



The Importance Of Artificial Intelligence In Corporate Communication

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Abstract

Artificial intelligence applications, which are the pioneers of change in the new millennium, have declared their dominance in practices of daily living. This technology which has become more accessible to large masses especially in the past few years, has found a significant place in the business world. Artificial intelligence, which has also entered the agenda of corporate communication from management to marketing, from customer service to sales processes, shows up at many points. Robotic artificial intelligence systems which save considerable time and money create a world full of advantages. New business models that consists of productive artificial intelligence solutions support the communication processes of organizations and make the workflow easy. Thanks to the ability to imitate human thought and actions, data-driven and precise artificial intelligence systems become more reliable especially in analytical tasks instead of human resources und are considered more appealing in terms of communication by corporate executives and decision-makers. Emphasizing the importance of artificial intelligence in both the context of corporate communication and maintaining standards in consumer-oriented business processes is the main theme of this study. In this study which discusses where artificial intelligence that improves the business processes of institutions and organizations and gains a competitive advantage should be utilized more effectively in corporate communication, it is remarkable that consumer-focused business processes come into prominence. Because it is possible to achieve both customer satisfaction and personalized services through voice-activated robotic responders which were developed to find solutions to consumer issues.

Artificial intelligence applications, which are an important part of the general communication model and have the ability to provide feedback and turn them into large data sets have become an important actor of the new generation of corporate communication management processes in our era. Within this context, this study addresses the importance of artificial intelligence and the application methods in corporate communication processes.



Keywords: AI, Corporate Communication, Digital Communication, Marketing, Computer System.

1.Introduction

Corporate communication means the strategic planning of two-way information sharing between an organization and its stakeholders. In corporate communication in which all types of messages and information sharing are managed, the objectives also include maintaining sustainable relationships with stakeholders and enhancing the corporate reputation. One of the various channels that institutions use to achieve these objectives is certainly the digital platform. The main objective is to make efforts in effectively transferring corporate values, goals, and achievements to a target audience that spreads a wide range. The power of AI methods has vastly increased since the early 2010s because of the availability of large datasets, aided by fast and massively parallel computing and storage hardware (graphics processing units and supercomputers) and coupled with new algorithms (Wang etc., 2023).

Accessing a broad range of audiences, from employees to investors, from customers to the media, government officials, and the general public, requires both internal and external communication activities in the institution. Branding and identity work which are fundamental elements are also among the processes that drive corporate communication to its goals. It is closely related to creating a strong and consistent visual identity and communication style that aligns with the objectives of increasing and sustaining brand value thanks to corporate communication.

Within this context, it is really important to keep up with the changing and evolving technology and trends in corporate communication. Independent corporate communication management is not possible without taking into account the rapid developments on internet-based platforms. One of these essential developments is undoubtedly artificial intelligence systems.

Artificial intelligence that revolutionizes in the effort of forming an interaction with all stakeholders of institutions and organizations has become an integral part of the corporate communication process thanks to the progress which are made in all phases of corporate communication. This revolution is based on several means through which artificial intelligence integrates into corporate communication such as virtual assistants, chatbots, and capabilities in text, speech, and image processing. The automation of routine tasks which range from finding solutions to consumer problems to providing support and support the other elements of corporate communication is the result of artificial intelligence systems. Because new-generation artificial intelligence systems contribute to understanding the natural language used by humans and responding to them and even contributing to the creation of new



consumer services and reduce response time. Although the primary objective of robotic-based artificial intelligence systems which make progress as machine technology is to make people's

lives easier, their ability to minimize human errors in business processes is also notable. The adoption of artificial intelligence systems by organizations which have enlarged the presence in daily life over the years, causes the expansion of their presence in corporate communication.

Thanks to the ability to imitate human thought and actions, data-driven and precise artificial intelligence systems become more reliable especially in analytical tasks instead of human resources and are considered more appealing in terms of communication by corporate executives and decision-makers. These systems which create a data-driven management approach, change completely the traditional management paradigm because of the advantageous opportunities they provide in order to achieve long-term, medium-term, or short-term business targets.

Managers who can successfully adapt to this change give more importance to understanding the new process in order to enable the more strategic utilization of both human resources and machines. The role of artificial intelligence which provides insights and information by machines that produce much more and faster data than human intelligence increases significantly in corporate communication

1.1. Corporate Communication

The importance of communication in both personal and corporate life is undeniable. Since the communication will be a crucial resource for businesses in the near future (Malmelin, 2007, 300), it is effective on all business functions. Especially according to the continuity and integrity in corporate messages that concern large masses it makes the corporate communication constant. The communication processes of institutions and organizations which try to make contact with their target audiences by using various media and channels, primarily mass communication tools, are in a complex form. Managing the integrated marketing process which consists of elements such as public relations, advertising, sales, and promotions are among the issues that corporate communication is concerned with. Because having a unified voice and integrated communication is very important in organizations. Corporate communication policy which consists of integrated communication, corporate identity, corporate reputation, and image elements shows up when the business uses a single slogan, symbol, name, or logo, along with a single core message/content, in all functions of the company and promotional activities.



