



RELISE

*TRANSFORMATIVE AI: IMPACTS ON ENTREPRENEURSHIP, INNOVATION,
AND ORGANIZATIONAL NETWORKS¹*

**IA TRANSFORMADORA: IMPACTOS NO
EMPREENDEDORISMO, INOVAÇÃO E REDES ORGANIZACIONAIS**

Isaac Clemente Coelho²

Lais de Oliveira Carvalho³

ABSTRACT

This article investigates the impact of Artificial Intelligence (AI) on entrepreneurship, innovation, and organizational networks, analyzing how this technology has transformed business models, driven the creation of innovative solutions, and reconfigured business interactions. The research adopts a qualitative and exploratory approach, based on a literature review of academic articles, market reports, and case studies. To this end, databases such as Scopus, Web of Science, and Google Scholar were consulted, allowing for a comprehensive mapping of AI trends, challenges, and impacts on organizational management. The findings indicate that AI has accelerated innovation by enabling process automation, product and service personalization, and enhanced collaboration within organizational networks. Furthermore, the technology has enabled new business models based on data analysis and predictive decision-making. However, challenges such as algorithmic bias, data privacy, resistance to technological adoption, and regulatory barriers still hinder the effective implementation of AI. The need for professional qualification and AI governance emerges as essential factors for maximizing its benefits and mitigating risks. The study concludes that, to ensure the strategic and ethical use of AI, companies must invest in continuous training, technological governance policies, and responsible innovation practices. The research contributes by providing guidelines for managers and policymakers, promoting a more competitive, sustainable, and technologically adaptive organizational environment.

Keywords: artificial intelligence, Entrepreneurship, innovation, organizational networks.

¹ Received on 02/06/2026. Accepted on 28/06/2025. DOI: doi.org/10.5281/zenodo.21238318

² Universidade Federal do Paraná. clementeisaac@ufpr.br.

³ Universidade Federal do Paraná. lais.carvalho@ufpr.br



RELISE

113

RESUMO

Este artigo investiga o impacto da Inteligência Artificial (IA) no empreendedorismo, na inovação e nas redes organizacionais, analisando como essa tecnologia tem transformado modelos de negócios, impulsionado a criação de soluções inovadoras e reconfigurado as interações empresariais. A pesquisa adota uma abordagem qualitativa e exploratória, baseada em revisão bibliográfica de artigos acadêmicos, relatórios de mercado e estudos de caso. Para isso, foram consultadas bases de dados como Scopus, Web of Science e Google Scholar, permitindo um mapeamento abrangente das tendências, desafios e impactos da IA na gestão organizacional. Os achados indicam que a IA tem acelerado a inovação ao possibilitar a automação de processos, a personalização de produtos e serviços e o aprimoramento da colaboração em redes organizacionais. Além disso, a tecnologia tem viabilizado novos modelos de negócios baseados em análise de dados e tomada de decisão preditiva. No entanto, desafios como viés algorítmico, privacidade de dados, resistência à adoção tecnológica e barreiras regulatórias ainda dificultam a implementação eficaz da IA. A necessidade de qualificação profissional e a governança da IA emergem como fatores essenciais para maximizar seus benefícios e mitigar riscos. O estudo conclui que, para garantir um uso estratégico e ético da IA, as empresas devem investir em capacitação contínua, políticas de governança tecnológica e práticas de inovação responsáveis. A pesquisa contribui ao fornecer diretrizes para gestores e formuladores de políticas, promovendo um ambiente organizacional mais competitivo, sustentável e adaptado às transformações tecnológicas.

Palavras-chave: inteligência artificial, empreendedorismo, inovação, redes organizacionais.

INTRODUCTION

Artificial Intelligence (AI) has established itself as a central element in the transformation of contemporary business and organizational dynamics. Its ability to process large volumes of data, identify patterns, and learn from interactions enables the automation of complex tasks, the personalization of services, and the optimization of processes. These changes are redefining entrepreneurship, innovation, and organizational networks, establishing new paradigms for business. Brynjolfsson and McAfee (2017) highlight that AI is reshaping the



RELISE

114

economy and society in a manner comparable to previous industrial revolutions, driving new models of work and management.

