

UNDERSTAND THE CONCEPT OF BUSINESS COMMUNICATION THROUGH AI-BASED ELECTRONIC MEDIA FOR BUSINESS SUSTAINABILITY

Novika Ayu Triany^{1*}, St Salmah Sharon², Monalisa³

^{1,2,3}Sekolah Tinggi Ilmu Ekonomi Ciputra Makassar

*Corresponding Author: novika.ayu@ciputra.ac.id



e-ISSN 2686-0058

p-ISSN 2715-7695

Informasi Artikel

Tanggal masuk

03 Mei 2024

Tanggal revisi

24 Juni 2024

Tanggal diterima

20 Juli 2024

Kata Kunci:

*Artificial
Intelligence,
Business
Communication,
Responsibility,
Monitoring,
Integrity,
Innovation,
Mentoring,
Sustainability*

ABSTRACT

This research aims to explore the application of artificial intelligence (AI) in business communication with a focus on the concepts of responsibility, monitoring, integrity and innovation (TMII). AI has significant potential to improve the efficiency and effectiveness of business communications, but its implementation requires a responsible and ethical approach. This research provides comprehensive guidance on managing AI-based business communications by considering aspects of responsibility, monitoring, integrity and innovation, to support business sustainability.



INTRODUCTION

In an increasingly advanced digital era, technological transformation has changed various aspects of human life, including business communication. Business communication through electronic media based on artificial intelligence (AI) has become one of the significant innovations in improving the efficiency and effectiveness of organizational operations (Wang et al., 2022). AI technology offers the ability to automate and optimize various communication processes, from customer relationship management to complex data analysis. Thus, an in-depth understanding of the concept of business communication through AI-based electronic media is essential to achieve business sustainability in a highly competitive environment (Di Vaio et al., 2020).

The use of AI in business communication provides various strategic advantages. First, AI can integrate various communication channels, such as email, social media, and instant

messaging applications, into one unified platform (Rahman et al., 2023). This allows organizations to manage communications more efficiently and responsively. Second, AI can process large amounts of data in real-time, providing deeper and more accurate insights for decision makers. With its analytics capabilities, AI helps in identifying relevant patterns and trends, allowing organizations to respond to market changes quickly and appropriately (Huang & Rust, 2021).

In addition, AI also plays an important role in the personalization of communication. In a business context, personalization is key to increasing customer engagement and satisfaction. AI enables organizations to collect and analyse in-depth customer data, to craft more relevant and targeted messages. This personalization not only improves customer experience but also builds stronger loyalty, which in turn contributes to business sustainability (Huang & Rust, 2021).

However, the application of AI in business communication also presents various challenges. One of the main challenges is the issue of data privacy and security. In collecting and analysing customer data, organizations must ensure that the data is protected from unauthorized access and used in accordance with applicable regulations. In addition, there are also concerns about over-reliance on AI technology, which could reduce the human touch in business interactions. Therefore, it is important for organizations to develop a balanced strategy, where technology and human engagement can complement each other (Tikkinen-Piri et al., 2018).

To achieve business sustainability through AI-based business communication, organizations should also consider the aspect of human resource training and development. Employees need to be equipped with relevant skills to operate and manage AI technologies (Jarrahi, 2018). In addition, the organizational culture should support innovation and adaptation to technological change. Thus, investment in AI technology must be accompanied by investment in human development (Truby, 2020).

This research aims to explore the concept of business communication through AI-based electronic media and how this can support business sustainability. It will identify the benefits, challenges, and implications of applying AI technology in business communication, as well as provide practical recommendations for organizations looking to leverage AI to improve their performance and competitiveness. With a better understanding of this concept, it is expected that organizations can optimize the use of AI in their communication strategies to achieve better business sustainability (Borges et al., 2021).

