

CEO, , (High Risk, High Return)

- IBM, “2024 CEO ”

- 72%, 62%

2024 5 28, – IBM “2024 CEO (2024 CEO Study)” , CEO 62% [\[1\]](#) .

IBM (IBV) 2023 12 2024 4 26 , 30 2,500 CEO . , , , , , ,
11 550 CEO .

IBM , CEO 72% . 62% .

AI . AI . AI , 24% . CEO 49% 2026 AI .

, AI . AI AI . CEO
, 2/3 .

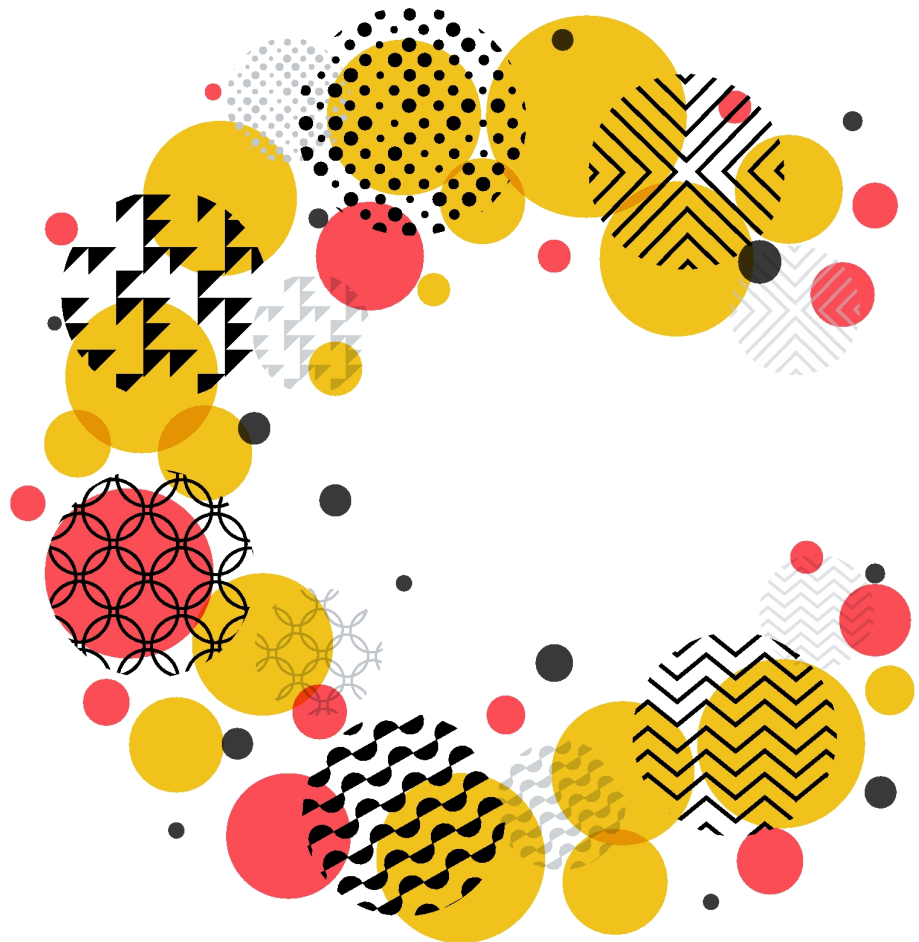
AI . CEO 68% AI . , AI
3/4 CEO AI , AI 39% . AI

IBM “ AI CEO AI ”, “ . CEO ,
, AI ” .

CEO Study

6 hard truths CEOs must face

How to leap forward with
courage and conviction
in the generative AI era



IBM