# ECIE 2024

# 19th European Conference on Innovation and Entrepreneurship

26-27 September 2024, Paris, France

**Mini Track on Artificial Intelligence Supported Business Models for Entrepreneurial Operations**

**Chairs:** Dr. Nasser Abouzakhar – Director of Anzar Property Investors Limited, UK

 Artificial Intelligence (AI) is a collection of algorithms, tools and solution models that offer entrepreneurs a platform for managing, marketing, and systemising their SMEs and business operations. Recently, AI opened new venues for smart activities and cost-effective solutions, saving time and money for start-ups and established enterprises. Advanced AI tools like chatbot and chatGPT use high-efficiency algorithms such as machine learning to assess markets, filter unqualified clients/applicants, evaluate product and service prices, and reduce maintenance costs. AI has radically disturbed many industries and sectors, offering opportunities to and allowing entrepreneurs to innovate and develop smart solutions in a competitive market. However, this disruption presents new challenges for entrepreneurs in dealing with AI technologies and establishing their ‘smart’ businesses.

Investing in AI requires proper planning and understanding of the risks and challenges of applying new technologies and tools. Therefore, entrepreneurs must acquire the necessary skills and build competent teams of experts to support them in maximising their returns and minimising risks. Recent advances in AI and entrepreneurship include planning and financing, analysing markets, and managing business processes and systems. This mini-Track aims to bring together researchers and industrials interested in the entrepreneurial aspects of applying AI solutions/tools. It is expected to attract practitioners, academics, and professionals and to stimulate interesting discussions about the latest developments in AI and entrepreneurial operations.

Suggested topics include but are not limited to:

* Apply AI tools and applications like chatbots and chatGPT in marketing, finance, security, the real estate sector, education, healthcare, etc.
* The role of AI in production and service sectors
* Entrepreneurial mindset and characteristics of innovative entrepreneurs
* Risks and challenges facing entrepreneurs looking forward to applying AI to their SME operations
* AI techniques and systems entrepreneurs should be familiar with
* Managing business processes and systems using AI tools
* Predictive Analytics and Big data tools for AI-supported businesses

**Nasser Abouzakhar** is an entrepreneur and the director of Anzar Property Investment Limited, which was founded in 2017. He is the author of the book Real Estate Investment: In the Pursuit of Building Income-producing Assets to Grow Your Wealth. Nasser is a TEDx speaker, award-winning author, and a regular guest on the BBC TV channel for over 100 live TV interviews, including the Homes Under the Hammer TV show. Between 2004 and 2019, he worked at different universities in the UK as an academic, teaching and researching different technology-related subjects. Nasser has a good understanding of the property investment business and finances. He has firm relationships with professionals in banking, legal, accounting, and real estate valuation, assisting with his responsibility as the company director. He leads a highly professional and experienced property management team.

**Submission details**

In the first instance a 300 word abstract is required, to be received by 23 February 2022. Submissions must be made using the online form at: <http://www.academic-conferences.org/conferences/ecie/ecie-abstract-submission/>

If you have any questions about this track please email the mini track chairs: nasser.abouzakhar@anzar.co.uk

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