

Artificial Intelligence and the Future of Small Businesses

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Abstract

Artificial Intelligence (AI) is becoming increasingly accessible to small businesses and is changing how they perform different business activities. The paper explores the current landscape of AI adoption and application within small businesses and its potential impact on their future growth. The study is based on the secondary research methodology, which involves qualitative research with academic articles, books, institutional reports, government publications, and credible industry studies. It delves into the field of AI adoption and applications in marketing, customer engagement, inventory management, sales analysis, administration, and business decision-making. The study shows that AI can be beneficial for small businesses in several ways, including enhancing efficiency, structuring information, and reducing time-consuming tasks. Financial constraints, lack of technical know-how, limited digital skills, data privacy and security and reliability concerns, however, play a role in its adoption. The study concludes that AI is more likely to assist rather than supplant human jobs. The future of its application in small businesses will rely on the synergy between AI capabilities and human judgment, skills, and responsible usage.

Keywords: Artificial Intelligence, Small Businesses, AI Adoption, Digital Transformation, Marketing, Customer Service, Business Growth.

1. Introduction

Artificial Intelligence (AI) has developed rapidly in recent years and has become increasingly present in both everyday life and the business environment. AI generally refers to computer systems that can perform tasks that would normally require some form of human intelligence. These tasks include understanding language, recognising patterns, analysing data, making predictions, and generating content. For many years, AI remained a specialised technology used mainly by experts and large organisations. However, it has gradually become integrated into many of the digital platforms and applications used today. The development of generative AI has further increased public and business interest, as these systems can generate text, images, and other forms of content in response to relatively simple instructions from users (Subramanian, 2024).

The way businesses use AI is also changing. In the past, advanced AI technologies were largely associated with major companies because their development and operation required substantial financial investment, technical infrastructure, specialised employees, and large amounts of data. The situation is different today. Businesses do not necessarily need to develop their own AI systems from the beginning. Many AI-based tools are now available through online platforms or are integrated into existing business software. This development has created opportunities for smaller businesses to explore AI according to their particular needs and available resources.

Small businesses form an important part of the economy and operate across a wide range of sectors, including retail, hospitality, manufacturing, professional services, and online commerce. Their working conditions, however, can differ considerably from those of larger organisations. Small businesses generally operate with fewer employees, smaller budgets, and limited access to specialised technical expertise. Business owners may also be directly responsible for several activities at the same time, such as communicating with customers, maintaining records, managing sales, supervising operations, and making important decisions. Technology can therefore provide valuable support, although learning and introducing new systems may itself require additional time and effort.

The wider shift towards digital technologies has already transformed how many small businesses communicate with customers, sell products and services, maintain records, and organise their activities. AI represents a further development within this broader digital transformation. Conventional software generally performs tasks according to predefined instructions, whereas AI-based systems can analyse information, identify patterns, generate outputs, and provide suggestions based on available data. These capabilities have created growing interest in understanding how AI can support the different activities involved in operating a small business.

Recent studies show that small and medium-sized businesses are beginning to experiment with AI, although adoption is not uniform. Some businesses have incorporated AI into their regular activities, while others remain at an early stage of exploring its possible uses. Factors such as business size, industry, digital capabilities, and available resources can influence how AI is adopted (Arroyabe et al., 2024). Small businesses are therefore an important area of study because the availability of AI does not necessarily mean that every business will adopt it in the same manner or experience the same outcomes.

Studying this development is important because small businesses face opportunities and limitations that differ from those experienced by larger organisations. AI may provide new ways to support activities that would otherwise require considerable time or specialised resources. At the same time, introducing AI raises important questions about whether businesses possess the knowledge, skills, and capacity required to use these systems appropriately. It is therefore necessary to look beyond the growing popularity of AI and examine how it fits within the actual working environment of small businesses.

This paper examines Artificial Intelligence and the Future of Small Businesses through existing research and published studies. It considers how AI is being adopted by small businesses and examines its role in areas such as marketing and customer engagement, inventory management, and everyday business operations. The paper also considers the challenges associated with AI and what its continued development may mean for the future of small businesses. Rather than assuming that AI will transform every business in the same way, this study develops a balanced understanding of where AI can provide practical value, what factors may limit its effective use, and how small businesses may adapt as AI becomes increasingly integrated into the modern business environment.