The novelty of this research lies in integrating the concepts of responsibility, mentoring, integrity, and innovation into AI-based business communication for business sustainability. In the context of responsibility, the application of AI in business communication must pay attention to aspects of social and ethical responsibility. Organizations need to ensure that the use of AI is not only economically beneficial but also in line with prevailing social and ethical values. For example, in managing customer data, organizations must be responsible for protecting data privacy and security, as well as avoiding misuse of information that could harm other parties (Cavoukian et al., 2010).

Furthermore, the concept of mentoring also plays an important role in the implementation of AI in business communication. Mentoring can help in the technology adaptation process, where more experienced employees guide other employees to understand and use AI technology effectively. Through mentoring, organizations can ensure that the entire team has the same understanding and the necessary skills to leverage these technologies. In addition, mentoring can also encourage innovation, as interactions between mentors and mentees often lead to new ideas and creative solutions to various business challenges (Rowland, 2012).

Integrity is another crucial element in AI-based business communication. Organizations must ensure that the use of AI is done honestly and transparently. This includes transparency

in how data is collected, processed, and used. In addition, integrity also includes a commitment to use AI in a fair and non-discriminatory manner. In this regard, it is important for organizations to have clear and firm policies regarding the ethical use of AI, as well as oversight mechanisms to ensure that these technologies are used in accordance with established standards (Díaz-Rodríguez et al., 2023).

The concept of innovation in this study includes the continuous development and application of AI technology to improve business communication. Innovation is not only related to the introduction of new technologies but also to new ways of using existing technologies to achieve better business goals. In this context, AI can be used to develop more sophisticated communication solutions, such as more interactive chatbots, more accurate sentiment analysis systems, and more integrated customer relationship management platforms. Thus, innovation plays an important role in ensuring that business communication is always at the forefront of technological developments and can adapt quickly to changes in the business environment (Kandampully, 2002).

Overall, this research focuses not only on the application of AI technology in business communication but also on how the concepts of responsibility, mentoring, integrity, and innovation can be integrated to create sustainable value. With this holistic approach, it is hoped that organizations can harness the full potential of AI technology, while remaining committed to ethical and responsible business practices. This research will provide comprehensive insights into how to manage AI-based business communications in a way that supports sustainability and long-term performance (Rahman et al., 2023).

LITERATURE REVIEW

AI as a Form of Responsibility

The use of AI in business communication is often seen as a form of corporate social responsibility. (Sharma, 2022) emphasized the importance of transparency and ethics in the use of AI. They argue that companies should have clear policies on how data is collected, processed, and used. This responsibility involves a commitment to ensure that AI is used fairly and non-discriminately and adheres to strict ethical standards. This research supports the view that transparency in the use of AI can improve customer trust and company reputation.

AI in the form of Monitoring

AI also plays an important role in monitoring in business. According to (Oxy Hendro Prabowo, Alit Merthayasa, 2023) AI enables more effective and efficient monitoring through real-time data analysis. By using machine learning algorithms, companies can identify trends and patterns that are relevant to business performance, allowing them to make timely interventions. The study shows that AI-based monitoring not only improves operational efficiency but also helps in better decision-making.

AI in the form of Integrity

Integrity is a key aspect in the use of AI in business communication. (Thiebes et al., 2021) state that integrity in the use of AI includes a commitment to operate this technology in an honest and transparent manner. Organizations must ensure that AI is used in a way that does no harm and respects the privacy and rights of individuals. They also emphasize the need for strict oversight mechanisms to ensure compliance with ethical standards. By promoting integrity, companies can build stronger trust with customers and other stakeholders.

AI in the form of Innovation

AI has proven to be a key driver of innovation in business communications. (Hundertmark, 2020) points out that AI enables the development of more sophisticated communication solutions, such as interactive chatbots and more accurate sentiment analysis systems. These innovations help companies to remain competitive and adaptive to the changing business environment. This research underscores the importance of continuously innovating the use of AI technology to achieve competitive advantage.

In addition to responsibility, monitoring, and integrity, AI also plays an important role in personalizing communication. (Gkikas & Theodoridis, 2022) found that AI can analyze customer data to create more relevant and targeted messages. This effective personalization not only increases customer engagement and satisfaction but also builds stronger loyalty. Relational marketing theory supports these findings, emphasizing that long-term relationships with customers can be strengthened through personalized communication.

