AI_Implementation_Optimisation for Sustainable Marketing and Organisational Success

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ABSTRACT

This paper explores the critical intersection of artificial intelligence (AI) with sustainable marketing and organisational success, examining how AI can be harnessed to enhance transparency, track environmental impact and communicate sustainability efforts to consumers and stakeholders in a trusted manner. The paper delves into the organisational structures, business models and learning systems that can maximise the benefits of AI in sustainable marketing strategies, while also addressing the potential of single points of failure that could jeopardise these efforts. Given the rapidly evolving nature and scope of AI adoption and the potential benefits and risks to organisations and organisational structure, the paper explores how the many inputs and levers to marketing and organisational outcomes can be leveraged and amplified to generate infinite examples of potential outcomes. The paper proposes a theoretical structural model consisting of a set of ideal dependent constructs, including Social Licence to Operate (SLTO), Customer Lifetime Value (CLTV), Stakeholder Perceptual Evaluation (SPE), Single Points of Failure (SPOF) and Likely Points of Success (LPOS). We propose that AI models could be attuned to the concept of discriminatory detail and hypervigilance with a focus on extraction and dissemination within and between extrapolation, prediction, signals, noise, random patterns, absence and improbability. Finally we entertain the possibility that as a consequence AI models could propose likely and unlikely competing models of successes and failures and generate strategic and tactical plans with aligned project delivery models that are presented in digestible formats. We propose that human wisdom and diversity of thought and decision-making should then be applied to these hypothetic structural models for success and failure.

Introduction and Theoretical Research Aim

The aim of this conceptual paper is to propose research and strategic design models that enable organisational leaders to focus AI investment and initiatives on the ethical and responsible implementation of AI in the marketing and organisational design function, aligned with business model success and long-term organisational tenure. These functions have many elements and levers with strategic and tactical mechanisms and potential outcomes. However, a holistic view is that stakeholders. customers and users focus on achieving desired outcomes in terms of value in use and satisfactions that are measured overall by calculated and customer lifetime value (CLTV) and within an accepted social licence to operate (SLTO). Similarly organisations, be they profit-oriented entities or social and public service entities, are measured in terms of ROI and achieved or delivered customer and user value over time. Tenure is key and is negotiated by the delivering and receiving parties.

Central to a business model are two elements: a value proposition and an activity system (McDonald and Eisenhardt 2020). Accrued value either as revenue or forms of social benefits are outcomes for organisations and ideally enable them to endure. The advent of AI in its many forms and evolving capabilities provides opportunities to proactively design and test organisations and systems to deliver these desired outcomes (Chintalapati and Pandey 2022). Our premise is that business models deliver products and services. Strategy delivers by design the overall activities system, including structure and cultural modalities. Emerging and strategically considered AI then is an enabling tool to support, test and validate business models and strategy. In short, it is time to move beyond the question of what can AI do, to what do we want it to do.

Theoretical Foundations of an AI-driven Marketing Research and Organisational Design Model

Organisational congruence is the idea that when all elements of an organisation are aligned, the organisation is more likely to be successful in the long term (Amis 2018, O'Reilly III and Tushman 2021). The model begins with alignment of leadership, strategy and vision. Next comes alignment of the strategy with the delivery system. These comprise formal systems and performance measures; what needs to get done, and how do we monitor, reward, guide, and control those actions. The overall focus of a performance system and performance measures is to determine whether key success factors and the formal systems are aligned.

Allied to formal systems and performance measures are an organisation's people systems: having the right people with the right capabilities who are motivated and doing the right things, in a culture that aligns with the strategic vision, values and nominated governance framework of the organisation, in its category context and attendant legal and regulatory frameworks. Overall congruence exists by design. Each element of the organisation should designed so that a system of resilience and integration exists which creates and leverages each of the other systems and elements of these systems and their measures.

Alignment equals success (Tushman and O'Reilly 1997).If all the elements of an organisation are aligned, then the activities within the organisation are more likely to lead to successful outcomes. If an organisation's systems, people, culture, leadership and strategy, are aligned, things happen. If there is a lack of alignment in one or more parts of the organisational system, then challenges arise and successful outcomes are less likely.

