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# The Corporate Attitude Regarding the Impact of Artificial Intelligence in the Financial Sector

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## Abstract

The objective of this paper is to analyze if the financial sector is ready for implementation of Artificial Intelligence-based solutions through a qualitative study. The scope of this paper is to contribute to the spatiality literature by bringing in front of the reader a guide who comprises research of the most important elements of financial domain which will be impacted by the implementation of Artificial Intelligence-based solutions. The used research methodology is the qualitative analysis based on a structured interview, whose responses were analyzed using Grounded Theory. To the interview have answered 27 representatives of top Romanian companies, these representing only a beginning of future wider studies. After analyzing the answers, the author concluded that in the financial field solutions based on artificial intelligence can be implemented very easily because it involves a lot of repetitive tasks that can be easily carried out with the help of these solutions in a shorter time and with fewer errors. The number of jobs involving these repetitive activities will also be significantly reduced over the next ten years.

**Key words:** financial specialist; digitalization; automatization; Artificial Intelligence; key performance indicators;

**JEL Classification:** G40, M40, M41, M15

### To cite this article:

Mihai, M. S. (2023), The Corporate Attitude Regarding the Impact of Artificial Intelligence in the Financial Sector, *Audit Financiar*, vol. XXI, no. 1(169)/2023, pp. 168-179, DOI: 10.20869/AUDITF/2023/169/005

### To link this article:

<http://dx.doi.org/10.20869/AUDITF/2023/169/005>  
Received: 16.12.2022  
Revised: 11.01.2023  
Accepted: 16.01.2023