

Siri, Siri, in my hand: Who's the fairest in the land? Published by Elsevier Inc. Published by Elsevier Inc. It knew the faces of all the Business Horizons (2019) 62, 15--25 Available online at www.sciencedirect.com ScienceDirect www.elsevier.com/locate/bushor KEYWORDS Artificial intelligence; Big data; Internet of Things; Expert systems; Machine learning; Deep learning Abstract Artificial intelligence (AI)---defined as a system's ability to correctly interpret external data, to learn from such data, and to use those learnings to achieve specific goals and tasks through flexible adaptation---is a topic in nearly every boardroom and at many dinner tables. On the interpretations, illustrations, and implications of artificial intelligence Andreas Kaplan a, *, Michael Haenlein b a ESCP Europe, Heubnerweg 8-10, D-14059 Berlin, Germany b ESCP Europe, 79 Avenue de la Republique, F-75011 Paris, France 1. This can either be achieved by looking at AI through the lens of evolutionary stages (artificial narrow intelligence, artificial general intelligence, and artificial super intelligence) or by focusing on different types of AI systems (analytical AI, human-inspired AI, and humanized AI). * Corresponding author <https://doi.org/10.1016/j.bushor.2018.08.004> 0007-6813/# 2018 Kelley School of Business, ...Indiana University. # 2018 Kelley School of Business, Indiana University