International Journal of Business & Entrepreneurship Research
ISSN: 2360-989X. Volume 14, Issue 11, (January, 2024) pages 33 – 46
DOI: 2726145237114113
arcnjournals@gmail.com
https://arcnjournals.org

Strategic Impact of Artificial Intelligence (AI) on Entrepreneurial Creativity and Management

Ernest Jebolise CHUKWUKA Ph.D
Department of Entrepreneurship and Business Innovation
University of Delta, Agbor
and
Florence Konye IGWEH Ph.D
Department of Business Administration
University of Delta, Agbor

Abstract: *One of the rapidly expanding disciplines that are gaining greater attention in the corporate sector is artificial intelligence (AI). Artificial intelligence is already being used in a wide range of industries, including everyday life and commerce or entrepreneurship. This study examines the strategic impact of AI on Entrepreneurial Creativity and management. The study adopted qualitative and expository analysis through the extensive review of literature as a methodology. The corporate sector may become dependent on quicker, less expensive, and more accurate marketing strategies as a result of the use of AI. By utilizing AI in marketing strategies, an entrepreneur may increase audience reaction and establish a strong competitive advantage over other online firms. In addition to marketing, it may revitalize businesses through creative ideas. Additionally, it provides solutions for challenging jobs, which aids in the rapid expansion of businesses. As a result, we will talk about the development of the business sector, how entrepreneurs use AI topology, and how it plays a variety of roles in the business. The study concludes that artificial intelligence (AI) significantly and positively affects entrepreneurial creativity and management as well as also having a significant and negative effect on human creativity. This conclusion explains the finding that as AI is taking all aspect of works from humans, it will lead to lack of creativity and redundancy on the part of humans while on the other hand it will inspire more creativity and innovation on some humans in their quest to keep their jobs. This study recommends more robust top-level AI design and implementation within the entrepreneurial ecosystem.*

Keyword: *Artificial Intelligence, Entrepreneurial Creativity, Management, Innovation, Marketing, Business Management.*

Introduction

In the modern economy, data is altering how firms view one other. In the contemporary corporate environment, humans and AI are collaborating to enhance human skills for value creation. Experts are often trying to forecast how Artificial Intelligence (AI) will be used on a big scale and how important it will be for the world economy (Kaput, 2016). But can AI take the place of human labourers? Human personnel are beginning to be replaced by intelligent AI systems, which are already in use in several sectors (Cuizon, 2023). There is a noticeable displacement in the manufacturing, service, financial, content, and other industries as a result of the frequent recruitment of such systems within the businesses. As more sophisticated AI systems are developed, deployment strategies must take security and employment displacement into account.

119 CEOs took part in a survey that was done during the Yale CEO Summit. It was found that 42% of CEOs think that in the next five to ten years, AI would be a threat to humans.

While automating routine work using AI might be a wise decision, it also has to provide experts ample freedom to focus on more complicated and creative jobs (Hoanca & Forrest, 2015). The conversation should be on how AI and people can collaborate to develop significant and practical commercial solutions, rather than on whether AI will eventually replace humans. Together, these two may build a long-lasting, mutually beneficial partnership that enhances people's lives on both a personal and professional level while also adding value to enterprises. AI, for example, may simplify administrative work in the education sector, freeing up teachers to focus more on developing creative student-centered lessons and recognizing human potential where a machine might falter. The best outcomes for pupils will probably come from a human-machine mix (Muller, 2016).

A Pew Research Report on AI and Employability states that since they believe technology is inferior to people, 71% of US individuals oppose the use of AI in financial recruiting procedures. According to a second survey, 62 percent of Americans believe that workers would be impacted by AI use over the course of 20 years. They are also personally impacted by it. There are hardly any regulations governing the use of AI, which has led to an increasing weaponization of the technology. By giving AI-driven corporate companies the ability to govern their cyberspace and other data areas, it is providing them with exciting prospects. Large data-driven firms' business models are undoubtedly at risk if AI isn't present (Mannila, 2016).

With time, AI systems gain the ability to adapt and support strategic planning, improving workplace logistics and inventory levels.

