

Harmonizing Business Process Re-Engineering, Industry 4.0 and Artificial Intelligence: Towards Sophisticated and Dynamic Business Processes

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In an era where technology has profoundly infiltrated the dynamics of the business sphere, this study attempted to determine the possibility of effective integration of Business Process Reengineering (BPR), Industry 4.0, and Artificial Intelligence (AI), as a critical driver to attain organizational transformation. It aimed to explore the synchronization between these domains and provide a comprehensive understanding of the current state of research and practice, through an extensive review of literature. The study examined the key drivers, enablers, and barriers to the successful convergence of BPR, Industry 4.0 and AI. Drawing on the findings, the paper discusses a set of strategic recommendations, including the establishment of a clear roadmap, increased investment in digital infrastructure, and the fostering of a culture of innovation and risk-taking. The conclusion emphasizes the importance of a holistic and collaborative approach to digital transformation, as well as the need for continued research and knowledge sharing in this rapidly evolving field. This study is expected to render many insights for individuals seeking to leverage the potential of BPR, Industry 4.0 and AI, to achieve the ultimate goal of growing businesses in a sustainable manner.

Keywords: *artificial intelligence, business process reengineering, Industry 4.0.*