

# The Barricade for the Fluent Function of Businesses using Artificial Intelligence



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**Abstract:** With the development of artificial intelligence which has been a great contribution to a great extent for operating the work without any difficulty. This creates great attention for many researchers and practitioners to implement artificial intelligence in the required fields of works. In this paper, we bring out the systematic review of the barricade of business when using artificial intelligence. It is acceptable that artificial intelligence can contribute to a large extent in making the business operations meeting the speed expected by the customer. Many businesses have extended their methods of operations in the market by bringing in artificial intelligence. In every business, there is always a mishap which can hamper the function of the organization. Some of the mishaps will be discussed in this paper and also the findings and suggestions for these mishaps shall be discussed for future research (Burta, 2018) (Duan, Edwards, & Dwivedi, 2019).

**Keywords:** Artificial intelligence, business operations, ethical issues, illiteracy, geographical coverage, barricade, barriers, robot application, illiteracy,

## I. INTRODUCTION

In the midst of a sophisticated economy, human beings also have improved various technologies. The reason is to provide and ensure that product and services in an easy way. There are many revolutions which have taken place since human came into existence, for they sought to ensure the efficiency in performing a task in more productive means. Many countries witness a rapid increase in the human race which in turn creates a high demand for the product and services. However, with the improvement in technology, the business industries can come out with different products and services serving the customer as per the demand, moreover, companies also able to create a unique product/services and meet the expectation in a wide population. People have been very much advanced since the past generation with the implementation of artificial intelligence. The concept is non-other than performing the task by the computer that is usually needed the human intelligence to install into it. For example, speech recognition, visual perception, decision making, etc. The words intelligence means the potential to acquire and apply various skills and knowledge to solve the problem. Adding to this, intelligence also means the use of a mental capability to solve, reasons, and learn many situations.

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Intelligence is a combination of other cognitive functions like perception, memory, planning, attention, language. The investigation regards to the barricade of artificial intelligence on business operations in providing the reliable product and services to the customer have been structured around the topics such as ethics, geographical coverage, customers privacy, illiteracy impact, and friendly uses of these artificial intelligence and frequent requirement of the customer. The company implementing various methods of artificial intelligence in the business have also a breakdown of these mechanical tools. It is an obvious observation that the world has promoted to automation generations. And this encourages many entrepreneurs to set up their own businesses utilizing the advantage to provide the automation tools. There are many barriers which could include in hampering the business operation apart from the above-listed barricade. It is important for the entrepreneur to set up a backup for this automation tool in case of any failure, this will help them in combating the product/service they offer to the customer. Therefore the company has to identify a relevant alternative to substitute and keep the functions of the business going on without any discrepancies.

## II. RESEARCH PROBLEM

This paper shall discern the barricade of business operations in relation to the application of artificial intelligence. There is kind of obstacles which could distract the smooth functioning of the business operations e.g. ethical issues, the privacy of the customer, geographical coverage of business communication, illiteracy impact. Each of these aspects has its own impact on the development of the business organization. Therefore is significant to point out the barriers and alternative for the said obstacles.

## III. RESEARCH METHODOLOGY

The research has been executed focusing the collection of secondary data with the main intention to extract the barriers of business operations when bringing artificial intelligence in the field of work. Data are collected from various related online journal articles and online related documents. Since the study is carried out on conventional and normal research, the sources are adequate to validate the explorations and purposes without an essential approach.

**A. Artificial intelligence ethics:** Artificial intelligence ethics is another aspect that focuses more on the behavior of robotic machines and other man-made intelligence beings.

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The aspects of Artificial intelligence ethics included AI-rule making of human thoughts, the combinations of human and machine in terms of processing the work, providing solutions and discrimination. The issues with the ethical prospect of artificial intelligence refer to whether it is justifiable or not to let the man-made machine which has no human traits to take the decision on behalf of human decision. Following points are discussed regarding the ethical issues: (Wirtz, Weyerer, & Geyer, 2019) (Duan et al., 2019)

1. **Biasness-** We know that artificial intelligence works on installed data on it. Therefore the kind of data which gets loaded will direct the work of the machines.

The issue is that if the persons who install data on the particular machines have a sense of inconvenience, unfavorable thoughts towards one side of the cultural background of the people, gender, skin color, caste, tribe, language, etc. hence if the machines are fed with such kind of information there will be an unfavorable and unaccepted outcome. (N. T. Lee, 2018)

2. **Lack of responsibility:** With the advancement in technology some companies have tried their best to produce driverless vehicles. But the debate remains on who will be responsible if these vehicles cause an accident? Though the driver is inside the vehicles but the control is not in his hands. Responsibility is very much related to the aspect of governance and mention the legal status of who is taking care of the decision made by Artificial intelligence. It is a difficult task of whom to blame, no one can say that it is the software designer, the authorities, operator, applications, etc. are liable for any mishaps. Artificial intelligence may defy the control of human being, which then leads to the responsibility gap, hence human beings are not holding them accountable on the behavior of the artificial intelligence systems because of lacking in control and influence. (Gunkel, Bryson, & Torrance, 2012) (Marino, Tamburrini, Cintia, Tamburrini, & Cordeschi, 2006)

