



# Transformative Power of Generative AI: Business Applications and Emerging Challenges

**Daria Kravchenko**

Postgraduate student of the Accounting and Business Consulting Department, Simon Kuznets  
Kharkiv National University of Economics, Ukraine

**Andrii Kravchenko**

Postgraduate student of the Accounting and Business Consulting Department, Simon Kuznets  
Kharkiv National University of Economics, Ukraine

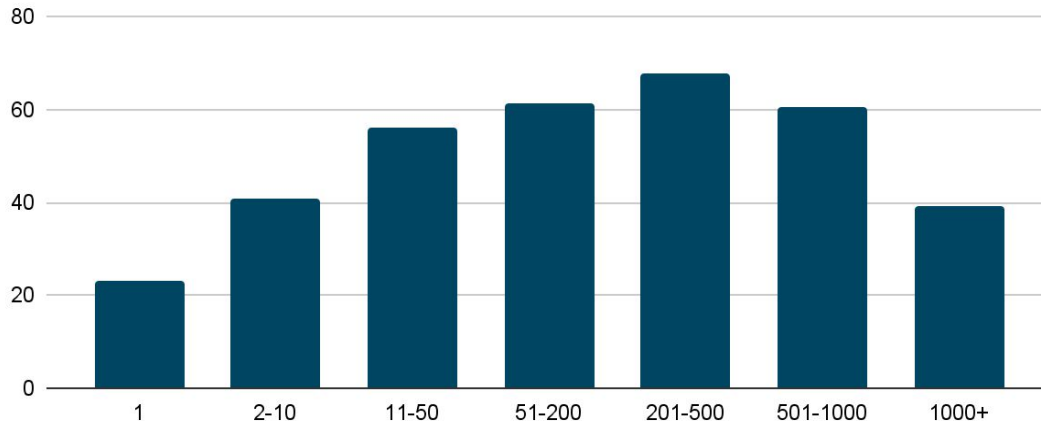


# Introduction

Generative Artificial Intelligence (Gen AI) sparked a surge of interest in 2022, leading to a rapid expansion of tools in 2023 that have impacted numerous areas of life, including business operations and management. The survey conducted by QuantumBlack AI, by McKinsey, reveals that 79% of respondents have had some exposure to AI on or off the job. Moreover, more than a third of respondents reported that their organisations regularly use Gen AI in at least one business function. These findings demonstrate that new technologies have already had an impact on business principles and offer valuable insight into the direction they may take in the near future.

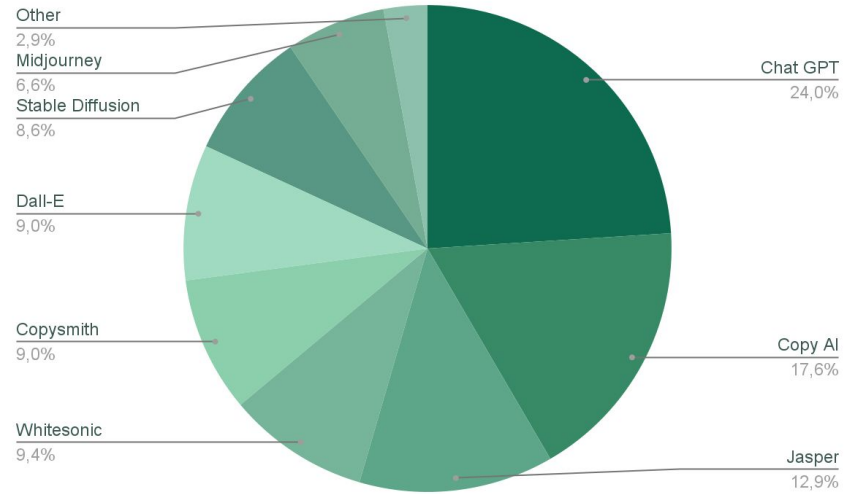


## Use of artificial intelligence based on the the company size



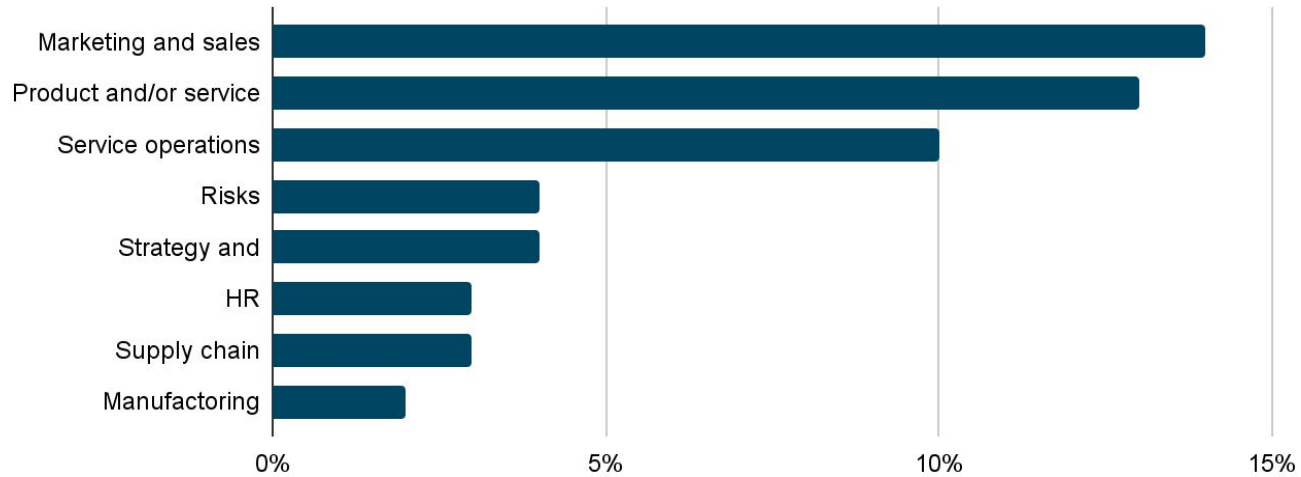


# Top Gen AI Tools Used in the Workplace





## The use of Gen AI in different sectors





# Conclusion

Generative Artificial Intelligence (Gen AI) has rapidly infiltrated various business sectors, impacting operations and management. Although adoption rates vary, concerns surrounding security, reliability, job displacement, and budget constraints hinder widespread implementation. Regulatory frameworks aim to address these concerns, emphasising the need for responsible adoption. Despite the challenges, Gen AI offers significant productivity gains, especially in customer operations, marketing, sales, software engineering, and product R&D. Strategic planning and proactive risk management are essential for navigating the complexities of Gen AI integration and ensuring sustainable business transformation.

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**Thank you for your attention!**