Unlike the intelligence of people or animals, artificial intelligence is the intelligence possessed by robots or software. It is a branch of computer science that focuses on creating and researching intelligent machines (Schlick, 2014). These devices might be referred to as AIs. There has been artificial intelligence computing in the past, present, and future. Future marketing initiatives must embrace artificial intelligence's growth and development. Artificial intelligence software is being used by businesses on a daily basis to optimize internal operations, cut costs, speed up turnaround times, and enhance production (Daugherty and Wilson, 2018). Teams who are already promoting AI software have a clear edge over others in terms of being able to take advantage of the next revolution in technology, which is developing at a rate never seen before. The industrial revolution is about to enter a new phase, which we are in. With the advent of Industry4.0, technical advancements and future models have created smart and intelligent systems with automation and fully digitalized production procedures, whereas the third revolution concentrated on the use of computers in manufacturing (Muhuri *et al.,* 2019). According to Oztemel and Gursev (2018), Industry 4.0 is the transition from a manufacturing paradigm in which machines just operationalize procedures to digital production, in which machines are able to communicate, self-monitor, and work together autonomously. Faster, more adaptable, and more effective processes are made possible by this, leading to the production of items with advanced degrees of customization that are of higher quality, an increase in manufacturing efficiency, and ultimately the expansion of the industrial sector (Schlick, 2014).

Artificial intelligence (AI) is crucial to this new revolution. It can be defined as intelligence displayed by machines, or, to put it in academic terms, the study of how digital computers and algorithms carry out operations and resolve intricate issues that ordinarily call for or surpass the level of human intelligence, reasoning, and predictive capacity required to adjust to shifting conditions. Since computer scientist John McCarthy initially defined artificial intelligence (AI) more than 60 years ago, when he defined AI as "the science and engineering of making intelligent machines" (Andersen, 2002; McCarthy, 1958), the term has changed. According to Obschonka and Audretsch (2020), deep learning is regarded as a subset of machine learning, which is commonly classified as a subset of AI in the language used to describe AI.

But this transformation also necessitates alterations to a company's organizational structure (Manesh *et al.,* 2021). For instance, some of the most automated industries are seeing a rebirth of human labor due to the integration of AI processes. AI frequently frees up time, creativity, and human capital, enabling humans to operate in a less automated and more humane manner. AI gives individuals strong tools that enable them to do more and behave in ways that are superhuman. By allowing us to work as humans again instead of as robots, AI has the ability to re-humanize work (Daugherty and Wilson, 2018). However, AI also has serious ramifications for businesses that are under more pressure to maintain their competitiveness and enhance efficiency. Similar to the first wave of mechanical automation, which disrupted manufacturing and eventually destroyed retail in the second wave of digital innovation, this scenario might also result in rises in unemployment and inequality (Chalmers *et al.*, 2021) To put it briefly, the primary problem for the future is to balance the benefits of AI technologies such as increased productivity and new opportunities with the risks such as job losses and widening wealth disparities (Makridakis, 2017). AI may have both beneficial and detrimental effects on society as a whole. Entrepreneurs and the methods in which they may apply these technologies will be crucial in this situation. There is still a "green field" in academic AI disputes since there are so many different possible techniques, situations, and conflicting conclusions (Levesque *et al.,* 2020). As a result, we want to do

2 LITERATURE REVIEW

2.1 Artificial Intelligence (AI)

Artificial intelligence (AI) refers to a software system meant to accomplish activities that need human intellect (Huang and Rust, 2018). Put differently, it describes a system that can mimic human intelligence in the performance of particular tasks, such as speech recognition, visual insight, suggestion, classification, and decision-making.

There are four main components of AI:

1. Expert systems;
2. Heuristic problem solving;
3. Natural language processing
4. Vision.

Natural language processing allows humans and robots to communicate using natural language. An expert system is a mechanical device that has important human information encoded into its

memory to provide intelligent guiding, clarification, and justification of its decisions or requirements. Expert systems rely on a large dataset of accurate, specialized information about a certain subject of interest in order to manage circumstances and perform. The goal of heuristic problem solving is to evaluate a narrow range of options and may include making certain assumptions in order to identify the optimal answers. Vision is the ability to automatically recognize characteristics and forms, to name a few (Huang and Rust, 2018; Guibao, 2016).

John McCarthy coined the term artificial intelligence (AI) in 1956. It is described as "the science and engineering of making intelligent machines" (McCarthy, 2000). The study and creation of intelligent agents—agents that perceive their surroundings and take actions that improve their chances of success—are at the center of computer science. Consequently, artificial intelligence is required from human intelligence by computers that are trained to make decisions (Syam and Sharma, 2018). By creating computer systems that demonstrate intelligence through symbolic inference or machine cognition, artificial intelligence (AI) aims to understand intelligence from a scientific perspective. In order to use information more effectively, AI systems are made to operate using their own proprietary programming language (Syam and Sharma, 2018). Declarative knowledge is used in these programming languages, especially when it comes to assertions whose veracity is independent of the algorithmic framework.

