No longer solely for large corporations, AI for small business can help small business owners transform their operations and improve profitability. To learn more about Artificial Intelligence (AI) for small business, dive in to our comprehensive guide on AI applications for small businesses.

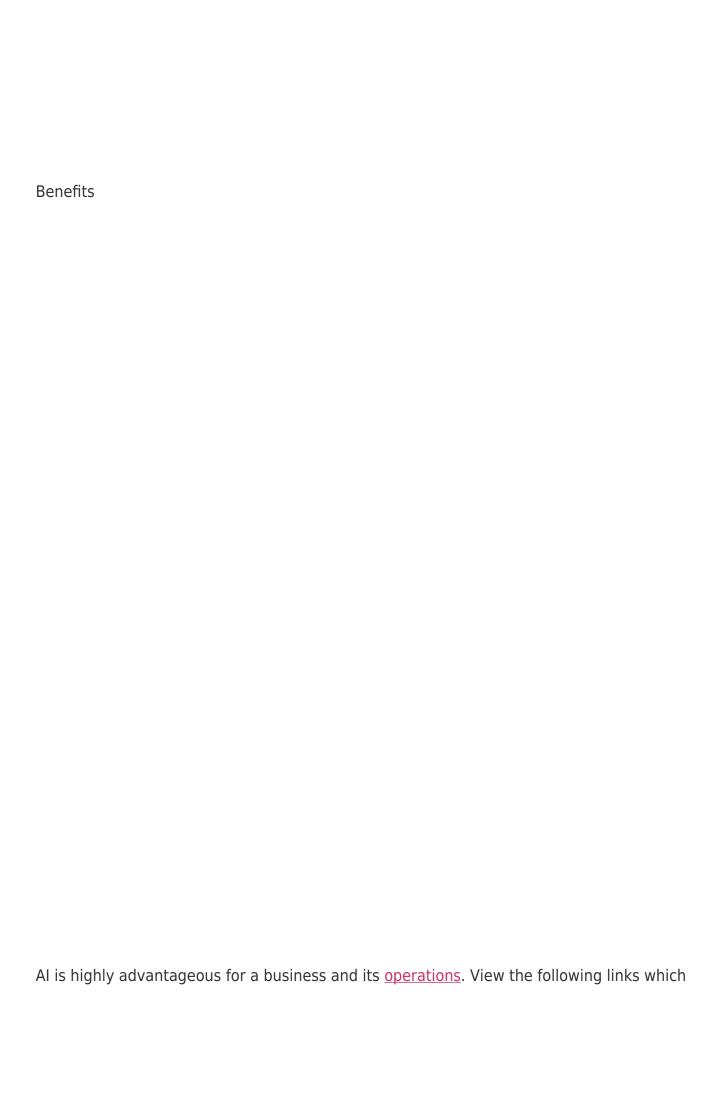
View our related business research here: Artificial Intelligence Industry Research.

You can also receive free professional business advice and free or low-cost training from <u>your local Small Business Development Center!</u>



staggering, so we compiled these resources to introduce you to the concept of artificial intelligence and to help determine if it is a fit for your business.	

Benefits and Challenges of Al Adoption	
Prior to adopting Artificial Intelligence, it is important to weigh the benefits and challenges of AI implementation. Check out the following links to help you evaluate <u>Artificial Intelligence</u> for your organization.	



demonstrate how AI could help your business:

- Al Business Predictions PwC
- Boost Your Productivity with Generative AI <u>Harvard Business Review</u>
- 5 Ways Al Can Help Increase Your Revenue Forbes
- CEOs See Artificial Intelligence as Competitive Advantage Investopedia



challenges for organizations. View the following articles that detail the most common issues faced when implementing AI:

