THE IMPACT OF ARTIFICIAL INTELLIGENCE ON STRATEGIC FINANCE MANAGEMENT SUCCESS

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Abstract. Purpose: The main aim of this article is to examine the impact and importance of artificial intelligence on strategic finance management and to provide a perspective on how businesses can use it in their financial decision-making processes. Today, businesses tend to adopt a more data-oriented and rational approach in their financial decisions in order to maintain their competitive advantage and ensure sustainable growth in rapidly changing market conditions. Artificial intelligence has had a great impact in the finance industry and has helped financial managers make more effective and accurate decisions in strategic finance management. Strategic finance management aims to achieve long-term goals by using the resources of companies effectively. The integration of artificial intelligence into financial decision-making processes improves the strategic planning and risk management processes of financial managers by providing faster and more accurate data analytics. Research methods: This article will be a compilation of important sources and research in the literature, and the impact and applications of artificial intelligence in the field of strategic finance management will be emphasized. In addition, its effects on the performance and competitiveness of companies will be examined and the advantages and challenges of artificial intelligence in financial decision-making processes will be discussed. Results: The use of artificial intelligence in the field of financial management is increasing day by day. The contribution of this technology to the strategic financial management of enterprises is supported by the growth and success stories observed in many sectors. The ability of artificial intelligence to analyze and forecast financial data has allowed the acceleration of financial decision-making processes and the adoption of more data-driven strategies. For this reason, experts and researchers in the financial sector are interested in understanding the impact of artificial intelligence on strategic finance management success and determining its future potential.
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Introduction. In today's world, businesses effectively benefit from technological developments and digital transformation in their financial decisions. Artificial intelligence, one of the most important of these technological developments, has also made a great impact in the finance sector. Artificial intelligence has become a powerful tool used to make sense of financial data, predict and make decisions using complex algorithms and data analytics (Ergün, 2018). In this context, it is of great importance to examine and understand the impact of artificial intelligence, especially in the field of strategic finance management.

Strategic finance management is a critical function that aims to achieve long-term goals by using the resources of companies effectively (Çağlar, 2020). This process includes a series of complex steps such as establishing the capital structure, making investment decisions, managing financial risks and regulating cash flow. For this reason, it is of great importance for financial managers to take data-driven, fast and accurate decisions. At this point, artificial intelligence contributes to strategic finance management by providing financial managers with a great advantage in data analytics and decision support processes (Niranjan & Abhishek, 2019).

In this study, we aim to examine the effect and importance of artificial intelligence on strategic finance management. It will be investigated how artificial intelligence is used in the financial sector, how it is integrated into financial decision-making processes, and how it has an impact on the performance and competitiveness of companies. In addition, the advantages and challenges of artificial intelligence in strategic finance management will be discussed and its potential future impact will be discussed. This study aims to provide an important perspective on how financial managers and business owners can use artificial intelligence in their strategic finance management processes. It also aims to create a useful resource for researchers who are interested in the subject by contributing to research in the field of artificial intelligence and strategic finance management in the academic and business world.

Artificial intelligence (AI) is a technology that has the potential to revolutionize the financial industry. AI is a powerful tool that can be used to analyze financial data, manage risks and make investment decisions. AI can help financial institutions make better decisions, earn more profits, and take less risk.

AI is used in many different areas of strategic finance management. For example, AI is used in areas such as risk management, investment management, portfolio management, financial reporting and auditing. AI can increase efficiency, reduce costs and improve accuracy in these areas.

AI can make a significant contribution to the success of strategic finance management. AI can help financial institutions make better decisions, earn more profits, and take less risk. AI can make the financial industry more efficient, more profitable and safer.

In this study, the effect of AI on strategic finance management success will be examined. The study will discuss how AI can be used to analyze financial data,

manage risks and make investment decisions. The study will also cover how AI is used in different areas of strategic finance management.

Artificial intelligence offers many benefits that can help financial institutions achieve their strategic finance goals. For example, AI:

- It can analyze financial data faster and more accurately.
- It can better manage risks.
- It can make better investment decisions.
- It can reduce costs.
- It can increase profitability.
- It can make financial reporting and auditing more efficient.

AI is a powerful tool that can help financial institutions become more successful in strategic finance management. AI can help financial institutions make better decisions, earn more profits, and take less risk. AI can make the financial industry more efficient, more profitable and safer.

Artificial Intelligence Concept. Artificial intelligence is a field of technology designed to enable computer systems to acquire human-like intelligence and learning ability. This technology analyzes large amounts of data, recognizes patterns, makes predictions and performs complex tasks using machine learning, deep learning, natural language processing and other algorithms. It is used in many fields such as artificial intelligence, robotics, automation, intelligent systems and automatic decision making and has brought a great transformation to many sectors.