The AI system can also induce, abstract, and sometimes forecast data. The AI system has the ability to use solution backtracking to rethink judgments. To put it another way, the system incorporates a memory of prior experiences in order to provide strong inference capabilities and prompt replies to facilitate improved decision-making (Shankar, 2018). The main goal of artificial intelligence is to combine massive data sets with quick processes and improved algorithms. Eventually, this enables the systems to learn from patterns without the need for re-programming (Vasiljeva *et al*. 2021; Kaplan and Haenlein, 2019).AI systems may also "reason" and effectively suggest the best solutions for customers' specific demands by finding patterns in data. Businesses may monitor their customers' emotive states thanks to artificial intelligence (AI), which extracts information from unstructured data through personality and sentiment analysis (such facial coding) (Shankar, 2018). Next, AI creates content using the following techniques:Generating natural language (NLG): Companies may use AI technologies, like Wordsmith, to produce unique, human-sounding content, such as news stories and personalized messaging, or they can use AI to create marketing material.

Image generation is the process of producing lifelike images and animated films from written descriptions. Speech generation: Providing insightful voiceovers for commercial advertising campaigns. Utilizing technologies like comprehensive data analysis, machine learning, data mining, cloud computing, etc., the AI system can cope with complexity and ambiguity and make decisions based on priorities (Davenport and Ronanki, 2018). According to a research conducted in India by Sivathanu and Pillai (2020), entrepreneurs' technology orientation has a big impact on the success of sustainable enterprises. Furthermore, AI depends not just on its underlying technology but also on how it is used in the workplace, including on consumer and employee engagement as well as industry benchmarks (Davenport and Ronanki, 2018). AI displays institutional memory, provides a trustworthy method for accurately interpreting external data, and demonstrates improved decision-making processes through the use of these technologies (Kaplan and Haenlein, 2019). The integration of artificial intelligence (AI) is anticipated to enhance entrepreneurial decision-making by optimizing company automation procedures. According to reports, one of the new technologies that companies must use to save expenses, improve

performance, and remain competitive in the market is artificial intelligence (AI) (Vasiljeva *et al.,* 2021).

Artificial Intelligence has become an essential component of voice assistants, such as Apple's Siri, Microsoft's Cortana, Google Assistant, Amazon's Echo, and others. Due to this, consumer behavior has changed, with 27% of people using voice assistants on a daily basis around the globe (McCue, 2018). Entrepreneurial AI mindset is required since voice assistant use is expected to grow dramatically between 2018 and 2023 (Juniper Research, 2018).

Artificial intelligence is the process of integrating cloud computing, network devices, robotics, computers, and digital content generation with a variety of business processes, systems, and day-to-day activities. But the replication of human intellectual processes by machines, particularly computer systems, is known as artificial intelligence. Expert systems, natural language processing, speech recognition, and machine vision are a few specific uses of AI. Artificial intelligence (AI) is becoming a transformative force in the corporate world, where creativity and flexibility are critical. Modern technology is changing markets, altering corporate tactics, and providing new opportunities for venture capitalists to pursue (Cuizon, 2023).

2.1.1 Why should companies use AI-powered systems?

Though AI is now receiving the attention it merits, what is all the excitement about? Most people are familiar with the basic algorithms that were used to modify social media and other content platforms. As the operator, AI instantly produces results and adapts to the demands of contemporary business. AI is already being used in numerous locations and is changing business in a wide range of other countries. Artificial intelligence (AI) has the ability to identify and stop risks and vulnerabilities within businesses, which might lead to changes and improvements in a variety of sectors. According to 79% of CEOs, investing in AI greatly improves corporate productivity. Now that AI-powered connections are available, businesses may investigate them to improve operations and embrace intellectual advantages. With little work, it guarantees stricter cyber security and privacy laws. In many aspects, AI can make humans function more like super humans. It enables a continuous learning methodology to achieve results at a rate that surprises no one (Cuizon, 2023).

