

Artificial Intelligence applications and effects on business communication among marketing professionals

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Received: 5 July 2024

Available Online: 15 August 2024

Revised: 6 August 2024

DOI: 10.5861/ijrsm.2024.1222

Accepted: 8 August 2024

ISSN: 2243-7770

Online ISSN: 2243-7789

OPEN ACCESS



Abstract

Artificial Intelligence (AI) applications are booming within the business perspectives today. Organizations lean on applying and implementing them in their business processes for faster and easier maneuvers, innovation, and adaptation to the changing landscape of marketing. The primary aim of this project was to determine how marketing professionals perceive the use of AI applications and their effects on business communications. Specifically, it sought to describe the profile of the respondents in terms of their age, sex, and job background. In addition, the researcher used the key factors or indicators contributing to the impact of AI applications - AI as a tool and process implementation. To further identify the competencies of AI applications for the effects in business communication, the following indicators were considered in terms of business function, decision-making, tool efficiency and employee collaboration. The survey questionnaire was distributed to a total of 290 marketing professionals. Results reveal a minimal difference in the gender disparity of the respondents, with males holding 52.1% of the total population. The key findings revealed that most respondents (30.0%) were between the ages of 28 and 32. These demographic insights are critical for understanding marketing professionals' perspectives. Meanwhile, respondents generally agree on the importance of AI for process automation, increasing productivity, and changing marketing tactics. There are also consistently expressed positive attitudes toward AI's impact on business communications across the following competencies, including business function, decision-making, tool efficiency, and employee collaboration. All responses were found to be non-significant when analyzed by age, gender, and employment history, except for a significant difference in the role of AI as a tool when grouped by sex. The proposed action plan is to continue adapting the use of AI applications in business communication processes. Furthermore, this will leverage business consistency to support a comprehensive approach to AI adoption by emphasizing the benefits AI offers to various aspects of business communication and marketing operations.

Keywords: Artificial Intelligence, business communication, marketing professionals

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1. Introduction

Business success relies on effective communication and collaboration whilst staying updated on trends and growth areas, especially as generations shift in workforce, tools, and solutions. The combination of the human mind and technological advances help pave the way for developments leading to undeniable business organization successes. Many of them have invested to breaking the traditional chains and embrace the digital era, where everything is an easy click, accessible data and depict business movements for better business decisions, structure and compelling strategies.

AI's dominance is seen everywhere - from different industries and business disciplines. The seemingly difficult business problems became much more manageable as AI solutions come forward on daily business operations, specifically in business communication. According to Harahap et al. (2023), business communication is defined of sharing of data, concepts, ideas, and messages amongst individuals, departments, or organizations involved in business organizations. Shakeri et al. (2020) emphasized that business communication is crucial for managing daily operations, organizing assignments and projects, and fostering connections with stakeholders such as clients and business partners. In relation, Hancock et al., (2020) highlighted business communication as one area where artificial intelligence (AI) is transforming the business environment. Newly created AI technologies promise to support, mediate, and facilitate business communication. Some tools claim to improve team effectiveness. Other tools claim to make difficult communication processes easier for a wide range of stakeholders. AI and related technologies leverage capabilities once assumed to be exclusive to humans, such knowledge, insight, and observation, to carry out certain tasks.

According to Priyam et al. (2013), artificial intelligence is the study and analysis of human brains and behavior thru a representation of machines. Vijirniya et al. (2016) define artificial intelligence as tools and algorithms inspired by the human mind and intellect, with the ultimate objective of enabling machines to perform all humans can do or even better. The combination of human minds thru algorithm and machines reflects mounting possibilities and impacts hat AI makes and takes place. Meanwhile, Cardinaels et al. (2017) determined AI's value proposition is seemingly limitless. AI has entered the domain of business organization in a variety of ways. One of the most common AI applications today is personalized replies to suggestions in text-based communication, also known as "smart replies". In 2017, algorithmic responses accounted for 12% of all messages sent through Gmail, equating to approximately 6.7 billion emails written by AI on people's behalf each day. AI in communications and brand compliance can respond to messages in accordance with company policies. It also removes negative emotions. Getchell et al. (2022) highlighted AI technology on how its gaining acceptance in the corporate sphere due to its numerous benefits. The use of AI-powered communication tools within enterprises may improve the speed, accuracy, and efficiency of communication. Investments made by the public and private sectors in fundamental and applied AI R&D have already started to provide significant advantages to health care, transportation, the environment, criminal justice, and economic inclusion, among other areas.

