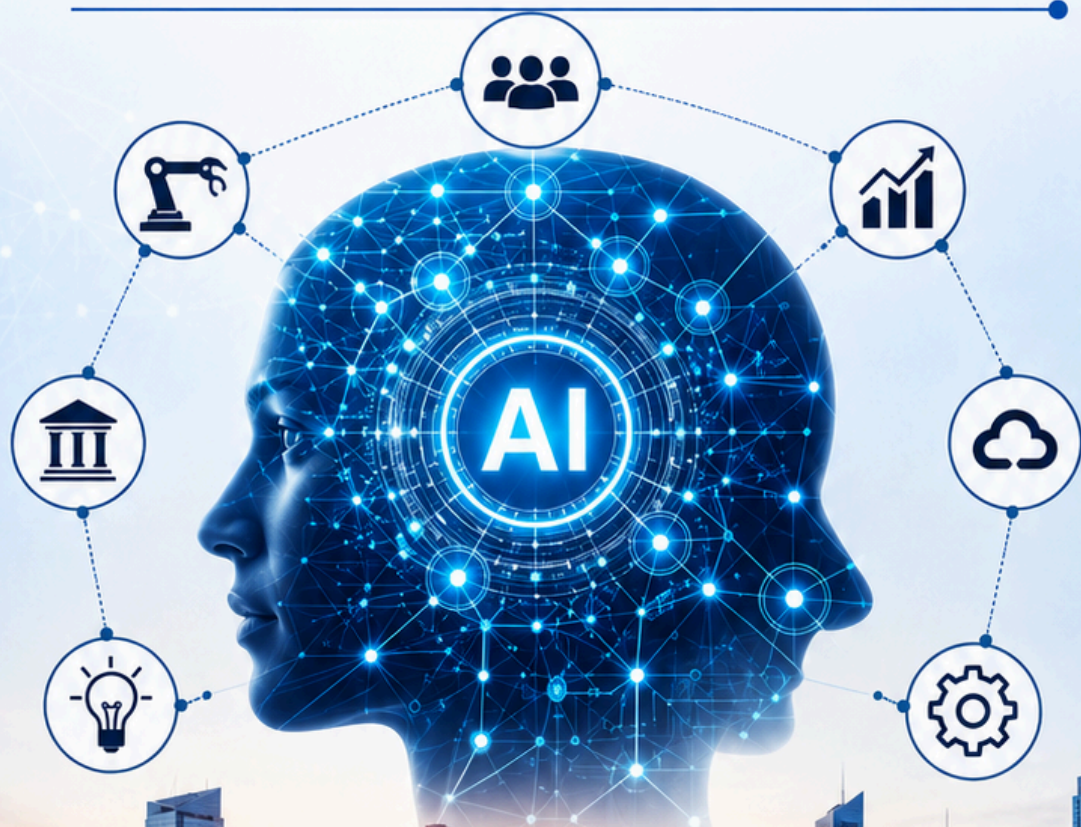


AI-ORCHESTRATED ORGANIZATIONAL TRANSFORMATION:

Intelligent Systems, Digital Innovation
and Future Enterprises

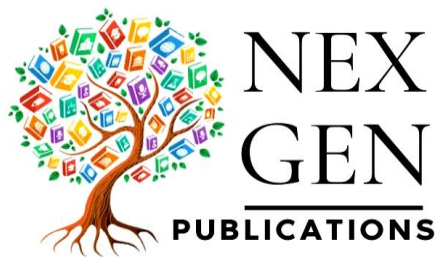


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Dr. Gurpreet Kaur

AI-Orchestrated Organizational Transformation: Intelligent Systems, Digital Innovation and Future Enterprises



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AI-Orchestrated Organizational Transformation: Intelligent Systems, Digital Innovation and Future Enterprises

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Preface

Artificial Intelligence (AI) is fundamentally reshaping the way organizations operate, innovate, and create value in an increasingly digital economy. The convergence of intelligent systems, data analytics, automation, cloud computing, and machine learning has accelerated organizational transformation across industries, enabling enterprises to become more agile, resilient, and customer-centric.

The edited volume, "**AI-Orchestrated Organizational Transformation: Intelligent Systems, Digital Innovation, and Future Enterprises,**" brings together scholarly contributions that examine the transformative role of AI in modern organizations. It presents interdisciplinary perspectives from researchers, academicians, industry professionals, and practitioners who explore how AI-driven technologies are redefining business strategies, operational excellence, leadership, governance, and sustainable growth.

The chapters included in this volume address a wide range of contemporary themes, including AI-enabled decision-making, digital transformation, intelligent supply chains, marketing analytics, human resource management, finance, governance, cybersecurity, cloud integration, Industry 4.0, and the future of work. Collectively, these contributions offer theoretical insights, empirical findings, practical applications, and emerging research directions that will benefit both academia and industry.

We sincerely hope that this volume will serve as a valuable reference for researchers, faculty members, students, policymakers, and business leaders seeking to understand the evolving landscape of AI-enabled organizational transformation. We believe the knowledge presented in this book will inspire future research and contribute to the responsible and effective adoption of intelligent technologies across organizations worldwide.

We extend our heartfelt gratitude to all contributing authors, reviewers, editorial members, and **Nex Gen Publications** for their invaluable support in making this publication possible.

