Aspiring entrepreneurs and business students seeking to understand the impact of AI on the business landscape.

Policy Makers and Industry Practitioners: Individuals involved in crafting policies or implementing AI-driven solutions in various sectors.

IMPORTANCE OF EACH CHAPTER SUBMISSION

Chapter 1: A Relational Analysis of Artificial Intelligence, Entrepreneurship, and Some Demographic Variables

By Dr. Senem Gürkan and Dr. Volkan Duran

This chapter examines the influence of entrepreneurial tendencies on attitudes towards digital technology among university students. Using a relational analysis model, the authors provide insights into how entrepreneurial skills and technological competence should be integrated into higher education curricula, emphasizing the importance of catering to distinct student profiles.

Chapter 2: The Use of Artificial Intelligence in Entrepreneurship

By Dr. Aslı Üner Kaya and Fevziye Bekar

This chapter explores the conceptual usage of AI in various entrepreneurial processes. By examining literature, the authors highlight how AI can enhance content generation, analysis, auditing, and performance evaluation, offering opportunities for entrepreneurial innovation and efficiency.

Chapter 3: The Relationship Between Emotional Intelligence and Artificial Intelligence in Entrepreneurs

By Dr. Ertan Dinc

This chapter provides a conceptual perspective on how emotional intelligence and AI integration can offer competitive advantages to entrepreneurs. It underscores the importance of balancing ethical considerations and technological advancements to ensure sustainable business practices.

Chapter 4: The Key to Entrepreneurial Innovation: Employing AI to Generate Ideas in Education

By Sandeep Ranjan

Focusing on the intersection of AI and entrepreneurship education, this chapter explores how AI can revolutionize idea generation and innovation within educational environments, preparing students to become successful entrepreneurs.

Chapter 5: AI-fused Business Strategies: Spatial Insights for Market Success

By Dr. Munir Ahmad, Mr. Md Rokibul Hasan, and Mr. Yuusuf Jamiu Olushola

This chapter discusses the integration of AI and spatial analysis in strategic business development. By analyzing case studies from various industries, the authors illustrate how AI-powered spatial insights can optimize operations and cater to customer needs effectively.

Chapter 6: Exploring Untapped Market Niches with Deep Learning Models

By Dr. Mohit Yadav, Dr. Arun Mittal, and Dr. P.G.S. Amila Jayarathne

The authors demonstrate how deep learning models can identify emerging and hidden markets. By applying systematic methodologies, they show how businesses can use AI to develop strategies for dominating specific niches.

Chapter 7: SME Marketing Entrepreneurship in AI-shaped Business Environment

By Dr. Mine Yurdagel and Dr. Gözde Baycur

This chapter examines how small and medium-sized enterprises (SMEs) can utilize AI to enhance their marketing strategies. The authors discuss the potential advantages and challenges of AI adoption in SMEs, emphasizing the need for support to ensure their growth in an AI-driven economy.

Chapter 8: Generating Entrepreneurial Ideas: Applying Business Intelligence and Blockchain

By Mr. Naren Kathirvel, Ms. Santhoshi B, and Dr. Kathirvel A

This chapter explores the convergence of AI, business intelligence, and blockchain technologies. The authors provide a thorough explanation of how these technologies can generate entrepreneurial ideas and enhance business operations across various sectors.

Chapter 9: An Entrepreneurial Perspective on Industry 4.0 and Industry 5.0

By Dr. Ahmet TAŞ

This chapter discusses the impact of Industry 4.0 and Industry 5.0 on entrepreneurship and business operations. By analyzing the technological advancements and their intersection with entrepreneurial behaviors, the author highlights the transformative potential of these industries.

Chapter 10: Use of Blockchain in Industry 5.0: Past, Present, and Future

By Dr. Mohit Yadav, Miss Dipandi Mishra, Dr. Apeksha Hooda, and Dr. P.G.S. Amila Jayarathne

The authors provide a metaanalysis and systematic review of blockchain technology in Industry 5.0. They explore its applications in various sectors, emphasizing the importance of international collaboration and bibliometric analysis in guiding future research.

