



# Forecasting the Future: The Interplay of Artificial Intelligence, Innovation, and Competitiveness and its Effect on the Global Economy

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## Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

## Article Information

DOI: 10.9734/AJEBA/2024/v24i41269

## Open Peer Review History:

This journal follows the Advanced Open Peer Review policy. Identity of the Reviewers, Editor(s) and additional Reviewers, peer review comments, different versions of the manuscript, comments of the editors, etc are available here: <https://www.sdiarticle5.com/review-history/113755>

Original Research Article

Received: 20/12/2023

Accepted: 22/02/2024

Published: 26/02/2024

## ABSTRACT

The study investigates the profound impact of Artificial Intelligence (AI) on various facets of the global economic landscape. Against a backdrop of rapid technological advancements, the study draws on the context of the pivotal IMF report highlighting the transformative potential of AI. The

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report suggests that AI could modify, replace, or transform about 60% of jobs in advanced economies and a significant proportion in emerging and low-income countries, reflecting a global paradigm shift in employment and economic structures. The core objective of this study is to thoroughly examine the role of AI-driven innovation in organizational competitiveness, its impact on community development and socioeconomic dynamics, and its implications on national economic policies and global economic trends. A quantitative research methodology was employed, involving a structured survey targeting a diverse group of professionals in various industries. The survey was meticulously designed to capture insights into participants' experiences and perceptions regarding AI implementation and its impacts. A total of 642 valid responses from consultants, technology enthusiasts, industry experts, and policymakers provided a robust dataset for analyzing the study's four hypotheses. The research findings reveal that AI integration significantly bolsters organizational competitiveness, echoing the insights from contemporary literature. Higher levels of AI adoption in communities are linked to improved socioeconomic outcomes, albeit with the risk of intensifying existing inequalities. On a national scale, strategies focusing on AI and innovation correlate with enhanced global economic competitiveness. Furthermore, the integration of AI in business processes markedly influences workforce dynamics, necessitating shifts in skill requirements and job roles. In light of these findings, the paper recommends strategic AI integration within businesses, equitable policy frameworks for AI deployment, a focus on AI in national economic strategies, substantial investment in workforce training, and international collaboration in AI development and ethics are imperative for maximizing AI's benefits while mitigating potential risks.

*Keywords: Artificial intelligence; organizational competitiveness; socioeconomic impact; national economic strategy; workforce dynamics; Ai integration; global economy.*

## 1. INTRODUCTION

Artificial Intelligence (AI) has revolutionized the global economy, significantly influencing business operations and competitiveness across various sectors since the mid-20th century [1]. This range of technologies enhances efficiency and decision-making processes, including data analytics, machine learning, and advanced algorithms [2,3]. The IMF reports that AI may transform up to 60% of jobs in advanced economies and a considerable percentage in emerging and low-income countries, indicating a shift in employment patterns and economic structures [4]. This development suggests that while AI adoption can lead to job losses due to automation, it also affects the competitiveness of industries and markets, potentially widening the digital divide and economic gaps between developed and developing nations [5,6].

Organizations are increasingly integrating AI into their strategies, leading to changes in job demand towards roles requiring higher digital and technical skills [7]. High-performing companies often align their AI strategies with business outcomes, adopt flexible data architectures, and engage in AI-related risk mitigation practices [8,9]. Recent trends show organizations integrating AI for sustainability purposes, further widening the performance gap between early adopters and others [10].

However, challenges such as the scarcity of AI talent, especially in emerging economies, hinder widespread adoption [11]. PwC experts predict that generative AI (GenAI) will fundamentally change business operations by 2024, projecting a \$15.7 trillion boost to the global economy by 2030 [12]. Despite these optimistic forecasts, concerns arise regarding AI's potential to exacerbate existing inequalities and impact competitiveness and economic gaps [13]. With GenAI's customizable and scalable nature, its adoption across business functions is increasing, affecting revenue growth, operations, customer engagement, and new business model development [14,15].

AI proficiency is becoming a crucial factor in competitiveness, with experts emphasizing that those skilled in AI will outcompete those who are not [16,17]. However, the successful implementation of generative AI also depends on deploying AI solutions responsibly ensuring proper data management, policies, and oversight [18,19]. Concerns about the concentration of power emerge as AI adoption could lead to monopolistic behaviours, creating unfair advantages for large organizations and impacting consumer choice [20]. Unchecked AI development and deployment risk widening social and economic divides, exacerbating job displacement, eroding public trust, and stifling innovation. These effects could compromise

societal structures and global economic stability [21,22].