2.1.2 How much of an impact may AI have on contemporary Business strategies?

AI has a thorough understanding of marketing's fundamental tasks, which allows it to focus on client wants and provide them options for the best goods and services. AI is incredibly valuable when it comes to helping firms spot trends and provide actionable insights that inform their strategic activities (Muller 2016). The potential and capabilities of AI today may be applied to enhance risk assessment choices and optimize supply chain management. Operational efficiencies are what propel long-term expansion and provide businesses a competitive edge in the marketplace. For instance, ChatGPT, a recent invention in Open AI that aims to facilitate more dynamic and participatory dialogues for contemporary corporate strategy formulation, has garnered media attention. As AI is contributing to revolutionizing every area of current company strategy, firms have started to embrace its application in unlocking various undiscovered commercial potential. According to a Deloitte poll, over half of CEOs in the global business landscape have experimented with generative AI, and over four-fifths of them feel it helps them run their businesses more efficiently. In addition to creating text, graphics, and animations, they can also analyze medical imaging, identify fraud, and produce 2D and 3D material. According to

yet another McKinsey report, the use of AI has increased since 2017 and leveled off at just over 50% during the previous five years.

2.1.3 AI's revolutionary effects

Artificial Intelligence is poised to establish connections with developing technology companies worldwide, whether in manufacturing or marketing. Like never before, business models are changing and even going through a radical shift. AI has the potential to significantly alter how entrepreneurs balance their strategy and methods for making decisions along the way. Its potential has extended from developed to emerging countries and keeps applying to create new opportunities (Bughin, 2017). AI is a versatile technology that enables businesses to consider their options before incorporating unidentified data and to evaluate that data in order to apply its insights to strategic decision-making. Rather than only upgrading the particular algorithms, the current commercial strategy is now governed by general AI concepts. It pushes the emerging AI workforce and digital education models to have the necessary abilities and apply them appropriately.

2.1.4 AI systems are capable of self-learning and decision-making.

AI is mostly utilized in the financial industry for investing purposes. Artificial intelligence (AI) computers are used to identify trade inefficiencies or market differences in order to profit from them as the investor sees fit. Financial institutions are finding defaulters and fraudulent activity occurring in massive enterprises with the use of artificial intelligence (AI) in fraud detection (Sterne, 2017).

But this is only the very beginning. AI is present in all industries, including tourism, hospitality, healthcare, and education. But the basic idea remains the same: rather than taking the place of people, technology should work alongside them to produce a win-win situation.

2.1.5 AI's future

Although it looks that AI will really assist people increase their knowledge, no one is sure if this is a good or negative thing. Upcoming AI platforms in commercial organizations will, in fact, maximize profits by using choice and benefits. It will improve to a much better shape and pace with competition, assisting in the making of strategic judgments in the contemporary corporate environment. CEOs will never view the company the same after seeing AI's full potential realized. AI is a robust tool with the interactive capabilities needed for testing and improvement. AI, for instance, may be utilized as a diagnostic intelligent machine in a healthcare setting to divide up patient portfolios into sections and apply hundreds of different approaches to solving issues. Companies who need to evaluate a large amount of deep data from their portfolio might use AI as a way to obtain detailed insights. Artificial Intelligence is already ingrained in our daily lives and will only grow in significance in the context of the strategic business environment. It is essential to corporate earnings and offers significant strategic possibilities by automating important choices. AI will be a potent instrument utilized by corporate organizations to carry out the best possible decisions made on a strategic level (Sterne, 2017).

CEOs are still investigating how AI might be used to analyze their strategic choices and guarantee quick success for their company. Artificial Intelligence (AI) has the ability to analyze all of the economic data and present commercial organizations with development prospects, even in the face of several hurdles and uncertainties. While uncertainty and economic concerns continue to disturb modern organizations, they stay focused and continue to investigate and invest in developing

technology. But the quick uptake of AI-powered strategic planning and decision-making is constantly changing them. Thanks to AI-powered opportunities, most firms are now self-assured and capable of maintaining the current rate of growth. Artificial Intelligence (AI) is having a revolutionary influence on different facets of entrepreneurship as it continues to grow. Cuizon, 2023) lists various ways Artificial intelligence (AI) is impacting Entrepreneurial management below:

2.2 Enhancing Data-Driven Decision-Making

AI is the most potent translator of data, which has emerged as the new currency of the digital era. Nowadays, a plethora of data, ranging from industry trends to customer behavior, is available to entrepreneurs. Real-time processing and analysis of this data by AI-driven analytics can yield useful insights that direct strategic decision-making. Entrepreneurs may utilize artificial intelligence (AI) to make well-informed decisions, spot new possibilities, and streamline operations through data-driven insights.

2.3 Operational Efficiency and Automation

The automation of jobs and procedures is one of the most noticeable effects of AI on entrepreneurship. AI-powered systems can now manage time-consuming routine and repetitive activities with efficiency. In addition to improving operational effectiveness, automation frees up time for business owners and their teams to concentrate on higher-value tasks that call for ingenuity, analytical thinking, and strategic planning.