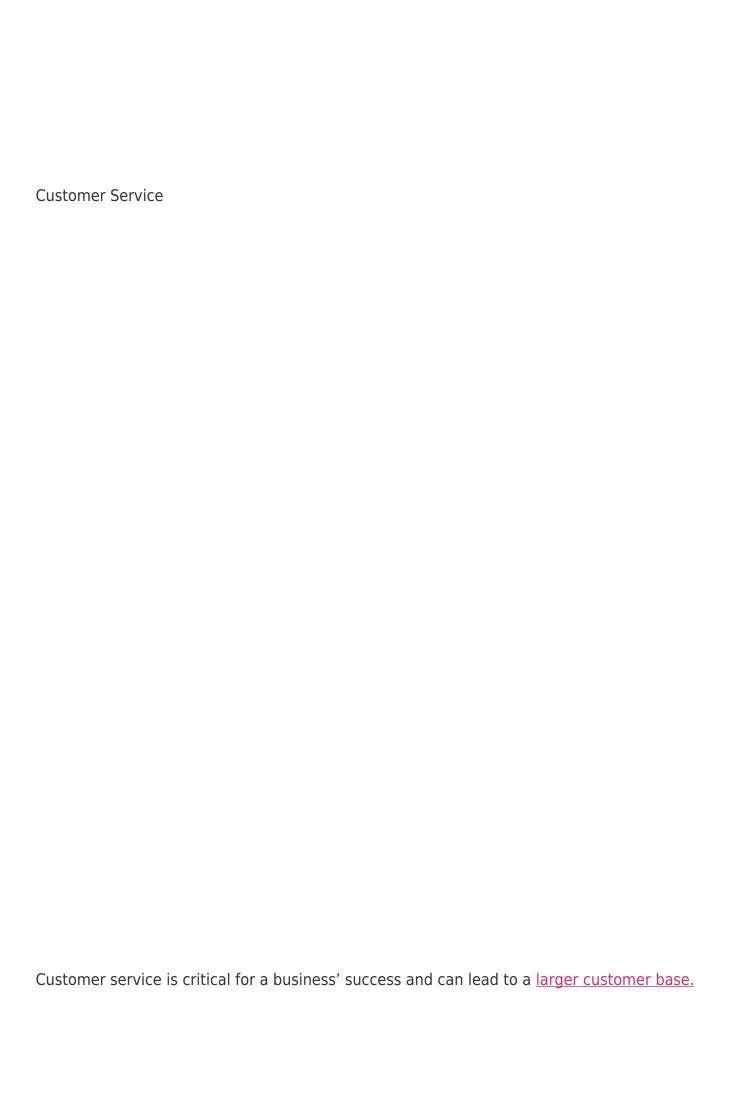
- 15 Al risks businesses must confront and how to address them TechTarget
- Navigating the ethical and legal risks of AI implementation CIO
- 11 Challenges Of Adopting AI In Business (And How To Address Them Head-On) Forbes
- ChatGPT and generative AI are booming, but the costs can be extraordinary <u>CNBC</u>

Applications of AI for Small Business	
The potential applications of artificial intelligence are innumerable, resources pertaining to a few of the many ways that AI could chang operations.	



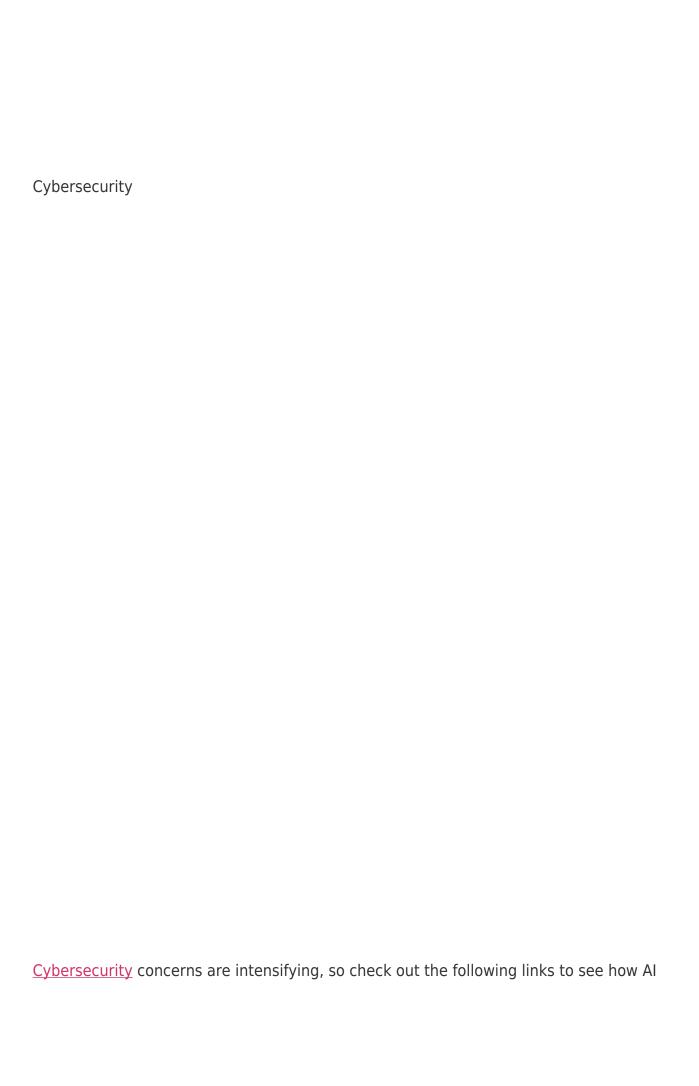
management. The following resources describe how AI can improve accounting processes:

