# AI integration accelerates a new industrial revolution reshaping global business models



In the rapidly changing landscape of business, a seismic shift is underway, driven by the rise of Artificial Intelligence (AI). The emergence of Generative AI marks a pivotal evolution not only in technology but in the very fabric of how businesses are structured and operate. The corporate world is now characterised by competition for “mind space” rather than traditional shelf space; informed by predictive algorithms and smart systems, AI is rewriting the rules of engagement between businesses and consumers.

This transformative wave is not merely an evolutionary step but is likened to the introduction of electricity or the internet—cornerstones of previous industrial revolutions. With AI, particularly Generative AI, we witness a foundational shift that demands new perspectives and approaches in corporate strategy. The speed and scale of AI integration challenge traditional business models and require leaders to rethink their operational frameworks. This urgency is underscored by insights from industry veterans like John Chambers, who has noted in a McKinsey publication that AI is anticipated to evolve five times faster than the internet, delivering three times the impact.

A comprehensive understanding of AI is critical for business leaders navigating this landscape. Many still possess a superficial grasp of what AI entails; however, at its core, AI processes vast data sets through complex algorithms, producing outcomes that anticipate and solve problems. Generative AI takes this a step further, continuously learning from new information to create rather than simply respond to existing data. This capability extends across various sectors, offering unprecedented opportunities while posing substantial risks for those unprepared to adapt.

Recent developments illustrate how AI accelerates innovation within research and development (R&D) processes. By enhancing market analysis, design capabilities, and customer engagement, companies can leverage AI to foster breakthrough innovations. The incorporation of complementary technologies, such as digital twins and quantum computing, enhances this process, indicating that AI is central to modernising R&D.

Moreover, the banking and retail sectors stand to benefit significantly from AI-driven productivity gains. Reports suggest that generative AI could contribute between $2.6 trillion to $4.4 trillion annually, rivalling the GDP of major economies. The success of such integration relies heavily on the pace of adoption, compelling organisations to act swiftly lest they fall behind.

Manufacturing, too, is experiencing a revolution spurred by AI. As industries integrate AI into their operations, from predictive maintenance to autonomous production systems, global GDP could increase by about 2% annually. This advancement highlights a dual potential: while AI augments human capabilities, it does raise concerns over job displacement. The balance between utilising AI for efficiency and ensuring workforce adaptability emerges as a crucial consideration.

The omnipresence of AI in daily life further illustrates its integration into contemporary routines. From smart assistants providing personalised greetings to banking algorithms preventing fraud through real-time alerts, these systems form an invisible web of interaction that reflects deeper technological integration. Research indicates that individuals in developed nations engage with AI approximately 5,000 times per day, marking it as an intrinsic aspect of modern life.

In light of these developments, it is increasingly evident that AI is not merely an optional upgrade but a necessity for survival in today’s competitive landscape. The challenge lies in harnessing AI’s potential to not only enhance productivity but to reshape how decisions are made and influence consumer behaviour. The conversation should centre on the proactive shaping of a future where AI not only augments decision-making but fundamentally transforms business models.

As businesses grapple with these realities, leaders must acknowledge the pressing need for strategic engagement with AI. Those who are ready to embrace this shift will lead the charge into a new era of commerce, while those who hesitate risk irrelevance in a world increasingly defined by intelligent systems. The call for action is clear: organisations must awaken to the potential of AI, lest they find themselves unprepared amid the whirlwind of change.

## Reference Map:

* Paragraph 1 – [[1]](https://www.ft.lk/columns/Wake-up-call-Why-AI-isn-t-just-another-tech-trendit-s-the-next-industrial-revolution/4-777013), [[4]](https://www.weforum.org/agenda/2024/01/industrial-ai-superpowers-advanced-manufacturing/)
* Paragraph 2 – [[1]](https://www.ft.lk/columns/Wake-up-call-Why-AI-isn-t-just-another-tech-trendit-s-the-next-industrial-revolution/4-777013), [[3]](https://www.axios.com/2023/06/14/ai-productivity-revolution-banks-retail), [[5]](https://www.nasdaq.com/articles/ai-and-automation-next-industrial-revolution)
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* Paragraph 4 – [[3]](https://www.axios.com/2023/06/14/ai-productivity-revolution-banks-retail), [[5]](https://www.nasdaq.com/articles/ai-and-automation-next-industrial-revolution)
* Paragraph 5 – [[4]](https://www.weforum.org/agenda/2024/01/industrial-ai-superpowers-advanced-manufacturing/), [[7]](https://www.isaca.org/resources/news-and-trends/newsletters/atisaca/2023/volume-20/the-ai-revolution-is-already-here)
* Paragraph 6 – [[1]](https://www.ft.lk/columns/Wake-up-call-Why-AI-isn-t-just-another-tech-trendit-s-the-next-industrial-revolution/4-777013), [[2]](https://www.ft.com/content/648046c1-7fcd-43fb-819b-841f104396d9)
* Paragraph 7 – [[1]](https://www.ft.lk/columns/Wake-up-call-Why-AI-isn-t-just-another-tech-trendit-s-the-next-industrial-revolution/4-777013), [[3]](https://www.axios.com/2023/06/14/ai-productivity-revolution-banks-retail)
* Paragraph 8 – [[6]](https://annas-daybreak-news.beehiiv.com/p/deep-dive-ai-part-v-ai-part-v-ai-s-impact-on-the-economy-and-business)
* Paragraph 9 – [[1]](https://www.ft.lk/columns/Wake-up-call-Why-AI-isn-t-just-another-tech-trendit-s-the-next-industrial-revolution/4-777013), [[2]](https://www.ft.com/content/648046c1-7fcd-43fb-819b-841f104396d9), [[3]](https://www.axios.com/2023/06/14/ai-productivity-revolution-banks-retail)

