

[] IBM, CEO ...“AI ”

- 2 AI

- CEO 2 1 “ ”



IBM 17 “AI ” , IBM IBM (IBM Institute for Business Value, IBV) CEO . , CEO AI , AI . CEO 2,000 ‘IBM CEO [1]’ , 2 AI . CEO 61% AI , . CEO 45% . CEO 64% , CEO , 52% , 28% CEO 37% . CEO 59% , 67% . , AI CEO . CEO 68% AI , CEO 78% , 54% AI . CEO 68% . 72% AI . (50'

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CEO 65% ROI AI , 68% ROI . , AI ROI 25% , 16% .
56% CEO , 66% , .
AI AI AI , AI , DX AI AI .

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[1] IBM (Oxford Economics) 2025 2 4 33 , 24 2,000 CEO . , , , (AI), , , , .