Chapter 2
Use of Internet of Things Technology in Organizations:
Promoting Inclusivity and Diversity Through Internet of Things in Organizational Settings

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ABSTRACT

Expressing the platform on which all existing objects can connect with each other and through some technologies with the internet, internet of things (IoT) is thought to radically change today's business life and economic institutions. The internet of things, a brand new business for businesses, is therefore a harbinger of its enormous returns. The concept of IoT is especially exciting for businesses and managers in the field of marketing. Businesses that have to adapt to the developing and constantly changing technology have to adapt their marketing activities and strategies to changing customer requests and demands with the internet of things. This study examines the way things are applied in the internet of things and enterprises with its conceptual content and aims to raise awareness about internet of things technology in enterprises.

INTRODUCTION

The purpose of technology for businesses; flexibility, efficiency, quality, speed, agility, sustainability and "profitability" in the sum of all this. Technologies that come into our lives with digitalization; it allows to prevent errors that may occur in operations and business processes and to obtain the data more easily and analyze it in a practical way. Digitalized businesses create sales opportunities by providing measurable data to their customers by digitizing documents. In addition, businesses can increase their market share in their campaigns and gain new customers through online channels. Artificial intelligence and internet of things technologies are innovatively forming the infrastructure of the operations that provide all these benefits.

Artificial intelligence is defined as "systems or machines that mimic human intelligence to perform tasks and can recurally improve themselves according to the information they collect." The history of artificial intelligence dates to the 20th century and works with the principle of mimicking and transcending how people perceive and react to the world.

Artificial intelligence applications: it has become a strategic element for all businesses looking to achieve new revenue opportunities and a higher level of customer loyalty.

Businesses thanks to artificial intelligence (AI);

- To be able to reduce business risks and make more accurate and effective decisions,
- AI will be able to get the most out of the data and gain a competitive advantage by having a more comprehensive understanding of much more data,
- Data discoveries that are manual in business processes can automate complex or usual tasks,
- Affordable, high-performance computing power is easily accessible,
- Increase the value of existing workforces,
- With the easy working model that artificial intelligence will bring, they will be able to increase the opportunities of their employees and make them suitable for more strategic tasks.

One of the most important concepts of digital transformation is internet of things technology. The Internet of Things is defined as "technologies to enable all imaginable objects to access the Internet and communicate with other devices". Internet of Things applications can transfer data through any interrelated object through a network provided with unique identifiers (UIDs). Organizations in various industries use IoT technology to provide better customer service, improve decision-making, and increase the value of their business.

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