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The Role of Artificial Intelligence in Enhancing Strategic Decision-Making in Corporate Management

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Abstract

This study responds to the revolutionary impact of artificial intelligence (AI) on corporate management strategic decision-making. It is informed by the grand research question: How does AI reshape the landscape of strategic decision-making in organizational environments and with what consequences for managerial performance, moral responsibility, and competitive edge? Utilizing a qualitative research methodology that combines intensive literature reviews with exemplar corporate examples of companies such as Amazon, Netflix, and IBM, the study highlights how AI technologies—diverse ranging from machine learning and predictive analytics to natural language processing—are seeking entry points within corporate functions for the purpose of enhancing efficiency, responsiveness, and strategic acuity. The study shows that AI significantly improves the speed, accuracy, and agility of managerial decision-making, enabling more data-driven decision-making processes and competitive strategy. However, there are also limitations in the form of algorithmic bias, opacity of decision-making, overdependence on automation, and disruption to traditional workforce dynamics. These limitations speak to the imperative of injecting strong human governance, moral checks and balances, and organizational change management paradigms into AI implementation. To meet these complexities, the paper suggests a hybrid decision-making model that balances the computational capacities of AI with human judgment, imagination, and ethical acumen. It also suggests investments in AI literacy, ethical infrastructures, strategic alignment, and cross-sector collaboration to ensure that organizations use AI responsibly while maintaining long-term competitiveness and organizational values.

Keywords: Artificial Intelligence (AI), Corporate management, Strategic Decision-Making, Managerial Performance, Moral Responsibility, Competitive Edge, Machine Learning & Predictive Analytics

Introduction

In an era of rapid technological evolution, artificial intelligence (AI) is likely one of the most groundbreaking technologies that are reshaping the face of corporate management. AI,

vaguely described as imitation of human thought processes by computer program algorithms, comprises the following abilities: learning, reasoning, problem-solving, and improvement by itself (Russell & Norvig, 2021). Its adoption in business processes is a paradigmatic change in organizing and executing strategic choices. While the traditional model of decision-making has been relying on experience and managerial judgment, AI lends fact-based insight with algorithms that are capable of handling vast volumes of data at light speed and accuracy (Bory, 2023). This kind of revolution is priceless in the current uncertain and dynamic business environment where speed and accuracy of decision-making are important to keeping competitively afloat (Oberoi, 2020).

With its abilities to process massive and complex sets of data, spot patterns, and generate predictive insights, AI has languished in boards as almost a strategic partner (Babar, 2024). Machine learning, predictive analytics, and natural language processing are increasingly being utilized in firms to help in decision-making. By simulating scenarios, projections, and risk analysis beyond any capacity of human effort, these techniques also augment working efficiency and broaden the range of strategic planning (Khan, 2025). With advantages arise new challenges. Problems such as algorithmic bias, transparency, ethics, job replacement, and system overreliance by machines are perfect examples of the two-faced nature of AI technology adoption in business governance (Raisch & Krakowski, 2021).

While more research on the application of AI in business processes and customer interfaces is prevalent, fewer have aimed at its application in strategic decision-making at the corporate level (Brynjolfsson & McAfee, 2017; Davenport & Mittal, 2020). Most of what literature has been produced is that it records technical performance or process enhancement, and its broader implications for managerial performance, ethical accountability, and organizational competitiveness are not well described. This is a particularly significant gap because strategic decisions—excluding operational decisions—are what establish a firm's long-term orientation, strength, and legitimacy. It is thus crucial to know how AI influences such decisions not only for the purpose of optimizing efficiency but also for the purpose of defending human agency, organizational ethics, and societal responsibility.

This study is guided by one major research question: How does AI reshape the landscape of strategic decision-making in organizational environments and with what consequences for managerial performance, moral responsibility, and competitive edge. In trying to answer it, the research pursues theoretical and pragmatic objectives. Theoretically, it contributes to the ongoing literature on AI and strategy by combining evidence on such business experiences and academic sources of companies such as Amazon, IBM, and Netflix. Practically, it offers counsel to business executives who seek to apply AI ethically without detracting from human judgment, creativity, and ethics essential for enduring organizational survival.

The analysis is purposeful in its application. The review of arguments and empirical evidence on using AI in business decision-making in the literature is examined. The method within the paper details the qualitative design, based on secondary sources and purposive case studies. The analysis and discussion scrutinize the challenges and prospects of integrating AI, while recommendations are on how they can be addressed between technological effectiveness and ethical regulation and human authority. Lastly, the article argues that strategic decision-

making in the future will comprise hybrid types that leverage the analytical strength of AI but do not diminish human accountability and organizational ethics.