Although the benefits are many, the application of AI in business communication also faces various challenges. (Cary et al., 2003) identified data privacy and security issues as key challenges. Organizations must ensure that customer data is protected from unauthorized access and used ethically. In addition, there are concerns about over-reliance on AI technology, which could reduce human interaction in business, which could be a drawback in building more personalized relationships with customers.

(Kaggwa et al., 2024) pointed out that AI can contribute to business sustainability by improving operational efficiency and decision-making. With the ability to process large amounts of data in real-time, AI enables organizations to respond quickly and appropriately to market changes.

RESEARCH METHODOLOGY

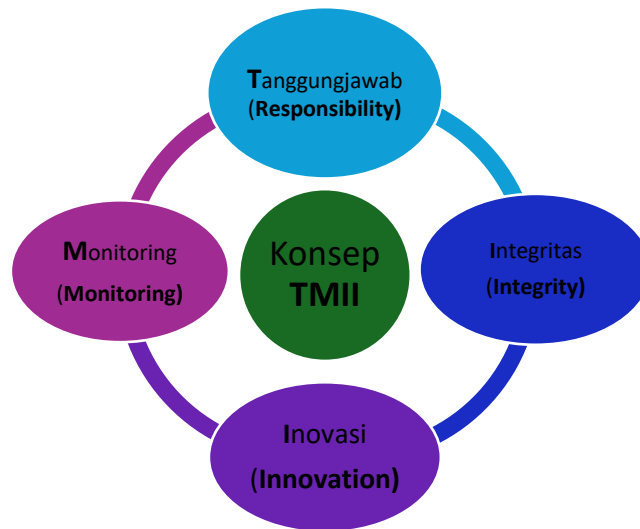
This research uses a qualitative approach with a case study method to understand the application of AI in business communication through the concept of TMII (Responsibility, Monitoring, Integrity, and Innovation). Case studies were chosen because they allow researchers to explore in depth the experiences and perspectives of informants who have implemented AI in their companies. Data was collected through semi-structured interviews with managers and leaders or owners of companies that have used AI in business communication. Informants were selected based on the criteria that their companies have implemented AI solutions in business communication for at least two years.

Interviews were conducted both face-to-face and through online platforms, and each interview was recorded and transcribed for further analysis. The data collected was analysed using thematic analysis techniques, where the researcher identified key themes that emerged from the interview data. The validity and reliability of the research was ensured through data triangulation by comparing the interview results with secondary data from company reports and industry publications. This approach adopted the methodology used in previous studies by (Feng, 2022; Leong et al., 2023) who also used interviews and thematic analysis to understand the impact of technology in business (Feng, 2022; Leong et al., 2023).

RESULTS AND DISCUSSION

This research involved interviews with Four informants from various Business Actors and Corporate Organizations that have implemented AI in their business communication. The informants included Owners and Staff who have an important position such as a manager. The interviews focused on their experiences in implementing AI, the benefits gained, as well as the

challenges faced in the context of the TMII concept: Responsibility, Monitoring, Integrity, and Innovation.



Gambar 1 : Konsep Komunikasi Bisnis dalam Meningkatkan Bisnis Performance

AI as a Form of Responsibility

The results of interviews with four informants show that the use of AI in business communication provides various strategic advantages. In the context of responsibility, the application of AI in business communication must pay attention to aspects of social responsibility and ethics. In addition, AI can increase responsibility in services that provide fast and accurate responses to customers. One company in Makassar that has used e-commerce services said:

"The system in our company has used an AI-based chatbot, so it can respond to customers in seconds, provide consistent answers, and handle more requests efficiently. This is very helpful for the company in fulfilling its responsibility to customers..." (DL-Manager)