Editors

Dr. Pooja Gupta

Dr. Preeti Chawla

Dr. Gurpreet Kaur

Acknowledgement

The successful completion of this edited volume would not have been possible without the generous support and cooperation of many individuals and organizations.

We express our sincere appreciation to all the authors who contributed their valuable research and entrusted us with their scholarly work. Their commitment to academic excellence and timely cooperation greatly enriched the quality and diversity of this volume.

We are grateful to the reviewers for their constructive feedback and insightful suggestions, which significantly enhanced the academic rigor of the submitted chapters.

We extend our heartfelt thanks to **Nex Gen Publications** for their professional guidance, editorial support, and commitment to disseminating quality research through international scholarly publications.

We also acknowledge the encouragement and support received from our respective institutions, colleagues, friends, and family members, whose motivation enabled us to successfully complete this editorial endeavor.

Finally, we thank every reader who chooses this volume as a resource for learning, research, and innovation. We hope this book contributes meaningfully to advancing knowledge in the field of Artificial Intelligence and organizational transformation.

Editors

Dr. Pooja Gupta

Dr. Preeti Chawla

Dr. Gurpreet Kaur

About the Editors



Dr. Pooja Gupta is an Associate Professor at the Panipat Institute of Engineering and Technology, Samalkha, Haryana. She is a seasoned management professional with over 16 years of academic experience, specializing in Finance, Banking, and Accounting.

She earned her Ph.D. from Guru Jambheshwar University, Hisar, with a research focus on Foreign Investors and the Stock Market. Dr. Gupta has made significant contributions to academic research, with numerous publications in reputed national and international journals, and has actively participated in various conferences and seminars.

In addition to her research work, she has served as an editor for more than five academic books and has authored four books in her area of expertise. Her academic and research pursuits reflect a strong commitment to advancing knowledge in the field of finance and management.



Dr Preeti Chawla is an academician and researcher in the field of Commerce and Management with over twenty years of teaching and academic experience in higher education. She specialises in Accounting, Corporate Finance, Banking, Investment Management, Mutual Funds, FINTECH, and Cost & Management Accounting. She holds a PhD from NIT, Kurukshetra, along with postgraduate qualifications in Management and Commerce and is also UGC-NET qualified. Throughout her academic journey, she has been actively involved in teaching, student mentoring, curriculum development, research activities, and academic coordination. Her areas of interest include Security Analysis, Portfolio Management, Financial Markets, Bond Valuation, Derivatives, and Risk Management. Dr Chawla has contributed through research publications, academic content development, and guidance of students in projects and higher education pursuits. She strongly believes in integrating theoretical concepts with practical exposure through interactive and experiential learning methodologies. She is also certified by NISM in Mutual Funds, Portfolio Management, and Municipal Bonds, reflecting her commitment to continuous professional and academic excellence.



Dr. Gurpreet Kaur is a distinguished Human Resource and Organizational Development expert with over 20 years of extensive academic and professional experience, currently serving as an Associate Professor. Mam brings deep domain expertise across core HR disciplines, including Talent Management, Organizational Behavior, Compensation Management, and Organizational Development, and is widely recognized for delivering analytically rigorous and practice-oriented sessions.

Dr. Gurpreet's academic profile is reinforced by a strong body of research, with publications in Scopus- and Web of Science-indexed journals, along with contributions to edited books published by reputed international publishers.

Mam has actively presented research at national and international conferences, demonstrating sustained engagement with contemporary HR scholarship and practice.

In addition, mam holds government-recognized certifications, including credentials from the Ministry of Skill Development and Entrepreneurship, reflecting her commitment to continuous professional advancement.

Dr. Gurpreet's training approach integrates empirical research, case-based pedagogy, and strategic HR frameworks, enabling participants to translate conceptual insights into actionable organizational outcomes.

Known for her articulate delivery and high-impact facilitation style, mam consistently enhances leadership capability, employee engagement, and organizational effectiveness.

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ABOUT THE BOOK

AI-Orchestrated Organizational Transformation: Intelligent Systems, Digital Innovation, and Future Enterprises explores the transformative impact of Artificial Intelligence on organizations navigating the era of digital transformation. As AI technologies continue to revolutionize business models, decision-making processes, operational efficiency, and customer engagement, organizations across sectors are embracing intelligent solutions to remain competitive and sustainable. This edited volume presents contemporary research covering theoretical frameworks, empirical studies, case analyses, and practical applications of AI across diverse organizational functions. The book discusses emerging developments in machine learning, deep learning, robotic process automation, cloud computing, intelligent decision support systems, AI-powered marketing, finance, human resource management, supply chain optimization, governance, cybersecurity, and the future of work.

The volume emphasizes both technological innovation and responsible AI adoption by addressing ethical considerations, governance frameworks, data privacy, sustainability, and human–AI collaboration. It highlights how organizations can leverage intelligent systems to enhance productivity, innovation, resilience, and long-term strategic growth. Designed for researchers, academicians, postgraduate students, industry professionals, policymakers, and business leaders, this book serves as a comprehensive reference for understanding AI-enabled organizational transformation in the context of Industry 4.0 and the evolving digital economy. By integrating multidisciplinary perspectives and contemporary research, the volume contributes to the growing body of knowledge on intelligent enterprises and offers valuable insights into building future-ready organizations in an AI-driven world.



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