2. Research Questions

1. How aware are small-business owners of AI-based tools, and what types of AI tools are they currently using?
2. For which business activities are AI tools most commonly used, and how do they contribute to time savings, cost reduction, and increased productivity?
3. What are the major challenges and concerns affecting the adoption of AI among small businesses?
4. How will AI influence the future operations and growth of small businesses?

3. Literature Review

Artificial Intelligence (AI) has become an important part of the changing business environment. Earlier, advanced AI systems were mainly used by large companies because they required high investment, technical knowledge, large amounts of data, and specialised employees. In recent years, this situation has started to change. The development of cloud-based software and generative AI tools has made AI easier and less expensive to access. As a result, smaller businesses can now use technologies that were previously difficult for them to adopt (Subramanian, 2024). The Organisation for Economic Co-operation and Development (OECD) explains that generative AI has helped make AI more accessible because many of these tools have lower costs and data requirements than traditional AI systems (OECD, 2025).

The development of large language models (LLMs) has further changed how businesses can access AI. Instead of developing complex AI systems themselves, businesses can use generative AI applications for different tasks according to their needs. Subramanian (2024) discusses how LLM-based solutions can be developed in cost-effective ways to create practical value. This is especially relevant for small businesses, as it provides another way to explore AI applications without requiring the same level of technical infrastructure traditionally associated with advanced AI systems.

Research, however, shows that the adoption of AI is still not equal across businesses. Larger companies generally have more financial resources, skilled employees, and stronger digital systems, which make it easier for them to experiment with new technologies. According to OECD data, around 40.1% of large companies were using AI, compared with 20.4% of medium-sized and 11.9% of small companies across the countries studied (OECD, 2025). This difference shows that although AI has become more accessible, business size continues to influence whether a company is able to adopt it successfully. Research also suggests that the digital readiness of a business, available skills, finance, and access to appropriate technology can influence AI adoption (OECD, 2025b).

The growing popularity of generative AI has created new opportunities for small businesses. An OECD survey of more than 5,000 small and medium-sized enterprises (SMEs) across seven countries found that about 31% were using generative AI. The use of these tools was particularly common in service-based and knowledge-based businesses. Among businesses already using generative AI, marketing and sales were among the most common areas of application. AI was also being used for IT and other supporting business activities. However, most SMEs were using it for supporting tasks rather than for the main activities through which the business produces its goods or services (OECD, 2025).

Previous studies also identify several possible benefits of AI for smaller firms. AI can help businesses complete routine tasks more quickly, support employees, analyse information, communicate with customers, and improve some business decisions (Mantri & Mishra, 2023). In the OECD survey, 65% of SMEs using generative AI reported that it had improved employee performance. Smaller proportions reported benefits such as helping the business expand, compete with larger companies, or increase revenue. These findings suggest that the immediate value of AI for many small businesses may currently be related more to improving everyday work than completely changing the way the business operates.

At the same time, AI adoption brings important challenges. Small businesses may lack employees with the necessary digital skills or may have limited money and time to invest in new technology (Bradac Hojnik & Hudek, 2023). Concerns about data privacy, copyright, legal responsibilities, reliability, and the quality of AI-generated information can also affect adoption. OECD research found that more than half of the surveyed SMEs expressed concerns about legal or regulatory issues and about how information

entered into generative AI systems may be used. Nearly half of non-users also reported that employees did not have the required skills to use generative AI (OECD, 2025).

Research also suggests that adopting AI successfully requires more than simply having access to the technology. Mikalef and Gupta (2021) explain that organisations need suitable skills, knowledge, and resources to develop their ability to use AI effectively. Similarly, Eller et al. (2020) highlight the importance of digital skills and organisational readiness in the adoption of new digital technologies by small and medium-sized enterprises. Therefore, the value that small businesses gain from AI may depend on how prepared they are to select, understand, and use these technologies according to their business needs.

Existing literature therefore shows that AI offers useful opportunities for small businesses, but its adoption remains uneven and depends on factors such as skills, resources, business needs, and digital readiness. Much of the existing research studies AI adoption broadly or compares SMEs with larger organisations. There is still a need to bring together evidence on how accessible AI tools are being used specifically in the everyday activities of small businesses, what practical benefits and challenges they create, and how their increasing use may influence the future growth and operation of small businesses. This gap forms the main focus of the present study.

