

Impact of Artificial Intelligence on Business Decision-Making in the Digital Era

¹Vijay Kolluri, ²Vasu Dammati, ³T Chaitanya Lakshmi

^{1,2}Assistant Professor, Department of Business Administration, P.B. Siddhartha College of Arts and Science, Vijayawada, India.

³Independent researcher, Vijayawada, India.

k.vijay@pbsiddhartha.ac.in, vasudammati1@gmail.com, chaitanyalakshmitiruka@gmail.com

Abstract: Artificial Intelligence (AI) has emerged as a transformative force in the digital economy, significantly influencing business decision-making processes across industries. With the exponential growth of data and advancements in machine learning technologies, organizations increasingly rely on AI-driven tools to enhance the accuracy, speed, and efficiency of managerial decisions. This study examines the role of AI in improving decision-making processes, analyses its impact on organizational performance, and evaluates its applications across key business functions such as marketing, finance, operations, and human resource management. The research adopts a conceptual research design and is based on secondary data collected from academic journals, books, industry reports, and credible online sources. The findings suggest that AI-driven decision-making improves organizational efficiency, reduces uncertainty, and enhances competitive advantage in the digital era. The study also highlights major challenges in AI adoption and provides recommendations for effective AI implementation in organizations.

Keywords: Artificial Intelligence, Decision Support Systems, Business Analytics, Digital Transformation, Data-Driven Decision Making.

1 INTRODUCTION

Artificial Intelligence (AI) has emerged as one of the most transformative technologies in the modern digital economy, significantly influencing organizational operations, strategic planning, and managerial decision-making processes. Rapid advancements in machine learning, deep learning, natural language processing, and big data analytics have enabled organizations to process large volumes of structured and unstructured data with greater speed and accuracy. AI-driven technologies are increasingly being integrated into business environments to improve operational efficiency, enhance productivity, and support data-driven decision-making.

Soni et al. [1] stated that AI has evolved from a research-oriented innovation to a commercially deployable technology capable of transforming business models and competitive strategies across industries. Benbya, Davenport, and Pachidi [2] further observed that AI is reshaping organizational structures and managerial practices by enabling intelligent automation and predictive decision support systems. In contemporary organizations, decision-making has become increasingly complex due to globalization, market uncertainty, technological disruption, and rapidly changing customer expectations.

Traditional decision-making approaches that primarily rely on human judgment and limited analytical capabilities are often insufficient in addressing dynamic business challenges. In this context, AI provides organizations with the ability to analyse extensive datasets, identify hidden patterns, generate predictive insights, and support strategic optimization. Jarrahi [3] highlighted that AI does not replace human intelligence entirely but rather complements managerial capabilities through a human-AI symbiotic relationship in organizational decision-making.

Similarly, Shrestha, Ben-Menahem, and von Krogh [4] explained that AI is transforming organizational decision-making structures by integrating algorithmic intelligence into managerial and operational processes. The increasing adoption of AI technologies has generated substantial economic and organizational impacts across industries. Kuzior, Sira, and Brożek [5] noted that AI contributes significantly to economic development by improving productivity, innovation capability, and business competitiveness. Furthermore, Cao [6] emphasized that the integration of AI and big data analytics enhances strategic optimization, forecasting accuracy, and evidence-based decision-making in enterprise operations.

AI-driven systems are therefore becoming essential tools for improving organizational efficiency and maintaining competitiveness in dynamic business environments. The role of AI has further expanded in international business and global strategic management. Lindner, Puck, and Pühr [7] explained that augmented decision-making supported by AI is reshaping international business practices and enabling firms to make more effective strategic decisions in global markets.

In financial management, explainable AI has become increasingly important due to the need for transparency, accountability, and interpretability in automated decision systems. Sailer [8] discussed how explainable AI can address complex financial problems while improving trust in AI-driven financial decision-making. In addition, generative AI technologies are influencing corporate investment behavior and strategic organizational decisions. Wang, Wu, and Zhang [9] found that generative AI affects corporate investment herd behavior and influences rational decision-making processes within firms.