Marketing is a core organisational function and a successful marketing function ideally operates with congruence, in an alignment with overall organisational design. The involvement of AI in marketing brings the potential for transformation to both the operations and outcomes of marketing (Chintalapati and Pandey 2022). Outcomes include augmented marketing decision making, ideal marketing outcomes, and embedded AI algorithms that enhance the marketing ecosystem. The authors propose that in time AI-enmeshed marketing will enable rapid advanced business model scenarios, new ways of working and new value systems as well as more advanced strategic decision making, forecasting and facilitation of organisational design to impact organisational culture.

Such knowledge and capabilities can be directed towards desired outcomes which can be specified and hard-wired into decision frameworks. Simultaneously AI models would ideally capture environmental trends including technology developments, industry disintermediation and innovation breakthroughs. Such a

dramatic transformation of the ways of working and decision making in a marketing function and within organisations more generally is likely to be disruptive and potentially debilitating, Change and learning models are essential such situations.

The individual and organisational learning and change model, Intentional Change Theory (ICT) is built on the concept of ideal state and current state investigations with subsequent intervention, experimentation and trust-building (Boyatzis 2006, Boyatzis 2019). The Nonaka SECI Model (Socialisation, Externalisation, Combination, Internalisation) model focuses on surfacing tacit and explicit knowledge (Nonaka, Nishihara et al. 2018). The SECI model shows how both tacit and explicit knowledge can, in different ways, create new knowledge when it is shared. The process of shared learning continues to integrate knowledge, creating further new knowledge. It is an illustration of how new knowledge emerges when we put knowledge into action.

Our consulting practices have found that these two models in tandem enable and elucidate an explicit, transparent and member-driven approach to change and new ways of working. Organisational 'climates', such as a 'climate for service, a 'climate for innovation' and a 'climate for safety are psychological systems that enable the ways of working in organisations. These climates' are mechanisms that rely on leadership and employee perceptions of the practices, procedures, and behaviors that are rewarded, supported, and expected with regard to the relevant attitudes, behavioural outcomes and perceptions by users and stakeholders (Rentsch 1990). When there are systems and recognition processes in place to monitor and support a such orientations it is more likely that the relevant climate and thus orientations are a focus and ostensible stronger. Leaders have a crucial role to play in enabling these outcomes. Such climates can be and are routinely created and enabled in organisations (Ehrhart, Witt et al. 2011).

Aligned with such options and possibilities of enhanced outcomes and benefits is the distinct possibility of varying degrees of poor performance and potential failures. These might encompass performance and innovation gaps such as missed quarterly targets and under-utilised technological capabilities. Failures might encompass safely lapses, financial and governance malfeasance and worse.

However our work centres on entities such as defence and first-responder agencies, high risk infrastructure and resource ventures and health and welfare entities, typically called High Reliability Organisations (HRO). An HRO is an organisation that is built for and requires high levels of performance in settings where potential for error and disaster can be extreme, and where lives are at stake. These organisations must function reliably and 'on demand'. They often experience unexpected problems and the expectation of these organisations is high.

In such contexts, whilst almost exclusively the focus is on safety and welfare, many lapses can occur and are damaging. Certain categories of failures are highly unlikely yet potentially catastrophic if and when they do occur. In these circumstances catastrophes might entail loss of life, debilitating injuries and other devastating consequences. However, there are many similarities in other context with less damaging outcomes where lapses are disruptive and often cumulative over time. Businesses fail, product launches flop, equipment breaks down and customers depart.

In particular our research focuses on single points of failure (SPOF). Single points of failure are potentially catastrophic specific episodes of breakdown that undermine systems (Notaro, Cardoso et al. 2021). Mechanical and technology and people systems such as aircraft scheduling, high revolution motors and payroll systems are all examples that engineers, service designers and human resource functions study and seek to enhance, as well as understand what those episodes are likely to be and thus prevent or mitigate. This demand for reliability and efficiency in large scale systems and the management of failures are the focus of automated detection methodologies. These seek to identify single points of failure and reduce both the likelihood and the impact should they occur.

Our premise is that marketing and organisational design functions should operate with an open and transparent focus on the potential for single points of failure. Research suggests why. We focus here on two specific thinking models.