The informant's statement is in line with research The use of AI in business communication provides various strategic advantages. First, AI can integrate various communication channels, such as email, social media, and instant messaging applications, into one unified platform (Rahman et al., 2023). This allows organizations to manage communications more efficiently and responsively. Second, AI can process large amounts of data in real-time, providing deeper and more accurate insights for decision makers. With its analytics capabilities, AI helps in identifying relevant patterns and trends, allowing organizations to respond to market changes quickly and appropriately (Huang & Rust, 2021). This expression is in line with information from informants as business managers in Ambon City:

"So initially because there was a case of less honest employees, the sales coordinator coordinated several staff to commit fraud ... the first finding was because there was a difference in the monthly report ... quite a lot of difference and then it was often done every month ... after being traced it turned out that the fraud was carried out by the cashier ... the worse thing is that this action was initiated by the coordinator. .. from here we took the initiative to install AI-based CCTV ... so this CCTV can not only detect the movement of

our employees, but can also report independently on things that should not be done by our cashier staff, but before that we have set up in advance in the program and categorized anything that is included in violating actions ... " (RH-Manager)

The informant's statement is in line with the use of AI in business communication is often seen as a form of corporate social responsibility. (Sharma, 2022) emphasizes the importance of transparency and ethics in the use of AI.

One business owner in North Taraja also revealed that AI also plays an important role in personalizing communication. In a business context, personalization is key to increasing customer engagement and satisfaction. One informant also said:

"Since I got married, I have a commitment to focus on my family...so while taking care of my children, I also help my husband to sell at the store...I usually analyse what can be developed for our store customers...we usually update the data every year, starting from what products are most requested and what products our customers may not be interested in...from there we think our customer loyalty can increase..." (DG - Business Owner)

AI enables organizations to collect and analyse in-depth customer data, thereby crafting more relevant and targeted messages. This personalization not only improves customer experience but also builds stronger loyalty, which in turn contributes to business sustainability (Huang & Rust, 2021).

In addition, the transparency gained through this technology can also help in reducing the risk of dishonesty or actions that harm the company, thereby supporting the achievement of organizational goals more effectively. Thus, the utilization of AI in the supervisory system not only helps address agency problems but also increases trust and collaboration between owners and employees, ultimately contributing to business sustainability. Another statement was also expressed by a business owner in Palopo City:

"The business is owned by my parents, but I am heavily involved in it especially for store operations... I help more with store promotion but also have many discussions with my parents especially regarding store development... we use Chat-Gpt to look for promotional techniques especially for the cosmetics business. I can learn responsibility with small tasks given... now it's very easy for people to find inspiration on Chat-Gpt... anyway it's very helpful to find content materials for promotion... it's different from the old days when parents were still very traditional. While helping my parents because of Chat-GPT, it is easy and practical for me to be able to focus on my studies because I no longer need to go directly to customer research..." (AB Business Owner)

To achieve business sustainability through AI-based business communication, organizations must also consider the aspects of human resource training and development. Employees need to be equipped with relevant skills to operate and manage AI technologies (Jarrahi, 2018). In addition, the organizational culture should support innovation and adaptation to technological change. Thus, investment in AI technology must be accompanied by investment in human development (Truby, 2020).

AI as a Form of Monitoring

AI also plays an important role in monitoring business performance. According to (Oxy Hendro Prabowo, Alit Merthayasa, 2023) AI enables more effective and efficient monitoring through real-time data analysis. A business owner stated:

"While taking care of my children... I help monitor the activities of employees and customers through the AI-based CCTV... I think it is very effective and efficient because it can give us reports in real time... sometimes there are many customers who take a long time to choose goods and just run around in the store and finally after I check the store and confirm with the employees it turns out that there are missing items... so you can imagine that even with CCTV we can still be missed, especially if we don't install it..." (DG - Business Owner)

The concept of mentoring also plays an important role in the implementation of AI in business communication. Mentoring can help in the technology adaptation process, where more experienced employees guide other employees to understand and use AI technologies effectively. Through mentoring, organizations can ensure that the entire team has the same understanding and skills necessary to utilize these technologies (Rowland, 2012).

