# How AI is transforming business practices across sectors



Recent developments in artificial intelligence (AI) indicate a significant transformation across various sectors, underpinned by burgeoning research, shifting corporate strategies, and innovative product developments. This week's highlights span a range of applications demonstrating the integration of AI into both established corporate settings and emerging enterprises.

A new study conducted by an interdisciplinary group comprising researchers from Harvard, the University of Pennsylvania, ESSEC Business School, and Procter & Gamble (P&G) showcases how AI can serve as a powerful tool for enhancing productivity rather than merely replacing human workforces. The researchers implemented a virtual workshop simulating P&G's product development process. They examined how P&G employees performed when brainstorming product ideas either alone, in traditional teams, or with the assistance of an AI tool based on OpenAI’s GPT-4.

The findings revealed that individuals using AI performed better on average than those working in traditional two-person brainstorming teams without AI assistance. Those using AI could also generate ideas more quickly, completing tasks in less time than their unassisted counterparts. Moreover, AI assisted participants produced a mix of commercial and technical innovations, highlighting its role as a “boundary-spanning mechanism,” aiding collaboration across departments. Speaking on the results, Wharton’s Ethan Mollick suggested that "companies that focus solely on efficiency gains from AI will miss the opportunity to think bigger about the future of work."

Meanwhile, OpenAI has also made headlines through a leadership shift, promoting its Chief Operating Officer, Brad Lightcap, to oversee business operations and strategy, while CEO Sam Altman will concentrate on product and research. The company also appointed Mark Chen as its Chief Research Officer after previous shifts in its research team.

In the realm of enterprise automation, several tech giants, including Oracle, Deloitte, and Accenture, have unveiled platforms designed to optimise workflows through AI-powered agents. Oracle's new AI Agent Studio aims to facilitate the creation and management of customised AI agents for business needs. Similarly, Deloitte's Zora AI platform employs digital agents to automate complex functions across various domains, enhancing operational efficiency significantly. Accenture has expanded its AI Refinery with agent-building capabilities, enabling rapid adaptation to market demands.

On another front, Apple has been the subject of scrutiny amid a class-action lawsuit alleging false advertising concerning delayed features within its Apple Intelligence suite, originally touted to be a part of its latest iPhone models. Following these developments, Apple reportedly underwent a major restructure of its AI team, with key leadership changes intended to boost the performance of its Siri digital assistant. Notably, Mike Rockwell, previously involved in the development of Apple’s Vision Pro virtual reality goggles, has been assigned leadership for enhancing Siri.

The advancements in AI capabilities have raised concerns about the implications of generative AI on employment. A study from OpenAI and the MIT Media Lab suggests that heavy usage of AI like ChatGPT may lead to increased feelings of loneliness among users.

Internationally, Chinese tech firms are making strides as well. Butterfly Effect, a notable startup, partnered with Alibaba, while Ant Group claims it has successfully trained AI models employing local computer chips, thereby overcoming reliance on foreign technology for performance equivalent to that of Nvidia's chips.

Furthermore, the entertainment industry is witnessing unique AI applications, as evidenced by the viral spread of deepfake audio featuring U.S. Vice President JD Vance, which sparked discussions about the authenticity and implications of AI-generated content.

As businesses and researchers embrace AI's potential, the evolving landscape continues to prompt dynamic shifts in how companies operate, interact, and envision the future. With significant developments on multiple fronts, from product design to digital assistance and automation, it remains clear that AI's impact will shape various facets of the economy and society in the coming years.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.morganstanley.com/insights/articles/ai-trends-reasoning-frontier-models-2025-tmt> - This article supports the claim that AI is significantly transforming industries by enhancing performance and profitability, especially through large language models and AI reasoning. Top tech companies are racing to meet enterprise needs for optimized AI platforms.
* <https://www.thestrategyinstitute.org/insights/the-role-of-ai-in-business-strategies-for-2025-and-beyond> - This source highlights how AI is revolutionizing business strategies in 2025, focusing on efficiency, decision-making, and customer engagement. AI adoption is crucial for staying competitive, with companies leveraging AI for process automation and predictive analytics.
* <https://www.pwc.com/us/en/tech-effect/ai-analytics/ai-predictions.html> - PwC's AI predictions emphasize how leveraging institutional knowledge with AI will set companies apart in 2025. AI is transforming industries like healthcare and finance, with significant advancements in automation, decision-making, and organizational structure.
* <https://www.mass.gov/guide-to-evidence/article-xi-miscellaneous> - While this source does not directly discuss AI advancements, it highlights legal processes that could be impacted by AI in terms of evidence and authenticity, particularly in cases involving digital content like deepfakes.
* <https://www.courts.michigan.gov/492eca/siteassets/publications/benchbooks/evidence/evidbb.pdf> - This judicial resource touches on the authentication of digital evidence, which is relevant in the context of AI-generated content like deepfakes and their potential legal implications.
* <https://www.noahwire.com> - This URL is noted as the source for the article but lacks specific corroborative information within the article itself. However, it indicates a news outlet reporting on AI developments.
* <https://news.google.com/rss/articles/CBMijwFBVV95cUxOTDQ0ejJIUG16RmNfWDVFa2ZJNUY2aDJmSDk5dDJqbUFtSHRGSFdOTkRIM0hUcW14RGlDdHE1MWNmdnFWa0ZlVmdiNmNBc05rQ3BHVVdiMGwyVnc5X1NvMFdmbTNaX0tJME15bno5RmMyeW0ySnUxSU9pekhIYk1fN1VieDhCU1RuNHpSR1VMcw?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data
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