- CPA's Introduction to AI: From Algorithms to Deep Learning, What You Need to Know <u>AICPA</u>
- How Al Is Transforming the Accounting Industry and What the Future Will Look Like Entrepreneur
- How Does Al Affect Small Business Accounting? The Ascent
- How AI and Automation Technology Can Help Accountants Business.com



The following articles demonstrate how AI can help small businesses improve customer service:

- What Impact Will AI Have On Customer Service? Forbes
- 12 Ways to Use Artificial Intelligence in Customer Service Fit Small Business
- 9 ways to use AI in customer service Zendesk



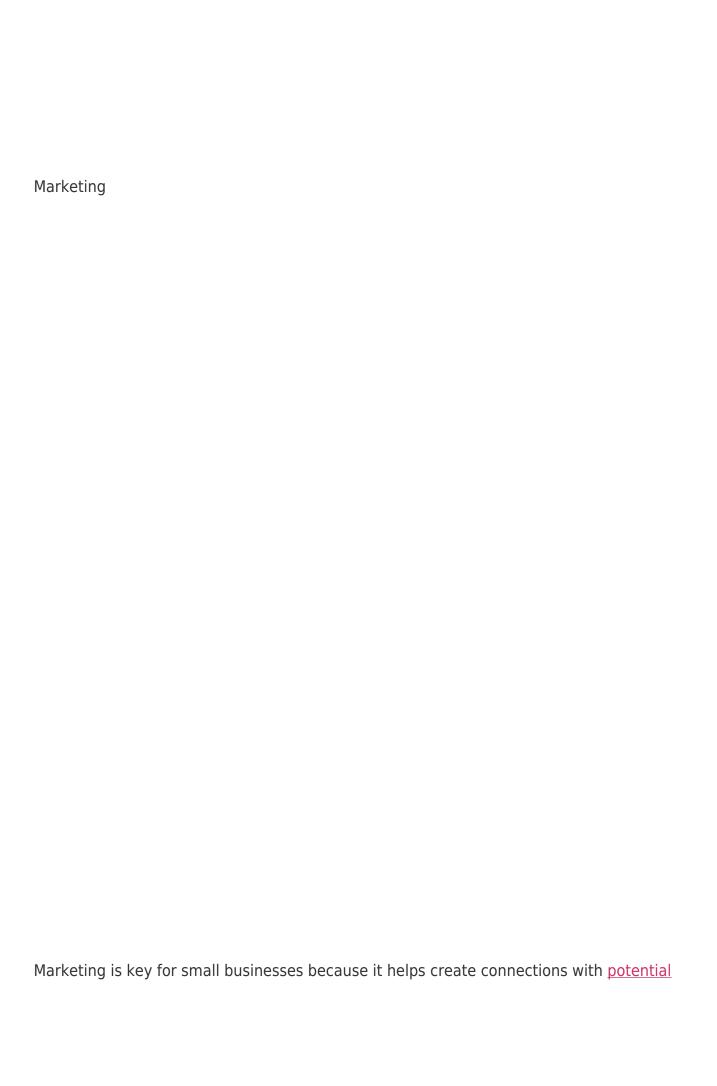
integrates with cybersecurity:

- Using AI for Cyber Defense The Wall Street Journal
- The Role of AI in Cybersecurity: Anticipating and Preventing Attacks <u>BDO USA</u>
- Al and Cybersecurity: A New Era Morgan Stanley



