

Moritz Mayer

Big Data and Artificial Intelligence in
Management. Disruptive Technologies as
a success factor for decision-making

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Moritz Mayer

**Big Data and Artificial Intelligence
in Management**

**Disruptive Technologies
as a success factor
for decision-making**

Foreword

In cult series such as *Knight Rider* or Hollywood films such as *Star Wars* the topic of artificial intelligence has been represented for a long time. But especially in recent years, the topic has made the leap from an artistically designed fiction to theoretical and applied science. I perceived the increasing presence in the trade and general press as an indication of the opportunities and risks of this new technology, which may fundamentally change entire industries.

Specialist articles and study results of my training partner made it clear to me the acute need for well-founded insights into the implication possibilities in the economy and their effectiveness in management decisions.

As part of my course of study "Accounting, Taxation, Business Law – Auditing" at the Baden-Württemberg Cooperative State University, I learned basic knowledge about the management of companies. With this work, I would like to scientifically substantiate my basic knowledge acquired in the lectures and consolidated in practice and relate it to the topic of artificial intelligence.

The aim of this work should not only be a scientifically sound commentary on the problem, but also the acquisition of specialist knowledge, which I can apply in my professional activities.

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