Artificial intelligence is a multidisciplinary research field that focuses on simulating the ability of computers to think, learn and solve problems in a human-like manner (Russell & Norvig, 2016). The main purpose of artificial intelligence is to imitate human-like intelligence by providing data analysis, pattern recognition and predictive capabilities to computer systems (Nilsson, 1998). Machine learning is one of the most important subfields of artificial intelligence and includes techniques that enable computers to perform better by learning through experience (Mitchell, 1997). Artificial intelligence is widely used in medicine, finance, logistics, automotive, retail and many more industries to increase efficiency, automate business processes and make better decisions (Khosrow- Pour, 2006). Developing deep learning techniques have enabled artificial intelligence to make great advances in areas such as image recognition, natural language processing and autonomous systems (LeCun, Bengio & Hinton, 2015). The rapid spread of artificial intelligence has accelerated the digital transformation of industries and encouraged companies that had to adopt technology to gain competitive advantage (Davenport & Ronanki, 2018). Artificial intelligence is used in many important applications such as disease diagnosis and treatment in the health sector, productivity improvement in the agricultural sector, and driverless vehicles in the automotive sector (Topol, 2019). Artificial intelligence (AI) is the ability of machines to perform human-like tasks. AI is a subfield of computer science and focuses on improving machines' ability to learn, reason and take action. AI has developed significantly in recent years and is now used in many different fields.

Some areas where AI is used include:

- Health: AI is used to diagnose diseases, develop treatment plans, and provide care to patients.
- Finance: AI is used to manage investments, identify risks and make financial decisions.
- Transport: AI is used to develop autonomous vehicles, manage traffic flow and control air traffic.
- Customer service: AI is used to answer customer questions, solve problems and improve the customer experience.
- Education: AI is used to provide education tailored to students' individual needs and improve student learning.

AI is used in many different fields today and its use is expected to increase further in the future. AI is a powerful technology that can make people's lives easier and more efficient.

Strategic Finance Management Concept. Strategic finance management is defined as a critical function that enables companies to effectively manage financial resources to achieve their long-term goals (Çağlar, 2020).

In a study by Çağlar (2020), it is emphasized that strategic finance management is a complex process that includes various decision-making processes such as companies creating capital structures, making investment decisions and managing financial risks.

The main purpose of strategic finance management is to ensure that companies reach their long-term growth and profitability targets by using financial resources and to create a financial planning and strategy suitable for these targets (Çağlar, 2020).

An effective strategic finance management can help companies increase their financial success and gain competitive advantage (Ata, 2017). In a study conducted by Ata (2017), it was stated that strategic finance management can increase the financial performance of companies and increase company value by optimizing capital costs. Strategic finance management requires adopting an integrated approach, emphasizing that companies should consider internal and external factors when making financial decisions (Güngördü , 2019).

In a study conducted by Güngördü (2019), attention was drawn to the importance of strategic finance management adopting an approach in line with strategic goals in the processes of companies to reduce financial risks and evaluate opportunities.

Strategic finance management refers to the process of identifying, managing and using a company's financial resources. Strategic finance management aims to use its financial resources in the most efficient way to achieve the company's long-term goals (Brigham and Ehrhardt, 2019).

The basic concepts of strategic finance management are:

- Financial planning: Financial planning is the process of determining the future needs of the company's financial resources and making the necessary financial decisions to meet these needs.

- Financial analysis: Financial analysis is the process of examining financial data in order to measure the financial performance of the company and take the necessary measures to improve this performance.
- Financial decision making: Financial decision making is the process of making the necessary decisions to use the financial resources of the company in the most efficient way (Weston and Brigham, 2018).

Strategic finance management is critical to a company's long-term success. Thanks to strategic finance management, companies can reach their long-term goals by using their financial resources in the most efficient way (Gitman and Gitman, 2020).

The literature on strategic finance management has a wide range. This literature examines the basic concepts, practices and implications of strategic finance management.

The Impact of Artificial Intelligence on Strategic Finance Management Success. Today, with the acceleration of technological developments, businesses have started to use new and powerful tools such as artificial intelligence in the field of financial management. Artificial intelligence emerges as a technology that enables computer systems to gain human-like intelligence and learning ability. Strategic finance management, on the other hand, is considered as a critical function that aims to effectively manage financial resources in order to achieve long-term goals of companies. In this article, we will examine the impact of artificial intelligence on strategic finance management and discuss how it contributes to success.

Artificial intelligence is a technology field that enables computer systems to gain the ability to learn through data analytics and algorithms and to make decisions using this learned information. Along with its subfields such as machine learning and deep learning, artificial intelligence can perform complex tasks such as recognizing patterns, making predictions, making decisions and solving problems by analyzing large data sets (LeCun, Bengio & Hinton, 2015). While artificial intelligence helps companies increase efficiency and gain competitive advantage by automating their business processes, strategic finance management is the process of planning and directing financial resources to achieve the long-term goals of enterprises (Çağlar, 2020).

Strategic finance management is an important function that enables companies to achieve long-term goals by using financial resources effectively. This process includes a series of complex steps such as creating the capital structure, making investment decisions, managing financial risks and regulating cash flow (Çağlar, 2020). Companies need to focus on strategic finance management in order to increase their financial performance and ensure sustainable growth. In this direction, the use of artificial intelligence in financial decisions of enterprises will strengthen data analytics and decision support processes that enable strategic finance management (Güngördü, 2019).