2.4 Customization and Client Experience

AI has completely changed the way that businesses connect with their customers by making mass customization possible. By utilizing AI to evaluate consumer data, business owners may target niche markets with relevant content and product recommendations. Artificial intelligence (AI)-powered chatbots and virtual assistants provide immediate customer service, increasing engagement and happiness. As a result, there is a stronger bond between business owners and their clientele, which promotes brand promotion and loyalty.

2.5 New Product Development and Innovation

Artificial Intelligence (AI) stimulates creativity and leads to the creation of new goods and services. AI-powered algorithms may be used by business owners to find market gaps, forecast new trends, and test ideas using virtual prototypes.AI-driven technologies can also quicken the research and development phase, enabling business owners to sell their concepts more quickly and precisely.

2.6 Enhancing Promotion with Print Media

Artificial intelligence has transformed marketing and advertising tactics. Campaigns that are hyper-targeted and reach the appropriate audience at the right moment may be developed by entrepreneurs.

AI systems examine customer behavior and preferences to help business owners create messages that connect and lead to sales. Optimized reach and efficiency are guaranteed by programmatic advertising, which automates the purchase of advertisements and placements using AI.

2.7 Logistics and Supply Chain Management

Supply chain and logistics management are being revolutionized by AI-driven technology. AI can help business owners anticipate demand trends, manage inventory levels, and expedite delivery procedures.AI assists business owners in making well-informed decisions that save expenses, improve customer pleasure, and guarantee goods get at their destinations quickly through real-time data analysis.

2.8 Fraud Prevention and Risk Management

Risks for entrepreneurs might range from money to cybersecurity attacks. Because AI can forecast prospective hazards and weaknesses by analyzing previous data, it is a great tool for risk management.By spotting odd patterns and behaviors, AI-powered fraud detection systems may save companies from monetary losses and harm to their brand.

2.9 Changing Business Models

AI is facilitating the development of business models and giving entrepreneurs the chance to upend established markets. Sharing economies, marketplaces powered by AI, and subscription-based services are a few examples of business models that take advantage of AI's potential to provide customers cutting-edge solutions. By adopting these new models, entrepreneurs may fulfill changing client wants and access unexplored areas.

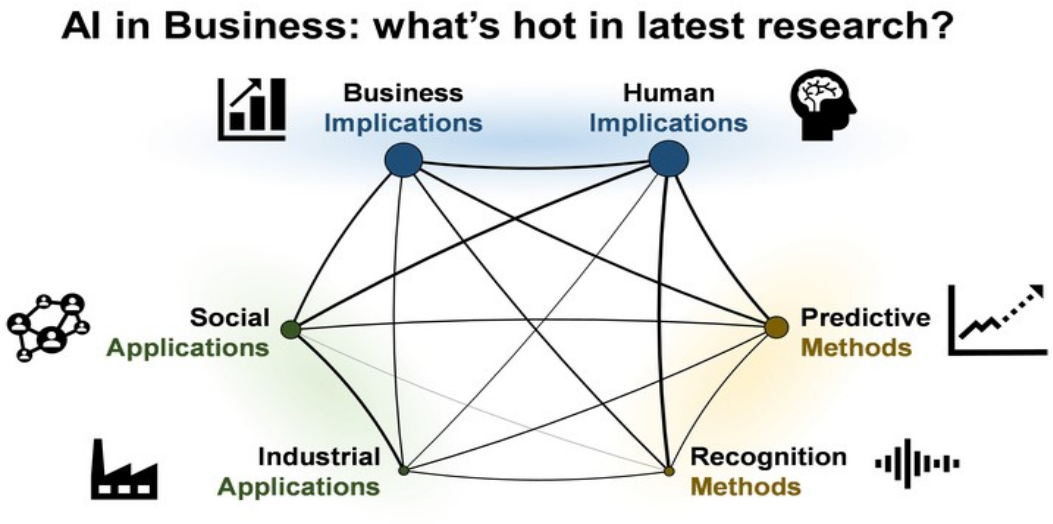
2.10 Ethical Issues and Collaboration between Humans and AI

Entrepreneurs need to negotiate ethical issues as AI's influence expands. A balance between technology and human knowledge is crucial, even if AI may improve decision-making and automate operations. Entrepreneurs should make sure AI is applied ethically and openly, taking into account any possible biases and privacy consequences.

