

8.2: Introduction

Small businesses are crucial to the health of any economy, contributing nearly 50% of private-sector employment in the United States. During Small Business Week, we celebrate and acknowledge their significant contributions. However, it is equally important to understand how emerging technologies, such as AI and advanced language models like ChatGPT, can influence and enhance small business operations. AI and ChatGPT are becoming increasingly powerful and versatile, offering substantial benefits to small businesses, from marketing enhancements to data analysis and decision-making.

AI, or artificial intelligence, refers to a broad spectrum of technologies designed to simulate human intelligence. These technologies can automate tasks, analyze data, and enhance decision-making processes. ChatGPT, a sophisticated language model, can generate human-like text and engage in conversations. Both AI and ChatGPT provide significant advantages in various aspects of small business operations. This includes marketing, where AI can analyze customer data to create personalized campaigns, and customer support, where AI-driven chatbots can improve response times and satisfaction.

Attributions

The content above was assisted by ChatGPT in outlining and organizing information. The final material was curated, edited, authored, and arranged through human creativity, originality, and subject expertise of Gabrielle Brixey, MBA MAC and is therefore under the [CC BY NC SA](#) license when applicable. To see resources on AI and copyright please see the [United States Copyright Office 2023 Statement](#) and the following [case study](#) on using AI assistance but curating and creating with human originality and creativity.

This page titled [8.2: Introduction](#) is shared under a [CC BY-NC-SA](#) license and was authored, remixed, and/or curated by [Gabrielle Brixey](#).