Foreword

Although a mature scientific field, with discussions and events for more than sixty years, artificial intelligence became a daily topic only in the last three years, with the emergence of large language models environments and the immense offer of data analytics and knowledge production tools. The usage of "chatbots", for instance, is now a routine for any bank customer, healthcare patient, student, traveler or, simply speaking, citizen. Communication about one of our simple transactions with public or private service, as one good purchase, document retrieval, requirement for an administrative intervention or even an emergency such as a hospital demand is frequently resulted of "artificial intelligence" action or process.

Several organizations, from the smaller commerce, shops, liberal autonomous providers reaching to big companies, as airlines, banks, and media, not excluding many others, are implementing solutions based on AI to improve their knowledge about their markets, about customers and citizens profiles and their preferences and to better understand market developments. In general, these implementations present a business risk if they were not a result of a plan or a project. Unfortunately, as markets are always pressured, businesses managers must answer and react to these critical movements with unplanned fashion, resulting in partial or even inefficient AI positioning.

In this scenario, the book *Complex AI Dynamics and Interactions in Management*, proposed and led by editor Paula Cristina Nunes Figueiredo, brings a significant help to the readers. As it was edited by an experienced professional, this book project gathered different experiences, cases and background around real events approaching AI, both from the planning and usage side, composing an accessible panorama with useful results for the reader, allowing he or she as to completely absorb experiences, fundamentals, elements and intended results of AI projects.

From the perspective of an editorial balance, *Complex AI Dynamics and Interactions in Management* presents an opportune approach, which address technological basics and demands, along with its results, not restricted to usually narrowed tech discussion, widening the view of AI projects requirements and goals. Topics such as skills development to use, deal and lead AI plans, organizational and

professional leadership, recruitment processes and decision-making are presented along with technological points of view and associated management, composing a rich, deep and diverse contribution to improve the understanding of AI projects and its outcomes for any type of organization, both public and private.

The challenge on bringing a comprehensive view of disruptive AI project was faced by editor Paula Figueiredo, as the book coverage range from topics such as organizational environment to tangible application, such as robotization of construction sites in a quite balanced way. This open view, needed nowadays to discuss AI in the needed detailed way, results in a useful, inspirational experience for the reader, as he or she will receive solid knowledge about the demands, intentions, interests for specific applications, along with results from projects and decisions which really performed in these real scenarios.

This way, *Complex AI Dynamics and Interactions in Management* is a title which must deserve reader´s special attention as it definitely contributes to help managers and decision-makers to efficiently and precisely apply AI for solutions, with scientific, experienced and market oriented base.

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