In entrepreneurship, AI enables predictive analysis of market trends and consumer behavior, allowing the creation of more innovative and adaptable businesses. Startups and established companies use advanced algorithms to identify strategic opportunities and enhance customer experience. According to Agrawal, Gans, and Goldfarb (2018), AI reduces forecasting costs, becoming an essential tool for formulating more effective business strategies.

Innovation is also catalyzed by AI, which accelerates the development of products and services by facilitating experimentation and continuous adaptation to market changes. Companies that incorporate AI can optimize research and development processes and quickly identify solutions to complex challenges. Cockburn, Henderson, and Stern (2018) argue that AI acts as a “general-purpose innovator,” impacting various sectors and promoting significant technological advances.

Organizational networks are also transformed by AI, which enhances communication and collaboration among different actors. Intelligent systems enable the efficient coordination of geographically distributed teams and improve supply chain management. According to Malone and Bernstein (2015), the synergy between human and artificial intelligence can create more effective collaborative networks, driving innovation and operational efficiency.

Despite these advances, there are still gaps in understanding the impact of AI when analyzed in an integrated manner across entrepreneurship, innovation, and organizational networks. Current literature often addresses these aspects separately, without considering their interrelationships and synergies. Furthermore, the impact of AI may vary according to economic and cultural contexts, requiring studies that analyze such nuances and their implications for different markets.



Given this scenario, this study seeks to investigate the impacts of AI on entrepreneurship, innovation, and organizational networks, exploring how this technology can be used to drive progress in these fields. The justification for this research lies in the growing importance of AI in the corporate environment and the need to understand its effects on organizational structures.

From a theoretical perspective, the study contributes to advancing knowledge about the intersection of AI, entrepreneurship, innovation, and organizational networks by addressing these themes in an integrated manner. In practical terms, its findings may assist entrepreneurs and managers in implementing AI-based solutions, promoting more efficient and innovative business practices.

Methodologically, the research adopts a literature review approach, analyzing academic articles, market reports, and case studies. Databases such as Scopus, Web of Science, and Google Scholar will be consulted to identify key publications on the topic. The analysis of these sources will allow the identification of patterns, challenges, and opportunities associated with AI, providing a solid foundation for future research and organizational applications.

THEORETICAL FRAMEWORK

Artificial Intelligence (AI) has established itself as a central pillar in business transformation, redefining how organizations operate, innovate, and connect. Its impact ranges from process automation to predictive analytics, enabling more strategic and data-driven decisions, directly influencing entrepreneurship, innovation, and organizational networks. Companies across various sectors use AI to optimize operational efficiency, personalize consumer experiences, and explore new market opportunities, making it a driver of global digital transformation (SEBRAE, 2023).



RELISE

116

In entrepreneurship, AI reduces barriers for new businesses by democratizing access to advanced technologies. Startups and small businesses use machine learning to develop innovative solutions at lower cost and with greater precision. In addition, AI enables disruptive business models, promoting new forms of interaction with customers and markets (Revista Empreender, 2023).

In innovation, AI revolutionizes research and development (R&D), accelerating the creation of products and services. Companies that adopt AI can identify trends and anticipate changes in consumer behavior more accurately, ensuring competitive advantage (Financial Times, 2024). Technologies such as the Internet of Things (IoT) and blockchain further expand innovation possibilities.

In the context of organizational networks, AI transforms communication, collaboration, and corporate governance. Process automation and advanced data analysis facilitate collaborative management, making supply chains more agile and mitigating operational risks (Migalhas, 2025).

Therefore, this article analyzes the impacts of AI on entrepreneurship, innovation, and organizational networks, as well as ethical and social challenges, such as data privacy and algorithmic bias, ensuring the responsible and sustainable implementation of this technology.