Theoretical Review

Artificial intelligence (AI) application to strategic decision-making in corporate management can be attributed to different theoretical paradigms. The most suitable is the Resource-Based View (RBV) of the firm, whose logic states that lasting competitive advantage stems from distinct, valuable, rare, and imitable resources (Barney, 1991). AI technologies, well invested in business processes, can be seen as strategic assets enhancing companies' decision-making capabilities, prediction capability, and responsiveness. In this perspective, AI is not merely a technological asset but a dynamic asset that can also help firms to sense, seize, and reconfigure opportunities in turbulent situations (Teece, Pisano, & Shuen, 1997).

The other theoretic foundation is in Decision Theory, emphasizing rationality, bounded rationality, and risk management in business decision-making (Simon, 1972). Traditional decision-making theories recognize human cognitive limitations and biases. AI, conversely, improves bounded rationality by processing extensive sets of data more efficiently, reducing uncertainty, and displaying decision possibilities based on statistical learning. But introducing AI into decision-making also raises concerns of algorithmic bias and ethical decision-making, which require a balance of human and machine intelligence (Brynjolfsson & McAfee, 2017).
In addition, the Socio-Technical Systems Theory provides a useful conceptual framework for the imposition of AI within business management. This theory believes organizational performance to be an equilibrium of joint optimization of social (people, culture, leadership) and technical (tools, systems, technologies) subsystems (Trist & Bamforth, 1951). AI adoption would thus have to be set in the context of organizational culture, leadership, and ethics frameworks to balance technological capacity with human values (Markus & Robey, 1988).

Aligning these perspectives with the research gap, most prior work on AI and business decision-making has emphasized its technical effectiveness or functional applications, and generally not considered its strategic significance in shaping governance, ethics, and long-term competitiveness (Dwivedi et al., 2021). There have been extremely few studies that directly integrate RBV, Decision Theory, and Socio-Technical Systems to explore how AI is related to human agency in high-risk business decision-making. This vacuum is served by the present study, which seeks to position AI as a tool and also as a strategic partner of organizational leadership. Through an alignment of these theoretical frameworks, the research addresses the demand for visionary frameworks that cover both the technical and human dimensions of AI-based decision-making.

Literature Review

Of course, technological development such as artificial intelligence is claiming greater territory in management literature because it is certain to transform the manner and mode in which organizations compete and operate. Based on Bory (2023), AI allows companies to analyze complicated sets of data within minutes, at a higher accuracy level, so that they can make improved choices. Industry players are leveraging technology like machine learning (ML), natural language processing (NLP), and robotic process automation (RPA) to drive any strategic activity like forecasting, customer interaction, and supply chain optimization.This application of AI technologies is not restricted to operational activity; the strategy space is

where tactical choices affect the companies and their long-term direction and commercial performance.

According to Oberoi (2020), there are three main functions of AI in decision-making that are used in automating business processes, providing insights based on analyzing data, and interacting with customers and employees through intelligent agents. All these functions assist the management in making more precise and productive decisions. In particular, predictive analytics may be employed to make sales predictions. In contrast, chatbots offer improved customer service inquiries so that the human staff can focus on more difficult tasks requiring human problem-solving. Also, AI-based instruments can assess investment threats and offer investment plans, which is essential in corporate financial management.

The novelty of the emergence of AI in enterprise resource planning (ERP) systems and strategic planning tools is also highlighted in recent literature. (Babar, 2024) Note that with the help of AI-augmented ERP, organizations can even automate policy recommendation, strategic reporting, and simulation of scenarios. Such an ability significantly increases the flow and quickness of reaction in firms' uncertain environments.

Besides, the scope of the contribution of AI towards corporate sustainability has become a subject of new knowledge. Articles by Khan (2025) describe the role of AI in environmentally and socially responsible decision-making, work on waste management and energy efficiency, and supply chain traceability. It is portrayed that AI is improving the profit- making patterns and supporting triple-bottom-line responsibility: people, planet, and profit.

Even with such advantages, the literature also reflects some significant challenges. The first issue is the possibility of algorithmic bias, which implies that AI tools recreate the biases observed in society because of biased training data. The second problem is the excessive use of AI when, over time, human judgment could be replaced. According to (Raisch & Krakowski, 2021), it is possible to introduce a hybrid solution that will incorporate the capabilities of both the analytical strength of AI and the subjectivity of human managers. This mixed model indicates that human control will be crucial when applying AI ethically and responsibly.