This issue of singularity and integration which is emphasized in all the numerous definitions of corporate communication found in the literature is important. Here, based on some definitions, it is tried to emphasize this importance. It is widely known that the sustainable impact and agenda-setting power of messages constructed and transferred in an integrated form have an effect on target audiences. The corporate communication process which also manages the elements of corporate identity that differentiate an organization or express "what the organization is" in a different way (Balmer & Dinnie, 1999, 184), is a strategic and integrated communication process.

Bernays (1923) states that corporate communication is used in order to assess social trends and formulate corporate policies that help the company's innovation and adapt proactively to social changes also highlights the power of the process in shaping public opinion. Balmer and Gray (1999) who consider corporate communication as a three-part system process consisting of primary, secondary, and tertiary element emphasize that these three elements within companies should be balanced. The primary communication which is the first element should present a positive image of the company and lay the groundwork for a strong reputation. The secondary communication, should be designed to support and strengthen primary communication efforts. The tertiary communication should be positive and should result in an outstanding reputation when it is designed correctly in conjunction with the other two stages of corporate communication, (Balmer & Gray, 1999). Corporate communication which plays a crucial role in the targets of having the competitive advantage and keeping this (Dolphin & Fan, 2000, 100) through a successful communication with the key target masses of the organizations whether in public or in private sector should be flawless. Because depending on the organization, corporate communication can include the traditional disciplines such as public relations, investor relations, employee relations, community relations, media relations, business relations, government relations, technical communication, education and employee development, marketing communication, and management communication (Goodman, 2000, 69). The corporate communication strategy is considered as a result of the strategic thinking process where senior communicators and senior managers, strategic stakeholders are identified, the strategic decisions are made about the management and communication with them (Steyn, 2004). However, today's managers have to face with both opportunities and challenges accompanying to common artificial intelligence (Berente et al., 2021, 1434).



In consideration of recent developments, it is important to discuss corporate communication in a wider scope and consider it as a function that involves communication with both employees in the organization and with the stakeholders out of the organization and with all other groups. Businesses that adopt the new generation of management conception in today's conditions place special emphasis on greater emphasis on communication and interaction with customers, sponsors, partners, and other stakeholders in order to achieve the target success. In this interactive process, the contribution of internet-based technologies is significant.

From research to evaluation, digitalization offers advantageous and beneficial outputs by enabling the delivery of messages and content to a broader audience than traditional media allows. It provides new and more effective methods to reach a wider audience with the message and content created in all stages of corporate communication, including research and evaluation. In whole process from research to evaluation which is one of the elements of corporate communication, the new generation methods which have more advantages in order to send the messages and the contents which are created beyond what traditional media allows are very important and beneficial outcomes of digitalization. In his study in which he analysed the role of corporate communication in the digital age, Murtarelli (2017) discusses that Big Data, which is based on artificial intelligence, mentions that is based on the concept which is not limited to production sectors and data-driven business models and it implies fundamental changes in the way of discussing of information in all areas of professional communication. The fact that companies use online social networks to convey all their corporate communication practices and stakeholders also utilize online social networks to share their opinions and thoughts about companies (Barbeito-Caamaño & Chalmeta, 2020, p. 2833) proves the importance of managing data once more. Digital technologies and artificial intelligence systems have created a revolution in corporate communication by transforming the design and implementation of all communication campaigns in businesses, a revolution in corporate communication.