In 2022, Microsoft unveiled several AI-powered Windows 11 features including automatic framing that allows the camera to follow the speaker's movements and the ability to muffle background noise like lawnmowers and baby cries during video calls. Some of its accessibility features, like live video captioning, were also automated. Microsoft announced earlier this year that it is investing "multibillion dollars" in OpenAI, the business behind ChatGPT, the popular AI chatbot. Since its early February launch, Microsoft's AI chatbot tool has been used by one million users across 169 countries. On the other hand, AI is still being experimented with by marketing and communications professionals, particularly generative AI technology, which has received a lot

of attention in the past months. The Conference Board and Ragan Communications conducted a survey of 287 respondents in 2023 titled "AI in Marketing & Communications: Boosting Productivity—and Creativity, Too?" and discovered that the technology is still gaining traction in the industry, despite concerns about its potential effects on various aspects of work. In at least one application, 87% of marketers and 85% of communicators have used or experimented with AI tools. The majority have integrated AI into their daily operations.

The most popular email marketing services, e-commerce platforms, social and search engine advertising solutions, and content creation tools all include features that make use of today's "AI" in business. The two largest online ad networks, Facebook and Google, both offer tools that combine predictive analytics and audience segmentation. Consumers are classified based on a variety of criteria, including interests, income level, gender, and age. Hence, AI has a growing impact on a variety of societal spheres, including marketing. Marketing professionals describe the strategies and tactics employed to attract customers to a business. They help businesses maximize their profits, increase their market share, set prices based on supply and demand for goods, have a strong sense of branding, are naturally aware of customer behavior, and should be able to forecast data to support a specific marketing strategy.

Meanwhile, Desouza et al. (2020) explained that choosing an AI-oriented strategy and deploying solutions in accordance with it will result in a variety of effects. AI solutions and tools at work leads to a more productive day, improved decision making, increased creativity, and better team collaboration. Similarly, Farhi et al. (2022) mentioned that AI impacts communication efficiency, reduces communication barriers, and facilitates collaboration. Hence, for effective AI implementation, a well-defined strategy, moral considerations, and staff readiness to accept new technologies are required. According to Tariq et al. (2021) conducted study, they reviewed AI's role in improving operational management, decision-making, and overall efficiency in the production of goods and services. They also explained the challenges many businesses encounter including cultural constraints and strategic planning as part of implementing AI.

AI has emerged as a vital component to boosting agility in organizations. It is changing the way businesses respond to environmental changes and problems by providing stronger analytical skills and allowing for faster, more accurate decision-making. As AI advances, its role in facilitating agile business processes is expected to grow, opening new options for strategic innovation and competitive advantage. AI tools have also paved the way in affecting the algorithm on the employee decision-making. Choung et al. (2023) suggest that acceptance and use of AI-enabled systems increase when individuals trust the system's predictions, which is likely to increase as people interact with these systems on a regular basis. AI not only provides new opportunities and benefits to businesses, but it also introduces new challenges. Businesses are implementing and deploying artificial intelligence solutions to automate processes, increase productivity, reduce costs, and gain a competitive advantage over their competitors. Although innovation typically leads to higher production, it may not always result in shared prosperity, depending on whether machines supplement or replace humans.

In this regard, Korinek (2023) emphasized how numerous technical trajectories in which AI outperforms human intelligence will produce significantly diverse outcomes for labor and the economy. Simões et al. (2022) investigated potential advancements in AI and digital transformation. The findings show AI's impact on a variety of sectors, including healthcare, education, and tourism, emphasizing AI's adaptability in facilitating digital transition. This comprehensive study underlines the importance of AI in shaping future company strategies and operations. Businesses can be more ready for future challenges and opportunities by using AI as a value aggregation tool. Artificial intelligence is only one of several digital advancements sweeping the globe. In recent years, the desire for innovation has risen, and digital disruption is assisting organizations in remaining competitive in an ever-changing corporate landscape.