Karl Weick, a US psychologist, academic and consultant, has dedicated his life, along with his colleagues, to researching disasters and finding ways to help organisations avoid them, or at least mitigate the degree of damage caused. He advocates awareness as a driver of mindfulness or situational presence, which is a precursor of a rich awareness of discriminatory detail. Discriminatory detail surfaces when people act with awareness of context, differences among details, and things that are different from their expectations. Such an outcome is evoked by the visual image that mindful people have of the 'big picture', but it is a big picture in the moment. HROs are specialists in such behaviours. They treat any lapse in behaviour as a symptom of something being wrong with the system. They worry about a series of small things that might combine and have severe consequences. They encourage the reporting of small errors, and they think about near misses. They worry about complacency.

The second of these thinking models come from Nate Silver, a preeminent student of trends and failures. He notes that extrapolation, a basic form of prediction, is based on current facts or knowledge, with the assumption that a current trend will continue. Significant failures occur if we continue to extrapolate without considering the consequences, validity and likelihood that such a trend will not continue. A signal is some piece of data in a system that has meaning and may be a predictor of some future outcome. A signal is potentially an indicator of a possible correlation and should not be confused with causation. That is, it may be related to another variable but be unlikely to cause something to happen.

Noise is something random and is unlikely to be correlated with other variables or outcomes. However, at times noise can hide or obscure a signal. A signal, in Silver's view, is an indication of the underlying truth of a predictive problem and thus should be respected. Noise is a consequence of random patterns and can be mistaken for signals. In military intelligence the absence of signals can signify something important and the presence of too many signals can make the difference difficult to distinguish from noise.

The implications are that when something is unfamiliar, people tend to dismiss it as improbable, confusing the unfamiliar with the improbable. When something looks strange the tendency is to think of it as improbable and therefore unlikely and not taken seriously.

Concept Integration with AI Implementation and Optimisation

AI engenders many challenges in practice. Notions of 'big brother', 'AI gone wild', data theft and rogue operators abound. Resistance by employees is as real and often authentic as it is for customers and citizens. However, the concept of 'AI in use' is valuable when users appreciate the benefits of ethical applications of AI and increasingly explore and adopt AI models in the workplace (Gkinko and Elbanna 2022). When AI technologies are congruent with organisational support for adoption and usage and the AI models evolve with employee usage patterns then perceptions of benefits rise as well as efficiency and effectiveness. A collective perception of the benefits of AI usage as well as clear evidence of ethical intent and outcomes also enhance adoption. Finally, when AI manifests as having anthropomorphic properties and encompasses employee and end users emotive responses in parsimonious heuristic modes, AI adoption increases in some research examples(Gkinko and Elbanna 2023).

It is our belief that AI can be a precursor to an entirely new way of thinking about marketing research and organisational design. Building on our extensive experience in academe and the consulting world, we firstly take our concept of strategic journey models which we visualise and conceptualise as a structural and logical assembling of the significant potential levers that drive organisational success and are applied in developing and implementing strategy. In our work we have identified approximately 50 models, tools and measures which we identify as levers which we believe are crucial inputs to any kind of marketing and organizational design development and are crucial levers that impact organisational outcomes. We think of these as an overlay of marketing and organizational success and hence essential to truly effective marketing and organisaitonal design and planning.

Each of these levers also typically has multiple components or inherent nuances. In a structural model these are constructs with items or measures, which ultimately creates myriad levels of potential inputs to marketing and organisational success. Of course there is a significant degree of salience and significance

carried by some constructs: for example branding overall has a highly significant impact. What we do understand is that in some situations unlikely events occur: variables that typically have a low likelihood of significantly impacting organisational outcomes do so and may unexpectedly have a significantly high degree of impact overall. The challenges is how to decide and what to elevate or dismiss.

From our work we have selected key levers that are sufficiently comprehensive and nuanced as components of a structural equation model, including independent variables, mediating and moderating variables and overall outcomes and significant dependent variables. Applying this thinking and the implementation and optimisation of AI and its powers unlocks the potential that a comprehensive meta-construct structural model could rapidly deliver a series of action and project models, aligned marketing and organisational design strategy. These are models could be considered by senior leaders and as importantly, by others throughout an organisation particularly customers and other significant stakeholders.

These input and throughput meta-constructs include the 7 Ps of Marketing, the various systems and subsystems of a congruence model, the Intentional Change components, the SECI model application, the dichotomy of ambidexterity, the VIRO impacts of organizational capability (what is Valuable, Inimitable, Rare, leveraged by the Organisation), trend analysis models and the presence and impacts of various organisational climates.