Artificial intelligence, entrepreneurship, and innovation

Artificial Intelligence (AI) has become a determining factor for growth and innovation in entrepreneurship. Small and medium-sized enterprises (SMEs) have adopted AI-based technologies to automate processes, analyze large volumes of data, and optimize customer experience. According to the Brazilian Micro and Small Business Support Service (SEBRAE, 2023), the digital transformation driven by AI has increased operational efficiency, allowing entrepreneurs to direct their efforts toward expansion and innovation strategies.



RELISE

117

The democratization of access to AI has enabled startups and small businesses to compete on equal terms with large corporations. Intelligent tools allow the creation of customized solutions without requiring advanced technical knowledge, optimizing time and reducing operational costs. Emerging companies use AI to identify trends, forecast demand, and develop products aligned with market needs (Revista Empreender, 2023). In Brazil, 29% of startups already incorporate AI into their operations, highlighting its relevance as a competitive advantage (CartaCapital, 2025).

Furthermore, AI has revolutionized research and development (R&D), accelerating the creation of new products and services. According to Accenture (2025), AI enables companies to anticipate market demands and adapt quickly to change.

In the financial sector, algorithms adjust investment portfolios and predict trends, while in manufacturing, AI improves supply chains, reducing waste and increasing productivity (INFO MONEY, 2025).

Despite the benefits, challenges remain. Bureaucracy, access to financing, and the shortage of qualified professionals hinder AI adoption among SMEs. However, initiatives such as the Startup Law of 2022 seek to reduce barriers and encourage investment in the sector (Cinco Días, 2025).

To maximize the benefits of AI, it is essential to invest in continuous employee training and create an organizational culture focused on digital transformation. AI governance must be structured to ensure transparency, avoid bias, and safeguard user privacy (CODEBIT, 2024). In this way, AI not only drives business growth but also establishes itself as a catalyst for innovation and business competitiveness.



RELISE

118

Impact of artificial intelligence on organizational networks

Artificial Intelligence (AI) has redefined organizational networks, influencing communication, collaboration, and the management of strategic processes. As companies adopt AI-based solutions, their structures become more dynamic, enabling greater integration among different sectors and improving decision-making.

According to Migalhas (2025), AI has been a transformative factor in sectors such as finance, manufacturing, and technology, driving operational efficiency and creating new market opportunities.

Corporate communication is one of the areas most benefited by AI. Tools such as chatbots and virtual assistants use natural language processing to automate interactions, personalize services, and optimize information flows. Companies implementing these solutions reduce operational costs by up to 30% while improving customer experience (FORBES BRASIL, 2024). AI also enhances collaboration platforms, facilitating the management of distributed teams and making processes more agile.

Another significant impact of AI lies in supply chain management. Advanced algorithms analyze demand patterns, optimize inventories, and reduce waste, making operations more efficient. According to Accenture (2025), companies that incorporate AI into their production chains increase operational efficiency by up to 25%, ensuring greater predictability and agility in responding to market fluctuations.

In addition, AI improves the analysis and integration of large volumes of data, enabling more accurate decision-making. Studies from Harvard Business Review (2024) indicate that organizations using AI for strategic analysis increase their accuracy by up to 40%, identifying hidden patterns and anticipating market trends more effectively.



RELISE

119

However, challenges such as resistance to AI adoption, cybersecurity, and data privacy remain critical issues. Companies must ensure compliance with regulations such as Brazil's General Data Protection Law (LGPD) and implement robust governance policies to avoid bias and protect sensitive information (INFO MONEY, 2025).

Thus, AI has the potential to revolutionize organizational networks, making processes more agile and intelligent. For effective implementation, it is essential to balance innovation and governance, ensuring the ethical and sustainable use of this technology while promoting continuous employee training for an increasingly integrated digital environment.

Ethical and social challenges of artificial intelligence

The growing adoption of Artificial Intelligence (AI) in organizational environments and society raises ethical and social challenges that require attention. Although AI optimizes processes and drives innovation, it also presents risks such as job displacement, algorithmic bias, data privacy concerns, and lack of transparency in automated decisions. To ensure responsible implementation, companies, governments, and society must adopt guidelines that minimize negative impacts and ensure the ethical use of technology.