One of the challenges in implementing new technology is ensuring that the entire team has the same understanding of the purpose and how to use the technology. Mentoring helps ensure this consistency by providing uniform guidance to all employees. Rowland (2012) states that through mentoring, organizations can ensure that the entire team has the same understanding and the necessary skills to utilize AI technology effectively. This is in line with the following informant's statement:

"We utilize this AI-based CCVT to be able to monitor the activities of our employees, especially at the cashier ... we are very helpful because we can do surveillance anytime and anywhere. So later from the report results we make an evaluation. Employees who are more senior or have been working longer provide mentoring to new employees ... the leadership also usually comes directly for certain case studies ..." (RH-Manager)

In addition, mentoring can also encourage innovation, as interactions between mentors and mentees often result in new ideas and creative solutions to various business challenges (Rowland, 2012). This is in line with the following informant's expression:

"I am usually assisted by the sales team... we see what is trending on social media that we use as evaluation material... so we will continue to monitor... it's like monitoring what is good to be used as our content material... if we already have it, we try to find a good idea in chat that is usually viral content..." (AB Business Owner)

By using machine learning algorithms, companies can identify trends and patterns relevant to business performance, allowing them to make timely interventions. The study shows that AI-based monitoring not only improves operational efficiency but also helps in better decision-making.

AI as a Form of Integrity

Integrity is another crucial element in AI-based business communication. Organizations must ensure that the use of AI is done honestly and transparently. This includes transparency in how data is collected, processed, and used. In addition, integrity also includes a commitment

to use AI in a fair and non-discriminatory manner. In this regard, it is important for organizations to have clear and firm policies regarding the ethical use of AI, as well as oversight mechanisms to ensure that these technologies are used in accordance with established standards (Díaz-Rodríguez et al., 2023). The above statement is in line with the statement of one of the business owner informants:

"In the store since there is CCTV, employees are more reluctant... it used to be very difficult to find people who could help honestly... many times we treat... we use a personal approach... but indeed if the ethics are not good... it will still be difficult to direct... so actually we do have to intervene a lot... if I keep more communication with employees so that they are comfortable... technology only helps us to simplify and streamline work... we still have to maintain the standards or initial function of using this CCTV... and communication must still be established and maintained. .." (DG - Business Owner)

Integrity is a key aspect in the use of AI in business communication. (Thiebes et al., 2021) state that integrity in the use of AI includes a commitment to operate this technology in an honest and transparent manner. Organizations must ensure that AI is used in a way that does not harm and respects the privacy and rights of individuals.

On the other hand, the use of AI requires strict oversight mechanisms to ensure compliance with ethical standards. By promoting integrity, companies can build stronger trust with customers and other stakeholders. In this regard, it is important for organizations to have clear and firm policies regarding the ethical use of AI, as well as oversight mechanisms to ensure that these technologies are used in accordance with established standards (Díaz-Rodríguez et al., 2023). This statement is also in line with the following informant's statement:

"There are challenges sometimes if we use AI assistance such as Chat - GPT, for example, the originality of our content... the story is not entirely our idea... but in my opinion as long as we can be responsible... then the initial idea is from us... we just need to find the additions specifically for the execution in AI... so I think it's still safe..." (AB - Business Owner)

The use of AI is a concrete example of how technology can help achieve such transparency. With an AI-based CCTV system, business owners can monitor workplace activities in real-time and more accurately. This allows owners to obtain more complete and timely information on employee performance and behaviour. One informant also said:

"To be honest, there are a lot of differences after we used this CCTV... first because usually we have to tell employees directly and it's repetitive... to be able to work honestly... but now they have more of their own initiative to be able to do everything well and optimally... then they are like already embedded in their minds that I have a responsibility to keep this business running well... if I can do everything honestly... then we can also focus more on business development..." (RH-Manager)

Integrity is a key element in the use of AI in business communication. (Komariyah, 2023) states that integrity in the use of AI includes a commitment to operate this technology honestly and transparently. Organizations must ensure that AI is used in a way that does no harm and respects the privacy and rights of individuals. By promoting integrity, companies can build stronger trust with customers and other stakeholders.