We identify key dependent variables: the social license to operate (SLTO), customer lifetime value (CLT), stakeholder perceptual evaluation (SPE), single point of failure (SPOF), and likely points of success (LPOS).

To continue the theme of discriminatory detail and hyper vigilance, and signals and noise, we identify four key outcome variables. We might call these dependent variables, the first of these, and in the context of this paper, particularly,

An organisation's social license to operate (SLTO) has become a necessary achievement in terms of governance and ethical status. This is an entirely crucial and critical desired outcome of marketing and organisational design outcomes. It impacts brand reputation. It impacts usage. It impacts governance, and in the long term, also potentially impacts regulatory systems that are in play. When organisations lose their social license to operate, it has a significant and severe impact, and at times, lead to impending doom when organisations are perceived to have a social license to operate, potentially, their actions and impacts are considered to be much more acceptable.

Customer lifetime value (CLTV) for many is one of the ultimate measures of organisational success, remembering too that the concept of customers can be broad. It might be thought of as voters. It might be thought of as the recipients of government, government support, for example. We also introduced the concept of a stakeholder perceptual evaluation (SPE) to capture the importance and relevance the overall stakeholder landscape in which an organisation or entity operates. It is crucial that we understand the relative and related perceptions of the various stakeholder groups and their impact on the operating environment of the organization. We believe this is a measurement model that needs to be further explored.

Potential single point of failure (SPOF) are those points of failure are typically highly unlikely, yet catastrophic events or potential events that can have unmitigated impacts on organisations, on culture, on the environment, and significant numbers of people. It is a crucial element, and in fact, it is one of the absolute failings of much of the thinking of a scenario planning strategy, where organisations become so convinced that they have explored all potential outcomes and all potential internal points of failure that they may discount highly unlikely events. With infinitesimally low percentage of likelihood of occurrence, and yet, the outcome and impacts are truly catastrophic. We also like to flip this and think about likely points of success.

We suggest that AI specifications should indicate likely levels of these desired outcomes as they are impacted by the various levels and theoretical impacts of the identified levers, these meta-constructs. We specify these key variables as crucial in terms of exploring and anticipating single points of failure. Success in these is essential. When points of failure occur in the elements of delivery of these outcomes, they may fail overall. Such an outcome may spell disaster.

Potential strategic outputs we propose are multiple iterations of the business model canvas (BMC). The inputs and conditions in a BMC are infinitely variable. Our thinking is that the AI model would identify the potential outcome efficacy of changes in the various elements of the BMC. For example, what are the impacts on likely success of a specific version of BMC when supplier reliability and resource availability change? Outcomes can also include specific activity and project management plans. We typically design a version of the 30:60:90 day activity sequence (Watkins, 2018; 2022) and a priority salience chart. Multiple iterations could be developed that are linked to the various BMC outcomes and variances in the level of desired dependant variables as a consequence of the level of and application of those levers.

The fundamental importance of the implementation and optimalisation of AI models in our theoretical proposal comes from the specification of the operating configuration of the applied model. We propose that the model be specified these are the minimum condition specifications.

We propose that discriminatory detail and hypervigilance should be fundamental to setting conditions. Complexity and models such as the Cynefin 'simple-complicated-complex-chaos' decision frames should be applied as varied decision-making approaches. The Kano exciter model should be randomly enacted to modify the degree of application of multiple variables within the structural model. The power of this is to examine the potential for outsize and potentially unexpected manipulations and their consequences. The model should also be specified to include theoretical instances of complacency and varying levels of the impacts of specified organisational climates.

The operation conditions could simulate degrees of extrapolation, over reliance on prediction and expected and unexpected trends, levels and absence of signals and noise, as well as the absence of expected occurrences.

Metaphors that may enlighten thinking around such specification of AI-generated inputs and outcomes might be the simultaneous resolution and dissolution of myriad Rubik's Cubes and their combined and unexpected patterns. Defence and military strategic scenarios do apply such variance models in their planning. Nomenclature such as 'untended consequences' and 'unknown unknowns' abound. However conscious application of randomness, unexpected inputs and outcomes and genera messiness tend to be underplayed.