One of the main challenges is the transformation of the labor market. Automation replaces functions previously performed by humans, especially in sectors such as manufacturing, transportation, and customer service. According to McKinsey & Company (2025), up to 30% of jobs in certain industries may be automated by 2030.

However, new opportunities emerge in areas such as AI development and the ethical supervision of systems. The International Labour Organization (ILO, 2024) emphasizes that professional reskilling is essential to mitigate technological unemployment and prepare workers for this new reality.



RELISE

120

Another critical issue is algorithmic bias. Many AI systems perpetuate historical prejudices present in data, generating inequalities in processes such as recruitment and credit allocation. The Journal of Artificial Intelligence Research (2024) found that selection algorithms favored male candidates over female candidates. To avoid discrimination, companies should conduct frequent audits and adopt algorithmic governance.

Data privacy is also a central concern. Since AI depends on the massive collection of information, there are risks of misuse and leakage of personal data. Regulations such as the LGPD in Brazil and the GDPR in the European Union seek to ensure digital security, but the rapid evolution of AI challenges the effectiveness of these standards.

Thus, balancing innovation and governance is essential to ensure that AI drives progress without compromising principles of equity, privacy, and transparency.

METHODOLOGY

This research is a literature review aimed at analyzing the impacts of Artificial Intelligence (AI) on entrepreneurship, innovation, and organizational networks. The review follows a qualitative, exploratory, and bibliographic approach, focusing on the critical analysis of existing studies on the topic.

Research classification

The research is classified as exploratory and qualitative, based on the analysis of 20 studies published in scientific journals, institutional reports, and books discussing the adoption of AI in the business context. The objective is to identify trends, gaps, and emerging challenges in the field of AI applied to organizations.



RELISE

121

Methods used

The selection of studies followed rigorous criteria:

a) Inclusion: Articles published within the last 10 years, focused on AI applied to entrepreneurship, innovation, and organizational networks. Priority was given to publications indexed in recognized scientific databases; and

b) Exclusion: Studies that did not directly address the impact of AI in the business context or that presented significant methodological limitations.

The search was conducted in the Google Scholar, Scopus, and Web of Science databases using keywords such as “Artificial Intelligence and Entrepreneurship,” “AI and Business Innovation,” and “Intelligent Organizational Networks.” After the initial screening, 20 studies were selected for detailed analysis, considering their relevance to the objectives of the article.

Tools used

To organize the sources, Zotero software (version 7.0) was used, facilitating the collection, categorization, and formatting of references. The analysis of the articles was conducted through Content Analysis, classifying them into three main axes: entrepreneurship, business innovation, and organizational networks.

Data analysis

The data were analyzed qualitatively by grouping the studies according to their theoretical and empirical contributions. The thematic categorization made it possible to identify patterns, trends, and gaps in the existing literature regarding the impacts of AI on business practices. The synthesis of results seeks to provide an updated overview of the main influences of AI in the corporate environment.



RELISE

122

RESULTS

The literature review, composed of 20 scientific studies and technical reports, revealed that Artificial Intelligence (AI) is profoundly transforming business environments, impacting the way organizations operate, innovate, and connect through collaborative networks. The findings were organized into three major thematic axes: impacts on entrepreneurship, business innovation, and organizational networks, in addition to a section dedicated to the ethical and social challenges of implementing these technologies.

Impacts of AI on entrepreneurship

AI has been a key factor in the modernization of entrepreneurship, enabling small and medium-sized enterprises (SMEs) to use advanced technologies to compete with large corporations. Studies indicate that AI adoption enables cost reduction, task automation, and improved data analysis, allowing entrepreneurs to focus their efforts on growth and innovation strategies (SEBRAE, 2023).

According to a report by the World Economic Forum (2024), startups that integrate AI into their management grow 22% faster than businesses that use conventional approaches. This progress occurs because AI allows market opportunities to be identified with greater accuracy and speed, generating a significant competitive advantage (WORLD ECONOMIC FORUM, 2024).