AI as a form of Innovation

AI has proven to be a key driver of innovation in business communications. (Hundertmark, 2020) points out that AI enables the development of more sophisticated communication solutions. One informant revealed:

"For now, it's probably more about using it in the store... we can have effective strategies, for example, with CCTV, customers can be more satisfied and loyal because from CCTV we can monitor if there are employees who are lazy or not fast in serving customers..." (DG - Business Owner)

This effective personalization not only increases customer engagement and satisfaction but also builds stronger loyalty. Relational marketing theory supports these findings, emphasizing that long-term relationships with customers can be strengthened through personalized communication (Gkikas & Theodoridis, 2022).

Despite its many benefits, the application of AI in business communication also faces various challenges. (Cary et al., 2003) identified data privacy and security issues as key challenges. Organizations must ensure that customer data is protected from unauthorized access and used ethically. In addition, there are concerns about over-reliance on AI technology, which could reduce human interaction in business, which could be a drawback in building more personalized relationships with customers. This is in line with the following informant's statement:

"So far nothing... it is only used to monitor the cashier... maybe in the future it can be used for more... we also always evaluate every year for every device we use, especially customer privacy issues... but indeed this CCTV is very helpful for human resource management in our business..." (RH - Manager)

(Kaggwa et al., 2024) suggest that AI can contribute to business sustainability by improving operational efficiency and decision-making. With the ability to process large amounts of data in real-time, AI enables organizations to respond to market changes quickly and appropriately. The use of AI can help companies achieve long-term sustainability through better resource management and reduced operational costs. Another informant revealed:

"We have posted a lot of content that has been able to increase the number of visitors in our store because of the Chat-GPT information... we have also become more creative and innovative... we used to make content just as it is... it is easier for us to see the market changes that are happening..." (AB - Business Owner)

The concept of innovation and business sustainability includes the continuous development and application of AI technologies to improve business communications. Innovation is not only related to the introduction of new technologies but also to new ways of using existing technologies to achieve better business goals. This statement is in line with the following informant's expression:

"Since our company has been using AI, it has helped us develop a more personalized and relevant communication strategy. We have also developed a virtual system that can provide product recommendations that perfectly match customer needs..." (DL-Manager)

In this context, AI can be used to develop communication solutions as more sophisticated communication strategies, such as more interactive chatbots, more accurate sentiment analysis systems, and more integrated customer relationship management platforms. Thus, innovation plays an important role in ensuring that business communication is always at the forefront of technological developments and is able to adapt quickly to changes in the business environment (Kandampully, 2002).

CONCLUSION

The application of AI in business communication must be done with high responsibility, including transparency in data collection, processing, and use. According to (Laat, 2021), companies should have clear policies regarding the fair and non-discriminatory use of AI. This responsibility includes a commitment to adhere to strict ethical standards, which can enhance the company's trust and reputation in the eyes of customers and other stakeholders.

AI enables more effective and efficient monitoring through real-time data analysis. (Hickman & Martin Petrin, 2021) emphasize that by using machine learning algorithms, companies can identify relevant trends and patterns, enabling timely interventions. AI-based monitoring not only improves operational efficiency but also supports better decision-making, which in turn contributes to business sustainability.

Integrity is a key element in the use of AI in business communication. (Hundertmark, 2020) states that integrity in the use of AI includes a commitment to operate this technology honestly and transparently. Organizations must ensure that AI is used in a way that does no harm and respects the privacy and rights of individuals. By promoting integrity, companies can build stronger trust with customers and other stakeholders.

AI also serves as a key driver of innovation in business communications. (Kandampully, 2002) points out that AI enables the development of more sophisticated communication solutions, such as interactive chatbots and more accurate sentiment analysis systems. These innovations help companies to remain competitive and adaptive to the changing business environment. It is important for companies to continue to innovate in the use of AI technology to achieve a competitive advantage.