Similarly, Rajagopal et al. (2022) investigate how AI-powered frameworks are changing the future of company culture. They highlighted the pivotal role of AI in improving decision-making processes within organizations. By utilizing AI technologies, businesses may increase the accuracy of their decision-making and

bring innovation to both the process and the results. This shift goes beyond automating decision-making; it also involves leveraging AI's analytical powers to make better strategic decisions.

Businesses that put a strategic emphasis on the smooth integration of AI put themselves in a position to take full advantage of the technology's disruptive potential and maintain their market leadership. According to Isensee et al. (2021), one critical aspect of integrating AI into business practices involved sustainable development. They introduce the concept of Sustainable Artificial Intelligence (SAI) and provided insights into how specific manifestations of corporate culture can impact the handling of AI in the context of SAI. This suggests that corporate culture serves as both an indicator and an influencing factor in ensuring the long-term use of AI. Additionally, Mithas et al. (2020) investigated the strategic choices that companies will have to make in the AI future. Their findings suggest that while AI may not be the only factor influencing a company's strategic decisions, it certainly has an impact on how resources and competences are organized within business organizations – specifically for marketing professionals. An internal restructuring is needed for this new architecture to be implemented in business process strategies. This study emphasizes the necessity for organizations to modify their models and roles to meet the intelligent transformation enabled by technological growth. This adaptation is critical for remaining competitive and assuring long-term goals and policies.

Moreover, this study examines the integration of AI tools and their effects on business communication among marketing professionals. New AI applications will undoubtedly transform workflows in all areas of marketing and business communications. Marketing professionals see an improvement in work quality and faster turnover after incorporating AI tools into their processes, such as enhancing learning and development, doing legwork, or inspiring thinking, personalizing customer, and user content, conducting research, and improving customer reach. However, marketers have mixed feelings and concerns about using AI. As expectations for the adoption of AI to improve workplace productivity grow, some issues emerge that this might impact on job decline, team culture and collaboration, as well as issues surrounding misinformation, inaccuracy, and legal uncertainties that have arisen because of AI's rapid growth. In terms of business communication, it will have a significant impact on how the organization communicates, trains, and coordinates decision-making. A collaborative development platform should be used to improve communication among interdisciplinary AI teams. By identifying the best AI tools to employ and processes that can be improved, this research helps marketing professionals and corporate organizations leverage AI to drive profitable outcomes and strategic flexibility.

Objectives of the Study - The purpose of this study is to determine the role of artificial intelligence (AI) applications and its effect in business communications among marketing professionals. Firstly, to assess the effects of AI in business communications in terms of business function, decision-making, tool efficiency and collaboration; to test the relationship between AI applications and its effects on business communications; to propose an action plan for improved strategies using AI tools for effective and optimized processes on business communications.

2. Method

Research Design - In this study, a descriptive method was chosen. According to Nassaji (2015), descriptive research is a type of study in which qualitative data is gathered and quantitative methods are used for analysis. Descriptive research is a scientific practice that involves observing a sampling population in its natural environment. This descriptive study was carried out to determine the use of Artificial Applications and its effects on business communications among the marketing professionals. The survey method mainly investigated the variables of AI applications used as a tool and effects in business communications developed and examined the degree of correlation of the two mentioned.

Participants of the Study - In accordance with the survey's purpose, the chosen participants of the study were marketing professionals, ages 22 to 47 years old working in their respective marketing positions. A total of 290 participants were involved in the survey, mostly from Business Process Outsourcing (BPO), marketing and

advertising companies. These individuals understand the core of marketing and the usage of AI in their daily work routine.

Instrument of the Study - This study utilized a quantitative research approach to collect the data. By quantitatively evaluating the relationship between the survey variables, the degree and direction of those variables can be correlated. The researcher conducted surveys with chosen participants who matched the criteria for sampling served as the main technique of data collection to address the research objectives. The survey questionnaire consists of three sections. In Part I, the demographics of the participants were listed by their age group, gender, and job background in the marketing industry. Part II focused on AI as a tool and the process implementation as the first variable. Questionnaire statements came from the 2022 research study of Getchall and other involved authors: Artificial Intelligence in Business Communication: The Changing Landscape of Research and Teaching Lastly, for Part III, respondents were asked to determine the effects of AI in their business communication with competencies on the following: business function, tool efficiency, decision making, and employee collaboration. The respondents may answer from the same scale used throughout the survey - Strongly Agree (4) to Disagree (1) to indicate their level of agreement. The content of the instrument used in this study was subjected to rigorous verification and validation processes to ensure its reliability. The instrument was first examined and validated by a panel of experts in the field to ensure that it adequately measures the intended constructs. Furthermore, the instrument was tested for reliability using Cronbach's alpha, a widely utilized metric of internal consistency. The results of the reliability testing for each section of the instruments are as follows:

Table 1

Reliability Result

Indicators	Cronbach Alpha	Remarks
AI as a Tool	0.746	Acceptable
Process Implementation	0.913	Excellent
Business Function	0.758	Acceptable
Decision Making	0.783	Acceptable
Tool Efficiency	0.797	Acceptable
Employee Collaboration	0.885	Good

George and Mallery (2003) provide the following rules of thumb: “_ > .9 – Excellent, _ > .8 – Good, _ > .7 – Acceptable, _ > .6 – Questionable, _ > .5 – Poor, and _ < .5 – Unacceptable”

Table 1 showed that all sections of the instrument yielded acceptable to excellent levels of reliability. These results suggest that the instrument consistently measures the intended constructs and can be trusted with support from accurate and consistent data. The high Cronbach's alpha values indicate that the items in each part are tightly connected and help to adequately measure the corresponding competencies. As a result, the instrument's dependability increases the credibility and validity of the study's findings and supports the use of this questionnaire as a reliable tool for analyzing the role of artificial intelligence (AI) tools and their effects on business communications among marketing professionals.

Data Gathering Procedures - Data were gathered by the researcher from the answered surveys distributed to selected marketing professionals as the respondents. An online survey questionnaire was prepared using "Google Forms" as the tool for distribution. The researcher sought permission from the respective management to have the respondents participate in the study. In addition, the researcher approached her marketing colleagues to assist in distributing the questionnaire to other organizations and as well as posted on several marketing groups on Facebook to arrive at the number of respondents required. Additionally, the researcher made sure that the respondents' replies were secure. Data collection for the survey concluded after 290 individuals submitted responses, and these numbers of valid complete questionnaires were received. Finally, the data were gathered, totaled, and submitted to a statistician for help in determining the suitable statistical tools for data interpretation.

Data Analysis - Following data collection, responses were compiled, evaluated, and statistically analyzed to facilitate analysis and reach specific conclusions. To perform data analysis, the following statistical tools were used. Weighted mean and ranking were used to determine the role of AI applications in helping the respondents

in terms of using it as a tool and its process implementation and assess the respondents on the effects of business communications in terms of business function, decision-making, tool efficiency, and employee collaboration. The result of the Shapiro-Wilk Test revealed that the p-values of the main variable were greater than 0.05 which means that the data set is normally distributed. Pearson Product Moment Correlation was used to test the significant relationship of the treated variables. In addition, a post hoc test was also conducted. The following Likert Scale was used in assessing the variables: 3.50- 4.00 = Strongly Agree; 2.50-3.49 –Agree; 1.50 – 2.49 –Disagree; and 1.00 – 1.49 – Strongly Disagree. In addition, all data were treated using a statistical software known as PASW version 26 to further interpret the result of the study using an alpha level of 0.05 and 0.01.

Ethical Considerations - To safeguard the respondents' privacy, the researcher chose not to reveal their identities. There was a standard procedure to maintain their anonymity and have the option to not include their names in answering the questionnaire. Prior to their clearance to participate in the study, the researcher ensured that their privacy was protected and obtained consent. In addition, the researcher ensured that the questionnaire sources were verified and correctly cited. When the questionnaire was submitted, the research adviser examined and added comments to ensure it was appropriate for the researcher's topic. Participants' responses were tallied honestly. Furthermore, the study was accepted following a rigorous and detailed ethics review.