2.11 Adaptation and Continuous Learning

Businesses that use AI will prosper in a world that is changing quickly. But integrating AI calls for ongoing learning and modification. Developing AI literacy, keeping up with new developments in the field, and encouraging an innovative culture that views AI as a tool for success is all important investments for entrepreneurs to make. Artificial intelligence has a significant and wide-ranging effect on entrepreneurship (Curzon, 2023). Artificial Intelligence has become a vital tool for contemporary enterprises, improving decision-making and revolutionizing client experiences. Entrepreneurs may produce new company models, boost growth, and obtain a competitive edge by utilizing automation, creativity, and AI-driven insights. But when AI is incorporated more into corporate processes, entrepreneurs need to manage moral dilemmas and make sure that people are still at the center of everything. Without a question, the development of AI will have a significant impact on entrepreneurship in the future; presenting both exciting opportunities and difficult difficulties that will influence the business environment for years to come.

2.12 The relationship between AI and entrepreneurship



Network visualization of the AI in Business topic model. Nodes' size is proportional to the relative presence of the topic in current literature while the width of each edge shows the level of inter-topic distance. Adapted from: A. Sestino, A. De Mauro (2021), "Leveraging Artificial Intelligence in Business: Implications, Applications and Methods", Technology Analysis & Strategic Management, DOI: 10.1080/09537325.2021.1883583

Fig 1: AI in Entrepreneurship or Business

Kagermann *et al*. (2011) first used the phrase "Industry 4.0," which blends the virtual and physical worlds with a focus on technical applications including robotics, digitization, and automation. Since the 1950s, researchers have used AI technologies to study automation with theoretical machine learning models, but they now have a platform to put these theories into practice thanks to the latest developments of revolution 4.0 (French *et al.,* 2021). AI is regarded as a leading field of study in this revolution, and its applications are anticipated to proliferate into every field that requires human intellect (Oztemel and Gursev, 2018). The foundation of any Industry 4.0 technology paradigm is AI. According to Lasi *et al*. (2014), it is utilized in smart factories, which are completely automated manufacturing systems that mostly function without the need for human involvement because of the generation, transmission, and analysis of the flowing data needed to carry out necessary production activities. With regard to scheduling interventions for the automated machinery, designing operational workflows, managing the quality of outputs, and automatically programming and carrying out maintenance tasks, artificial intelligence (AI) upholds intelligent control over the entire system (Meziane *et al.,* 2014; Murray, 1999). Similar to this, artificial intelligence (AI) is essential to the Internet of things (IoT), which is a vast, interconnected network of physical objects that can communicate with one another, interact, and be controlled or seen from a distance (Ashton, 2009). AI connects the software languages that IoT devices impose by processing and transforming massive amounts of data to provide valuable results (Ahmad *et al.,* 2021). The augmented reality (AR) paradigm, a real-time system that combines virtual and real-world 3D elements, is another use of AI (Azuma et al., 2001). AI enhances image processing and associated tasks' resilience and accuracy (Sahu et al., 2020).

Lastly, blockchain a distributed chain that securely and openly maintains records of digital assets is combined with AI (Treiblmaier, 2018). This combination enables AI to operate on trusted, digitally signed documents and AI as a facilitator for entrepreneurs to securely exchange data in a

decentralized ledger, resulting in more credible and trustworthy outcomes because AI depends on data to learn and make judgments (Dinhand and Thai, 2018).

Particularly in terms of the procedures involved in launching new ventures, these technological breakthroughs are transforming technology entrepreneurship (Elia *et al*., 2020). AI has very significant ramifications for how business owners build, plan, and grow their enterprises throughout the entrepreneurial process (Chalmers *et al.,* 2021). Like every radical invention, artificial intelligence (AI) has the potential to empower business owners and open up new avenues for the introduction of new goods and services through entrepreneurial ventures (Obschonka and Audretsch, 2020).

Additionally, AI methods may strengthen the decision-making processes that business owner's use, improving the efficacy and efficiency of the decisions taken and boosting operational performance (Kraus *et al.,* 2020).

Furthermore, AI has the potential to inspire more established businesses to include AI-based solutions into their business models, in addition to enhancing the performance of AI-driven corporations. Thus, the biggest commercial opportunity in human history has been brought about by the advent of the AI age (Iansiti and Lakhani, 2020).