Chapter 11: Green Cloud Computing and Energy Efficiency: A Systematic Literature Review and Research Agenda

By Dr. Priyank Kumar Singh, Dr. Sasmita Misra, Dr. Shashank Mittal, and Dr. Shubham Kumar Kumar

This chapter evaluates the environmental impact of cloud computing and proposes green computing practices to enhance energy efficiency. The authors analyze recent research trends and provide a future research agenda for sustainable cloud computing.

Chapter 12: Greenwashing and Authentic Sustainability in the Workplace

By Dr. Sathish A.S., Dr. P.G.S. Amila Jayarathne, and Dr. Shashank Mittal

The authors explore how Green HR practices can combat greenwashing and promote authentic sustainability in organizations. They provide insights into the challenges and strategies for achieving genuine environmental responsibility.

Chapter 13: Beyond Borders: Sourcing Skilled Workers in a Globalized Market

By Dr. R. Indradevi, Dr. Sathya N, Mr. Vishaal K, and Dr. P.G.S. Amila Jayarathne

This chapter examines the benefits and challenges of global sourcing for skilled workers. By showcasing successful case studies, the authors highlight the importance of strategic planning, cultural awareness, and technology integration in global talent acquisition.

Chapter 14: AI's Quantum Leap: Transforming HRM

By Mr. Prashant Singh, Dr. Sneha Gupta, Dr. Rajni, Dr. Mohit Yadav, and Dr. P.G.S. Amila Jayarathne

Focusing on the IT sector in Bangalore, this chapter analyzes the impact of AI advancements on human resource management (HRM). The authors confirm the positive correlation between AI usage and enhanced HR performance, emphasizing AI's transformative influence on HR operations.

Chapter 15: A Website Dependent Instructional Platform to Assist Indonesian MSMEs

By Dr. Vipin Jain, Ms. Charul Verma, Mrs. Anshu Chauhan, Ms. Anushi Singh, Mrs. Sanjoli Jain, Dr. Sabyasachi Pramanik, and Ankur Gupta

The authors present the development of a websitebased elearning platform designed to support Indonesian MSMEs. They discuss the collaborative efforts and methodologies used to create an educational tool that addresses the unique challenges faced by MSMEs.

Chapter 16: Harnessing Machine Learning Intelligence Against Cyber Threats

By Prof. Bhupinder Singh, Prof. Christian Kaunert, and Dr. Ritu Gautam

This chapter explores the dual nature of machine learning in cybersecurity. The authors discuss the advantages and ethical challenges of using ML in global cyber investigations, providing a comprehensive overview of the current state of cyber threats and ML integration in cybersecurity.

Chapter 17: Developing an AI-Powered System to Identify Patients at High Risk for Chronic Conditions

By Dr. Patcha Bhujanga Rao, Mr. Raghavendra R, Ms. Navmi Nair, Ms. Afraa Ayub Shariff, Mr. Aashray Subramanian Iyer, and Mr. Charan B

The authors delve into the development of AI-powered systems for identifying patients at high risk for chronic diseases. They discuss the methodologies, benefits, and challenges of integrating AI in chronic disease management, aiming to transform healthcare from a reactive to a predictive model.

Chapter 18: The Impact of Artificial Intelligence in Future Public Administration

By Dr. Mortaza Chaychi Semsari and Dr. Hülya Küçük Bayraktar

This chapter predicts the future impact of AI on public administration. The authors highlight the significant investments and transformations required for integrating AI into public institutions, emphasizing the various applications and use cases of AI in governance.

CONCLUSION

This book offers a multifaceted exploration of AI's role in modern entrepreneurship, providing valuable insights into how AI can drive innovation, enhance business strategies, and address contemporary challenges. By examining diverse applications of AI across various sectors, this book contributes significantly to the field of entrepreneurship and serves as a crucial resource for understanding the transformative potential of AI in shaping the future of business.

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