

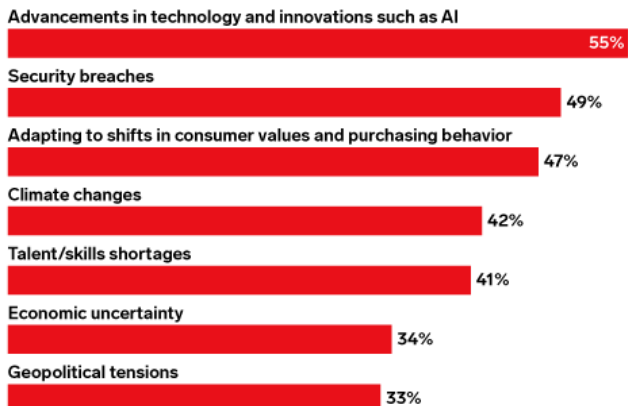
Advancements in AI, other tech are the top concern for executives in 2024

Article

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Top Concerns Among C-Level Executives Worldwide for 2024, Sep 2023

% of respondents



Note: n=2,207

Source: Accenture, "Pulse of Change" as cited in company blog, Sep 28, 2023

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Insider Intelligence | eMarketer

Key stat: Advancements in technology and innovations such as AI are the top concern among C-level executives worldwide for 2024, per Accenture.

Beyond the chart:

- Executives worldwide believe the top challenge to successfully implementing generative AI is understanding the risks, per data from MIT Technology Review in association with Adobe, EY, and Owkin.
- In October, **President Biden introduced an executive order on AI**, which requires safety assessments, civil rights guidance, and research on the labor market impact of the technology.

Use this chart:

- Illustrate the disruptive effect AI is having on organizations.
- Highlight overall challenges facing business executives in 2024.
- Prepare 2024 budgets for AI investments.

More like this:

- **AI will exacerbate some programmatic ad issues and alleviate others**
- **3 growth areas for generative AI, according to digital experts**
- **Humans are better than AI at performing these key tasks**

- CMOs call on generative AI for a great brand experience

Methodology: Data is from the September 2023 Accenture survey titled "Pulse of Change" as cited in company blog. 2,207 C-level executives worldwide were surveyed during September 2023.