Organizations are increasingly leveraging AI to achieve digital innovation, operational efficiency, and sustainable competitive advantage. Binsar et al. [10] proposed that AI-based digital innovation frameworks improve customer engagement, operational effectiveness, and business competitiveness. However, despite the benefits of AI adoption, organizations continue to face challenges related to energy consumption, ethical concerns, data privacy, and implementation complexity. Eti et al. [11] highlighted the importance of energy-efficient AI hardware and intelligent decision-making approaches for sustainable AI implementation. Moreover, AI capabilities can enhance innovation, adaptability, and dynamic organizational capabilities, particularly in family businesses operating in competitive environments [12].

Therefore, Artificial Intelligence has become an integral component of modern business management and organizational decision-making. AI-driven systems improve the speed, accuracy, and efficiency of managerial decisions while enabling organizations to respond effectively to rapidly changing market conditions and technological advancements. Understanding the role, opportunities, and challenges of AI in business decision-making is thus essential for organizations seeking sustainable growth and long-term competitive advantage in the digital era.

2 LITERATURE REVIEW

Soni et al. [1] examined the transformation of Artificial Intelligence from a research-oriented innovation into a commercially deployable technology in modern businesses. The study highlighted that AI applications improve organizational productivity, operational efficiency, and strategic decision-making through intelligent automation and advanced data analytics. The authors emphasized that AI adoption enables firms to gain competitive advantages in rapidly changing digital markets. Benbya, Davenport, and Pachidi [2] analyzed the current state of Artificial Intelligence in organizations and identified future opportunities associated with intelligent systems. Their study explained that AI technologies support organizational learning, improve decision quality, and enhance managerial efficiency by integrating predictive analytics and intelligent automation into business operations.

The authors also discussed the challenges related to organizational adaptation and technological implementation. Jarrahi [3] explored the relationship between Artificial Intelligence and the future of work by focusing on human-AI symbiosis in organizational decision-making. The study concluded that AI complements human intelligence rather than replacing it completely. According to the author, AI systems assist managers in solving complex problems by providing analytical insights and supporting decision-making under uncertain business conditions.

Shrestha, Ben-Menahem, and von Krogh [4] investigated organizational decision-making structures in the age of Artificial Intelligence. The study explained how algorithmic intelligence is transforming managerial hierarchies and operational processes within organizations. The authors highlighted that AI-based decision systems improve decision accuracy and efficiency while simultaneously raising concerns regarding accountability, transparency, and ethical governance. Kuzior, Sira, and Brożek [5] examined the impact of Artificial Intelligence on economic growth and organizational competitiveness.

Their research emphasized that AI contributes to innovation, productivity enhancement, and industrial development by enabling intelligent process optimization and technological advancement. The study also highlighted the broader economic implications of AI adoption in both developed and emerging economies. Cao [6] focused on intelligent decision-making in business management through the integration of Artificial Intelligence and big data analytics. The study proposed that AI-driven analytical systems significantly improve strategic optimization, operational efficiency, and forecasting accuracy in enterprise management.

The author concluded that AI-based decision support systems play a crucial role in enhancing organizational responsiveness and competitiveness. Lindner, Puck, and Puhr [7] studied the role of Artificial Intelligence in international business and explained how augmented decision-making influences global business strategies. Their findings indicated that AI technologies enable firms to make faster, more informed, and data-driven international business decisions. The study further suggested that AI is reshaping traditional international business theories and managerial practices. Sailer [8] analyzed the application of explainable Artificial Intelligence in financial decision-making processes. The study highlighted that explainable AI improves transparency, accountability, and trust in AI-driven financial systems. The author emphasized that interpretability of AI models is essential for effective financial management, risk assessment, and regulatory compliance within organizations.

Wang, Wu, and Zhang [9] investigated the impact of generative Artificial Intelligence on corporate investment herd behavior and rational decision-making. The study revealed that generative AI technologies significantly influence organizational investment strategies and managerial judgments. The authors concluded that AI-generated information can shape corporate behavior by affecting strategic analysis and market perception. Binsar et al. [10] proposed a framework for optimizing business competitiveness through Artificial Intelligence-driven digital innovation and operational efficiency.