AI could analyze customer data in depth, enabling more effective personalization of communication. (Komariyah, 2023) found that personalization by AI can increase customer engagement and satisfaction and build stronger loyalty. This effective personalization not only increases engagement but also strengthens long-term relationships with customers, which is important for business sustainability.

While AI offers many benefits, its application is also faced with various challenges, such as data privacy and security. (Gupta et al., 2020) identified that companies must ensure the protection of customer data from unauthorized access and its ethical use. In addition, there is a risk of over-reliance on AI technology that could reduce human interaction in business, which could be a drawback in building personalized relationships with customers.

Mentoring is an important factor in ensuring successful adaptation to AI technologies. (Kelley, 2022) highlights that through mentoring, employees can more easily understand and use AI technologies effectively. This mentoring process not only helps with skill enhancement but also encourages innovation within the company. Thus, mentoring can ensure that the entire team has the necessary capabilities to make good use of AI technologies.

The use of AI in business communication contributes to business sustainability by improving operational efficiency and supporting better decision-making. (Kaggwa et al., 2024) emphasized that AI enables companies to respond quickly and appropriately to market changes through better resource management and reduced operational costs. Thus, AI can help companies achieve long-term sustainability.

REFERENCES

- Borges, A. F. S., Laurindo, F. J. B., Spínola, M. M., Gonçalves, R. F., & Mattos, C. A. (2021). The strategic use of artificial intelligence in the digital era: Systematic literature review and future research directions. *International Journal of Information Management*, 57(August), 102225. <https://doi.org/10.1016/j.ijinfomgt.2020.102225>
- Cary, C., Wen, H. J., & Mahatanankoon, P. (2003). Data mining: Consumer privacy, ethical policy, and systems development practices. *Human Systems Management*, 22(4), 157–168. <https://doi.org/10.3233/hsm-2003-22402>
- Cavoukian, A., Taylor, S., & Abrams, M. E. (2010). Privacy by Design: essential for organizational accountability and strong business practices. *Identity in the Information Society*, 3(2), 405–413. <https://doi.org/10.1007/s12394-010-0053-z>
- Di Vaio, A., Palladino, R., Hassan, R., & Escobar, O. (2020). Artificial intelligence and business models in the sustainable development goals perspective: A systematic literature review. *Journal of Business Research*, 121(August), 283–314. <https://doi.org/10.1016/j.jbusres.2020.08.019>
- Díaz-Rodríguez, N., Del Ser, J., Coeckelbergh, M., López de Prado, M., Herrera-Viedma, E., & Herrera, F. (2023). Connecting the dots in trustworthy Artificial Intelligence: From AI principles, ethics, and key requirements to responsible AI systems and regulation. *Information Fusion*, 99(May). <https://doi.org/10.1016/j.inffus.2023.101896>
- Gkikas, D. C., & Theodoridis, P. K. (2022). AI in Consumer Behavior. In *Learning and Analytics in Intelligent Systems* (Vol. 22). Springer International Publishing. https://doi.org/10.1007/978-3-030-80571-5_10
- Gupta, R., Tanwar, S., Al-Turjman, F., Italiya, P., Nauman, A., & Kim, S. W. (2020). Smart Contract Privacy Protection Using AI in Cyber-Physical Systems: Tools, Techniques and Challenges. *IEEE Access*, 8, 24746–24772. <https://doi.org/10.1109/ACCESS.2020.2970576>
- Hickman, E., & Martin Petrin. (2021). Trustworthy AI and Corporate Governance: The EU's Ethics Guidelines for Trustworthy Artificial Intelligence from a Company Law Perspective. In *European Business Organization Law Review* (Vol. 22, Issue 4). Springer International Publishing. <https://doi.org/10.1007/s40804-021-00224-0>
- Huang, M. H., & Rust, R. T. (2021). A strategic framework for artificial intelligence in marketing. *Journal of the Academy of Marketing Science*, 49(1), 30–50. <https://doi.org/10.1007/s11747-020-00749-9>
- Hundertmark, D. Z. and S. (2020). Chatbots – An Interactive Technology for Personalized Communication , CHATBOTS – AN INTERACTIVE TECHNOLOGY FOR PERSONALIZED COMMUNICATION ,. *IADIS International Journal on WWW/Internet*, 15(February 2018), 96–109.
- Jarrahi, M. H. (2018). Artificial intelligence and the future of work: Human-AI symbiosis in organizational decision making. *Business Horizons*, 61(4), 577–586. <https://doi.org/10.1016/j.bushor.2018.03.007>
- Kaggwa, S., Eleogu, T. F., Okonkwo, F., Farayola, O. A., Uwaoma, P. U., & Akinoso, A. (2024). AI in Decision Making: Transforming Business Strategies. *International Journal of Research and Scientific Innovation*, X(XII), 423–444. <https://doi.org/10.51244/ijrsi.2023.1012032>
- Kandampully, J. (2002). Innovation as the core competency of a service organisation: The role of technology, knowledge and networks. *European Journal of Innovation Management*, 5(1), 18–26. <https://doi.org/10.1108/14601060210415144>
- Kelley, S. (2022). Employee Perceptions of the Effective Adoption of AI Principles. *Journal of Business Ethics*, 178(4), 871–893. <https://doi.org/10.1007/s10551-022-05051-y>