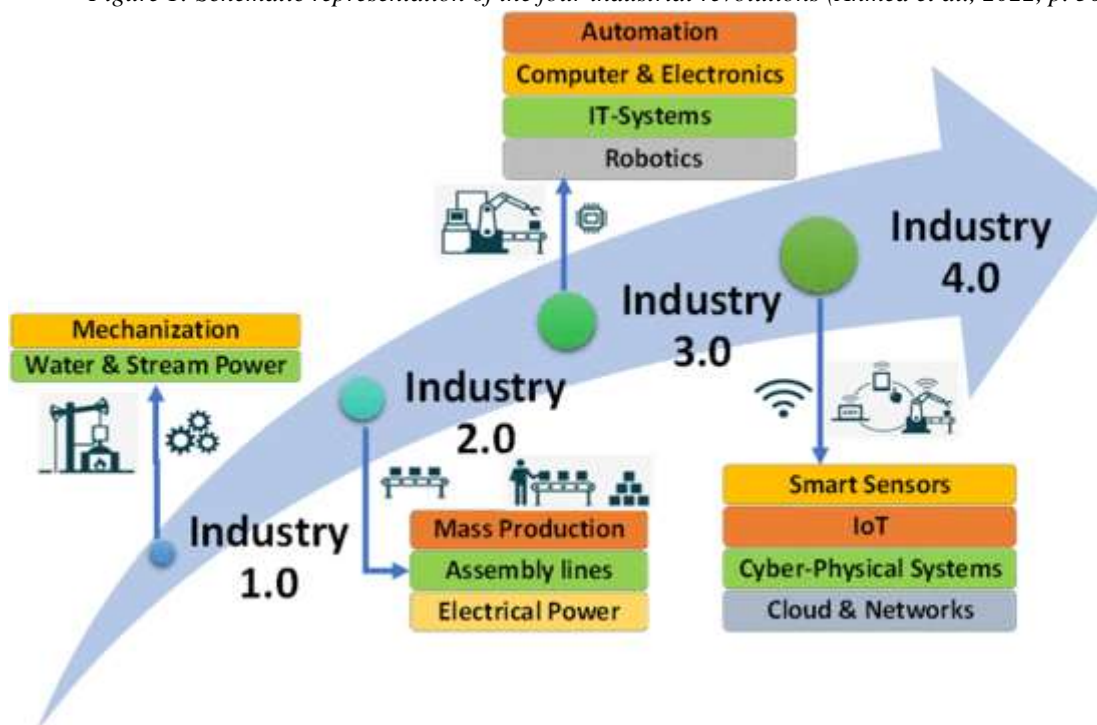
Rather than traditional communication management using old methods and tools, it has compelled corporate communication to transition into a two-sided dialogue where not only companies but also all stakeholders have an impact on content and implementation. Artificial intelligence systems which rapidly change the forms of all elements of corporate communication and have become an inseparable part for a lot of companies are a revolutionary communication tool.



1.2. Artificial Intelligence

Mechanization which is the most important development that enabled the transition from an agricultural society to an industrial society, is currently experiencing its golden age. Throughout human history, different industrial and machine revolutions have created several societal impacts. According to Balmer and Yen, the first three industrial revolutions transformed the production, distribution, and consumption of goods and services, while the Fourth Industrial Revolution has enabled that it has gone further by changing the analysis, thinking, recommendation, and even control of the process of the Corporate Marketing Internet Revolution," (2017, p. 132). The process known as Industry 4.0 is part of an economy that involves the production of highly mechanized and automated physical goods (Lasi et al., 2014) and it fundamentally reshapes the way individuals live and work (Ghobakhloo, 2020), it develops as a complex and flexible system that includes digital manufacturing technology network communication technology, computer technology, automation technology, and many other fields (Zhou et al., 2015). These changes can be easily observed in the schematic representation of these industrial revolutions.

Figure 1: Schematic representation of the four industrial revolutions (Ahmed et al., 2022, p. 5032)



Source: (Ahmed et al., 2022, p. 5032)



This new technology which is well-known for its significant long-term strategic impact on global industrial development, continues to change in general industrialization, information, and digitalization of production processes in order to obtain greater efficiency, competency, and competitiveness in the global economy (Xu et al., 2018, p. 2942).

The most significant societal and global benefit of this latest revolution is the artificial intelligence systems. Artificial intelligence technology which is generally believed to have originated with the invention of robots (Hamet & Tremblay, 2017, p. 36) and generated by computers is derived from the idea of imitating neurological functions and human intelligence (Gams et al., 2019, p. 71).

Artificial intelligence which rapidly opens up a new horizon in the fields of business, corporate applications, and government policy (Goralski & Tan, 2020), showed up as a discipline of computer science in the mid-1950s (Pham & Pham, 1999, p. 937), it has become an important technology that supports daily social life and economic activities (Lu et al., 2018, p. 368).

Artificial intelligence, known as "machine learning," which involves programming computers to learn from sample data or past experiences (Agrawal et al., 2017, p. 3), can make knowledge-intensive areas such as marketing, promotion, advertising, education, healthcare, finance, and other professional services simultaneously more valuable and cost-effective for society (Davenport & Ronanki, 2018, p. 116).

With artificial intelligence applications known as "machine learning," which involve programming computers to learn from sample data or past experiences (Agrawal et al., 2017, the fields of marketing, promotion, advertising, education, healthcare, finance, and other professional services which are information-intensive, can become both more valuable and cheaper for society at the same time. (Davenport & Ronanki, 2018, 116). The fundamental formation logic of these artificial intelligence systems which offer these advantages can be summarized in the following figure.