The study emphasized that AI technologies improve customer engagement, operational performance, and strategic adaptability in organizations. The authors also highlighted the role of AI in supporting sustainable competitive advantage in the digital business environment. Eti et al. [11] addressed energy efficiency challenges associated with Artificial Intelligence hardware using a behavioral fuzzy decision-making approach. The study focused on sustainable AI implementation and emphasized the importance of energy-efficient technologies for reducing operational costs and environmental impact. The authors suggested that intelligent decision-making models can support sustainable and efficient AI adoption.

Artificial Intelligence can support innovation in family businesses through dynamic capabilities theory. The study highlighted that AI enhances adaptability, innovation capability, and strategic flexibility within organizations [12]. The authors concluded that AI-driven innovation enables businesses to achieve long-term sustainability and competitive growth in dynamic market environments.

3 OBJECTIVES AND SCOPE OF THE STUDY

The present study focuses on examining the role of Artificial Intelligence in enhancing business decision-making processes in the digital era. The study aims to analyse the impact of AI-driven tools on the accuracy, speed, and efficiency of managerial decisions while evaluating the applications of AI across major business functions such as marketing, finance, operations, and human resource management. The research also seeks to identify the major challenges associated with AI adoption and suggest suitable measures for the effective implementation of AI technologies in organizations.

The scope of the study is limited to a conceptual analysis of Artificial Intelligence and its influence on organizational decision-making processes in modern business environments. The study is primarily based on secondary data collected from academic journals, research articles, industry reports, and credible online sources. It does not include primary data collection or empirical testing and mainly concentrates on understanding the strategic and operational significance of AI in contemporary organizations.

4 RESEARCH METHODOLOGY

The present study adopts a conceptual and descriptive research design to examine the impact of Artificial Intelligence on business decision-making in the digital era. Since the study focuses on understanding the role, applications, and implications of AI rather than conducting empirical testing, a conceptual approach is considered appropriate. The research is entirely based on secondary data sources, which include peer-reviewed journal articles, conference papers, books, industry reports, and credible online databases. Data has been collected from reputed sources such as academic publications, research repositories, and reports of recognized international organizations. These sources ensure the reliability, validity, and authenticity of the information used in the study.

The study employs analytical and comparative methods to interpret the collected data. Conceptual analysis is used to understand the role of AI in decision-making processes, while comparative evaluation is applied to examine the impact of AI across different business functions such as marketing, finance, operations, and human resource management. In addition, qualitative analysis has been used to identify patterns, trends, and relationships between AI adoption and business performance. The study also incorporates tabular representations and structured frameworks to present the information in a clear and systematic manner, enhancing the readability and understanding of the analysis. To ensure clarity and coherence, the research follows a structured approach, beginning with a review of existing literature, followed by analysis of AI applications, identification of challenges, and formulation of suggestions. Although the study is based on secondary data, efforts have been made to include recent and relevant sources to maintain the contemporary relevance of the findings.

5 ROLE OF AI IN BUSINESS DECISION MAKING

Artificial Intelligence plays a pivotal role in transforming business decision-making processes by enabling organizations to make informed, data-driven decisions. In the digital era, where vast amounts of data are generated continuously, AI provides the capability to analyse, interpret, and utilize this data effectively.

AI systems use advanced techniques such as machine learning, predictive analytics, and data mining to identify patterns and trends that may not be easily detectable through traditional methods. This allows organizations to generate accurate insights and forecasts, thereby improving the quality of decision-making. Unlike conventional approaches that rely heavily on human judgment, AI enhances objectivity by minimizing biases and errors.

One of the key contributions of AI is its ability to support decision-making at multiple levels within an organization. At the strategic level, AI assists top management in long-term planning by providing predictive insights and scenario analysis. At the tactical level, it helps in resource allocation and performance optimization. At the operational level, AI supports routine decision-making by automating processes and providing real-time information. Furthermore, AI enables real-time decision-making, which is critical in today’s dynamic business environment. Organizations can respond quickly to market changes, customer preferences, and competitive pressures by leveraging AI-driven insights. This agility enhances the overall competitiveness and responsiveness of the organization.