4. Research Methodology

This study is based on secondary research and a qualitative approach to explore the use of AI and its future in small businesses. The study does not involve surveys, interviews, or experiments, so the information gathered here is from published sources. The research employs academic journal articles, research papers, books, government publications, studies from reputable research institutions, and trusted industry reports on AI and small businesses. The chosen sources are reviewed and compared to understand common ideas and patterns related to AI adoption. The information is structured around key topics such as AI's role in marketing, customer service, inventory management, and business operations, its impact on business growth, and the hurdles small businesses encounter when implementing AI. Conducting a comparison of findings from various sources can also highlight areas of agreement and disagreement among the sources reviewed.

This approach is appropriate for the study because it allows the researcher to gain insight into current knowledge about AI and small businesses without having to collect primary data. However, there are also some drawbacks to using secondary sources. The study relies on data gathered and published by other researchers and institutions, varying in methodology, geographic areas, industries, and time of measurement. Additionally, AI technology is emerging and evolving rapidly, and some findings may become outdated as new tools and applications are released. Therefore, recent and reliable sources are given preference wherever possible.

5. AI Adoption among Small Businesses

The decision to implement AI in small businesses is not a one-time event, but a gradual process. An organization can be introduced to an AI instrument, take it up for a brief task, and then determine if it is beneficial enough to be utilized as a component of the business (Keränen, 2025). This is significant as it is not the same as using an AI application once, but rather embedding it into the business. Many small businesses are still in the beginning stages of implementing AI solutions. There are a number of ways that small businesses are embracing AI. Some might use independent AI tools, and others may leverage AI

capabilities within their existing business, accounting, communication, design, e-commerce, or business management software (Pallathadka et al., 2023). This means that a business owner might not always be working directly with a specialized AI system, but rather be using a service that is powered by AI.

Another aspect of the adoption is that it is not a one-size-fits-all solution, as companies do not always roll out AI throughout their entire organisation. They might start on a specific task and only then broaden its application when they have learned that it is helpful. This step-by-step approach is especially well suited for small businesses, as the technology used in business decisions is typically constrained by the business's immediate needs and resources (Enholm et al., 2022). Awareness of AI has increased considerably with the public use of generative AI. However, the existence of AI does not guarantee a business's understanding of how it can be utilized (Pan et al., 2022). Awareness can range from simply recognising popular AI applications to understanding how AI can be connected with a particular business problem.

Accessibility has also manifested itself in various ways. Previously, AI was only available through web or mobile applications, subscription services and built-in capabilities in other business software, but now it's all of these (Singh et al., 2022). This reduces the demand for a small business to build its own AI system. The use of large language model-based apps is especially significant in this evolution as businesses can communicate with them via standard written commands (Subramanian, 2024).

The decision to adopt AI usually begins with a specific business requirement. For example, a small business may look for technology when a particular activity requires too much manual work, when the volume of information becomes difficult to manage, or when existing methods are no longer sufficient. Adoption of AI can also be influenced by changes in the wider business environment. Customers increasingly interact with businesses through digital platforms, while competitors may introduce new technologies into their operations (Tiago & Almeida, 2026). As a result, some small businesses may explore AI not because they want to become highly technology-based companies, but because digital tools are becoming a normal part of conducting business.

The AI tools that are at the disposal of small businesses can be categorized based on how they are helping them. Generative AI can generate or manipulate text and images. Conversational AI systems enable people to communicate with technology via questions and instructions (Ramdurai & Adhithya, 2023). These AI tools can be used to analyze business data and find patterns, and automation tools can help with mundane tasks. AI can be provided by dedicated AI platforms, or by AI capabilities embedded in software that small businesses already use, such as ChatGPT for conversation and generative AI, Google Gemini for generative AI support, and AI capabilities in Canva for creating visual content. The significance of these tools lies not simply in their availability but small businesses can leverage them without having to build their own AI technologies (Kalishina, 2023). The major applications of AI across different small-business activities and benefits are summarised in Figure 1.