2.13 Impact of AI on Entrepreneurship

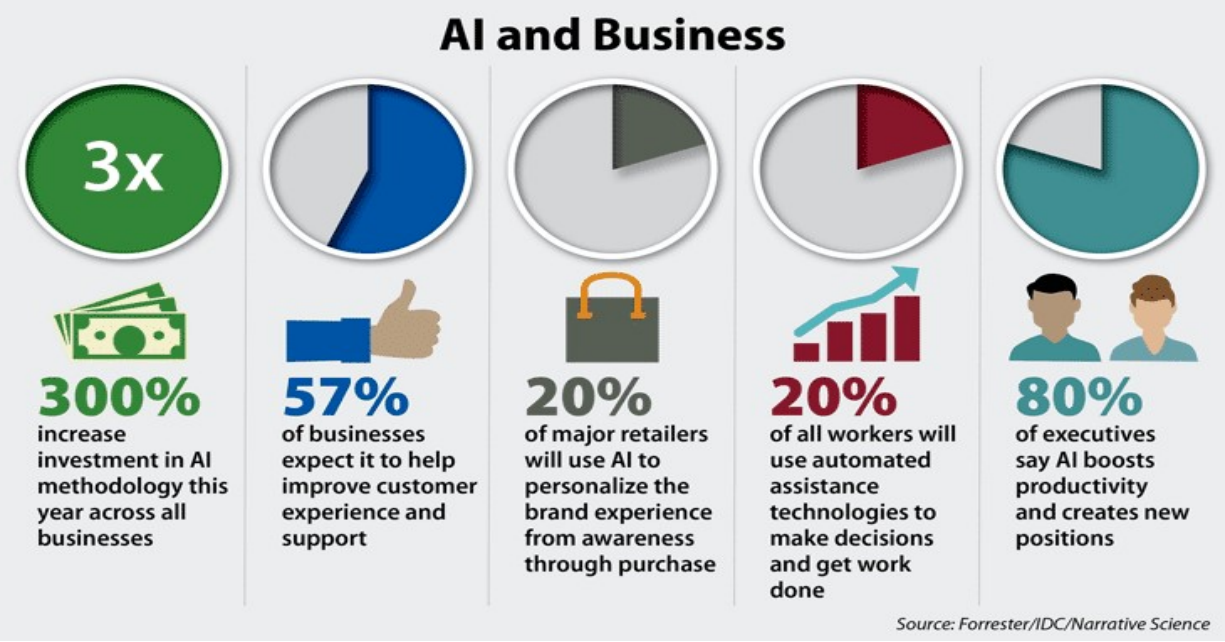


Fig 2: the impact of Artificial Intelligence (AI) on Entrepreneurship Creativity
Source: Forrester/IDC/Narrative Science 2023

2.14 AI's Impact on Entrepreneurship Creativity*:*

One worry is that human creativity and inventiveness may become unnecessary due to AI's capacity to automate a variety of jobs. Because of AI's efficiency and precision, business owners may be tempted to ignore the value of human intuition and creativity in favor of making judgments that are only based on data. Some even worry that AI will eventually eliminate the necessity for business owners altogether (Bughin *et al*. 2017).

Uniformity of Goods and Services: The possible homogeneity of goods and services as a result of AI's algorithms and data-driven decision-making is another cause for concern. Entrepreneurs run the danger of losing the distinctive edge and variety that come from human ingenuity if they just use AI-generated insights. This might result in a world devoid of innovation where everything has the same appearance and functionality.

AI as a Creative Entrepreneurial Catalyst:

Enhanced Efficiency and Decision-Making: Artificial Intelligence has demonstrated its capacity to analyze enormous volumes of data and offer insightful information that people would not immediately recognize. By using AI platforms to automate tedious chores, entrepreneurs may free up their time to concentrate on strategic decision-making and creative endeavors. AI has the potential to increase productivity and efficiency while also stimulating innovation by supporting human labor (Muller, 2016).

Possibilities for Personalization and Discovery: Due to AI's capacity to handle massive information, businesspeople may find possibilities, trends, and hidden patterns that may inspire game-changing concepts. Artificial intelligence (AI) may assist business owners in personalizing goods and services, leading to a more specialized and customer-focused strategy, by comprehending consumer behavior and preferences. This might inspire inventiveness in the creation of novel solutions to fulfill certain requirements and preferences.

AI and Human Collaboration: AI should be seen as a tool to enhance and expand human skills, not as a means of displacing people. AI technologies allow entrepreneurs to work together to take advantage of synergies that would not otherwise be achievable. Together, humans and AI may accomplish groundbreaking and significant results by fusing the analytical prowess of AI with the creative and intuitive abilities of people.