Another important role of AI is in risk management and uncertainty reduction. AI systems can analyse historical data and identify potential risks, enabling organizations to take preventive measures. This is particularly useful in areas such as financial decision-making, supply chain management, and strategic planning. Fig. 1 shows the framework of ai-driven business decision-making process. AI also facilitates automation of repetitive tasks, reducing the workload of employees and allowing them to focus on higher-level strategic decisions. This not only improves efficiency but also enhances productivity and innovation within the organization. Artificial Intelligence serves as a powerful tool that enhances the effectiveness, speed, and reliability of business decision-making. Its integration into organizational processes has become essential for achieving sustainable growth and maintaining a competitive advantage in the digital era.

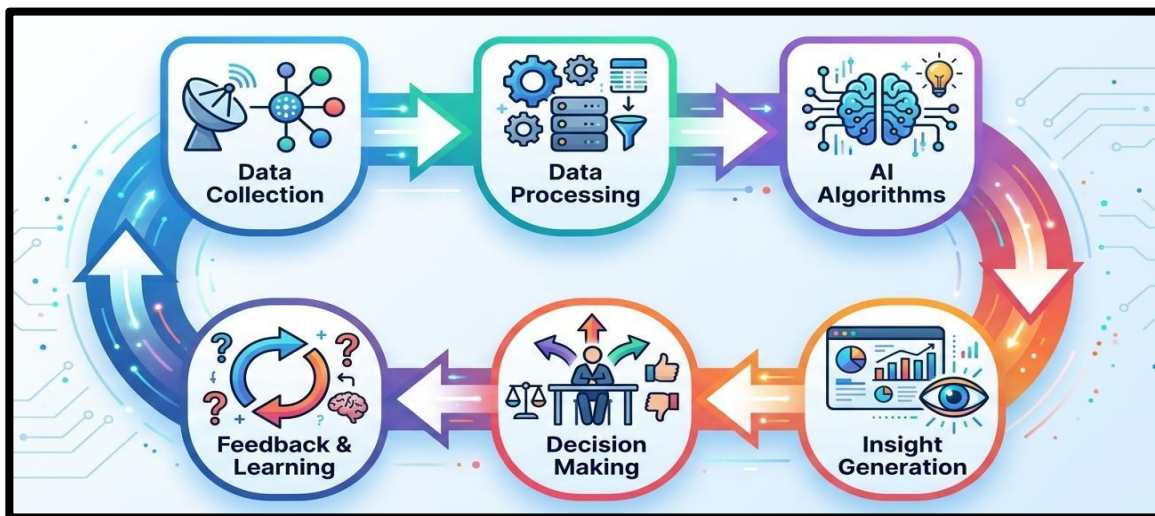


Fig. 1. Framework of AI-Driven Business Decision-Making Process

The above framework illustrates how Artificial Intelligence transforms raw data into actionable insights. The feedback loop ensures continuous learning and improvement in decision-making processes. Table 1 shows the role of ai at different levels of organizational decision-making.

Table 1. Role of AI at Different Levels of Organizational Decision-Making

Decision Level	AI Role	Example
Strategic	Predictive analysis	Market expansion planning
Tactical	Resource optimization	Budget allocation
Operational	Automation	Inventory management

6 IMPACT OF AI ON DECISION MAKING

- Accuracy:** AI improves the accuracy of business decisions by minimizing human errors and biases. Traditional decision-making often depends on intuition and limited data, which may lead to inaccurate outcomes. AI systems, on the other hand, analyse large volumes of structured and unstructured data using advanced algorithms. This ensures that decisions are based on factual insights rather than assumptions. AI systems continuously learn from historical data and improve their predictive capabilities over time. This adaptive learning feature enables organizations to refine their decision-making processes and achieve higher levels of precision. Consequently, businesses can reduce uncertainty and enhance the reliability of their strategic and operational decisions.
- Speed:** AI enables faster decision-making by processing data in real time. In today’s fast-paced business environment, timely decisions are crucial for maintaining competitiveness. AI tools can quickly analyse market trends, customer behaviour, and operational data, allowing managers to take immediate action. AI systems can handle multiple datasets simultaneously, which significantly reduces the time required for analysis. This rapid processing capability enables organizations to respond proactively to market changes and emerging opportunities. As a result, businesses can gain a competitive advantage by making quick and informed decisions.
- Efficiency:** AI enhances efficiency by automating routine and repetitive tasks, thereby reducing the workload of employees. This allows managers to focus on strategic decision-making rather than operational tasks. Automation also reduces operational costs and improves productivity. AI-driven systems optimize resource utilization by identifying inefficiencies in business processes. By streamlining workflows and minimizing wastage, AI contributes to improved operational performance. This not only enhances organizational efficiency but also supports sustainable business practices.
- Predictive Capability:** AI significantly enhances predictive decision-making by analysing historical and real-time data to forecast future trends, risks, and opportunities. Through machine learning algorithms and predictive analytics, AI systems can identify patterns that help organizations anticipate market changes, customer preferences, and operational challenges. This predictive capability supports proactive decision-making rather than reactive responses. Businesses can use AI-driven forecasting to improve demand planning, financial management, risk assessment, and strategic planning. By enabling organizations to make informed predictions with higher accuracy, AI reduces uncertainty and supports long-term organizational growth and sustainability.

