

Impact of AI in Formulating Project Management Strategies in Modern Business Organizations

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Abstract

The integration of Artificial Intelligence (AI) into project management is transforming how modern business organizations formulate strategies. This proposal explores the impact of AI on enhancing decision-making, optimizing resource allocation, and improving risk management in project management. By analyzing AI-driven tools and techniques, the study highlights how AI contributes to strategic alignment and operational efficiency. The research will examine case studies from various industries to showcase practical applications and the resulting benefits. This proposal aims to provide a comprehensive understanding of AI's role in evolving project management strategies, offering actionable insights for organizations striving to remain competitive in a rapidly changing business environment.

Keywords

AI, Project Management Strategies, Modern Business

Biographies

Depesh Banik completed BBA and MBA from Department of MIS, University of Dhaka and second MBA from Bangalore University in IT and Marketing Management. He is an accomplished PMO and project management leader with extensive experience across IT, ERP, supply chain, and large-scale digital transformation initiatives. He currently heads the PMO for Webb Fontaine in Bangladesh, where he plays a pivotal role in driving the National Single Window project under the Ministry of Finance. A certified PMI-ACP®, Disciplined Agile Scrum Master (DASM), ISCEA-CPLM professional and PMI South Asia Champion, he is also pursuing a doctoral fellowship focused on the application of Generative AI in Project Management. Depesh serves as Guest/Adjunct Faculty at leading institutions in Bangladesh, India, and South Africa—including the Department of International Business at the University of Dhaka, ISBR Business School (Bangalore), Shreeshadipuram College (Bangalore), and the University of Pretoria (South Africa)—bridging academic rigor with practical industry insight. An active PMI volunteer and a sought-after speaker, he regularly shares thought leadership on PMOs, Agile practices, AI-enabled project delivery, and innovation leadership on regional and global platforms.