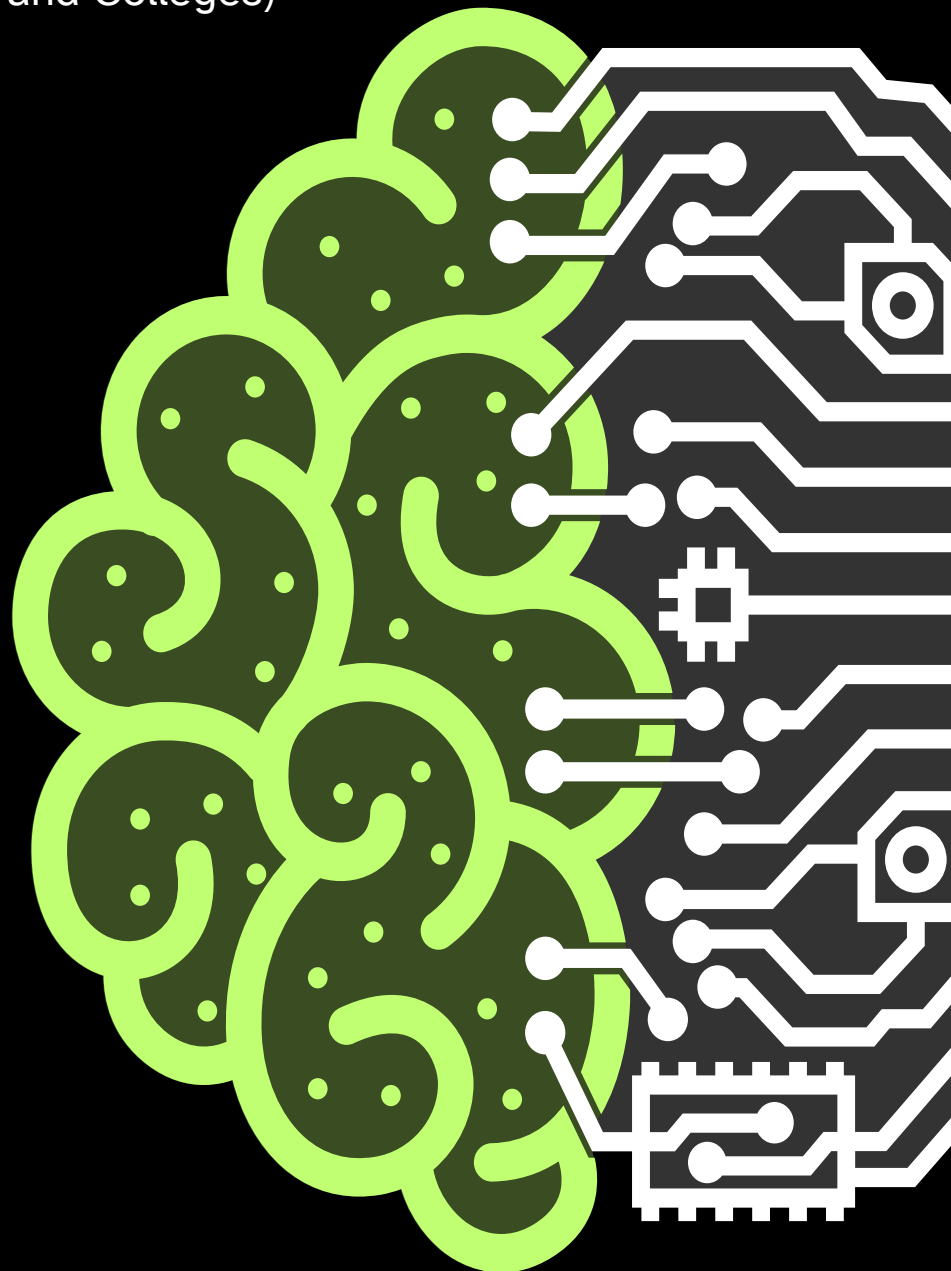


Artificial Intelligence in Business:

Strategies for the Digital Era

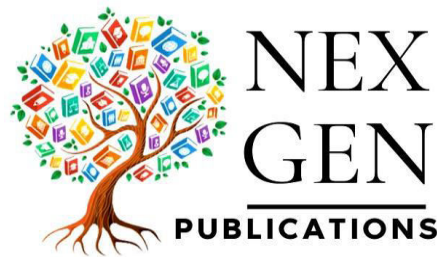
(Textbook for Universities and Colleges)



Huseynov Zakir Nasib
Javadov Natiq Ali
Javadzade Xayyam Natiq
Orudjova Mehseti Uzeyir
Qurbanov Qurban Yashar

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Artificial Intelligence in Business: Strategies for the Digital Era

(Textbook for Universities and Colleges)

Authored By:

Huseynov Zakir Nasib

Candidate of Technical Sciences, Head of the Department of Information Technologies at the Azerbaijan State Agricultural University.

Javadov Natiq Ali

Professor and Dean of the Faculty of Economics at the Azerbaijan State Technical University.

Javadzade Xeyyam Natiq

Advisor To The Rector On Economic Issues At The Azerbaijan State University Of Economics (UNEC).

Orudjova Mehseti Uzeyir

Associate professor in the Department of Information Technology at Azerbaijan State Agricultural University.

Qurbanov Qurban Yashar

Senior Lecturer in the Department of Agronomic Engineering and Maintenance at Azerbaijan State Agricultural University.

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Preface

The rapid advancement of Artificial Intelligence (AI) has transformed the global business environment in ways that were unimaginable only a few decades ago. From automation and predictive analytics to intelligent decision-making and generative technologies, AI has become a central force driving innovation, competitiveness, and organizational change across industries. Businesses today are no longer asking whether AI should be adopted, but rather how it can be strategically integrated to achieve sustainable growth and long-term success.

This book, *Artificial Intelligence in Business: Strategies for the Digital Era*, has been written to provide a comprehensive understanding of the role of AI in modern business systems. It explores both the theoretical foundations and practical applications of AI across diverse business functions such as marketing, finance, human resources, operations, customer relationship management, and strategic management. The book also examines emerging trends including generative AI, ethical governance, digital transformation, workforce adaptation, and the future of intelligent enterprises.

The objective of this book is to bridge the gap between academic knowledge and real-world business practices. It is designed for students, researchers, educators, business professionals, entrepreneurs, and policymakers who seek to understand the opportunities and challenges associated with AI-driven transformation. Special attention has been given to contemporary examples, strategic frameworks, and practical insights that reflect the realities of the digital economy.

In an era defined by technological disruption and data-driven innovation, understanding AI is no longer optional—it is essential. It is hoped that this book will serve as a valuable guide for readers navigating the evolving landscape of intelligent business and digital strategy.

Acknowledgement

We would like to express our sincere gratitude to all those who contributed, directly and indirectly, to the successful completion of the book *Artificial Intelligence in Business: Strategies for the Digital Era*. The development of this book has been an enriching academic and professional journey, supported by the encouragement, guidance, and cooperation of many individuals and institutions.

We are deeply thankful to scholars, researchers, academicians, and industry experts whose pioneering contributions in the fields of Artificial Intelligence, machine learning, digital transformation, and business innovation provided the intellectual foundation for this work. Their research, publications, and practical insights greatly assisted us in shaping the ideas and discussions presented throughout the book.

We also extend our appreciation to our colleagues, mentors, and peers for their valuable suggestions, constructive feedback, and continuous encouragement during the preparation of the manuscript. Their support played an important role in improving the academic quality and practical relevance of this book.

Special thanks are due to business organizations, entrepreneurs, and technology professionals whose real-world experiences and AI-driven practices inspired several discussions and case-based perspectives included in this work.