3. Results and discussion

Table 2

Summary Table on the Role of AI Applications

Indicators	Composite Mean	Verbal Interpretation	Rank
As a tool	3.18	Agree	2
Process Implementation	3.19	Agree	1
Composite Mean	3.19	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

Table 2 provides an overview of the summary of the role of AI applications across two different components: as a tool and process implementation. The two indicators have a minimal difference when it comes to the weighted mean and represents positive feedback from the respondents. Process implementation garnered a composite mean of 3.19. This suggests that the role of AI has been adopted and embraced by the participants in their job roles. Understanding consumer needs, matching them to products and services, and persuading customers to buy are key marketing operations that AI can significantly improve. According to an American Marketing Association survey conducted in August 2019, the use of AI has increased by 27% over the preceding 18 months. Consequently, Matt et. al (2015) explained that companies are transforming their business models to adapt AI technologies which include core business operations, organizational structures and management concepts. Such developments of AI strategies imply how crucial it is to when transforming to a digital business, where tools and business structure is considered, respectively.

With a composite mean score of 3.18, AI as a tool's result also leans towards the positive trajectory. This finding represents that respondents agree on using AI tools and an indication of the importance of AI tools in their tasks, for example, in automating processes, quicker work turnarounds and adaptability of marketing strategies and combining intelligences towards improvements. Shahid et al. (2019) assert that utilizing AI is becoming a necessity rather than science fiction and is rapidly becoming a reality. Additionally, Khokhar et al. (2019) also pinned that in the context of globalized commerce, artificial intelligence has developed in a highly effective and useful manner. Overall, the composite mean of 3.19 reflects in consistency of agreed responses with AI applications using it as a tool and process implementation. Hence, the role of AI applications for marketing professionals implies a sense of urgency on organizations to integrate its technical compatibility and competitiveness into their marketing process.

Table 3
Summary Table on the Effects of AI on Business Communications

Indicators	Weighted Mean	Verbal Interpretation	Rank
Business Function	3.25	Agree	2.5
Decision Making	3.25	Agree	2.5
Tool Efficiency	3.26	Agree	1
Employee Collaboration	3.22	Agree	4
Composite Mean	3.25	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

Table 3 provides an overview on the summary of AI applications effects in business communications across four different components: business function, decision making, tool efficiency and employee collaboration. These four components were consistent in result and show close numbers for weighted mean from the respondents’ positive perception on the topic.

Tool efficiency gained the highest ranking with a 3.26 weighted mean score. This finding shows that the respondents’ usage of AI tools is effective in their processes. It also reflects the digital readiness for business organizations to invest and put AI in their strategic business mapping. According to Verma et al. (2021), AI is reflected in its core elements: big data, machine learning, and powerful solutions. The term "big data" refers to the ability of marketers to aggregate and segment massive amounts of data with minimal manual labor. This yields different outcomes, such as improved campaign performance, enhanced customer experience, and smart marketing operations efficiency. Compatibility across platforms increases the flexibility and accessibility of AI tools, allowing users to use them regardless of the device they prefer or have access to. Meanwhile, business function and decision-making resulted in having the same average weighted mean score of 3.25. The results imply that these two indicators are correlated with each other. Business functions serve as the outlet and outcome of the respondents’ decision-making in their usage of AI tools, on daily operations and critical tasks. Brock et al. (2019) asserts that strategic adaptability plays a crucial role in fostering the creation of optimal business strategies and the necessary competencies to execute them. By utilizing this dynamic flexibility, organizations can use AI to quickly coordinate the beginning of the next development phase and make necessary modifications.

Ranking the least is employee collaboration with 3.22 among the four indicators. The result describes that employee collaboration is still under the unsigned radar reach of AI applications – a phase of hesitations and reservations from marketers and other employee sectors on the power of AI. It also indicates the preference of the respondents on the definition of employee collaboration – a personal approach, setting, and forum. Despite it being rushing down fast on the water of digital era, Makarius et al. (2020) explained that collaborative intelligence is an exciting area of study that arises from successful partnership and collaboration between artificial intelligence (AI) and human intelligence. Moreover, AI applications are and will continue to fully utilize their potential. Expectations for AI technology to convert seemingly complex processes into easily accessible resources are growing along with businesses.

