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THE ROLE OF DATA-DRIVEN INTELLIGENCE IN BUSINESS MODEL TRANSFORMATION AND INNOVATION

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Abstract

In today's digital economy, data is a very important resource that has a big effect on how businesses come up with new ideas, especially when it comes to Artificial Intelligence (AI). Companies are using data more and more not only to make their operations more efficient, but also to rethink their value propositions, revenue strategies, and how they interact with customers. This study examines how data-driven capabilities enable companies transition to conventional products centric strategies from structure oriented, support based, and ecosystem-driven business models. Companies can get useful information, customise their products and services, and create flexible value networks by using AI technologies like machine learning and predictive analytics. This paper looks at how data governance, data quality, and the level of maturity of analytics can help create long-lasting competitive advantages and lead to new ideas. Also it has been point out the large problem, & could make it hard to make change, like concerns for personal data security, moral problem, and structural system complication. Research pointout the value of timing that information management practice with Intelligence creativity as a essential for an organization to sustained the result. Findings has enhance the improving structure of previous study on IT transformation by concepting the data as a important asset tool which transform the business logic, competitive positioning, and producing value in framework.

Keywords: *Asset Tool, Business Structure Creativity, AI Technology, Digital Change, Logical Decision Making.*

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1. INTRODUCTION

The advance growth of technologies has mention the changes of businesses, deliver, and grap the value. Now a days business world, has a drastic changed from product of operations to a important purposeful asset that shows competitiveness and lead towards success. Increase in online platform cloud processing, join the devices and develop the analytics has made the amount, type, and pace of data produces in the industries that value is in top. In same time, the increase of artificial intelligence has allowed the businesses to access useful information from large amounts of source, and they can change the plan and decision for the business.

Before AI, business was depend on physical resources and Linear sequence. But in the era of Artificial Intelligence, businesses are using research based mode for creative business. Companies can personalise customer experiences, improve their operations, create side of income, and join online ecosystem by using Arrtificial Intelligence tools like machine learning, predictive analytics, and automation systems. As a result, for smooth running of business data are using, and also a key to changing competitive positioning & value propositions.

And the people are analysing information that is a important source, so many companies still have facing the problem using in next genreration business model. Problems with data governance, quality, privacy, ethics, and technology infrastructure are still getting in the way of efforts to change things. Additionally, previous studies have investigated digital transformation and the adoption of AI. Limited studies independently investigate the direct impact of data, as a fundamental strategic asset, on the design and innovation of business models in AI-driven contexts.

Consequently, this study seeks to investigate the influence of data as a strategic core asset on Model change in the age of Artificial Intelligent. In a world that becoming more digital and smarter, it looks at how businesses can strategically manage and use data to boost innovation, build a long-term competitive edge, and achieve long-term growth.

2. METHODOLOGY/ APPROACH

2.1 Methodology

Consequently, this study seeks to investigate the influence of data as a strategic core asset on Business transformation in age of Artificial Intelligence. In a world that is becoming more digital and smarter, it looks at how businesses can strategically manage and use data to boost innovation, build a long-term competitive edge, and achieve long-term growth.

2.2 Research Design

A study follows quantitative explanatory approach to investigate, correlation among data as a strategic core asset & new business idea in age out Artificial Intelligent. The aim to see the data framework, Logical ability, & Artificial Intelligence combination have a vast implication on how to do well in a creative form.

2.3 Sample and Data Collection

A perfect question was mentioned in paper by using a 5bullet Likert scale (1 = strongly disagree, 5 = strongly agree). Assumptions based data was gather from 30 organisations engaged in IT sectors, including IT services, financial technology, online service, and production.