Another relevant factor identified in the literature is the use of AI for the personalization of products and services, increasing customer conversion rates. Companies that adopt recommendation algorithms based on machine learning observe an average increase of 40% in customer retention, as they can offer products aligned with individual customer preferences (GONÇALVES; MARTINS, 2023).



RELISE

However, one of the challenges observed is the lack of technical training for the implementation of these tools in emerging businesses. Many entrepreneurs still face barriers to AI adoption due to high initial costs and the need for specialized training, especially in emerging markets (SANTOS; ALMEIDA, 2024).

AI as a catalyst for business innovation

Artificial Intelligence has played a fundamental role in advancing innovation within companies, promoting the automation of creative processes, optimization of R&D (Research and Development), and reduction of the time required to launch new products onto the market. According to a study by Accenture (2024), companies that use AI in their innovation strategies can reduce product development cycles by up to 35%, increasing their ability to respond to market demands.

In addition, AI has enabled the creation of disruptive business models based on predictive and hyper-personalized solutions. Technologies such as natural language processing and predictive big data analytics have been widely employed to develop new digital services, such as virtual assistants and intelligent recommendation platforms (GARCIA et al., 2023).

Another relevant impact identified was AI's ability to predict market trends with high accuracy. Companies that use machine learning to analyze consumer behavior can anticipate sector changes up to 12 months in advance, enabling more efficient strategic planning and reducing risks by up to 30% (SCHMIDT; LIMA, 2024).

However, the literature review points out that one of the main challenges for AI-based innovation is cultural resistance within organizations. Employee insecurity regarding the replacement of jobs by automated processes creates



RELISE

124

barriers to technology acceptance, requiring changes in organizational culture and workforce training for the new digital reality (FERREIRA et al., 2023).

Transformation of organizational networks through AI

The reviewed literature showed that AI has restructured organizational networks, promoting greater connectivity among sectors, optimizing supply chains, and increasing the efficiency of distributed teams. According to Harvard Business Review (2024), companies that adopt AI in organizational network management increase operational efficiency by 25%, reducing the time required for decision-making and process coordination.

Another significant impact was the improvement in supply chain management. Through the adoption of AI for predictive analytics, logistics automation, and inventory monitoring, companies reduced costs by up to 20%, ensuring greater accuracy in meeting market demands (SANTOS; ALMEIDA, 2024). In addition, the integration of AI and blockchain improved product traceability and transparency in supplier management, increasing transaction security.

However, adopting AI in organizational networks requires structural, cultural, and strategic reconfiguration, especially regarding data governance, cybersecurity, and ethics in automated decision-making. The McKinsey & Company report (2025) warns that the lack of clear regulation may generate competitive inequalities, benefiting large corporations at the expense of smaller companies without access to technology (MCKINSEY, 2025).

Ethical and social challenges of AI

Although the benefits of AI are widely recognized, its implementation raises significant ethical and social challenges. One of the critical issues identified



RELISE

125

in the literature is algorithmic bias, which may lead to unfair or discriminatory decisions if AI models are trained using biased data (MIGALHAS, 2025).

Another relevant challenge is the impact of AI on the labor market. The World Economic Forum (2024) estimates that AI will replace 85 million jobs by 2025 but will create 97 million new occupations, highlighting the urgent need for workforce reskilling to meet the new market demands (WORLD ECONOMIC FORUM, 2024).

In addition, the security of personal data has been a widely debated issue. Companies implementing AI must ensure the protection and ethical use of collected information, preventing abuse and privacy breaches that could undermine consumer trust in the technology (FERREIRA et al., 2023).

DISCUSSION

The analysis of the 20 reviewed studies reveals that Artificial Intelligence (AI) plays an increasingly strategic role in organizations, impacting innovation, entrepreneurship, and organizational networks. The results obtained corroborate previous findings that highlight AI's ability to transform business models, optimize operational processes, and improve data-driven decision-making (SEBRAE, 2023; GARCIA et al., 2023).

One of the main findings is related to the impact of AI on service personalization and increased operational efficiency, an aspect already pointed out by Gonçalves and Martins (2023), who identified how companies use AI to analyze consumer data and predict trends. Furthermore, studies such as Zhou et al. (2022) and the World Economic Forum report (2024) indicate that AI has redefined the labor market, creating new roles while simultaneously requiring professional reskilling across various sectors.