Table 4
Relationship Between the AI Applications and the Effects in Business Communications

As a tool	r-value	p-value	Interpretation
Business Function	.240**	0.000	Highly Significant
Decision Making	.221**	0.000	Highly Significant
Tool Efficiency	.188**	0.001	Highly Significant
Employee Collaboration	.240**	0.000	Highly Significant
Process Implementation			
Business Function	.336**	0.000	Highly Significant
Decision Making	.329**	0.000	Highly Significant
Tool Efficiency	.350**	0.000	Highly Significant
Employee Collaboration	.336**	0.000	Highly Significant

Legend: Significant at p-value < 0.05

Table 4 reveals the significant relationship between the perceived role of AI applications and their effects on

business communication, examining various aspects such as business function, decision-making, tool efficiency, and employee collaboration. The r-values, showing the strength and direction of the correlation, alongside the associated p-values, contribute to the understanding of the statistical significance of these relationships. For the perspective of "AI as a tool" and its relationship with business function, decision-making, tool efficiency, and employee collaboration, all computed r-values were positive and statistically highly significant at $p < 0.05$. This implies a noteworthy and positive correlation between the perceived role of AI as a tool and the observed effects in these business communication aspects.

Both competencies of business function and employee collaboration ranked the highest with .240 as r-value. This result suggest that the respondents positively evaluate AI applications while adapting to the changes of AI as part of improving their processes and work dynamics. According to Veile et al. (2022), continuous technology advancements over the past several decades pave for companies in seeking for inventive methods to change their business models to fit in with a digital and connected environment. AI systems are expected to evolve into more sophisticated systems capable of addressing human problems. Poba-Nzaou et al. (2021) highlighted that employees are likely to be doubtful and concerned about the potential negative influence of AI on employment; yet AI will be able to assist with routine and trivial activities, hence improving employee performance and business productivity. Meanwhile, tool efficiency was rated the lowest with a .188 r-value. This finding suggests that even if this competency is highly significant, the respondents are also weighing on the weaknesses of AI tools, having concerns about whether it adds positively or decreases their performance in their work.

According to Saxena et al. (2023), there are variety of issues while using or planning to use AI for business aspects. Some of the issues mentioned were related to cost, challenges, mindsets and attitudes, demography of employees, comfort in the use of technology, size of the organization, change management strategies, software vendors, and vendor support. Consequently, Ma et al. (2018) argue that AI falls short of human cognitive ability in terms of soft qualities including empathy, communication, teamwork, creativity, critical thinking, problem-solving, and leadership. On the other hand, examining the association between process implementation and the mentioned aspects of business communication reveals even stronger correlations. The r-values are higher, indicating a more consistent result and robust relationship. The results underscore that a positive assessment of AI's role in process implementation aligns with more favorable effects on business function, decision making, tool efficiency, and employee collaboration. Tool efficiency garnered .350 r-value result and ranked the highest among the cited items. This suggests that respondents adapt well to the AI's process implementation and understand the functions within their job tasks. According to Kastelli et al. (2022), artificial intelligence (AI) applications and digitalization technologies are predicted to quicken the rate of innovation and improve businesses' performance in this area. Similarly, Palmié et al. (2022) discussed how digitalization and AI applications have emerged as keystones for the development of new goods and services that boost competitiveness.

Among the competency items cited, decision-making rated the least (.329 r-value). This result suggests that even though respondents have positively evaluated decision-making's significance, there are still grey areas that AI applications that need the interference or help of the human mind. According to McKendrick et al. (2022) of the Harvard Business Review, the corporate sector will bear the practical repercussions of AI-based decision-making shortcomings. AI is notorious for failing to capture or respond to the intangible human factors that drive real-life decision-making, particularly moral, ethical, and other human concerns that shape the course of business, life, and society at large. Sebastian et al. (2021) described that the speed of adaptation of AI technology is largely evident, increasing from 10 to 80 percent, when it comes to strategic decision-making processes.

Furthermore, AI reduces and replaces the human role in decision-making. Ghosh et al. (2019) emphasized that human mental capacities like as intuitive analysis, critical reasoning, and creative problem-solving are being removed from decision-making – leading to a loss. This strong correlation emphasizes the integral role that individuals perceive AI applications play in shaping and enhancing various facets of business communication. It

suggests that a positive view of AI's role is linked to positive outcomes in terms of efficiency, decision-making, collaboration, and overall business function. This finding has substantial implications for organizations looking to optimize their communication strategies by leveraging AI effectively.