Additionally, the concept of algorithm aversion, presented by Babar (2024), plays a critical role in interpreting resistance to the AI decision-making approach. Despite cases where AI systems perform better than human judgment, users tend to use human input, especially when there is an error in the algorithm, albeit marginally. This mental block must be overcome by being transparent, educating, and managing change successfully.

The examples of companies such as Amazon, IBM, and Netflix illuminate this case study of using AI to deliver a competitive advantage when used appropriately. For example, Amazon relies on AI to improve customer experience and logistics through personalization. Watson of IBM is used in healthcare and financial industries to make evidence-based decisions, and Netflix utilizes AI to recommend media and influence its content creation strategies. The above are some illustrations of how AI can transform corporate strategy and improve the quality of decision-making. Nevertheless, it is also crucial to discuss how the effectiveness of such implementations is strongly predetermined by organizational culture and management of changes and periodic review.

Also, recent studies concern the psychological effects of AI on managerial occupations. Certain managers are also opposed to adopting AI due to the threat they believe they face because AI can accomplish certain analytical activities better than they can. Some welcome AI as a tool that can augment their strategic position. This dichotomy illuminates the need for firm support systems within an organization, training, and effective communication in adopting AI technologies. Management needs to change its command-and-control rules of thought to adaptive and data-driven leadership methods.

Last but not least, the literature emphasizes the existence of strong frameworks of governance. Khan (2025) states that powerful AI integration demands policy alignment, compliance checks, and ethics measurements. In their absence, institutions expose themselves to reputational losses, state contacts, and internal division. In conclusion, the literature presents a tangled, yet encouraging image: whereas AI shows a considerable potential to improve strategic decision-making, its fortune lies in considerate, ethical, and properly substantiated application.

Methodology

A qualitative research design was used in the research, relying primarily on secondary data from peer-reviewed journals, industry reports, and company case studies. Qualitative research was most appropriate since the goal was not measuring outcomes, but exploring, interpreting, and critically assessing artificial intelligence (AI) in corporate strategic decision-making (Creswell, 2014). This approach enables the researcher to record the depth and context-specific nuances of AI use in managerial processes that would otherwise go unnoticed from purely quantitative assessments (Yin, 2018).

Sources considered were chosen based on relevance, credibility, and recency. The recent decade publications were prioritized to ensure the study reflected current realities, although classic books were included when necessary to lay the foundation for the discussion. Critical journals such as Harvard Business Review, MIT Sloan Management Review, and peer-reviewed technology and business research journals were consulted to maintain both academic and applicability basis (Bryman & Bell, 2015).

To achieve tangible understanding, the study employed case study analysis, focusing on real business examples of AI deployment. Case studies are most applicable in research in strategic management since they explain how things operate in reality (Eisenhardt, 1989). By studying companies that have been recognized for their innovative use of AI, the study was able to identify recurring patterns in decision-making, issues of implementation, and strategic results. This approach was able to capture the opportunities and risks that came with integrating AI into corporate governance frameworks.

Triangulation of sources was used to increase validity. Practitioner testimony, consultancy reports, and business press were cross-checked with scholarly literature in an attempt to minimize bias and maximize in-depth understanding (Denzin, 2012). Triangulation makes methodological solidity stronger because findings are not allowed to rely on one source but rather are shown to be the convergence of evidence.

Despite the advantages, the methodology has flaws. The absence of primary data collection, such as interviews or surveys among corporate managers, constrains the study to not being able to fully reflect experiential knowledge of decision-makers directly working with AI tools. Future research can adopt a mixed-methods framework to incorporate such opinions to enhance empirical richness (Saunders et al., 2019). But by bringing together immense secondary knowledge and aggressively analyzing recent cases, the method is nonetheless adequate to address the central research question and provide theoretical and practical implications.

Results

The findings of the case study and literature review reveal that artificial intelligence (AI) significantly contributes to strategic decision-making in business firms in several ways, such as through enhancing speed, accuracy, functional applications, and organizational transformation.

One of the most exceptional accomplishments achieved is the increase in speed and efficiency of decision-making. AI computers can handle vast amounts of structured and unstructured data with a speed that escapes human managers. This real-time analytical capacity enables managers to act rapidly in turbulent worlds. For example, in high-frequency trading, milliseconds determine business success or failure, and AI provides financial managers with a critical edge (Brynjolfsson & McElheran, 2016). Similar benefits were achieved in supply chain management, where predictive algorithms streamline inventor. In addition, in marketing, where the campaigns are customized on the basis of customer affinity (Chui et al., 2018).