Table 2. Comparative Analysis of Decision-Making Performance Before and After AI Adoption

Factor	Performance (Before AI)	Performance (After AI)	Improvement
Speed	45%	98%	53%
Accuracy	60%	92%	32%
Efficiency	55%	88%	33%

The graphical representation in Fig. 2 indicates that Artificial Intelligence significantly improves decision-making performance in terms of accuracy, speed, and efficiency, thereby enhancing overall organizational effectiveness. Table 2 shows the comparative analysis of decision-making performance before and after AI adoption.

7 APPLICATIONS OF AI IN BUSINESS FUNCTIONS

- Marketing:** In marketing, AI plays a vital role in analysing customer data and understanding consumer behavior. AI tools enable businesses to segment customers, personalize marketing strategies, and predict future demand. This leads to more effective targeting and improved customer satisfaction. AI helps in analysing social media trends and customer feedback, allowing organizations to refine their marketing campaigns. Realtime insights provided by AI enable companies to adjust their strategies quickly and effectively. This results in better customer engagement and increased brand loyalty.
- Finance:** AI applications in finance include risk assessment, fraud detection, and financial forecasting. AI systems can analyse financial data to identify potential risks and detect fraudulent transactions. This improves the accuracy of financial decisions and enhances the security of financial operations. AI supports portfolio management and investment decisions by analysing market trends and historical data. It also enables automated financial reporting, reducing manual effort and improving efficiency. These capabilities contribute to better financial planning and control.

