

# **The impact of AI and other digital technologies on the financial sector in Central and Eastern European countries**

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## **Abstract**

The rapid development of Artificial Intelligence (AI) and other digital technologies are having a significant impact on the financial sector worldwide. This paper takes a comprehensive look at the impact of AI and digital technologies in investment strategies and corporate finance in East Central Europe. The research is based on empirical data analysis and qualitative and quantitative methods. It aims to identify technological trends and their impact on financial decision-making processes and market performance. The results will focus on three main areas: firstly, it will present the potential of AI and other digital and other technologies in financial analysis and portfolio management, highlighting the potential for efficiency gains and risk mitigation. Second, it discusses the potential of AI integration, including privacy issues and ethical challenges, which are important considerations for the safe and sustainable application of AI. Third, analyses the role of AI in driving financial innovation and market competitiveness, especially in the East Central European context. The results and conclusions offer a number of relevant implications for financial sector actors, the policy makers and regulators. In addition to the need for further research and development, the study provides recommendations for the financial sector on how to engage with and leverage the opportunities offered by AI and digital technologies to achieve sustainable growth and competitiveness.

Keywords: algorithms, artificial intelligence, Central and Eastern Europe, financial sector, forecasting, market trends, portfolio

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