Overall, AI's transformative potential in the global economy is profound. However, balancing its benefits with the associated challenges, such as job displacement, ethical use, and equitable access, is critical to maximizing its positive impact while mitigating potential risks. Therefore, this paper aims to comprehensively analyze the influence of Artificial Intelligence (AI) and innovation on organizational competitiveness, community development, and national economic strategies and to evaluate their cumulative impact on the global economic landscape. The objectives of the study include:

1. To examine the role of AI-driven innovation in shaping the competitive advantage of organizations
2. To assess the impact of AI on community development and socioeconomic dynamics
3. To explore the implications of AI and innovation on national economic policies and global economic trends
4. To identify best practices and strategies for maximizing the benefits of AI and innovation while mitigating potential risks

## 2. LITERATURE REVIEW

### 2.1 Historical Development of AI Technologies

The rapid evolution of Artificial Intelligence (AI) over the last decade marks a significant leap in technological capabilities, transitioning from basic machine learning models to complex systems like PaLM, which require computational power millions of times greater than earlier AI systems like AlexNet [23]. This growth signifies a potential future where AI might match or exceed human brain capabilities in certain areas, though not becoming sentient [24,25]. AI's development is likened to historical shifts such as the agricultural and industrial revolutions, which can redefine societal structures, business operations, and economic paradigms, including job markets and the perception of intelligence and creativity [4,26].

However, this advancement raises significant ethical concerns, including privacy, data security, potential job displacement due to automation, and the responsible use of AI in decision-making [27]. The complexity of AI systems necessitates improved interpretability and transparency for

maintaining public trust and accountability [28,29]. Consequently, there is a pressing need for dynamic and proactive policymaking to address the unique challenges of advanced AI, ensuring regulations keep pace with its rapid development and prevent misuse or unintended consequences [2,28,29]. This necessitates reevaluating current laws and governance frameworks to align with AI's evolving landscape.

### 2.2 Current Applications and Extent of AI Integration in Various Industries

AI's integration into diverse sectors, including customer operations, marketing, software engineering, and sustainability efforts, showcases its versatility and growing impact [30,31]. This has led to operational enhancements and environmental benefits, like improved energy efficiency. However, AI adoption varies across industries, with sectors like finance and software services advancing more rapidly [7]. Economically, AI is poised to significantly boost global GDP by 16%, or about \$13 trillion, by 2030, benefiting mainly developed countries and early adopters, potentially doubling their cash flow. Conversely, non-adopters might face economic decline [32]. This growth is fueled by labour automation, innovation, and new competitive dynamics. AI adoption is also reshaping the workforce, increasing demand for digital skills, although finding AI talent, especially in roles like data scientists and machine learning engineers, remains challenging [8,9,18].

### 2.3 AI and Business Innovation

AI has significantly revolutionized business operations and innovation across various industries. Alloui [33] notes AI's role in extracting and enriching data from customer documents, enhancing decision-making in processes like enrollment and funding. This application aids in comprehending complex data sets improving business insights and outcomes. Additionally, AI-enabled low-code/no-code tools, exemplified by GitHub Copilot [34], decentralize application development, leading to quicker changes and dynamic testing environments in business process management. AI's utilization in work network analysis further enhances productivity by analyzing collaboration patterns [26].

In product development and customer experience, AI is playing a transformative role. Sivaram [35] discusses AI's application in digital twins, revolutionizing the modelling of physical

environments and complex processes for businesses. In customer operations, generative AI enhances service and agent productivity [36]. Andronie [3] and Olaniyi [22] highlight AI's contribution to improved data analysis, decision support, and personalized customer engagement. Companies like Siemens have developed AI solutions, significantly reducing task completion times for engineers and workers [37]. AI's impact further extends to industries like sports, where it has transformed fan experiences. The NBA's partnership with Microsoft leveraged AI to analyze game data and fan interactions, personalizing content and enhancing fan engagement. This initiative increased NBA League Pass subscriptions and tripled video views on the NBA App, showcasing AI's potential to create immersive and interactive experiences [38].

Heineken's use of AI-powered chatbots for internal operations exemplifies AI's role in streamlining business processes and enhancing efficiency [39]. These chatbots automate routine tasks, reallocating employee efforts towards more strategic activities, reflecting a trend in corporate use of AI for operational optimization. Similarly, Fashable, a Portugal-based fashion company, demonstrates AI's impact on industry-specific challenges like sustainability. Their AI algorithm for clothing design aligns with consumer demand and optimizes production, significantly reducing waste, a significant concern in the fashion industry [38]. These cases highlight AI's diverse impact across sectors, enhancing customer experience, operational efficiency, and sustainability. They underscore the need for careful integration of AI into existing systems, ensuring it meets specific industry needs and adds value. As AI evolves, its potential to revolutionize business and industry grows, marking a new era of innovation and efficiency.

However, challenges accompany AI integration in business. Data quality is a primary concern [40,27]; AI's effectiveness depends on the data's accuracy and completeness. Inaccurate or biased data can lead to flawed decisions, necessitating robust data governance frameworks to ensure data integrity [28,41]. Ethical concerns are also significant; as AI becomes more prevalent, issues like privacy, surveillance, bias, and decision transparency gain importance. Businesses must balance innovation with ethical use, respecting stakeholders' rights and dignity [28].