AI is integrated into strategic financial management processes, it can provide financial managers with significant advantages. First, AI can identify trends and patterns by quickly analyzing large amounts of financial data. In this way, financial

managers can create strategic financing plans by making more reliable predictions and can take precautions by detecting risks in advance (Mitchell, 1997). Artificial intelligence can also help create more effective investment strategies by monitoring fluctuations in financial markets and macroeconomic variables. AI- based algorithms can enable companies to achieve better results in portfolio management and risk management processes

In the field of strategic finance management, it is of great importance to have accurate and timely information in decision-making processes. Artificial intelligence can provide financial managers with the opportunity to make fast and effective decisions by analyzing financial data instantly. This can help companies increase their competitive advantage and adapt to rapidly changing market conditions (Davenport & Ronanki, 2018).

The effect of artificial intelligence on strategic finance management is very important. By making it possible to adopt a more data-driven and rational approach to financial decision-making, artificial intelligence can increase companies' financial success and help them achieve their long-term goals. However, artificial intelligence applications need to be successfully integrated and attention should be paid to issues such as ethics and safety. With the widespread use of artificial intelligence for strategic finance management, companies are expected to become more competitive and achieve sustainable success.

Some of the conveniences and benefits that artificial intelligence will provide to strategic finance management are listed below:

- Data Analytics and Forecasting: AI can identify financial trends, patterns, and relationships by analyzing large data sets. This helps financial managers better understand and predict future financial situations, market movements and customer behavior.
- Rapid Decision Making: AI- based systems provide information for financial decisions in a fast and data-driven manner. In this way, finance managers are instantly equipped with accurate and reliable information and can take strategic financing decisions more quickly.
- Portfolio Management: Artificial intelligence can create more effective investment strategies using various algorithms and models to optimize investment portfolios. This can help companies manage risk and increase return on investment.
- Risk Management: Artificial intelligence can monitor and predict risks in financial markets. In this way, companies can detect future financial risks in advance and take the necessary precautions.
- Fraud Detection: Artificial intelligence can detect fraud and security breaches by analyzing financial transactions. This improves companies' financial security and protects their customers' data.
- Cost Savings: AI- based automation enables finance managers to perform routine operations more efficiently. This helps companies reduce labor costs and make processes more efficient.

- Customer Service: Artificial intelligence helps financial service providers better serve customers. Chatbots and virtual assistants can be used to answer customer questions and streamline transactions.
- Better Reporting: Artificial intelligence can generate more accurate and detailed reports by automating financial reporting processes. This helps finance managers better monitor financial status and streamline reporting processes.
- Competitive Advantage: The use of artificial intelligence in financial management can give companies a competitive advantage. Better data analytics, rapid decision making and effective risk management enable companies to better adapt to market conditions and run their businesses more efficiently.
- Better Customer Experience: Artificial intelligence helps financial service providers provide personalized service to customers. Understanding customer behavior and providing appropriate solutions to needs increases customer satisfaction and strengthens customer loyalty.

Conclusion and Evaluation. In this study, the effect of artificial intelligence on strategic finance management and the conveniences and benefits it provides are emphasized. Artificial intelligence technology has created a great transformation in the financial sector and has significantly improved the financial decision-making processes of companies.

Artificial intelligence offers several advantages in the field of financial management. Thanks to data analytics and forecasting capabilities, financial decisions can be made in a more data-driven and rational manner. By quickly analyzing large data sets, it is possible to predict future financial trends and market movements. In addition, AI- based algorithms help companies achieve better results in portfolio management and risk management processes.

Some evaluation suggestions can be made for the effective use of this new technology in financial management:
- Training Expert Personnel: It is important to provide training and information on artificial intelligence and data analytics to professionals working in the finance sector in order to effectively use artificial intelligence-based financial applications. Companies can use this technology more efficiently by training personnel who are experts in artificial intelligence.
- Considering Ethics and Security: With the use of artificial intelligence in financial management, data privacy and security become a major issue. It is important that companies use artificial intelligence applications in accordance with ethical rules and data security standards and protect customer data.
- Building a Good Infrastructure: For the effective use of artificial intelligence, companies need to build a good infrastructure. Strengthening data storage and processing infrastructures allows artificial intelligence applications to work more efficiently.
- Investment Planning: The use of artificial intelligence in financial management also affects the investment planning of companies. It is important that companies create an investment plan suitable for artificial

intelligence technologies and direct their strategic financing decisions according to this plan.

•   Determination of Application Areas: Artificial intelligence technology can be used in various fields in financial management. It is important for companies to identify and prioritize application areas to use this technology most effectively.

The conveniences and benefits provided by artificial intelligence to strategic finance management have great potential. The effective use of this technology can increase the financial performance of companies, help them manage risks and contribute to their competitive advantage. However, it is important to attach importance to ethical and safety issues and to establish a good infrastructure for the successful integration of artificial intelligence applications. By fully exploiting the potential of AI in financial management, companies can strengthen their future financial success.

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