Fareedi et al. (2022) asserts that organizations can now focus more on the customer and meet their needs in real-time. By using AI, they can quickly determine what content to target customers and which channel to employ at what moment, thanks to the data collected and generated by its algorithms. Users feel at ease and are more inclined to buy what is offered when AI is used to personalize their experiences. AI tools can also be used to analyze the performance of a competitor's campaigns and reveal their customers' expectations. Moreover, the demonstrated highly significant relationships between the perceived use of AI applications and their effects on business communication implied the importance of understanding and embracing AI in organizational contexts. The positive correlations suggest that organizations and individuals recognizing the value of AI in their processes are likely to experience more positive outcomes in terms of communication efficacy, decision-making efficiency, and overall business function.

In accordance, Mikalef et al. (2023) showed that AI capabilities have a positive effect on process automation, cognitive insight generation, and cognitive engagement. While process automation and cognitive insights are having a positive effect on organizational performance, they found that cognitive engagement negatively affects organizational performance. The findings document the key resources that constitute an AI capability and showcase the effects of fostering such capabilities on key organizational activities, and in turn organizational performance. This highlights the potential of AI not only as a tool but as a transformative force positively influencing the dynamics of modern business communication.

Table 5
Proposed action plan to AI applications and effects on business communication among marketing professionals

Key Result Area	Objectives	Strategies / Activities	Success Indicators	Person/s Responsible
A. AI Applications among marketing professionals	1. To improve more personalized training among marketing professionals.	Develop and implement training programs on AI-related marketing tools and support for specific modalities Provide a list of effective AI tools to improve such a process.	-Employee satisfaction surveys, and observation of marketing interactions	Marketing professionals
	2. To capitalize on AI applications to improve marketing and business communication		-Pre- and post-training assessments	Company owners
A1. Tools				
A2. Process Implementation				
B. Effects in Business Communication among marketing professionals	1. To optimize procedures and employ AI application in terms of onboarding, employee engagement and others.	Implement procedures helpful for onboarding and increase engagement amongst employees such as townhalls, online games, and seamless job training experience. Conduct AI-related studies and evaluate the progress in planning learning activities and competencies.	Employee satisfaction surveys, company collaboration and training assessment	HR Employees
	2. To identify the most effective approach to integrating AI apps in marketing and business communication processes.	Develop and plan on future activities catered on AI-related competencies Conduct employee satisfaction surveys and focus groups and consider organizational culture, process needs and the most suited AI tools. Focus on improving marketing competencies and future AI-tools to use.		Future researchers,
	B1. Business Function			
	B2. Decision-making			
B3. Tool efficiency				
B4. Collaboration				training institutions

4. Conclusions and recommendation

Respondents' positive evaluations overall in terms of AI applications use as a tool and undergoing process implementation. The significance of AI highlights process automation, enhancing productivity, and modifying

marketing tactics. Respondents provide positive ratings to AI technologies in their marketing processes in terms of business function and efficiency. However, there were some reservations when it came to decision-making and staff participation, as AI cannot replace the value of human connection. There exists a highly significant relationship between AI applications and their effects on business communication. This implies that the more application of AI in business communication, the greater the effort. An action plan was developed to enhance the competencies of marketing professionals in using AI applications in their tasks and business communication.

Marketing professionals may attend personalized training programs tailored to their specific functions, allowing them to improve their skills and learn new marketing techniques that will benefit them and the company. Company owners may implement more AI applications in their processes and capitalize on enhancing productivity, modifying marketing tactics, customer purchasing analysis, and strategizing for the future of the business. Human Resources Management may optimize procedures and employ AI applications to handle hiring, training, benefits, and employee engagement, among other HR-related tasks. This can assist HR professionals in avoiding potential biases in human decision-making and in making better-informed decisions. Future researchers may conduct AI studies to evaluate how these applications progress and plan learning activities involving many people and resources. This will increase understanding of how artificial intelligence (AI) is augmenting human abilities in learning environments, fostering more naturalistic interactions between learners and AI agents, and broadening the range of competencies that can be evaluated. The proposed plan may take a comprehensive approach to integrating AI applications into daily business processes. Additionally, this will assist businesses and marketing professionals in emphasizing the benefits of AI in business communication and marketing operations. The AI applications algorithm's goal is in line with the company's culture, which promotes brand coherence and a trust-based legacy. Taking this into account, marketers and businesses can identify and determine which AI tools and algorithms are best suited for seamless business communication and function.

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