AI in Small Businesses: Applications and Benefits

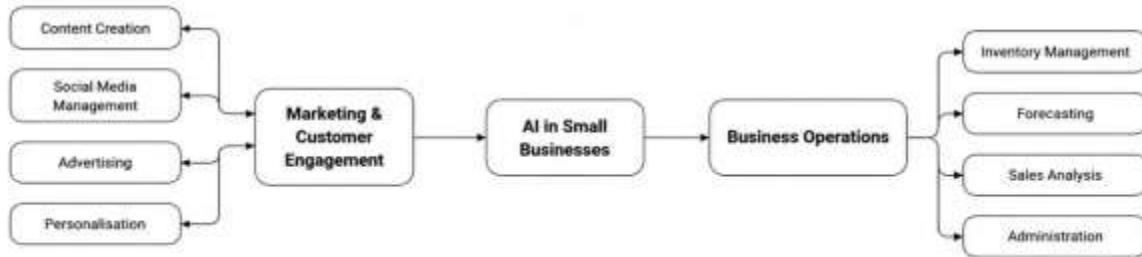


Figure 1. AI in Small Businesses: Major Applications & Benefits

There are multiple factors that can affect the adoption of AI. Business relevance is one of the key factors. Tools are more likely to be adopted when they solve a clear problem rather than being adopted simply because of the popularity of AI. The current digital infrastructure of the company also plays an important role. For European SMEs, Arroyabe et al. (2024) discovered that digital and innovation capabilities played an important role in AI adoption. A company that already relies on digital systems may thus be more prepared to adopt a new technology into its operations.

Other factors such as industry and business size may have an impact on adoption. The ways that are available to a small online business to utilize AI could differ from what a local repair shop or a small manufacturing unit might have (Amponsah et al., 2025). Similarly, the decision might be based on the owner's own perspective of the new technology, employees' ability to learn the new technology and if the new technology will be beneficial to the project or not. Therefore, the rate of small businesses adopting AI does not have a standard pattern. There is a huge variation in both the needs, operations and digital experience of businesses, as well as their capacity to adopt new technology. It is crucial to grasp these distinctions before looking into particular applications of AI for small businesses.

6. AI in Marketing and Customer Engagement

Artificial Intelligence can be a great asset to small businesses when it comes to marketing and customer engagement, helping them connect with customers and gain insight into their interests. Marketing goes beyond merely promoting a product (Gupta & Khan, 2024). It involves generating relevant content, identifying potential customers, knowing their preferences, answering their questions, and building relationships with them. AI can assist in various phases of this process, including the generation, structuring, and analysis of information. Content is a staple of any small business, with regular needs for social media updates, product descriptions, ads, emails, blogs, and websites. Generative AI can help prepare first drafts of content, and can also create or modify images and other visual content. According to Kshetri et al. (2024), an important application of generative AI in marketing is content creation. Another more recent study by Grewal et al. (2025) also indicate that generative AI can impact the development and distribution of marketing content, including text, visuals, and video.

AI can be utilized in social media management for content ideation, caption writing, variations of a message, and content scheduling across platforms. However, the business must still determine if the content created reflects the products, customers, and brand of the business correctly. This human review is especially crucial for a small business that relies heavily on in-person interaction and trust with customers.

AI also plays a part in digital marketing. Rather than sending the same message to each individual, AI-driven systems can tap into customer and campaign information to detect trends and patterns, enabling businesses to understand which customer segments might be more interested in specific products or services. Predictive AI can, for instance, assist in forecasting what kind of offers would resonate with specific consumers, and generative AI can aid in generating a variety of ad content options (Grewal et al., 2025). This makes the targeting customers more specific. Some of the customers of one business might have one type of interest, whereas some of the customers of another business might have another type of interest. Some customers may be interested in one product or service of one business, while others are interested in another product or service of that business (Gupta & Khan, 2024). Analysis supported by AI can assist in segmenting these consumers into valuable segments, enabling the creation of more targeted messages that resonate with each group.

Personalisation is a step up from customer targeting. It involves adjustments in communication, recommendations, or offers based on the interests or behaviour of individual customers. A customer who has previously looked at or bought a product online, for instance, may be recommended to buy another similar product. Likewise, marketing communications can be tailored for various customer segments instead of broadcasting a homogeneous stream to the masses. While beneficial, AI-driven personalisation can positively impact perceptions of usefulness and trust in social-media marketing, but privacy concerns can reduce its effectiveness, according to research by Teepapal (2025). This demonstrates that personalisation needs to be relevant without making customers uncomfortable about how their information is being used.

