CONCLUSION AND FUTURE DIRECTION

Technical advancement and business model progress with AI related research as leading interest among wide range of firms and industries. Moreover, inadequate understanding of AI implementation with BM induces limited gain on business. This paper increased the AI implementation understanding with the review on BMI, digital transformation and AI & DL methods. With the stated literatures supports, BM with AI leads to better understanding of AI risks and challenges towards BM and personalized pricing. Hence, this review work gives deeper understanding of the previous research and its challenges and also suggested some ideas to mitigate the risks. Yet, there is a shortage of literatures related to potential impact of personalize pricing in terms of big data, AI and machine learning approaches. By recognizing the personalized pricing complexity, further research may concentrate about pricing techniques towards consumer attitude. Transformation with AI is a high challenging task while reaching the new customer segments with offerings. Therefore, AI base BMI research are valuable. Our paper focuses on BMI and personalized pricing with AI and Machine learning approaches. Further, this research investigated BMI eco system roles responsibilities towards the successful progress with AI and DL. Rather than considering the traditional sale, this BM with AI offered as service contract. Hence, research on AI to digital transformation would assistance the research on business models with AI and assured to get more benefit.