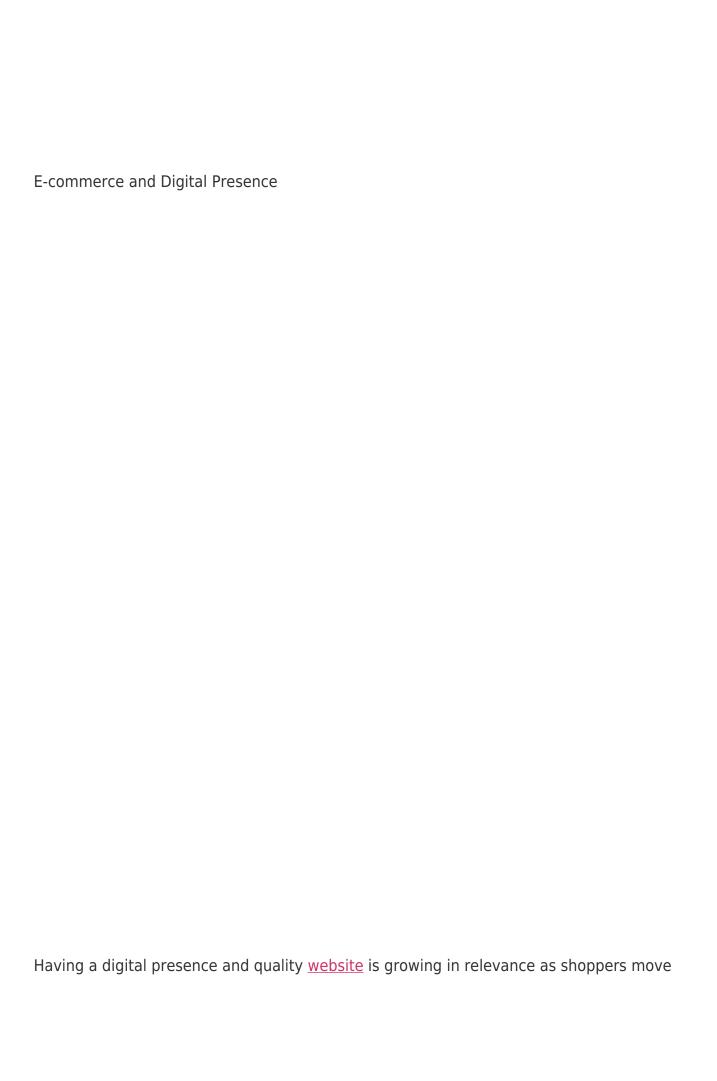
Artificial Intelligence can help with recruitment, hiring processes and <u>human resources for small business</u>:

- The Future of Hiring: The Role of AI in Modern Recruitment Strategies SHRM
- How is AI changing the recruitment process? <u>CareerBuilder</u>
- Pros and Cons of Using AI in Recruiting Recruiter.com
- ChatGPT and AI are the next worker recruitment and retention game changers CNBC



<u>customers</u> and develop long-term clients. To learn more about AI marketing, explore the following links:

- Al in marketing: How to leverage this powerful new technology for your next campaign?
 IBM
- 9 Al Tools to Improve Your Business's Marketing <u>U.S. Chamber of Commerce</u>
- Al in Digital Marketing The Complete Guide <u>HubSpot</u>
- 5 charts showing how ChatGPT and generative AI will change marketing EMarketer



increasingly towards buying online. Check out the following link to learn how to increasing your ability to <u>sell online</u> with AI:

- Al in Ecommerce: Applications, Benefits, and Challenges **Shopify**
- How Generative AI Will Change Sales <u>Harvard Business Review</u>
- How AI Will Revolutionize The Future Of SEO Forbes

Small Business Al Adoption
Before diving into the <u>adoption</u> of Artificial Intelligence for your small business, it's crucial to recognize that this decision represents a significant investment of time, resources, and effort. Understanding the landscape of AI adoption and preparing your business for this transformative journey is essential for maximizing the potential benefits while mitigating potential risks.
Before embarking on the journey of Al adoption, consider the following key factors to assess whether Artificial Intelligence technologies are the right fit for your small business:



