The main aim of this article is to examine the impact and importance of artificial intelligence on strategic finance management and to provide a perspective on how businesses can use it in their financial decision-making processes. Today, businesses tend to adopt a more data-oriented and rational approach in their financial decisions in order to maintain their competitive advantage and ensure sustainable growth in rapidly changing market conditions. Artificial intelligence has had a great impact in the finance industry and has helped financial managers make more effective and accurate decisions in strategic finance management.

Strategic finance management aims to achieve long-term goals by using the resources of companies effectively. The integration of artificial intelligence into financial decision-making processes improves the strategic planning and risk management processes of financial managers by providing faster and more accurate data analytics. This article will be a compilation of important sources and research in the literature, and the impact and applications of artificial intelligence in the field of strategic finance management will be emphasized. In addition, its effects on the performance and competitiveness of companies will be examined and the advantages and challenges of artificial intelligence in financial decision-making processes will be discussed.

The use of artificial intelligence in the field of financial management is increasing day by day. The contribution of this technology to the strategic financial management of enterprises is supported by the growth and success stories observed in many sectors. The ability of artificial intelligence to analyze and forecast financial data has allowed the acceleration of financial decision-making processes and the adoption of more data-driven strategies. For this reason, experts and researchers in the financial sector are interested in understanding the impact of artificial intelligence on strategic finance management success and determining its future potential.

**Keywords:** artificial intelligence, strategic finance management, data analytics, risk management, portfolio management

**JEL classification:** C53, G17, G32

**UDC:** 005.915:004.8