Designing Theoretical Single Points of Failure and Unexpected Success

We must consider the conceptual reality of 'Rubik's Cube x *n'*. What is the purpose and how would we cope with such diversity and infinite set of possibilities and outputs? We believe that effectively devised the application of AI can deliver critical outcomes. One of the critical elements that we would impose or select when using artificial intelligence is the concept of discriminatory detail and hyper vigilance. We believe that using these from a scenario thinking perspective allows us to be able to have as many potential variations, interactions and covariance elements to drive outcomes.

Our primary focus here is to identify potential single points of failure and devise effective strategies and modalities to mitigate the potentially catastrophic consequences. We also seek to focus the power of AI generated structural models that are focused on critical overall outcomes which we believe will encourage the development of AI utilisation to create beneficial ethical and sustainable marketing and organisational systems. We propose that by specifying desired levels of outcomes in terms of an organisation's social licence to operate, the positive perceptions of a complex array of stakeholders, customer lifetime value delivery, then the overall operating mindset – the organisational 'climates' – will help to focus the entity overall on ethical and sustainable marketing.

We return to our central construct and its impact, a single point of failure, SPOF. We believe that every organisation needs to be aware of and motivated by the considerations of points of failure. Where are they, what are they, why might they occur and what can we do about them. SPOF can be catastrophic, they can be destructive and they can be overlooked when they occur. We suggest that creating the hypothetical conditions for such failures, using AI-driven models, can identify possibilities for failure which may be entirely unexpected or they may be in hindsight an outcome waiting for an opportunity. They may be the

result of a ‘small’ and overlooked activity that escalates and overcomes. As well, they may be learning opportunities that create cathartic motivation and transformation.

We believe that the concept of AI-asymmetry, the fact that whilst AI model are initially built on past events and current knowledge, we can program AI for look for lack of symmetry and align unlikely events and variables. We can program it to look for unlikely outcomes. We can use it to consider the opposite of covariance and predictability at an infinite level.

Implications for Theory and Practice

We introduced other relevant concepts here. We know that in many models the Kano effect or an application of an ‘exciter’ multiplication on the impact of particular variables, is a highly valid lever that we can explore using AI. We can have infinite levels and elements of the Kano effect and the level of that exciter effect on a system. We also encourage our thinkers to consider the idea of linear and interconnected variables versus omnidirectional and asynchronous variables, the concept of variability that comes from within.

The potential for creating infinite variables and success models brings us to the point of, what should we do with this at a certain point, artificial intelligence can also predict the likelihood, or the lack of likelihood of success of particular approaches, organizational thinkers and innovators can then build their own heuristics in terms of what to explore and what to examine and which ones to experiment With when we're considering likely outcomes and ways forward.

Ultimately, the social license to operate is becoming more and more important in the business, social enterprise and governmental domain, and we propose that a crucial variable going forward ought to be the creation and thinking of a climate discriminatory detail and awareness of the single point of failure and also the possibilities of unexpected successes.

The aims and implications of our paper are to elevate the concept of AI-asymmetry, the notion that misalignment of the application of AI with the overall intent of the marketing function, will be more likely to disrupt the possibility of AI congruence in the organisation. This misalignment will more likely lead to unwanted and potentially unethical practices and limit the sustainability of marketing efforts. However by purposely enacting AI- asymmetry in exploratory models we can ideally mitigate the likelihood of points of failure events. Indeed, there are potential benefits from AI- asymmetry when unexpected successes come from unlikely inputs.

In turn, AI alignment with organisational leadership intent and strategic direction, will more likely impact organisational congruence. Furthermore, we believe that AI can be a potent force in creating and enabling alignment in the marketing function and its integration with the overall business model, including the elements of the value proposition and the activity system. Currently AI tends to be applied to specific tactical outcomes and intent. AI models are instructed to complete interactive tasks or focus on specific outcomes. Increasingly AI will and can interact with leaders in terms of management intentionality, operational autonomy, and deal with unstructured data and other constructs to create advanced recommendations, transformational decision-making and finally the crucial impact of culture in various business and operating scenarios (Chin and Pandey 2022).

AI may find an entrepreneurial role in adaptive models of search, rapid prototyping and iteration, as well as business model development by continuous experiments.

We propose that AI can be effectively honed to create and test multiple iterations of an organisation’s potential congruence by linking organisational actions with its ultimate measure of CLTV, and the customers’ perceived value of the good or service over time. The models can be infinitely tuned with specific outcomes linked to levels of the variables – levers - in the congruence model. These can be linked to customer outcomes and perceptions and satisfactions as a result of the interactions of the model. Organisational and individual learning can be modelled using frameworks such as the SECI model.

