

MIDOCEAN University

Faculty of Management

Program: Master of Business Administration



Subject

Importance of AI Utilization in Entering New Markets within the field of
Construction Chemicals

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Introduction:

In recent years, artificial intelligence (AI) has transformed how businesses approach market entry and expansion. For construction chemical companies, this transformation is particularly relevant, as AI enables precise data analysis, customer insights, and market forecasting, reducing the risks and costs of entering new regions. This study examines how AI can support construction chemical companies in identifying new opportunities, assessing market potential, and developing tailored strategies for entry and expansion

Study Problem:

Construction is one of the high value and important pillar for the economy of any country, it helps developing the economy as it involves various segments of the society.

Construction Chemicals Manufacturers represents an important segment in the Construction Industry.

While entering a new market can be risky and costly, having the right **AI** tool can help the Multinational Companies to analyze and decide on the methodology and strategy to penetrate new markets.

The Importance of The Study:

Addressing the importance of having an AI Tool that can analyze and study the Construction Industry of new potential markets in helping the decision makers taking the right abroad.

Furthermore, this can help the developing countries in representing the potentials available within their market to attract the MNC's in the arena of Construction Chemicals, which will add to the economy of such countries.

Objectives of the Study:

Encourage the better involvement of the Artificial Intelligence in the Construction Industry by highlighting the advantages that Construction Chemicals arena can be benefit by applying the AI .

Furthermore, identify specific AI applications that aid in market data analysis, competitive analysis, and project demand forecasting.

Study Questions:

1. Why is it important to cope with the new technologies and how can it help the construction chemicals market?
2. How can AI help multinational construction chemicals companies evaluate new market opportunities?
3. What are the specific AI tools and technologies that best support market entry strategies in the construction chemicals industry?

Study Assumptions:

1. The use of AI will significantly reduce the time, cost and risk associated with entering new markets in the construction sector.
2. Multinational companies can adapt AI technologies effectively across different geographic and regulatory contexts.

Previous Studies:

Study 1: AI and Market Entry Strategies for Multinational Corporations — This research explores the use of AI in assessing market opportunities and understanding local market demands for multinational firms across various industries.

Study 2: AI and Regulatory Compliance in the Construction Chemicals Industry

Theoretical Premises of the Study:

- Resource-Based View (RBV): AI is considered a valuable asset that provides competitive advantages through data-driven insights and operational efficiencies.
- Dynamic Capabilities Theory: AI enables multinational construction chemicals manufacturers to adapt and respond quickly to changing market conditions, regulations, and customer demands.
- Institutional Theory: AI helps companies navigate the complex regulatory landscapes of different countries, ensuring they meet local standards and norms.
- Network Theory and Knowledge Sharing: AI fosters collaboration and knowledge-sharing across geographically dispersed teams, providing a platform for multinational companies to leverage local insights and apply them globally.

Research Methodology:

This study will employ a qualitative research methodology, including in-depth interviews with industry professionals, analysis of secondary data (such as industry reports and market trends), and case studies of multinational construction chemicals companies utilizing AI in market entry. The research aims to gather insights on the strategies, challenges, and outcomes associated with using AI to enter new markets

Study Tools:

- Interviews: Conducted with professionals in multinational construction chemicals companies, AI specialists, and market analysts to gain insights into AI's role in market entry.
- Case Studies: Analysis of selected case studies from the construction chemicals industry to understand the application of AI in real-world market entry scenarios.
- Analysis of secondary data (such as industry reports and market trends

Study Limitations:

Industry Scope: The study will concentrate on the Construction Chemicals Industry

Geographic Scope: The study may be limited by the availability of data across GCC Countries

References:

- 1- Academic Journals
- 2- Interviews with industry professionals
- 3- Previous related studies