Techniques for Applying AI to Entrepreneurship Creativity:

Stress the Human Touch: Business owners should accept that artificial intelligence (AI) is a technology that supplements human ingenuity rather than takes it over. Entrepreneurs may preserve their creative character by integrating human values and intuition into AI technologies. To achieve this, a well-balanced strategy that blends human judgment with AI's analytical prowess is needed to provide distinctive, creative, and customized goods and experiences (Hoanca & Forrest, 2015).

Constant Learning and Adaptation: Business owners need to be proactive in their education of AI's potential and constraints. This enables them to take full use of AI's capabilities and modify

their plans as necessary. Gaining a solid grasp of big data analytics, AI algorithms, and future technologies is essential to integrating AI into entrepreneurial processes in a way that preserves innovation.

Promoting an AI-Enabled Ecosystem: To foster the appropriate use of AI in entrepreneurship, regulatory agencies, academic institutions, and business executives should work together to establish ecosystems that are conducive to this goal. This entails encouraging AI-driven innovation centers where entrepreneurs can access AI tools, knowledge, and resources; guaranteeing thorough data protection legislation; and supporting entrepreneurship programs that include AI education and training. There are many different facets to the influence of AI on entrepreneurship and innovation. Although there are worries that artificial intelligence (AI) may replace human ingenuity, it's also important to recognize how AI can support and strengthen entrepreneurial endeavors. With a thoughtful and well-rounded strategy, AI can help entrepreneurs explore new creative and innovative horizons. The combination of artificial intelligence (AI) and entrepreneurship can lead to intriguing prospects for a future where human creativity coexists with AI's analytical capability by highlighting the human touch, encouraging continuous learning, and creating an ecosystem supported by AI (Hoanca & Forrest, 2015).

3. Research Methodology

The researcher used a qualitative research method to carry out this study. Exploratory research is the main component of the qualitative method, which is modified to understand the motivations, viewpoints, and views in order to address the study issue. This study relied on secondary source of data.

4. Result and Discussions

The study concludes that artificial intelligence (AI) significantly and positively affects entrepreneurial creativity and management as well as also having a significant and negative effect on human creativity. This conclusion explains the finding that as AI is taking all aspect of works from humans; it will lead to lack of creativity and redundancy on the part of humans while on the other hand it will inspire more creativity and innovation on some humans in their quest to keep their jobs. One of the rapidly expanding disciplines that are gaining greater attention in the corporate sector is artificial intelligence (AI). Artificial intelligence is already being used in a wide range of industries, including everyday life and commerce. The corporate sector may become dependent on quicker, less expensive, and more accurate marketing strategies as a result of the use of AI. By utilizing AI in marketing strategies, an entrepreneur may increase audience reaction and establish a strong competitive advantage over other online firms. In addition to marketing, it may revitalize businesses through creative ideas. Additionally, it provides solutions for challenging jobs, which aids in the rapid expansion of businesses. As a result, we will talk about the development of the business sector, how entrepreneurs use AI topology, and how it plays a variety of roles in the business. The study concludes that artificial intelligence (AI) significantly and favorably affects entrepreneurial management; this conclusion holds up well following the qualitative and expository analysis through the extensive review of literature. The study also demonstrated how AI stimulates consumer demand and advances technical innovation, which benefits entrepreneurship. Furthermore, the service sector and areas experiencing net population influx are where AI has a greater entrepreneurial impact. These results provide light on how artificial intelligence affects entrepreneurial creativity and management and also highlight the need for more robust top-level AI design and implementation within the entrepreneurial ecosystem.

5. Conclusion

The study concludes that artificial intelligence (AI) significantly and positively affects entrepreneurial creativity and management as well as also having a significant and negative effect on human creativity. This conclusion explains the finding that as AI is taking all aspect of works from humans;it will lead to lack of creativity and redundancy on the part of humans while on the other hand it will inspire more creativity and innovation on some humans in their quest to keep their jobs. Some scholars believes that AI will lead to human redundancy but some others argues that it will inspire humans to be more creative and innovative in order to keep their jobs which is their means of livelihood. Furthermore, the service sector and areas experiencing net population influx are where AI has a greater entrepreneurial impact. These results provide light on how artificial intelligence affects entrepreneurship and highlight the need for more robust top-level AI design and implementation within the entrepreneurial ecosystem. Companies are starting to grasp the ramifications of AI-powered systems, which extend well beyond the intricate and challenging problems. Organizations are enhancing their intelligence capacities to interact with consumers and provide them with resilience and trust by implementing a new degree of AI strategy. Current business models are being transformed and economic possibilities are being redirected due to innovation in the digital infrastructure.

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