The study also depicts how AI results are more accurate and to better better decisions. Through eliminating human error and bias, AI programs provide better fact-based decisions. Predictive maintenance manufacturing is a better example of such an advantage, where algorithms forecast failures before they occur, thus reduced downtime and costs (Lee et al., 2018). AI has streamlined recruitment in HR by matching candidates with performance predictors. But their use has also spawned ethical concerns about fairness, privacy, and embedded bias (Raisch & Krakowski, 2021).

Aside from these advantages, there were also risks in AI. The vast majority of systems are "black boxes," generating outputs without interpretable descriptions. This uninterpretability diminishes trustworthiness and complicates accountability to anyone, particularly in applications with high stakes such as finance and medicine, where compliance with regulations is a major issue (Burrell, 2016). Similarly, findings emphasize fears of job displacement and shifting role of the manager. With AI assuming analysis and mechanical tasks, managerial functions are transforming towards more strategic duties that focus on emotional intelligence, ethical choices, and creativity (Davenport & Kirby, 2016). Firms that did not reskill managers were confronted with resistance and implementation failure, whereas firms that invested in leadership development gained significantly larger returns in AI implementation (McKinsey, 2021).

Ethical leadership is also a common thread across the findings. Organizations are being asked to adopt responsible AI practices that safeguard consent, fairness, and accountability increasingly. Transparency, explainability, and human oversight were consistently identified

as being needed safeguards (Khan, 2025). Findings from case study also elucidate these dynamics. Netflix applies AI to recommend and determine original content, enabling it to compete in a saturated marketplace. Google adopted AI for HR operations to forecast employee turnover and streamline internal mobility. Amazon integrates AI extensively in logistics management and customer experience customization. IBM Watson illustrates the prospects and limitations of AI applications in healthcare and finance, particularly when it relates to trust and transparency.

A key final finding is that AI deployment enhances organizational culture. Organizations that possessed a well-defined digital vision, robust data infrastructure, and culture of experimentation exhibited better data-driven insights, automated routine tasks that free up employees for more strategic work and foster collaboration through information communication tools. In addition, the ai helps shift the mindset towards innovation and future breakthroughs. Such organizations embed AI in strategic choice as well as maintain managerial responsibility (Westerman et al., 2014).

Discussion

The evidence adduced confirms that AI is revolutionizing corporate strategic decision-making process but one of multifaceted and challenging theoretical as well as practical interpretation. Theoretically, the Resource-Based View (RBV) explains AI as a strategic asset complementing organizational competencies in data analysis, forecasting, and scenario planning (Barney, 1991). As opposed to traditional resources, however, AI is neither inherently rare nor imitable. Its strategic value relies on complementing resources, including organisational culture, governance, and digital literacy. This means AI alone does not guarantee competitive advantage; rather, it must be situated in a broader resource base in order to be strategically worthwhile.

Decision theory also provides useful lessons. AI reduces bounded rationality by enhancing the mental capacity of managers, enabling them to handle more information and consider more alternatives (Simon, 1997). But black-box system opaqueness discredits rational choice when decision-makers cannot entirely tell how AI comes to its conclusions. That tension is the stimulus for Explainable AI (XAI), which would reconcile computational efficacy with interpretability (Gunning, 2017). Similarly, the sociotechnical systems approach emphasizes that technological subsystems such as AI augment analysis capability but that the social subsystem—managerial roles, culture, and ethics—need to change in conjunction (Bostrom & Yudkowsky, 2014). Most adoption failures occur when organizations emphasize efficiency above governance and social adaptation.

From a managerial point of view, the findings point towards AI needing to be interacted as a strategic partner and not a management substitute. Managers' jobs are being shifted increasingly away from decision-making activities and towards higher-order tasks that integrate AI-generated inputs with human ethics, imagination, and values. Companies that have undergone reskilling and leadership development are better able to deal with internal resistance and benefit from AI to its full potential (Davenport & Kirby, 2016).

Governing and ethics become major implications. Failure of strong governance mechanisms makes companies vulnerable to reputation loss, stakeholder mistrust, and legal problems.

