

1. Record Nr.	UNINA9910865270403321
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Titolo	Artificial Intelligence Valuation : The Impact on Automation, BioTech, ChatBots, FinTech, B2B2C, and Other Industries // by Roberto Moro-Visconti
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Palgrave Macmillan, , 2024
ISBN	9783031536229 9783031536212
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (710 pages)
Collana	Economics and Finance Series
Disciplina	658.15
Soggetti	Valuation Artificial intelligence Financial engineering Investment Appraisal Artificial Intelligence Financial Technology and Innovation
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Introduction -- 2. The valuation of intangible assets: an introduction -- 3. Artificial Intelligence-driven Digital Scalability and Growth Options -- 4. The valuation of Artificial Intelligence-driven know-how and patents -- 5. The valuation of Artificial Intelligence-driven startups -- 6. The valuation of software as a prerequisite for Artificial Intelligence -- 7. The Valuation of Artificial Intelligence -- 8. Chatbots and generative artificial intelligence -- 9. Sustainable Artificial Intelligence Issues: from ESG Valuation to Ethical Concerns -- 10. Artificial Intelligence-driven Industry Applications -- 11. Artificial Intelligence Valuation: Empirical Cases and Templates.
Sommario/riassunto	The book discusses the main valuation methodologies of artificial intelligence (AI). Company valuation goes hand in hand with estimating intangible assets like AI, which are linked to higher risk and lower collateral value. Their accounting is controversial, and the most widely used valuation approaches are based on market, income, or cost-

related metrics. The volume discusses in detail the valuation approaches such as the discounted cash flows (remembering that “cash is king”) or the empirical market multipliers and comparables. The approaches are complemented by several models, including advanced business planning that incorporates machine learning, digital scalability networks, or validating blockchains. The book, with a tailor-made theoretical background backed by empirical cases, shows how to evaluate AI products, such as chatbots or virtual assistants, for AI established producers, startups, or traditional “brick-and-mortar” AI users. The comprehensive set of techniques and methodologies will interest researchers, students, and practitioners in corporate finance, intellectual property valuation, and financial technology. Roberto Moro-Visconti is a professor of Corporate Finance at the Catholic University of the Sacred Heart, Milan, Italy. He is the director of studio Moro-Visconti, chartered accountants, and financial consultants. Dr. Moro-Visconti manages a consolidated financial boutique that derives from a deep-rooted tradition of professional consultants and specializes in Intellectual Property Appraisal.
