



## Redefining Industry Dynamics: The Impact of AI and Robotics on Competitive Advantage

Shakeel Basheer (Lovely Professional University, India), Ishfaq Trambo (Lovely Professional University, India), Sheezan Farooq (Islamic University of Science and Technology, Indonesia), and Zahra Behboodi (Kharazmi University, Iran)

Source Title: *Impact of AI and Robotics on the Medical Tourism Industry*  
Copyright: © 2024 Pages: 18  
DOI: 10.4018/979-8-3693-2248-2.ch008

OnDemand:  
(Individual Chapters) **\$37.50**

Available

Current Special Offers

Buy Instant Access to  
This Chapter

Qty: 1 **\$37.50**

Add to Cart

Available. Instant access upon  
order completion.

Share

Recommend to Librarian

Recommend to Colleague

Fair Use Policy

Free Content

### Abstract

This study examines how AI and robots shift competitive advantage across industries. Through a literature analysis, case studies, and a robust methodological framework, this study shows how new technologies change operational paradigms, redefine innovation, and put organizations at the forefront of industry dynamics. Strategic AI and robot integration is essential for competitive advantage in manufacturing, healthcare, banking, logistics, and tourism. This theoretical framework helps scholars, practitioners, and policymakers navigate the intricate relationships between AI, robots, and industry dynamics. Finally, the chapter suggests further research on ethical issues, interdisciplinary studies, long-term effects, global perspectives, and human-AI collaboration. This research provides a solid foundation for understanding how AI and robotics are changing the commercial landscape at the technological frontier.

### Chapter Preview