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Predictive Models Based on Artificial Intelligence as a Strategic Tool for Identifying Export Opportunities in Emerging Markets*

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Abstract

This paper analyzes how artificial intelligence (AI)-based predictive models optimize strategic decision-making for the internationalization of firms in emerging economies, focusing on market diversification, expansion strategies, and advanced analytics. The evidence shows that machine learning and Big Data allow organizations to move beyond empirical and reactive management toward a proactive approach. This facilitates risk anticipation and the detection of export opportunities in uncertain environments, overcoming the limitations of traditional methods by identifying complex non-linear patterns. Although AI promotes export growth after an initial stage of adaptation, its benefits are concentrated in regions with solid digital infrastructure and qualified human capital. This article highlights that the success of technological transformation requires public policies that strengthen institutional capacities, a critical factor for nations dependent on commodities.

Keywords: artificial intelligence, predictive models, export diversification, emerging markets, internationalization, machine learning

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