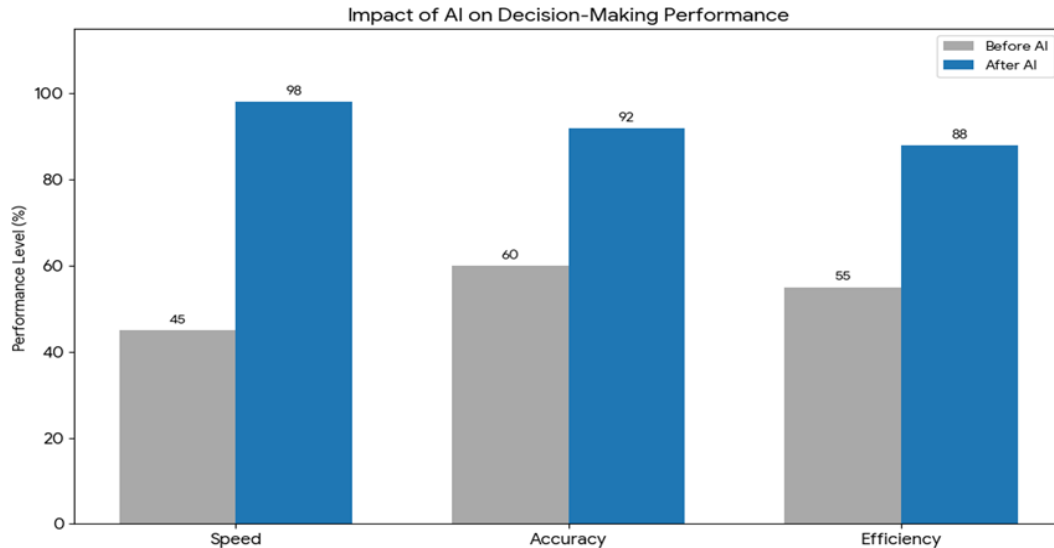


Fig. 2. Impact of AI on Decision-Making Performance

- Operations Management:** In operations, AI is used for process automation, inventory management, and supply chain optimization. AI systems help organizations monitor production processes, reduce wastage, and improve efficiency. By forecasting demand and managing inventory levels effectively, AI ensures smooth operations and cost reduction. AI enables predictive maintenance by identifying potential equipment failures before they occur. This reduces downtime and enhances productivity. The use of AI in operations also improves coordination across supply chain activities, ensuring timely delivery of goods and services.
- Human Resource Management (HRM):** AI assists HR managers in recruitment, employee performance evaluation, and workforce planning. AI tools can screen resumes, identify suitable candidates, and reduce hiring time. Additionally, AI helps in analysing employee performance data, enabling better decision-making regarding promotions, training, and development. AI enhances employee engagement by providing personalized learning and development programs. It also supports workforce analytics, helping organizations forecast future staffing needs. This leads to improved talent management and organizational effectiveness.

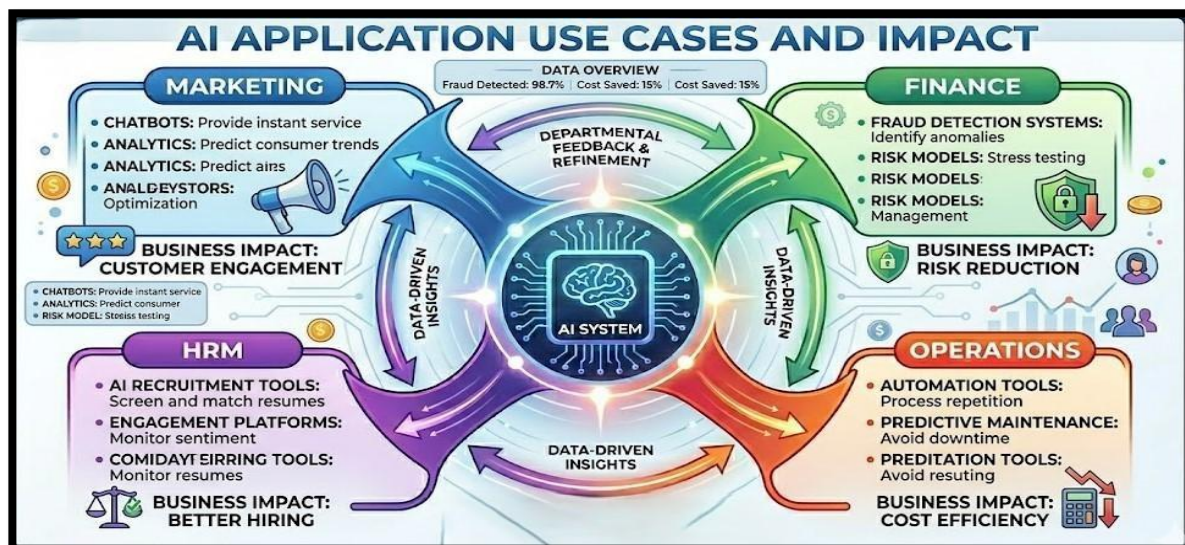


Fig. 3. AI Application Use Cases and Business Impact Across Functional Areas

Table 3. Applications of AI Across Major Business Functions

Function	AI Tools	Business Impact
Marketing	Chatbots, Analytics	Customer engagement
Finance	Fraud detection systems	Risk reduction
Operations	Automation tools	Cost efficiency
HRM	AI recruitment tools	Better hiring

Fig. 3 shows the AI application use cases and business impact across functional areas and Table 3 shows the applications of AI across major business functions.