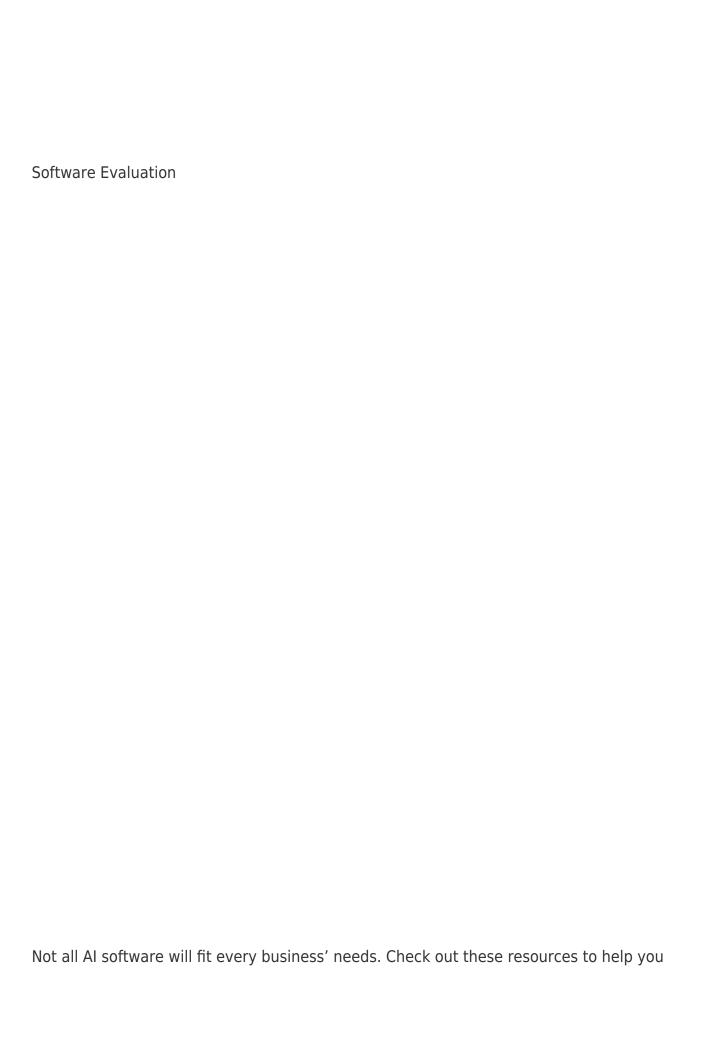
following links will help you decide if Artificial Intelligence technologies are worth it for your business:

- NIST And CISA: 13 Must-Review Resources For SMBs Forbes
- How Small and Medium Businesses Can Get Started with Artificial Intelligence AWS
- Artificial Intelligence in Business: Top Considerations Before Implementing AI CompTIA
- 5 Questions About Al Your Business Should Ask Before Diving In Salesforce



Check out the following links to help you evaluate potential vendors:

- A Practical Guide For Selecting Trustworthy Al Vendors Forbes
- What To Look For In An Al Vendor Retorio
- Generative Al Vendor Risk Assessment Guide FS-ISAC
- Risk Management in the Age of Artificial Intelligence Cloud Security Alliance



determine key characteristics you may want in your software:

- Artificial Intelligence Risk Management Framework NIST
- Challenges in evaluating AI systems Anthropic
- How to buy an Al solution the right way: 7 questions new customers should consider <u>TechCrunch</u>



following links to assist business owners pursuing Artificial Intelligence adoption in their business:

- The quick-start guide to implementing AI in your business Microsoft
- 10 steps to achieve AI implementation in your business TechTarget
- How Small and Medium Businesses Can Get Started with Artificial Intelligence AWS

Additional Small Business Resources
Already in business or thinking about starting your own small business? Check out our various small business resources :
 View our small business help topics here: <u>Small Business Information Center</u> View our business reports here: <u>Small Business Snapshots</u>
 View our industry-specific research here: Market Research Links View our small business cybersecurity resources here: Cybersecurity View our pandemic business resources here: COVID-19 Publications
Remember, you can also receive free professional business advice and free or low-cost

business training from your <u>local Small Business Development Center</u>!

Photo by <u>Stephen Dawson</u> on <u>Unsplash</u>