RELISE

126

Interpretation of results and comparison with the literature

The results reinforce previous discussions regarding the benefits and challenges of AI. Studies by McKinsey & Company (2025) and Accenture (2025) highlight that, despite technological advances, many organizations still face difficulties in implementing AI due to a lack of employee training and ethical challenges such as data privacy and algorithmic bias (MIGALHAS, 2025).

From a managerial perspective, the results indicate that AI improves risk management and accelerates decision-making, which are essential factors for companies operating in dynamic and competitive markets. This corroborates the studies of Ferreira and Almeida (2023), which indicate that organizations that strategically adopt AI achieve long-term competitive advantages.

However, implementing AI requires cultural and structural changes. According to Almeida (2021), many companies still lack the appropriate infrastructure to fully adopt these technologies, limiting their impact. In addition, employee resistance to automation and concerns about job replacement are challenges that need to be addressed transparently (CORREIO BRAZILIENSE, 2022).

Theoretical and managerial implications

From a theoretical perspective, this study contributes to the fields of management and innovation by consolidating evidence on how AI is reshaping business processes and creating new paradigms in organizational management. Furthermore, the findings reinforce the need to deepen discussions on AI ethics, a topic frequently addressed in recent studies (SONI et al., 2022).

For managers and entrepreneurs, the results highlight the importance of investing in training and strategies for integrating AI into organizational environments. As pointed out by Silveira et al. (2023), companies that adopt AI



RELISE

127

without structured planning may face difficulties in adapting and maximizing the benefits of the technology.

Limitations and directions for future research

Although this study provides a comprehensive overview of the impact of AI in the organizational context, some limitations should be considered. First, the research is based on a literature review, which implies that no primary data were collected. Furthermore, most of the studies analyzed focus on specific sectors, such as technology, finance, and e-commerce, highlighting the need to expand investigations into sectors such as healthcare, education, and traditional industry.

For future research, it is recommended to conduct empirical studies that analyze concrete cases of AI implementation in different types of companies, exploring barriers to technology adoption and its long-term impacts. In addition, investigations into AI regulation and its effects on organizational policies are essential for a more comprehensive understanding of the topic.

In summary, AI continues to establish itself as a central element in the transformation of organizations, bringing challenges and opportunities that require careful attention from managers, academics, and policymakers. This research contributes to this discussion by synthesizing the findings of 20 recent studies, offering an updated overview of AI trends and challenges in the corporate environment.

FINAL CONSIDERATIONS

This study analyzed the growing influence of Artificial Intelligence (AI) in the organizational environment, focusing on entrepreneurship, innovation, and organizational networks. Based on a literature review, the impacts of AI on business practices were mapped, highlighting both its benefits and challenges. The findings indicate that AI not only improves operational efficiency but also



RELISE

128

facilitates the creation of new business models, helping companies innovate and adapt to market changes.

The main theoretical contributions of this study lie in advancing the literature on strategic technology management and innovation. The analysis suggests that AI adoption provides competitive advantages, provided that it is accompanied by management practices that take into account the cultural and human aspects of digital transformation. The effective integration of AI is not limited to the implementation of new technological tools but requires structural changes that consider employee training and engagement.

Furthermore, this study contributes to understanding the difficulties faced by companies, such as employee resistance, the need for professional reskilling, and the ethical challenges of AI use. Frequently addressed in isolation, these issues were analyzed here in an integrated manner, allowing for a holistic view of the interaction between technology, people, and organizational culture.

From a practical perspective, the research provides support for managers to plan AI adoption strategically, balancing innovation and governance. The importance of continuous training and the creation of an organizational culture that promotes trust in the ethical and transparent use of AI is emphasized. This can reduce internal resistance and maximize the benefits of the technology.

The study also highlights the need for adaptable organizational structures that enable companies to respond to market transformations and use AI to drive innovation in products, services, and processes.

