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Autore	Mansour Nadia
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Nota di contenuto	Chapter 1. Navigating Parenthood: Malaysian Perspectives on Protecting Children From Paedophilia -- Chapter 2. The Impact of Capacity Management on Improving the Performance of Manufacturing Operations -- Chapter 3. Customer Preference Towards Private Label Brands Over Manufactured Brands of Food Products in Retail Outlets -- Chapter 4. Nexus of Sustainable Financing and MSME Expansion Leading to Economic Growth: Lessons From India -- Chapter 5. Machine Learning-based Models for the Pre-emptive Diagnosis of Epileptic Seizure Using Clinical Data -- Chapter 6. The Future of Investment in Renewable Energies and Its Role in Achieving the Dimensions of Sustainable Development in Algeria -- Chapter 7. Navigating the Storm: Impact of Covid-19 Pandemic on Micro and Small

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Sommario/riassunto

This edited volume explores the relationship between Artificial intelligence (AI), business performance, and regulation. Artificial intelligence allows entrepreneurs to create universally transferable platforms and customers to find the offer they want. Indeed, AI is an excellent tool for competitiveness and innovation. It can contribute to a positive business performance by reducing costs, analyzing and exploiting data, optimizing marketing strategy and advertising targeting, and improving the customer experience. However, Artificial intelligence can also generate threats such as disinformation, manipulation, and false content. Companies are increasingly becoming obliged to take security measures to protect digital data against cyber-attacks and data leaks. This volume presents concepts and solutions for companies aiming not only to benefit from the newest technological developments in AI but also interested in tackling the challenges that come with the use of these technologies.