AI can also help companies gain insights into the market before making marketing choices. Traditional market research would include the analysis of previous sales data, competitors, trends and customer feedback and reviews. AI can be used to sort through and analyse vast quantities of this information, and recognize patterns or themes (Grewal et al., 2025). For instance, customer reviews might have the same remarks about price, quality, packaging, or service. By examining these trends, a company can gain insight into what customers like and dislike, and make necessary adjustments to their products or services. In addition, opportunities for generative AI to contribute to marketing-related fields such as market research and product or service development are identified in the research (Grewal et al., 2025). However, the information generated by AI models should not be considered as actual customer sentiment; it should be cross-checked with reliable information.

Customer engagement continues after marketing attracts a customer's attention. There are a multitude of questions businesses get asked regarding products: product price, product availability, product delivery, product return, appointment, and other services. Some frequently asked questions can be answered automatically by AI-powered chatbots (Singh, 2021). More advanced chatbots can also engage customers in a conversational manner and answer them based on the inquiry they raise, which is different from a regular FAQ page. Automated systems can also aid in query administration by pinpointing the subject of a customer request, supplying fundamental information, and directing more complex problems to a person. Studies have revealed that customers' assessment of generative AI chatbot's competence, warmth, and authenticity can impact their engagement and experience (Singh, 2021). AI can also enhance personalised communication by crafting responses to the customer's query or their past interactions. However, there can still be situations where there is a need to use direct communication to address complaints, unusual requests, sensitive issues, or important decisions.

The main advantage of automation in marketing and customer engagement is that it can support activities that occur frequently, such as preparing basic content, organising customer information, and responding to common questions. It can also allow a small team to maintain communication across several digital channels.

However, automation has clear limitations. Generative AI can generate inaccurate or inappropriate information, and over-automation can lead to impersonal communication. Grewal et al. (2025) list several issues that arise in AI-driven marketing: AI-generated content may be incorrect, privacy concerns may arise, bias is another factor to consider, and intellectual property rights issues could also occur. One of the other issues with AI personalisation is that customers might not know how data is being gathered or how it's being utilized. Therefore, human involvement remains important for checking accuracy, understanding context, and handling interactions where empathy or judgement is required.

AI in marketing and customer engagement is thus most effective for small businesses when it complements human efforts. Business owners and employees will still need to add the expertise and subjective knowledge that is essential to developing meaningful relationships with customers, while AI can generate and organize marketing activities.

7. AI in Inventory Management and Business Operations

Small businesses can use Artificial Intelligence to help them run their business more efficiently. While AI in marketing and customer engagement primarily serves to communicate with customers, its application in business operations is more about managing inventory, analyzing sales, minimizing repetitive administrative tasks, and assisting with business decision making (Kalishina, 2023).

Inventory management is crucial for small businesses as having too much or too little inventory can cause financial issues (Bai & Zhong, 2008). AI tools can analyze past sales, available inventory, and buying trends to assist businesses in tracking stock. They can also alert businesses when products must be re-ordered or when other products are not selling as well. AI can also aid in demand forecasting, predicting future product demand. By analysing previous sales, seasonal changes and purchasing patterns, a projection of the amount of stock needed for the future can be determined (Gupta & Khan, 2024). This can help eliminate unnecessary overstocking and reduce the risk of running low on popular products.

AI can aid small businesses to analyze their sales data in a more systematic way. AI-powered analytical tools can look beyond just individual transactions and reveal patterns like best-selling products, high and low sales periods, and shifts in demand for a product. This data can help business owners to get a better understanding of performance and plan for the future (Hanssens, 1998). Small businesses also invest a lot of time in day-to-day administration. Activities that can be supported by AI-based automation include organizing information, scheduling activities, preparing simple reports, summarizing documents, and handling standard information. For instance, sales and inventory data can enable an owner to determine the amount of merchandise to buy or whether certain items need more inventory focus. AI can thus be considered as an add-on to the human decision-making process instead of a substitute (Grewal et al., 2025). AI tools can boost productivity by handling mundane duties, enabling tasks to be accomplished more efficiently. Automation can save time on repetitive tasks, and accurate inventory and sales data can enable businesses to optimize their resources (Bai & Zhong, 2008). Additionally, companies could save costs by eliminating excess inventory, preventing some mistakes in the process and optimizing the use of manpower. But it hinges on the right business use of AI and not just a technology for the sake of it. Moreover, better management of information and operations can also strengthen the competitiveness of

small businesses. Businesses that can understand sales patterns, manage resources effectively, and respond to changes in demand may be better prepared to compete in changing markets.