Figure 2: Basic artificial intelligence model (Agrawal et al., 2017, p. 4)



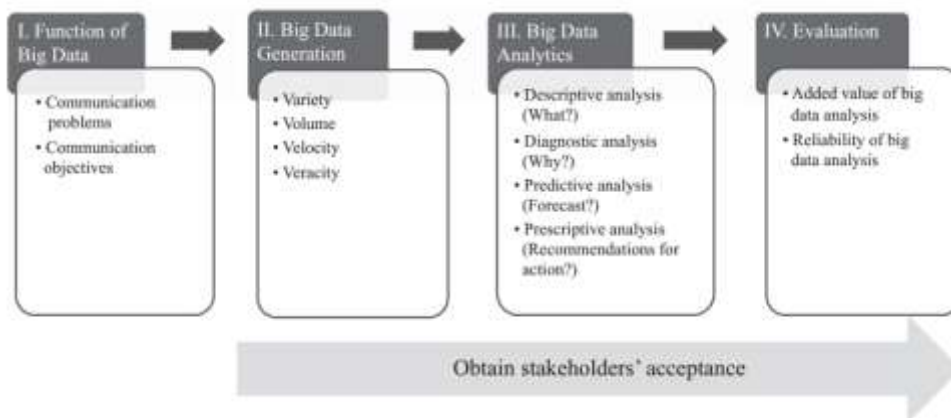
Source: (Agrawal et al., 2017, p. 4)



The article which was written by Brynjolfsson and McAfee who stated that most of the recent successes is in a single category although there are many types of artificial intelligence and machine learning, was published in Harvard Business Review. According to the article, this category consists of controlled learning systems in which the machine is given numerous examples about the correct answer of a specific problem and this process typically involves matching a set of inputs (X) to a set of outputs (Y) (Brynjolfsson & McAfee, 2017, p. 7). Artificial intelligence which is used in several environments in which physical areas interact intelligently and unostentatiously with humans, such as homes, offices, meeting rooms, schools, hospitals, control centers, vehicles, tourist locations, stores, sports facilities, and music devices, should be aware of personalizing people's needs, requirements, and predicting behaviors (Ramos et al., 2008, p. 15). As is known, the quality and protection of the data obtained are always central factors for businesses which use artificial intelligence systems.

Wiencierz & Röttger who stated that dealing with heterogeneous and continuously increasing amounts of data is one of the most important contemporary challenges which are faced by companies conveyed 4 steps for strategic use as the following in their study (2017, 258).

Figure 3: Four phases of strategic big data usage in corporate communication (Bunte & Krohn-Grimberghe, 2014)



Source: (Bunte & Krohn-Grimberghe, 2014)

It is observed that artificial intelligence plays an important role in corporate communication management which is based upon mutual goodwill and tries to provide a more effective communication (Karanfiloglu & Toprak, 2018, 106) with the organization and its internal and external stakeholders, environment, and target mass by aligning the corporate communication process with governance principles. Because these systems are used for tasks related to human intelligence and capabilities by providing controlled data and solution via



machines or computers. They are the systems which are developed by equipping with all intellectual processes that human intelligence can perform such as meaningful, generalization-based learning from experiences, and reasoning. They provide convenience based upon data by rapidly fulfilling numerous duties in daily life and work routines that can be done by human resources. The widespread usage in various fields such as voiced assistants, road assistance and navigation, social services and healthcare, translation, and content creation is provided to be preferred for specific strategic initiatives.

2. Conclusion

The use of artificial intelligence applications increases in the processes such as social media monitoring, media tracking and relationship management, competitor analysis, stakeholder relationship building and maintenance, trend research, campaigns, crisis management, research, and evaluation which are the routine duties in which the corporate communication is performed. Although this rapid increase provides an opportunity which is full of many advantages, the possible dangers which it may create should be considered. Artificial intelligence systems in corporate communication have the potential to strengthen the customers and the potential to change the company-customer relationship in a new form. Therefore, achieving the desired positive relationship in this regard is possible through the correct and effective use of artificial intelligence systems. That's why it is possible with the correct and effective use of artificial intelligence systems in order to have this relationship in the way which is wanted in other words to have a positive relationship.

It should be known where artificial intelligence offers the most added value in order to analyze and understand how the significant advancements in artificial intelligence will change businesses, employees, and managers in the future. Supervision in daily routine tasks, repetitively answering of the same questions, and extracting data from countless documents, preventing unnecessary time wasting in every sector and function have become the duties of machines. Additionally, it provides a leading force in order that human resources are more productive and creative. These developing technologies, autonomous vehicles, artificial intelligence, mobile and internet-based consumer have become an intermediary task for the success of other data-intensive technologies.

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