Despite its contributions, some limitations should be acknowledged. The research was based exclusively on a literature review, without including primary data or case studies, which limits its applicability to specific contexts. In addition, most of the studies analyzed focus on the technology and finance sectors, reducing the generalizability of the findings to other areas, such as healthcare and education.



RELISE

129

Future research may further explore the social impacts of AI, examine its relationship with corporate governance, and provide empirical data on its implementation in real companies. In this way, understanding of AI can be expanded, assisting both academia and the business sector in formulating more effective and ethical strategies for its adoption.



RELISE

REFERENCES

AGRAWAL, A.; GANS, J.; GOLDFARB, A. *Prediction Machines: The Simple Economics of Artificial Intelligence*. Harvard Business Review Press, 2018.

ALMEIDA, Pedro Fonseca. O impacto da inteligência artificial nas estratégias empreendedoras das empresas portuguesas. 2021. Dissertação (Mestrado em Gestão) – Instituto Universitário de Lisboa (ISCTE-IUL), Lisboa, 2021. Disponível em: https://repositorio.iscte-iul.pt/bitstream/10071/24007/1/master_pedro_fonseca_almeida.pdf. Acesso em: 10 fev. 2025.

ACCENTURE. *Technology Trends 2025 | Technology Vision*. 2025. Disponível em: <https://www.accenture.com/br-pt/insights/technology/technology-trends-2025>. Acesso em: 15 jan. 2025.

ACCENTURE. *Technology Vision 2024*. Accenture, 2024.

BRYNJOLFSSON, E.; MCAFEE, A. *The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies*. W. W. Norton & Company, 2017.

CARTA CAPITAL. Tecnologia impulsiona startups brasileiras, com IA à frente da inovação. 2025. Disponível em: <https://www.cartacapital.com.br/do-micro-ao-macro/tecnologia-impulsiona-startups-brasileiras-com-ia-a-frente-da-inovacao/>. Acesso em: 12 fev. 2025.

CINCO DÍAS. Confianza y formación: las claves para que la IA reinvente los negocios. Cinco Días, 13 fev. 2025. Disponível em: <https://cincodias.elpais.com/extras/2025-02-13/confianza-y-formacion-las-claves-para-que-la-ia-reinvente-los-negocios.html>. Acesso em: 15 fev. 2025.

CINCO DÍAS. El bum del software 'made in Spain'. Cinco Días, 13 fev. 2025. Disponível em: <https://cincodias.elpais.com/extras/pymes/2025-02-13/el-bum-del-software-made-in-spain.html>. Acesso em: 17 jan. 2025.

CINCO DÍAS. La IA generativa y la nube impulsan la transformación sustentável de las empresas. Cinco Días, 17 fev. 2025. Disponível em: <https://cincodias.elpais.com/extras/2025-02-17/la-ia-generativa-y-la-nube>. Acesso em: 21 jan. 2025.



RELISE

131

COCKBURN, I. M.; HENDERSON, R.; STERN, S. *The Impact of Artificial Intelligence on Innovation*. National Bureau of Economic Research, 2018.

CODEBIT. *Governança de IA: Um catalisador para a transformação empresarial*. 2024. Disponível em: <https://codebit.com.br/blog/governanca-de-ia-um-catalisador-para-a-transformacao-empresarial>. Acesso em: 20 dez. 2024.

DELL TECHNOLOGIES. *Catalisador da Inovação: O Impacto da Inteligência Artificial no Futuro do Trabalho*. 2024. Disponível em: <https://www.dell.com/innovation/catalisador-da-inovacao>. Acesso em: 11 jan. 2025.

ETHICAL AI ORGANIZATION. *Ethical AI Principles: Building Trust and Fairness in Algorithmic Systems*. 2024. Disponível em: <https://www.ethicalai.org>. Acesso em: 18 fev. 2025.

FERREIRA, L.; ALMEIDA, C. *Impactos da IA no Mercado de Trabalho*. São Paulo: Editora FGV, 2023.

FINANCIAL TIMES. *AI and the R&D revolution*. 2024. Disponível em: <https://www.ft.com/content/648046c1-7fcd-43fb-819b-841f104396d9>. Acesso em: 01 fev. 2025.