8. Challenges, Concerns and Future of AI in Small Businesses

As Artificial Intelligence becomes a greater part of business activities, small businesses need to consider not only its opportunities but also the difficulties involved in using it responsibly. The success of AI in the future will rely on the ability of businesses to address the financial, technological, security, and workforce issues and ensure the balance of technology and humans.

Financial capacity is still a concern for small businesses. While some of the basic applications of AI can be obtained at a lower cost, more sophisticated applications might need to purchase a subscription, integrate software, train employees, handle data, and perform routine maintenance. In general, small companies have fewer resources to try the new technologies, especially if the value of the technology is less clear. According to OECD studies published recently, conditions that affect the potential for SMEs to be effective in using AI include finance, skills, data, computing resources, and connectivity (OECD, 2025b).

Technical knowledge is also a concern. Employees do not need to be AI developers, but should have enough knowledge to understand what an AI system can and cannot do. This has created a need for AI literacy, which involves an ability to provide appropriate directions, assess AI content, identify potential inaccuracies, and determine when human input is needed. Lack of skills continues to affect SMEs, and as AI becomes more prevalent, other broader digital, analytical, managerial, and problem-solving skills are increasingly important. AI systems can handle customer details, employee information, business documents and other sensitive data. Because AI systems can do these, businesses must think carefully about the information they give to AI platforms and how that information is stored or processed. Small businesses often find this harder because they usually lack cybersecurity expertise. Studies of medium enterprises show that data protection, legal responsibilities and online security are key concerns when adopting AI (Oldemeyer et al., 2025).

Reliability is also very important. AI-generated information can be incomplete, biased, outdated or incorrect. When employees accept AI-generated information without checking, mistakes can enter into business decisions or customer communication. Therefore, responsible AI use requires review, especially when AI is used for important financial, legal, employment or customer-related activities (Teepapal, 2025). The future of work in small businesses may therefore involve changes in tasks rather than the simple replacement of employees. AI can automate some existing tasks while also creating new responsibilities and increasing the importance of other skills. Current research indicates that AI is changing the type of skills required in workplaces, while communication, creativity, problem-solving, and judgement continue to remain important (OECD, 2025).

AI is expected to be more and more embedded in typical business applications, rather than being a standalone technology (Enholm et al., 2022). There is already evidence of the increasing adoption of pre-packaged AI solutions by SMEs, as well as some experimentation with more customised AI solutions and AI agents (OECD, 2025). This may help bring AI further into the mainstream of business operations. However, having more availability can lead to a difference between AI-ready businesses and non-AI-ready businesses. AI-ready enterprises can be described as those that have appropriate digital systems, staff with the capacity to employ AI, clear guidelines on how to use AI and the capability to assess the value of AI. Companies lacking these capabilities may have a harder time reaping the rewards of future

advances. There has already been research that has highlighted concerns about the emergence of new digital divides as a result of the variation between firms, industries and regions in terms of AI adoption (Kergroach & H  ritier, 2025). The opportunities created by AI therefore need to be considered alongside the concerns associated with its use, as summarised in Figure 2.