Instilling transparency, justice, and accountability into AI policies and organizational procedures has to be accomplished. Reducing ethics to a secondary concern will produce short-term efficiency but undermine long-term legitimacy and competitiveness (Khan, 2025). From a strategic perspective, this showed its consequences. With the mixture of AI, bold leadership, infrastructure, and cultural alignment, firms such as Netflix, Google, and Amazon have produced sustained advantages. On the other hand, any company lacking these drivers goes either through superficial adoption, inhibitions, or downright strategic errors. Hence the adoption of AI is not just a technology budget item but a total change in the way firms' approach and execute strategy.

The study also reveals far-reaching gaps in the literature. The secondary data showed how AI is being adopted. However the data did not show the subjective experiences of the managers working with the AI tools. Future studies must undertake qualitive study to enable understand these issues better and explain the ethical dilemmas when dealing with AI. To understand how AI affects long-term strategic management, future scholars can undertake longitudinal studies

Recommendations

Corporate leaders are advised to take an intermediate approach of maximizing the powers of AI on the one hand and their technological, creative problem-solving, and human values on the other hand. The focus of such a strategy must be the multipronged approach that includes education and ethical behavior, collaboration between people and AI, strategic alignment, and policy involvement.

Firstly, the companies should invest a lot in AI literacy classes according to the different levels of employees. The AI training available to executives and senior managers should entail knowing how AI will work in businesses and how to control the ethical use of AI applications. Operational employees and technical departments ought to be educated about the theories behind it and how to apply the AI tools practically. These efforts will produce adequately trained workers capable of critically thinking to evaluate the relevance of AI solutions, streamlining AI projects, and inventing new possibilities. A trained staff will also help deal with the fear and resistance associated with new technologies.

Companies must establish detailed ethical rules governing AI solutions' planning, implementation, and supervision. This is to set up ethical review boards or AI governance committees to assess the effects on society, equity, and prejudice in algorithms. Applying regular impact assessments, transparency of the use of data, and involvement of stakeholders must become a standard part of an AI project. To guarantee the explainability of the decisions made by AI, organizations need to prioritize them in customer-contact or high-stakes systems so that both internal and external stakeholders can understand the decision and justify it.

Instead of considering that the AI can substitute human skills, businesses must develop a co-evolutionary relationship and make the AI increase human capacities. Metaphors Human-in-the-loop models, in which human beings oversee or work alongside AI, have become critical to preserving accountability and making high-quality decisions. To illustrate, human beings ought to give meaning to the findings that have been presented and shape them into slightly larger strategic considerations. However, AI can crunch large volumes of data and detect any

trends. Promoting this type of cooperation can ensure innovation, better decision making, and maintain ethical decision making.

Business leaders should ensure that the AI use relates well to the company's long-term vision and strategy. The outline of any AI initiative must focus on the existence of a roadmap that can connect investment offered in technology to an objective business result. Companies should not use AI to keep up with the trends; each application should be tailored to individual business needs. Performance parameters are to be developed to measure the efficiency of AI in the long term and continually enhanced and changed.

There are also socio-economic implications of AI, including workforce displacement, that organizations should be ready to face. Preemptive reskilling and upskilling initiatives are designed to move employees to new roles whose functionality complements AI in the workplace. Human resource organization has to expect a shift in job descriptions and workforce designs, and to help employees work through learning opportunities and career development methods. Putting the human aspect of the digital change at the forefront will help make the process go smoothly and with a boost in morale.

Finally, engaging other stakeholders, such as the government institutions, institutions, and technology partners, is important. The policymakers and the industry leaders must work together to create regulatory frameworks that promote ethical use of artificial intelligence and innovation. Engagement in the international AI projects and following the global best practices can make the organizations responsible leaders in technology.

Limitations and Future Research

There are some major limitations to this study. First, the reliance on secondary sources of data such as academic literature, industry reports, and case studies means that the inferences are based on previous interpretation and not from direct, first-hand practitioner observations. While this approach allows broad information synthesis, it excludes the rich context-specific experiences liable to primary data capture in the form of interviews or questionnaires of corporate executives and AI experts (Creswell & Poth, 2018). This could restrict insight depth into how managers deal with the everyday complexities of AI adoption in business decision-making.

Second, the literature reviewed was constrained largely to the last ten years. Although this ensured recency, it may have left out foundational papers or earlier trends that could provide useful historical context on how AI evolved in business management (Webster & Watson, 2002). In addition, the focus on large, technologically based companies means that lessons may not be fully transferable to small and medium enterprise (SME) or organisations within resource-constrained environments, where challenges and uptake plans may be very dissimilar (Chatterjee et al., 2023).