**B. Communication coverage:** The application of AI in mobile network operations in the field of communication is still in the infancy stage. Many businesses today have tried to gather as much information as they can to sustain in the market. This happens because the more the information collected the more efficient the business will function. The geographical coverage of the communication network is yet to improve in many urban, semi-urban and especially in rural areas. Businesses cannot only concentrate the business operations in big cities alone, as in these areas there is a stiff competition in the business. Many areas that lie in the very corner of the country have not been improved in terms of communications coverage. They are still underdeveloped in terms of communications. Hence it is significant for the business companies to handle and stretch out to areas where connectivity is still under the verge of improvement. (2012) (Hayes, Ball, & Reddy, 1981)

**C. Illiteracy constrains:** Illiteracy refers to the people who are not able to read and write. Illiteracy could be a challenge for the successfulness of implementing artificial intelligence. Some customer finds it convenient using the physical mode of searching and interacting in terms of buying and selling of goods. The drastic shift of communication medium in the field of commerce would not

suit in some areas where knowledge in the people is not up to the mark. Therefore companies have to look into this aspect as well, so when implementing technological methods of buying and selling no discrepancies would occur. (Hennig-thurau, Hofacker, & Bloching, 2013)

**D. Data breach:** Data breach is a situation where personal information stored for the future purpose use by business companies get leaked, access without the information and knowledge of the owner. Common data such as credit card numbers, health care histories, social security numbers, or any corporate information. We have seen the government and the companies both have worked out to ensure the security of every data stored, but this cannot guarantee that the data is in safe hands. The data breach also means bypassing the privacy of the customer which is against the inclination of the individual. Privacy refers to the challenge of keeping human information protected from any security threat. Artificial intelligence like robot applications is likely to suffer from cyber-attack. The barricade is particularly associated with technological and governance issues. (Horvitz & Research, n.d.) (Lee & Lee, 2015) (Osoba & Welser, 2017)

### E. Trust in Artificial intelligence:

Another aspect that is very crucial for artificial intelligence is trust. The success of any company is when they gain loyalty and trust from the customers. The discussion for the implementation of artificial intelligence has become positive in recent years, however, the concern for losing the control of artificial intelligence and any other mishaps have also increased. Studies have been done regarding the development in which artificial intelligence can contribute and many people have also shown a positive gesture towards the idea but only if it does not hamper the users. A misunderstanding of the usage of artificial intelligence with the users can negatively influence the difficulties in acceptance. If people feel that artificial intelligence threatens their safety, employment, privacy, etc., it will be very difficult for the business to profitably implement artificial intelligence. (3% Service to intelligence, n.d.) (Siau & Wang, 2018)

### Findings:

In this research, the barricade of using artificial intelligence is analyzed. From this analysis, we found out some of the discrepancies which slow down the implementation of artificial intelligence by the business companies. It is significant for companies to know the viewpoint of the public before pushing the plan forward. Getting feedback from the public will help companies avoid losses. Moreover, the negative and positive viewpoint from the audience helped companies in framing a relevant plan for better utilization of Artificial intelligence technology. From the data gathered shows that there are some issues that disrupt the execution of artificial intelligence. One of the reasons is ethics, this shows that artificial intelligence some time is built giving no respect to other kinds of people, tribe, caste, color, and many other categories of humans.

In addition to the barriers using artificial intelligence is the lack of responsibility during mishaps. Artificial intelligence does not have any sense of humor, therefore it is impossible to blame artificial intelligence for any misfortune happening. Expanding the communication network to other semi-urban, urban and rural areas is also a significant task for the companies to survive in the market. Most companies neglect to provide services to other remote areas that are close to the cities. While providing outstanding services only in the main cities of the countries. This causes a grievance by the business to the people living far from cities. In this research also we found out that literacy is another aspect that businesses should consider.

In some areas may people have a problem in reading and write even in the physical form of textual material. Finally, another aspect that has been listed out in this paper is the trust which users can have on Artificial intelligence, like how much secure the data of the customer or the user artificial intelligence can be assured?

#### IV. RESULTS

The aspects which have been discussing in this paper would create a concrete wall for the government as well the companies to push artificial intelligence in every corner of life. Using artificial intelligence will require knowledge and the ability to read and write, faith from the users, proper communication infrastructure, and equality concern. Going forward in this paper we also discuss the data privacy of the users/customers which is a very sensitive case when the information is getting hack or breached out. No doubt it has been seen that the special authorize people agency department of companies and government tried their best to solve these issues, but the impact of the effort is still not convincing the customers to depend fully on artificial intelligence.

#### V. CONCLUSION

Artificial intelligence and technology it the other side of life which have something to surprise people with the idea, new invention, and innovation. This study focuses on the barricade and obstacles of implementing artificial intelligence in the business world. In this paper, we mention some of the obstacles which can hamper using artificial intelligence to the customer. It is understood that artificial intelligence brings benefits and opportunities to the business world and to the customer as well, however, it is also important to evaluate from the customer perspective. Obstacles like ethics problem, illiteracy, communication coverage, trust, data breach are some of the factors which the companies have to scrutinize upon. Neglecting to analyze the listed points let the companies struggle and unable to survive in the market presenting the fierce competition. Each and every barrier discuss in this paper need to be thoroughly examined before implementing it in the market. Even though this paper contains a collection of secondary data, Hence, companies can have wider viewpoints regards to serving reliable products/services to the customer.

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