8 CHALLENGES IN AI ADOPTION

- High Implementation Cost:** The adoption of AI technologies requires significant investment in infrastructure, software, and skilled personnel. Small and medium-sized enterprises may find it difficult to afford such costs, which limits the widespread adoption of AI. Ongoing maintenance and system upgrades add to the financial burden. Organizations must carefully evaluate the cost-benefit aspects before implementing AI solutions to ensure long-term sustainability.
- Data Privacy and Security Issues:** AI systems rely heavily on data, raising concerns about data privacy and security. Unauthorized access, data breaches, and misuse of sensitive information can pose serious risks to organizations and customers. Ensuring data protection is a major challenge in AI implementation. Organizations must comply with data protection regulations and ethical standards while handling data. Failure to do so can result in legal consequences and loss of customer trust.
- Lack of Skilled Workforce:** There is a shortage of professionals with expertise in AI, machine learning, and data analytics. Organizations often face difficulties in recruiting and retaining skilled employees, which affects the effective implementation of AI technologies. To address this issue, companies need to invest in training and development programs. Collaboration with educational institutions can also help in building a skilled workforce for future needs.
- Resistance to Change:** Employees may resist the adoption of AI due to fear of job loss or lack of understanding of new technologies. This resistance can slow down the implementation process and reduce the effectiveness of AI systems. Effective change management strategies, including training and awareness programs, are essential to overcome this resistance.

Organizations must create a culture that encourages innovation and technological adoption. Ethical Concerns: AI systems may sometimes produce biased or unfair outcomes due to flawed data or algorithms. Issues related to transparency, accountability, and ethical use of AI are major concerns that organizations must address. Ensuring fairness and transparency in AI systems is critical for maintaining trust among stakeholders. Organizations should adopt ethical guidelines and continuously monitor AI systems to prevent bias and discrimination. Table 4 shows the challenges in ai adoption and corresponding solutions.

Table 4. Challenges in AI Adoption and Corresponding Solutions

Challenges	Solutions
High cost	Gradual implementation
Data privacy	Strong security systems
Skill gap	Training programs
Resistance	Change management
Ethical issues	Ethical AI frameworks

9 LIMITATIONS AND SUGGESTIONS OF THE STUDY

9.1. Limitations of the Study

The present study is entirely based on secondary data and conceptual analysis, which limits the ability to empirically validate the findings.

The research primarily focuses on general applications of Artificial Intelligence across major business functions and does not include industry-specific analysis or case-based evaluation. In addition, the study does not incorporate primary data collection, statistical testing, or quantitative modeling techniques. Future research may utilize empirical methods, primary surveys, and analytical models to provide deeper insights into AI-driven decision-making processes in different industrial sectors.

9.2. Suggestions

9.2.1 Investment in Training and Skill Development

Organizations should focus on enhancing employee competencies through training programs, workshops, and continuous learning initiatives related to Artificial Intelligence technologies. Collaboration with academic institutions and professional training organizations can help in developing a skilled workforce capable of effectively implementing AI systems. This approach will support the long-term sustainability and successful adoption of AI technologies in organizations.

9.2.2 Ensuring Data Security and Privacy

Companies must implement strong data protection and cybersecurity measures to safeguard sensitive organizational and customer information. Adoption of secure systems and compliance with data protection regulations will improve trust and reliability in AI-driven operations. Regular security audits, monitoring mechanisms, and ethical data governance practices should be established to minimize risks associated with data breaches and misuse.

9.2.3 Gradual Implementation of AI

Organizations should adopt Artificial Intelligence technologies gradually rather than implementing them on a large scale at once. A phased implementation strategy allows businesses to better understand AI systems, reduce operational risks, and adapt effectively to technological changes. Pilot projects and trial implementations can be used to evaluate the effectiveness of AI applications before full-scale deployment.

9.2.4 Integration with Existing Systems

Artificial Intelligence technologies should be properly integrated with existing organizational systems and business processes to ensure smooth functioning and effective resource utilization. Proper planning, coordination, and interoperability between AI systems and existing infrastructure are essential for successful implementation. Effective integration helps organizations improve operational efficiency without disrupting current business activities.

10 CONCLUSION

Artificial Intelligence has emerged as a powerful tool that significantly enhances business decision-making in the digital era. By analysing large volumes of data and generating predictive insights, AI enables organizations to make faster, more accurate, and efficient decisions. The integration of AI across business functions such as marketing, finance, operations, and human resource management has improved operational performance and strategic planning. However, the adoption of AI also presents challenges including high implementation costs, data privacy concerns, lack of skilled workforce, and ethical issues. Organizations must address these challenges through effective planning, employee training, and strong data governance frameworks. AI-driven decision-making provides organizations with a competitive advantage and plays a crucial role in digital transformation. As AI technologies continue to evolve, their integration into business processes will become increasingly essential for sustainable growth and innovation.