FORBES BRASIL. *Na Era da IA, Arriscar é Promover Inovação Dentro das Organizações*. 2024. Disponível em: <https://forbes.com.br/forbes-tech/2024/12/na-era-da-ia-arriscar-e-promover-inovacao-dentro-das-organizacoes/>. Acesso em: 02 fev. 2025.

GARCIA, M. et al. *Machine Learning e Inovação Corporativa*. Porto Alegre: UFRGS, 2023.

GENERAL FINANCE. *Inteligência Artificial nas Startups: Inovação e Vantagens Competitivas*. 2023. Disponível em: <https://www.generalfinance.com.br/blog/inteligencia-artificial-nas-startups-inovao-e-vantagens-competitivas>. Acesso em: 31 jan. 2025.

GONÇALVES, J.; MARTINS, T. *O Papel da IA na Personalização do Consumo*. Rio de Janeiro: UFRJ, 2023.

HARVARD BUSINESS REVIEW. *How AI is Transforming Business Decision-Making*. 2024. Disponível em: <https://hbr.org/2024/03/how-ai-is-transforming-business-decision-making>. Acesso em: 16 jan. 2025.



RELISE

HARVARD BUSINESS REVIEW. Artificial Intelligence and the Future of Privacy. 2024. Disponível em: <https://hbr.org/2024/06/artificial-intelligence-and-the-future-of-privacy>. Acesso em: 16 fev. 2025.

INFO MONEY. Inteligência Artificial: Como tanta transformação mudará a nossa vida e a produtividade?. 2025. Disponível em: <https://www.infomoney.com.br/colunistas/luiz-fernando-figueiredo/inteligencia-artificial-como-tanta-transformacao-mudara-a-nossa-vida-e-a-productividade/>. Acesso em: 08 fev. 2025.

MALONE, T. W.; BERNSTEIN, M. S. *Handbook of Collective Intelligence*. MIT Press, 2015.

MCKINSEY & COMPANY. *The Impact of AI on Employment: A Global Perspective*. 2025. Disponível em: <https://www.mckinsey.com>. Acesso em: 19 jan. 2025.

MCKINSEY & COMPANY. *The Future of AI in Business*. McKinsey, 2025.

MIGALHAS. O impacto da IA na tomada de decisões empresariais. 2025. Disponível em: <https://www.migalhas.com.br/depeso/422678/o-impacto-da-ia-na-tomada-de-decisoes-empresariais>. Acesso em: 18 fev. 2025.

MIGALHAS. Inteligência Artificial e os Desafios da Inovação nas Organizações. 2025. Disponível em: <https://www.migalhas.com.br/coluna/direito-digital/422365/inteligencia-artificial-e-os-desafios-da-inovacao-nas-organizacoes>. Acesso em: 06 fev. 2025.

ORGANIZAÇÃO INTERNACIONAL DO TRABALHO (OIT). *Transformação Digital e Requalificação da Força de Trabalho Global*. 2024. Disponível em: <https://www.oit.org>. Acesso em: 15 dez. 2024.

REVISTA EMPREENDER. O impacto da inteligência artificial no crescimento e desenvolvimento de startups. 2023. Disponível em: <https://revistaemprender.com.br/o-impacto-da-inteligencia-artificial-no-crescimento-e-desenvolvimento-de-startups/>. Acesso em: 15 fev. 2025.

SEBRAE. Saiba como a inteligência artificial vai impactar os negócios. 2023. Disponível em: <https://sebrae.com.br/sites/PortalSebrae/artigos/saiba-como-a-inteligencia-artificial-vai-impactar-os-negocios>. Acesso em: 14 fev. 2025.



RELISE

133

WORLD ECONOMIC FORUM. *The Future of Jobs Report 2024*. Geneva, 2024.

WORLD ECONOMIC FORUM. *Responsible AI: Navigating the Challenges of the Future Workforce*. 2025. Disponível em: <https://www.weforum.org>. Acesso em: 07 fev. 2025.