- Komariyah, I. (2023). APPLICATION OF ARTIFICIAL INTELLIGENCE IN INCREASING EMPLOYEE INTEGRITY Imas komariyah under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0). *Jurnal Ekonomi*, 12(03), 2023. <http://ejournal.seaninstitute.or.id/index.php/Ekonomi>
- Laat, P. B. de. (2021). Companies Committed to Responsible AI: From Principles towards Implementation and Regulation? In *Philosophy and Technology* (Vol. 34, Issue 4). Springer Netherlands. <https://doi.org/10.1007/s13347-021-00474-3>
- Oxy Hendro Prabowo, Alit Merthayasa, N. S. (2023). PEMANFAATAN TEKNOLOGI INFORMASI DAN MANAJEMEN PERUBAHAN PADA KEGIATAN BISNIS DI ERA GLOBALISASI. *Syntax Idea*, 5(7), 883–892. <https://doi.org/10.46799/syntax-idea.v5i7.2416>
- Rahman, M. S., Bag, S., Gupta, S., & Sivarajah, U. (2023). Technology readiness of B2B firms and AI-based customer relationship management capability for enhancing social sustainability performance. *Journal of Business Research*, 156(November 2022), 113525. <https://doi.org/10.1016/j.jbusres.2022.113525>
- Rowland, K. N. (2012). E-mentoring: An innovative twist to traditional mentoring. *Journal of Technology Management and Innovation*, 7(1), 228–237. <https://doi.org/10.4067/S0718-27242012000100015>
- Sharma, R. (2022). Corporate Social Responsibility and Customer Satisfaction: Role of Artificial Intelligence. *Acta Universitatis Bohemiae Meridionalis*, 25(2), 162–174. <https://doi.org/10.32725/acta.2022.016>
- Thiebes, S., Lins, S., & Sunyaev, A. (2021). Trustworthy artificial intelligence. *Electronic Markets*, 31(2), 447–464. <https://doi.org/10.1007/s12525-020-00441-4>
- Tikkinen-Piri, C., Rohunen, A., & Markkula, J. (2018). EU General Data Protection Regulation: Changes and implications for personal data collecting companies. *Computer Law and Security Review*, 34(1), 134–153. <https://doi.org/10.1016/j.clsr.2017.05.015>
- Truby, J. (2020). Governing Artificial Intelligence to benefit the UN Sustainable Development Goals. *Sustainable Development*, 28(4), 946–959. <https://doi.org/10.1002/sd.2048>
- Wang, Z., Li, M., Lu, J., & Cheng, X. (2022). Business Innovation based on artificial intelligence and Blockchain technology. *Information Processing and Management*, 59(1). <https://doi.org/10.1016/j.ipm.2021.102759>