The AI-designated outcomes can specify specific ethical imperatives that can be predicted and predicated on organisational design. Finally cultural implications for ‘ways of working’ can be modelled and highlighted.

Methodology for consideration

We expect the proposed study may adopt a conceptual and exploratory approach to examine the intersection of AI, sustainable marketing, and organisational design, with a focus on how excessive interconnections can create Single Points of Failure (SPOFs). The methodology integrates theoretical frameworks from business model design, AI-driven failure management, and organisational resilience, with special emphasis on the risks posed by overly complex and interconnected systems exploring whether too many connections can cause failure.

1. Conceptual Framework Development

The research begins by establishing a theoretical foundation:

- Parallel Play Framework: Drawing on McDonald & Eisenhardt's model, this study investigates how nascent market business models evolve through experimentation and iteration, often leading to highly interconnected activity systems.
- Failure Management via AIOps: Leveraging Notaro et al.'s failure management taxonomy, the study examines proactive and reactive strategies to address SPOFs arising from system complexity.
- System Interconnectivity and Risk: Highlighting how increased interconnections can amplify risks by creating cascading failures when a single node fails.

2. Scenario Analysis and Model Prototyping

This phase simulates and tests organisational scenarios to explore the dynamics of SPOFs in complex, AI-driven systems:

- Simulating Over-Interconnection Scenarios: Using AI models to simulate systems with varying levels of interconnections. These models identify the threshold where interconnectivity transitions from enhancing system performance to increasing vulnerability.
- Business Model Canvas (BMC) Stress Testing: Iteratively testing variations of the BMC under conditions of high interconnection density. The analysis evaluates the impact of supplier dependencies, resource allocation, and process redundancies on organisational outcomes.
- Signal and Noise Analysis: Applying Nate Silver's framework to distinguish meaningful system signals from noise, ensuring critical failure indicators are not obscured by excessive data.

3. Single Points of Failure Identification

This step focuses on identifying and mitigating SPOFs caused by excessive interconnections:

- Network Graph Analysis: Developing network graphs of organisational processes and AI systems to visualise dependencies and potential SPOFs.
- AI-Driven Failure Prediction: Using AI to predict cascading failure points, highlighting the role of over-connected nodes as critical vulnerabilities.
- Mitigation Strategies: Proposing redundancies, modular designs, and decentralisation to reduce the impact of SPOFs.

4. Evaluation and Cross-Validation

The findings are evaluated and validated through:

- Iterative AI Modelling: Refining AI-driven structural models to test different interconnection scenarios and their outcomes.

- Comparison with High-Reliability Organisations (HROs): Benchmarking against HRO practices to understand how they manage interconnectivity and prevent SPOFs.
- Stakeholder Feedback: Collecting input from organisational leaders and system architects to ensure practical relevance and feasibility.

Research Outputs

The study aims to produce:

- A taxonomy of SPOFs in AI-enhanced organisational systems.
- A framework for balancing interconnectivity with resilience to prevent cascading failures.
- AI-driven tools for predicting and mitigating SPOFs, tailored for sustainable marketing and organisational success.

Ultimately by exploring the risks and opportunities of system interconnectivity, this methodology provides actionable insights for designing resilient, AI-powered business models that enhance both performance and sustainability. By integrating theoretical frameworks with AI-driven failure management, the research could demonstrate how to identify and mitigate SPOFs, ensuring system resilience for AI driven marketing. AI offers transformative potential for the sector, enabling organisations to proactively design robust systems, predict vulnerabilities, and drive strategic decisions aligned with long-term success and sustainability. Future research should focus on real-world application and empirical validation of these frameworks.

Limitations of this paper are that whilst it is based on current practices in exploring and creating marketing and organisational design strategies, it is entirely conceptual and theoretical. It does not propose a research design methodology to test nor future explore such proposals. The inference is that we will ‘wait and see’. As well, the paper does not explore the propositions in the paper in specific contexts or categories nor does it specify product and services. Finally multiple constructs, tools and processes and lightly defined and specified, thus leaving the reader to intuit many of the core elements of the paper.

However we believe that the paper raises significant pain points and potential upsides as we hurl into the world of exponentially expanding AI technologies.

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