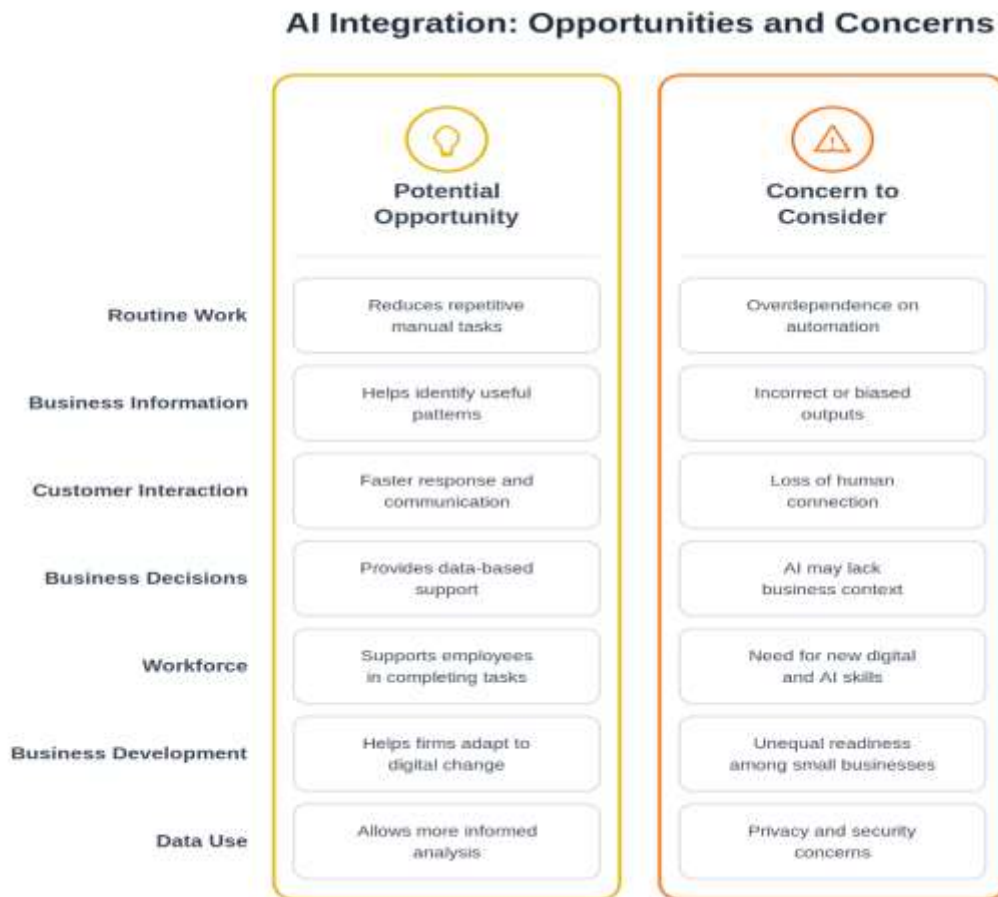


Figure 2. AI Integration in Small Businesses: Opportunities and Concerns

Thus, the future of AI in small businesses is likely to be more about human and AI collaboration than complete automation. Organisations will require staff that can collaborate with AI, challenge its results, safeguard data, and identify instances when human input and decision-making are more important. Responsible use will become increasingly important as AI becomes more closely connected with everyday work. It is not just the companies that are most heavily dependent on AI tools that will be the ones to benefit, but those that know where AI can help, where it cannot, and where human touch is needed.

9. Conclusion

Artificial Intelligence is transforming small businesses and the way they communicate with their clients. The findings indicate that AI is not just for big companies anymore, as various AI-powered tools are now being made available for smaller teams and businesses. Yet, the use of AI by small businesses is not widespread. Businesses vary in their digital awareness, capabilities, needs and willingness to integrate AI into their daily operations. The study reveals the potential of AI to offer tangible assistance across various areas like marketing, customer relationships, inventory management, sales analysis, administration, and business decision-making. Its benefits are especially apparent in how it can facilitate businesses in their

regular activities, information structuring, and optimal resource utilization. Meanwhile, implementing AI is not a guaranteed pathway to better business performance. Its usefulness depends on the technology meeting a genuine business need and being used appropriately.

The research also identifies key issues that could impact the future uptake of AI. Limited budgets, technical expertise, digital literacy, data privacy and security and the credibility of AI-generated information are still challenges. These concerns highlight the need for human involvement. Business owners and workers must check the information created by AI, understand its weaknesses, and decide how to use it after considering all that technology offers, as well as their own work experience. In the future, AI will likely play a more prominent role in the daily workflows and systems of small businesses. While this can open up new doors, it can also widen the gap between those businesses that are prepared to use AI and those that lack the necessary knowledge or resources. Therefore, the future of small businesses is unlikely to be based on AI replacing people completely. Rather, it has more to do with a collaboration between human knowledge and artificial intelligence.

In conclusion, the influence of AI on small businesses will not just rely on the number of tools utilized, but how they are utilised responsibly and efficiently. When combined with human judgment, skills, creativity, and customer understanding, AI can be a valuable tool for small businesses. So, AI should not be seen as a magic solution that fixes every business problem. Instead, it should be seen as a helpful and growing tool that can support small businesses as they adapt to the changing world of digital business.

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