FUNDING INFORMATION

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

ETHICS STATEMENT

This study did not involve human or animal subjects and, therefore, did not require ethical approval.

STATEMENT OF CONFLICT OF INTERESTS

The authors declare that they have no conflicts of interest related to this study.

LICENSING

This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

REFERENCES

- [1] N. Soni, E. K. Sharma, N. Singh, and A. Kapoor, “Artificial intelligence in business: From research and innovation to market deployment,” *Procedia Computer Science*, vol. 167, pp. 2200–2210, Jan. 2020, doi: 10.1016/j.procs.2020.03.272.
- [2] H. Benbya, T. H. Davenport, and S. Pachidi, “Artificial intelligence in Organizations: current state and future opportunities,” *SSRN Electronic Journal*, Jan. 2020, doi: 10.2139/ssrn.3741983.
- [3] M. H. Jarrahi, “Artificial intelligence and the future of work: Human-AI symbiosis in organizational decision making,” *Business Horizons*, vol. 61, no. 4, pp. 577–586, Apr. 2018, doi: 10.1016/j.bushor.2018.03.007.
- [4] Y. R. Shrestha, S. M. Ben-Menahem, and G. Von Krogh, “Organizational Decision-Making structures in the age of artificial Intelligence,” *California Management Review*, vol. 61, no. 4, pp. 66–83, Jul. 2019, doi: 10.1177/0008125619862257.
- [5] A. Kuzior, M. Sira, and P. Brożek, “Effect of artificial intelligence on the economy,” *Scientific Papers of Silesian University of Technology Organization and Management Series*, vol. 2023, no. 176, Jan. 2023, doi: 10.29119/1641-3466.2023.176.19.
- [6] J. Cao, “Intelligent Decision-Making in Business Management: Integrating artificial intelligence and big data analytics for strategic optimization in enterprise operations,” *Sustainable Computing Informatics and Systems*, p. 101382, May 2026, doi: 10.1016/j.suscom.2026.101382.
- [7] T. Lindner, J. Puck, and H. Puhr, “Artificial intelligence in international business: IB theory under augmented decision-making,” *Journal of World Business*, vol. 60, no. 6, p. 101676, Sep. 2025, doi: 10.1016/j.jwb.2025.101676.
- [8] L. Sailer, “Explainable Artificial intelligence in Finance: Mapping business problems and technological solutions,” *Finance Research Open*, p. 100128, May 2026, doi: 10.1016/j.fir.2026.100128.
- [9] Y. Wang, Z. Wu, and J. Zhang, “Blind imitation or rational decision-making? The impact of generative artificial intelligence on corporate investment herd behavior,” *International Review of Economics & Finance*, vol. 107, p. 105139, Mar. 2026, doi: 10.1016/j.iref.2026.105139.
- [10] F. Binsar, I. Wahyudi, G. D. P. Atmoko, F. Nurdin, and T. N. Santoso, “Optimizing business competitiveness through artificial intelligence: A framework for digital innovation and operational efficiency,” *Advances in Business and Management Research*, vol. 1, p. 100002, Feb. 2026, doi: 10.1016/j.abmr.2026.100002.
- [11] S. Eti, S. Yüksel, H. Dinçer, K. Köklü, and A. N. Çırak, “Addressing energy efficiency challenges in artificial intelligence hardware using a novel behavioral fuzzy decision-making approach,” *Energy Conversion and Management X*, vol. 30, p. 101884, Apr. 2026, doi: 10.1016/j.ecmx.2026.101884.
- [12] Poli Rajitha and V. Mouneswari, “A Study on Demographic Influence on Employee Performance in Select IT Companies Hyderabad,” *International Journal of Emerging Research in Science Engineering and Management*, vol. 2, no. si1, pp. 293–299, May. 2026, doi: 10.66710/ijersem.v2si1.37.