



INFLUENCE OF ARTIFICIAL INTELLIGENCE ON BUSINESS DECISION MAKING AND ETHICAL CONSIDERATION IN SEVEN ELEVEN LIAN BATANGAS

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ABSTRACT

This study assessed the influence of artificial intelligence on business decision making and ethical consideration. It focused on the assessment of influence of artificial intelligence in 7-Eleven employees in Lian, Batangas.

The participants in the study were seven (7) 7-Eleven employees using Census method of computing the sample size. The researcher conducted survey which was specially accustomed for the use of gathering significant data regarding respondents' profile specifically the age, sex, and level of education, the perception of the respondents regarding the influence of artificial intelligence on business decision making and ethical considerations in 7-Eleven employees in terms of enhanced data analysis, predictive modeling, optimized operations, and personalized customer experiences. The study yielded the following findings: majority of the respondents were between the ages 18 to 24, male and high school graduates. There was no significant difference on the assessment of the respondents regarding the influence of artificial intelligence on business decision making and ethical considerations when profile was considered. The Marketing Plan was crafted and designed by the researcher based on the results of the study.

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