Respondents included:

- Senior managers
- Data analytics professionals
- Innovation heads

2.4 Variables Measured

Independent Variables:

- Data Governance
- Analytics Capability
- AI Integration

Dependent Variable:

- Business Model Innovation

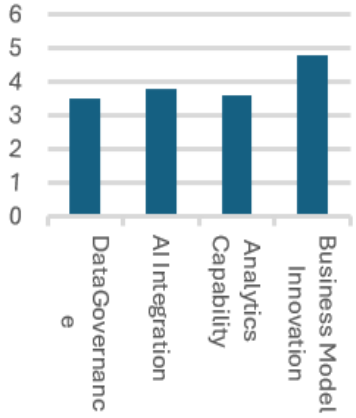
2.5 Data Analysis Techniques

The study employs:

- Descriptive statistics
- Study Relationship
- Different variable Study

Result is showing in Different Graphs as mention below:

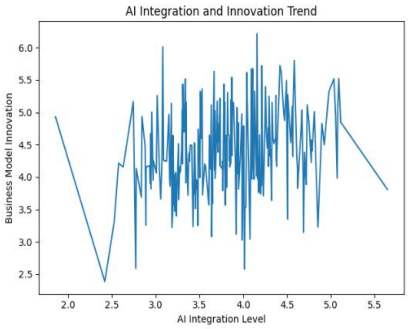
A. Bar Chart(Graph1):



Below mention the averages of scores of main concepts. Creative Business has a high value, showing powerful &impactful result in Intelligent enterprise.

B. TrendLine (Graph 3):

These are the strong relationship between Artificial Intelligent integration & stages of innovation, means that companies are totally involved into Artificial Intelligence in their main project & they change their business models in more creative way.



2.6 Interpretation

The practical example: grap up the thinking that fact-based ability are in a very large part of next with new creative business idea. Logical skill has the big effect on future forecast, followed by Artificial Intelligence combination and the quality of governance data.

2.7 Reliability and Validity

- In-house Stability measured by Cronbach's Alpha ($\alpha > 0.70$ acceptable)
- Construct validity evaluated through factor analysis
- Regression diagnostics verify the nonexistence of multicollinearity.

In Simple, the Practical impact has back up the thinking that handling data as purposeful important asset increase creativity and provide you an border in your competitors in AI-enabled setup.

3. RESULTS AND DISCUSSION

3.1 Results

The factual research mentioned a large and affective relation between the data as a important asset in new business & creative business in the era of Artificial Intelligence. Detailed data that companies that are better at information management, analytics, and Artificial Intelligence is a combination and givesa better innovative results & it showing to new position with propositions, revenue models, and ways to get client interaction.

Relationship study showing a powerful link between fact-based skills and how well a company does with creative. The result of many modellings verify once that the quality of impact data, the level of Refined of analysis, and the use of Artificial Intelligence is a strong assumption of new business model. Analytics skill is the most descriptive power of these chnage. This mean that able to turn original data into useful information is a important in new business practice. Tests for stability and correctness showing the inhouse accuracy and improve validity are both accepted, which support the strength of the result.

3.2 Discussion

The findings corroborate the theoretical premises of the Internal resource perspective and Changing Ability Theory, substantiating assertion that well-managed data serves as a Goal-oriented resource that augments Strong

Position. Organisations that use AI technologies are better able to change their business models, move from focusing on products to focusing on services, and join digital ecosystems.

The outcome suggest that data is enough ; to develop the creative attitude, that we need perfect format, legal mechanisms, and creative talent.Artificial Itelligence help to make better decision making for acceptance of external environment changes.

The study pointout the fact base information for changing the envirionment; it also help to develop the thinking for creative business model. Artificial Intelligence helps to creat value time to time for growth of the business.

4. CONCLUSION

The overall analysis of the Study examin the data as a important asset on creative business idea in the era of Technology World. The result mention that companies that stmartly conduct, govern, and examine data are more likely to adopt new and innovative business. When companies watch data is a important resource as compare to buy product, they make there own design for better status, improve income streams, get coustomer more engaging, and develop changing environment.

The findings shows that logical skill and Intelligence system are important help to finalize primary data in decision making. In line with the source material and changing ability. Theory, the result shows that fact based skills enhance competitive advantage by producing ability, with continue creativity and it also mentioned that only telchnology is not help to grow it; to get the most out of data assets, you also need good legal system, smart workers, and focused aim.

In conclusion, the age of Arttificial Intelligence requires a complete rethinking of how businesses work, with data being the basis for new ideas and long-term value creation. Companies that make data-driven thinking a part of their strategic plans are more likely to do well in markets that are getting smarter and more competitive.

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