

executive and investor sentiment). According to Desouza, Watson and Xie (2024), the process of managing dependencies is a real challenge today within the context of advancing digital society with its various consequences (including cascading failures causing damages such as that produced on July 19, 2024 by the cybersecurity firm CrowdStrike's faulty software update disrupting computers executing Microsoft Windows). CEO's increasing preoccupation for successful organizational change imposes managing not only its hard side (like objectives, budget, schedule and so on), but also its soft side (leadership; organizational culture; human, organizational and social capital) so as to improve employees' understanding about the linkage between change and competitiveness, making them supporting the mandatory change (Sayyadi and Provitera, 2024).

According to the CEO of Salesforce AI (Shih and Yee, 2024), businesses' best way to approach of Gen AI born quick changes is to know how to apply a growth mindset, consequently deploying AI securely and at scale based on that know-how, keeping practicing and improving the knowledge, making progress at the same speed as the constantly evolving AI. And advancing toward organizations characterized by the working together of human and digital workers, she also underlined the importance of thinking about risks in terms of data privacy and data security, misinformation and disinformation, discrimination, and displacement. Within their focus on humans' and machines' harmonization, on AI integration with human cognition, Mann, Walther and Platt (2024), in order to both build trust, and intensify collaboration, coined the concept of "brain-machine synchrony," indicating ways in which human brain and AI systems are similar, advocating for the perspective of an improved communication between them.

Of course, with regard to Gen AI, for instance, as McKinsey's experts recommended: in deploying Gen AI agile transformation it is important to know how to obtain more value from it by involving a continuous-improvement mindset (Amar et al., 2024); managers need insight across all areas of the organization, thinking both holistically, and about Gen AI integration (Hancock, Field and Rahilly, 2024); Gen AI is very useful to both "broadening options", and "working with facts" when making good decisions (Feser and Narisetti, 2024).

An expert in the enterprise architecture (EA being considered an extremely useful advisor in the AI transformation journey) space signaled this summer a better understanding by business leaders of the need of the transition to a widespread adoption of AI programmes (Granger, 2024). He showed, for example, how in context of business leaders' preoccupation for AI solutions' security and compliance robust data governance practices can be coordinated by these enterprise architectures.

On the other hand, as the CEO of Earley Information Science (and also the author of a book about the AI-powered enterprise) stated with regard to Gen AI and LLMs' (large language models) future: "it will all build on the things that customers value and that make organizations and brands who they are – the fundamental knowledge that differentiates their operations internally and differentiates their presence in the marketplace" (Earley, 2024). While the CEO of Amazon Web Services (AWS) recently underlined the significant competitive landscape reshaping for both online retailers and marketers determined by AWS' adoption of AI-driven content creation tools that "democratizes access to high-quality visual content", AI content

creation and automation tools being also developed by the other main competitors – like Google, Microsoft and Adobe – stimulating further innovation (Pymnts, 2024).

Coming back to one of the above-mentioned main competitors, Google, it should also be noted eMarketer analysts' prompt signaling on August 5, 2024 of how a D.C. district court judge (who heard the Google monopoly case) pronounced a judgment: "a landmark decision... finding the tech giant broke US trade law by monopolizing the search and advertising markets" (Goldman and Konstantinovic, 2024). And as Google has the right to appeal (asking a higher court to review this decision), a new traditional RetailWire discussion, starting from challenging points of view regarding U.S. antitrust cases or the first cases under the E.U. Digital Markets Act (Limmer, 2024), revealed interesting various opinions, such as: "in the next ten years, search will probably be upended by AI and that means Google might not even be all that relevant" (Neil Saunders); "This means nothing to consumers because Google is the superior search product" (Christopher P. Ramey); "This is the first successful anti-trust judgment against Big Tech we've seen in the US. Note that there are a few others working their way through the courts, thanks to the work of FTC Chair Lina Khan" (Gary Sankary).

The above-mentioned latest opinion made us remember another commentary brought to our attention by the reputed U.S. think tank Brookings Institution and referring to the 2024 Milton Handler Lecture presented on May 14, 2024 to the New York City Bar Association by the Distinguished Bill Baer (2024). Allow us to end by quoting from this commentary: "Both FTC Chair Lina Khan and Assistant Attorney General Kanter in their prior lives spoke passionately about the need to reject the tenets of the Chicago School and pursue a competition policy that recognized that imperfect competition and unaddressed consumer and worker harm characterized many markets... But the reality is that this administration deserves credit for identifying areas where competition policy and enforcement could make a difference and taking actions that respected antitrust jurisprudence while invoking it to tackle the many areas of our economy where markets were not delivering the price, quality, and innovation competition we deserve."

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