

## Exploration of Critical Success Factors in Business and Management in Artificial Intelligence Era

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**Abstract :** In the time of artificial intelligence (AI), there is a need to know the determinants of success in business management, which are taking on a new dimension. This research purports to scrutinize the Critical Success Factors (CSFs) that drive and ignite the fire of success to help uncover the subtle and profound dynamics that might be operative in organizations. By means of a systematic literature review and a number of empirical methods, the paper is aimed at determining and assessing the key aspects of CSFs, putting emphasis on their role and meaning in the context of AI technology adoption. Some central features such as leadership ways, innovation models, strategic thinking methodologies, organizational culture transformations, and human resource management approaches are compared and contrasted with the AI-driven revolution. Additionally, this research will explore the interactive effects of these factors and their joint impact on the success, survival, and flexibility of a business in the current environment, which is changing due to AI development. Through the use of different qualitative and quantitative methodologies, the research concludes that the findings are significant in understanding the relative roles of individual CSFs and in studying the interactions between them in such an AI-enabled business environment.

**Keywords :** critical success factors, business and management, artificial intelligence, leadership strategies

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