Third, the qualitative design of the study prioritizes breadth to the detriment of empirical testing. Therefore, it cannot measure the causal connections between AI adoption and organizational performance metrics and predict them with generalizability (Yin, 2018). In addition, the fast-changing nature of AI technologies entails that conclusions established

today would quickly be rendered obsolete by new tools, algorithms, and regulatory environments.

Follow-up research should therefore attempt to bridge these knowledge gaps using mixed-methods approaches consisting of qualitative case studies in conjunction with quantitative methods to measure the direct impact of AI on firm performance across industries. Collection of primary data from surveys and interviews can augment knowledge on managers' perceptions, ethical concerns, and organisational readiness for AI adoption. Secondly, developing and developed economies comparisons could highlight contextual differences in infrastructure, regulation, and cultural adoption of AI (Dwivedi et al., 2021). Finally, long-term research is required in order to track the long-term effects of AI on organizational innovation, employee roles, and strategic sustainability, delivering stronger evidence regarding its transformative nature.

Despite such constraints, the current research provides a vital platform for understanding the corporate management and decision-making role of artificial intelligence. By highlighting the strengths and weaknesses of the implementation of AI, it gives a stimulus towards future research. Closing the research gaps identified will not only enhance theoretical enrichment within the discipline but also provide managers and policymakers with evidence-based approaches to managing the intricate technology-organizational strategy intersection. Such a contribution, the research makes, to the core research query in demonstrating where the transformative power of AI is most pronounced and where additional study is required for it to reach its full potential in business management.

Theoretical and Contextual Contributions

This study makes important theoretical contributions to the nexus of artificial intelligence (AI) and business management strategic decision-making. By integrating the Resource-Based View (RBV), Decision Theory, and Socio-Technical Systems Theory, the research constructs an integrative framework wherein AI is positioned as a strategic asset rather than an enabling technology. This theorizing synthesizes existing research in that it demonstrates that the strategic value of AI emerges when it is placed within organizational designs that support ethically driven, adaptive learning, and human–machine partnering. The research thus contributes to dynamic capability theory by demonstrating how firms generate dexterity and resilience through the intermarriage of AI-driven insights with human judgment. These findings contribute to theoretical understanding of how companies can leverage smart systems to maintain competitive advantage while maintaining ethical and cognitive balance in decision-making.

Contextually, the study improves the understanding of AI decision-making and its implications on business practice management in periods of international digital change. Guided by industry examples from leading companies such as Amazon, IBM, and Netflix, the paper situates the conversation between AI and strategy in emergent contexts stipulated by stewardship of data and ethical responsibility. This context presents valuable lessons for policymakers and managers from diverse economies to coordinate technological progress with ethical leadership. By. connecting theory to practice, the study fills the gap between theoretical models and practical strategic issues, providing a basis for future empirical studies and policy debate on ethical and efficient AI integration in corporate governance.

Conclusion

Artificial intelligence (AI) is revolutionizing business governance from its core by accelerating strategic decision-making to become more accurate and sophisticated. With technologies such as machine learning, predictive analytics, and natural language processing, AI enables companies to access big data pools to take efficiency to new heights, reduce operational costs, and create competitive advantage (Brynjolfsson & McAfee, 2017; Shrestha, Ben-Menahem & Krogh, 2019). They enable companies to unearth new opportunities in the market, optimize resource utilization, and boost productivity in ways unimagined before. The greater traction of data-driven decision-making underscores the imperatives of adding AI as a strategic enablement and competitive mandate of modern management (Davenport & Ronanki, 2018).

Despite the promises, the adoption of AI is fraught with complex issues that business leaders must manage with extreme care. Issues of data privacy, accountability of algorithms, and ethical responsibility remain the center of managerial anxieties (Jobin, Ienca & Vayena, 2019). Excessive dependence on automated processes risks weakening human critical thinking, creativity, and judgment in decision-making (Wilson & Daugherty, 2018). Moreover, AI adoption would lead to job displacement, calling for deliberate organizational change management responses and reskilling initiatives (Bughin et al., 2018). These concerns reflect the dual nature of AI—as promise and organizational risk.

In future to make the management progressive its is better to balance the technological advancement with the human aspect of life. Organizations that will be able to balance the technological progress with the different aspects of human life will be in a better place to remain sustainable (Glikson & Woolley, 2020). The business word is changing but one of the constant factors is the human aspects and firms that will be able to align technology with the human aspects will survive this dynamic world of business. Firms that will understand this aspect will be able to withstand business environmental changes and position themselves as the business leaders.

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