

**ARTIFICIAL INTELLIGENCE POTENTIAL
WITHIN ORGANIZATIONS: AIRLINE STRATEGY**

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Abstract

The strategic definition of an organization depends on the capabilities of the company to analyze the competitive environment and to properly manage its resources, particularly the financial ones. On the other hand, the use of Artificial Intelligence (AI) tools is suffering a big surge in several industries. After reviewing the state of the art regarding organization (with focus on airline strategy and finance) and AI tools, the potential of the latter to be applied in those functions is analyzed, considering the three Machine Learning (ML) methods: unsupervised, supervised and reinforced.