We are especially grateful to our families and well-wishers for their patience, motivation, and unwavering support throughout the writing process. Their encouragement gave us the confidence and determination to complete this project successfully.

Finally, we sincerely thank the publishers, editors, and all members involved in the publication process for their cooperation and professional assistance. We hope this book will serve as a valuable resource for students, researchers, academicians, and business professionals exploring the transformative role of Artificial Intelligence in the modern business world.

Huseynov Zakir Nasib
Javadov Natiq Ali
Javadzade Xayyam Natiq
Orudjova Mehseti Uzeyir
Qurbanov Qurban Yashar

About the Authors



Huseynov Zakir Nasib - was born on July 2, 1955. He graduated from the Mathematics Faculty of Kirovabad State Pedagogical Institute named after H. Zardabi in 1980. Between 1989 and 1999, he taught mathematics and computer science at a secondary school in Ganja. He subsequently served as a school principal (1999–2012) and then as Head of the Ganja City Education Department (2012–2020). In 2006, he was awarded the honorary title of “Honoured Teacher of the Republic of Azerbaijan” by Presidential Decree. He defended his PhD dissertation on “Research of Performance Indicators of Priority Service Telecommunication Networks” in 2012, earning a Doctor of Philosophy degree in Technical Sciences. Since November 2020, he has been the Head of the Department of Information Technologies at Azerbaijan State Agricultural University.



Professor Javadov Natiq Ali was born in 1958. In 1980, he graduated from the Azerbaijan Agricultural Institute with a degree in "Organizer-Economist of Agricultural Production." After graduating from the institute in 1980, he began his professional career as an assistant in the Department of Accounting and Statistics at the same institute. In 1990, he obtained a PhD in Economics in the specialty 08.00.11—"Statistics" from the Moscow Institute of Economics and Statistics. On May 17, 2013, he received the degree of Doctor of Economic Sciences. He has been a professor since 2017. He is currently the head of the "Economics" department at the Azerbaijan State University of Technology.



Javadzade Xeyyam Natiq was born in 1984. In 2004, he graduated with honors from the Azerbaijan Agricultural Academy (now the Azerbaijan State Agrarian University) with a degree in "Accounting and Audit." He obtained a master's degree in the same field in 2006 and continued his education in 2007. In 2012, he obtained a PhD in Economics in 2008. From 2024 to 2026, he served as the deputy director at the Zagatala branch of the Azerbaijan State University of Economics. Currently, he is the advisor to the rector on economic matters at UNEC.



Orudjova Mehseti Uzeyir was born on December 16, 1967. In 1989, she graduated with honors from the Faculty of Mechanization of the Azerbaijan State Agricultural University. She completed her postgraduate studies at this university in 1993. Since 2014, she has been an associate professor in the Department of Information Technologies.



Qurbanov Qurban Yashar was born on December 17, 1979. In 2001, he completed his bachelor's degree at the Faculty of Engineering of the Azerbaijan State Agrarian University, and in 2003, he completed his master's degree. In September 2003, he began his professional career as an assistant in the Department of Agricultural Engineering and Technical Service at Azerbaijan Agricultural University. In 2006, he was appointed as an associate professor in the same department. He is currently holding that position.

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ABOUT THE AUTHORS :



Huseynov Zakir Nasib

Candidate of Technical Sciences, Head of the Department of Information Technologies at the Azerbaijan State Agricultural University.



Javadov Natiq Ali

Professor and Dean of the Faculty of Economics at the Azerbaijan State Technical University.



Javadzade Xayyam Natiq

Advisor To The Rector On Economic Issues At The Azerbaijan State University Of Economics (UNEC).



Orudjova Mehseti Uzeyir

Associate professor in the Department of Information Technology at Azerbaijan State Agricultural University.



Qurbanov Qurban Yashar

Senior Lecturer in the Department of Agronomic Engineering and Maintenance at Azerbaijan State Agricultural University.

