Generative AI (GenAI) and Large Language Model (LLM)

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Generative Artificial Intelligence (AI), or GenAI, has become a hot topic in today's tech world. But what's GenAI all about? Let's break it down in simple terms. At its core, Generative AI is like having a smart and creative robot in your computer. It can create new things on its own, like writing stories, making art, or even chatting like a real person. That's why people find it so fascinating. Take ChatGPT, for instance. It's an example of a GenAI application. It's like talking to a clever computer that understands what you say and talks back. It can answer questions, chat about different topics, and even tell jokes.

But how does this happen? It's thanks to something called Large Language Models (LLMs). These are super smart AI systems that learn from tons of information. They help GenAI understand how language works so it can talk and create things like ours. Now, why do businesses care so much about using GenAI? Well, it's a game-changer. Imagine if a store had a super helpful robot that could answer all your questions, guide you to what you need, and even suggest things you might like. That's GenAI at work, making things faster and better for customers. Using GenAI isn't just about being cool—it's about businesses being more efficient and giving better service. It can help them understand customers better, create personalized experiences, and even develop new ideas to grow.

Photo: The image depicts examples of artists' illustrations using Generative AI in the field of 3D graphic design imagery.

Instead of ChatGPT, numerous GenAI applications have been developed, and the count continues to increase. These applications range across various tasks, such as writing, research, arts, and more. Midjourney is among the popular GenAI tools used to create realistic images by simply inputting a prompt. In a nutshell, Generative AI and Large Language Models are like having a super smart friend who can do all sorts of amazing things on the computer. They're making tech smarter and businesses better at what they do!

Congratulation!
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Scopus Publication

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6 Active Department's Members

Σ18 Total Publications **Σ472** Total Citation

1:3 Ratio Staff per Documents

78.7 Average Scopus° Citation per staff