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THE ROLE OF ARTIFICIAL INTELLIGENCE IN FORMING COMPETITIVE ADVANTAGES ON THE INTERNATIONAL MARKET

In today's global economy, the international competitiveness of states and companies is increasingly determined not only by access to resources, production capacities or the cost characteristics of goods, but also by the ability to integrate technologies into the processes of creating, managing and scaling value. Global competition goes beyond the traditional exchange of goods and services and increasingly encompasses the struggle for technological leadership, control over data, innovation ecosystems, and human capital. Artificial intelligence occupies a central place in this transformation, as it provides new forms of efficiency, analytical accuracy, flexible business models, and rapid adaptation to changes in the external environment. The use of intelligent algorithms changes not only the internal organization of the enterprise, but also the very logic of its behaviour in the international market. As a result, competitive advantage is increasingly built not so much at the production level, but at the levels of analysis, forecasting, coordination, and decision-making speed. That is why artificial intelligence can no longer be considered an auxiliary tool of digitalization but rather a structural factor in modern international competitiveness [1].

The changing role of artificial intelligence in the global economy reflects a fundamental rethinking of the nature of competition. If, in the industrial logic, the sources of power were the scale of production, raw material base, capital, and labor resources, then in the modern digital economy, digital infrastructure, algorithmic management, big data analytics, and the ability to build intelligent decision-making systems are of decisive importance. This means that countries and companies with the technological capacity to implement artificial intelligence across production, finance, logistics, and marketing processes gain an advantage not only in productivity but also in their ability to adapt more quickly to fluctuations in demand, currency changes, logistical disruptions, and institutional constraints. In the international dimension, this ability becomes an independent form of market power, as it allows not only to react to the market situation but also to model, predict, and use it to one's advantage. This is one of the key features of modern competition: the advantage is increasingly not gained by the one with more resources, but by the one who processes information better and turns it into a cost-effective solution faster [1].

One of the most important functions of artificial intelligence in creating competitive advantage is increasing productivity. Automation of routine tasks, analysis of large amounts of information, acceleration of document flow, optimization of contract work, and digital monitoring of operational processes allow enterprises to significantly reduce transaction costs and improve the quality of management. This is especially important for international companies whose activities span multiple jurisdictions, involve complex supply chains, entail numerous regulatory requirements, and entail a high level of risk. In such conditions, artificial intelligence allows for reducing the time spent on information processing and increasing the accuracy of management decisions. This directly affects the enterprise's competitiveness, as it enables faster responses to changing market conditions and a more efficient use of resources. At the same time, productivity in the modern economy is less tied to physical output and is increasingly associated with the enterprise's ability to operate in the face of uncertainty, information complexity, and instability in the global environment.

Artificial intelligence also changes the very logic of value creation. In the traditional economic model, value was largely formed through tangible assets, production resources, and physical labour. In the modern digital economy, the ability of an enterprise to transform data into predictive conclusions, algorithmic solutions, and new products is becoming increasingly important. This means that competitive advantage is increasingly based on information processing, not just on material production. A company that can quickly analyze consumer market behavior, identify hidden demand patterns, predict risks, and promptly change business strategy gains an advantage even if it does not have the largest market share or the lowest production costs. In this context, artificial intelligence functions as a tool for transforming information into economic power. That is why it is becoming not just a technological innovation, but a mechanism for a deep structural restructuring of international economic competition [2; 3].

The role of artificial intelligence is particularly significant in sectors where market success increasingly depends on complex multi-factor analysis. One such sector is the real estate market, which in modern conditions is no longer limited to the purchase and sale of physical assets, but also integrates social, economic, environmental, and infrastructure factors into asset valuation. Artificial intelligence algorithms allow analyzing price dynamics, transport accessibility, environmental characteristics, the investment potential of locations, changing consumer preferences, and the risks of future capitalization. As a result, the advantage lies not only in ownership of the asset but also in the ability to correctly assess its future market value and integrate it into a broader investment strategy. Such a change means that competitiveness increasingly depends on the quality of analytics rather than on the amount of capital. Similar processes can be observed in other sectors, where success depends on the speed of interpreting complex market signals and, therefore, on the quality of digital solutions.

An important area of application of artificial intelligence is the assessment of enterprise efficiency and the identification of growth reserves. In modern research, tools that combine machine learning algorithms with productivity measurement methods, in particular, Data Envelopment Analysis modeling and the Stochastic Frontier Analysis approach. Such tools allow for more accurate identification of technological inefficiencies, assess the impact of external factors, and separate random deviations from systemic structural problems. For international business, this is particularly important, since enterprises operate in different institutional environments, where the same results can be achieved under completely different starting conditions. The use of artificial intelligence allows to consider complex combinations of factors and form a more objective picture of competitive potential. This strengthens the role of analytical accuracy as a separate source of market advantage and makes the assessment of efficiency an important element of strategic management [4].

No less important is the role of artificial intelligence in managing global supply chains. The modern international economy largely functions as a system of complex production and logistics networks, the effectiveness of which depends on the accuracy of coordination, the speed of information exchange, and the ability to predict violations. Intelligent systems allow you to predict delays, optimize routes, coordinate production cycles, reduce excess inventory, and reduce logistics costs. As a result, the company's resilience to external shocks increases and the risk of losing market positions due to operational failures decreases. In modern conditions, when geo-economic fragmentation, sanctions, transport complications, and security risks affect global value chains, maintaining their functionality becomes an important competitive advantage. Artificial intelligence, in this sense, serves as a tool to ensure not only efficiency but also economic sustainability [4; 5].

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