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## Bibliography

1. <https://www.ft.lk/columns/Wake-up-call-Why-AI-isn-t-just-another-tech-trendit-s-the-next-industrial-revolution/4-777013> - Please view link - unable to able to access data
2. <https://www.ft.com/content/648046c1-7fcd-43fb-819b-841f104396d9> - This article discusses the significant impact of Artificial Intelligence (AI) on research and development (R&D) in businesses. It highlights how AI accelerates innovation by enhancing market research, design, prototyping, simulations, and customer personalization. The piece also emphasizes the importance of an entrepreneurial mindset within R&D to foster breakthrough innovations and the necessity of effective data use for leveraging AI in R&D processes. Additionally, it explores how technologies like digital twins, 3D printing, and quantum computing are shaping the future of R&D, offering new dimensions of innovation and efficiency.
3. <https://www.axios.com/2023/06/14/ai-productivity-revolution-banks-retail> - This article examines the transformative potential of generative AI in the banking and retail sectors. It references a McKinsey report that identifies these industries as the primary beneficiaries of AI-driven productivity gains. The piece also discusses the introduction of AI tools by cloud and software providers like Oracle and Salesforce, which are turning theoretical productivity predictions into practical applications. Furthermore, it highlights McKinsey's estimation that generative AI could contribute between $2.6 trillion to $4.4 trillion annually, surpassing the GDP of Germany, and notes that the realisation of these benefits depends on the speed of AI adoption by companies.
4. <https://www.weforum.org/agenda/2024/01/industrial-ai-superpowers-advanced-manufacturing/> - This article explores the role of industrial AI in revolutionising advanced manufacturing. It discusses how AI can boost global GDP by 2% annually and create millions of new jobs, including roles like AI and machine learning specialists, data analysts, and digital transformation experts. The piece also addresses concerns about AI displacing human workers, arguing that AI is augmenting human abilities by simplifying problem-solving and enhancing productivity. It highlights the integration of AI in manufacturing processes, such as predictive maintenance and autonomous production systems, and the importance of identifying impactful use cases for successful AI implementation.
5. <https://www.nasdaq.com/articles/ai-and-automation-next-industrial-revolution> - This article discusses the integration of AI and automation in the manufacturing sector, describing it as the next industrial revolution. It highlights how AI, through machine learning and deep learning, enables intelligent manufacturing processes that can self-optimize and adapt to changing conditions. The piece covers applications like predictive maintenance, supply chain optimization, and autonomous operations, noting that AI integration leads to enhanced decision-making, improved adaptability, and the automation of complex tasks. It also mentions companies like Rockwell Automation and ABB Ltd. as being at the forefront of this revolution, poised to benefit from the increasing adoption of AI and automation in industrial processes.
6. <https://annas-daybreak-news.beehiiv.com/p/deep-dive-ai-part-v-ai-part-v-ai-s-impact-on-the-economy-and-business> - This article provides an in-depth analysis of AI's impact on various industries, including healthcare, retail, finance, and logistics. It discusses how AI is transforming these sectors by automating tasks, enhancing decision-making, and improving customer service. The piece also addresses the societal implications of AI, such as job displacement and the need for reskilling, and highlights the importance of balancing efficiency gains with the demand for skilled workers. It emphasizes the rapid expansion of AI across industries and its role in reshaping the global economy and driving unprecedented innovation.
7. <https://www.isaca.org/resources/news-and-trends/newsletters/atisaca/2023/volume-20/the-ai-revolution-is-already-here> - This article discusses the current state of AI adoption across various industries, highlighting its transformative impact on sectors like healthcare and manufacturing. It provides examples of AI applications, such as predictive models in patient care and machine learning in manufacturing to reduce downtime and improve productivity. The piece emphasizes the importance of applying AI to appropriate problems and ensuring access to high-quality data for successful AI adoption. It also addresses common misconceptions about AI limitations and underscores the need for strategic implementation to harness AI's full potential.