Additionally, a skills gap in AI and Business Process Management (BPM) presents hurdles. Despite low-code and no-code platforms facilitating non-technical staff engagement with AI, there remains a need for expertise in machine learning, data science, and AI ethics. Addressing this skills gap is crucial for companies to fully leverage AI's potential, highlighting the importance of significant investment in training and development programs [42].

## 2.4 AI, Competitiveness, and Organizational Performance

AI has become crucial in achieving competitive advantage for businesses, enhancing decision-making and automating tasks to free up human creativity [22]. For example, MIT's AI model assists in medical decision-making [43], while Salesforce's Einstein Voice Assistant streamlines sales operations [44]. These tools reflect AI's transformative role in business operations and strategic decision-making. AI's ability to automate and optimize business processes has significantly benefited organizational efficiency and productivity. AI applications, such as data extraction and digital twins, streamline operations and aid in strategic business decisions, impacting profitability and efficiency [45].

Comparative studies show a stark performance difference between AI adopters and non-adopters. McKinsey suggests that AI-integrated companies could double their cash flows by 2030, while non-adopters may face market decline or exit [46]. Deloitte Insights indicates that the competitive advantage of AI adoption is becoming more nuanced, with future advantages likely hinging on creative and responsible AI applications rather than mere adoption as AI technologies become integrated into enterprise software and cloud services [47,48]. This shift underscores the need for strategic, innovative AI integration in business processes [49].

## 2.5 Socioeconomic Impacts of AI

Integrating Artificial Intelligence (AI) into the workforce has sparked a complex debate regarding its impact on employment and socioeconomic disparities. There's a significant concern that AI, particularly generative AI, might displace many jobs, especially in automation-susceptible sectors, potentially impacting millions of jobs by 2030 and increasing global GDP by 7% [50]. However, contrasting views, like those from the World Economic Forum (WEF), suggest

AI could create more jobs than it displaces, reflecting varied impacts across sectors and job types [2,50].

AI's role in the labour market is multifaceted. It risks widening the gap between high-skilled and low-skilled workers, potentially leading to a polarized job market where medium-skilled roles decline and high-skilled and low-skilled roles grow [51]. High-skilled jobs involving complex problem-solving may evolve, while low-skilled, routine tasks face a higher risk of automation. However, AI's impact extends beyond job displacement to include job transformation and creation, integrating diverse roles and skills into the economy [52,53]. This challenges job displacement and opportunities for job creation, efficiency gains, and innovation.

Public sentiment towards AI varies and is influenced by understanding its capabilities and limitations. As AI becomes more prevalent, it is essential to foster an informed discourse addressing its benefits and challenges, including the importance of reskilling and ethical AI deployment. Navigating AI's impact on jobs and the economy involves focusing on education, skill development, and ethical considerations [2].

## **2.6 AI and Policy: National and Global Perspectives**

The global adoption of Artificial Intelligence (AI) is marked by diverse strategies shaped by countries' unique socioeconomic, cultural, and political contexts, reflecting the multifaceted nature of AI and its varied applications [54]. Countries like India emphasize public consent in data usage, prioritizing citizen privacy and aligning AI deployment with democratic principles and citizen rights [55,56]. In contrast, France focuses on integrating ethical considerations into AI algorithm development, ensuring that AI technologies are responsible and align with societal values [57]. This divergence in AI strategies is evident between democratic and authoritarian regimes. Democratic nations often lead in addressing algorithmic ethics and AI governance, emphasizing transparency, accountability, and public engagement, adhering to values that prioritize individual rights and inclusive governance [58]. Authoritarian regimes, however, may use AI for state control and surveillance, often overlooking individual rights and ethical considerations. The variance in AI adoption reflects each country's political structure, cultural norms, and economic

objectives, with some viewing AI as an economic driver and others as a means for societal control or addressing national challenges [59].

Global cooperation in AI development is crucial for sharing best practices, establishing ethical standards, and collaborative research. This international dialogue can help balance AI's benefits and risks and close the AI divide, making its advantages accessible globally [59,60]. McKinsey's research suggests that AI's economic impact will follow an S-curve pattern: initial slow growth, rapid acceleration as technologies mature, and eventual stabilization as they reach saturation [61]. By 2030, AI is expected to significantly drive economic growth, especially as businesses and sectors leverage AI for efficiency and innovation [62].

However, the benefits of AI are not evenly distributed. Developed countries leading in AI adoption are poised to reap more significant economic benefits due to their infrastructure, resources, and skills. In contrast, developing nations face challenges like limited access to technology, skill shortages, and inadequate digital infrastructure, risking a widening digital divide and broader economic disparities [1,63,64]. This necessitates diverse strategies for different countries. Developed nations should focus on continuous AI innovation and addressing ethical, privacy, and workforce challenges in advanced AI adoption [65]. Developing countries must build infrastructure, develop skills, and create policies to attract AI investment [2]. International collaboration is essential to bridge the AI divide, involving technology transfer partnerships, shared research, and dialogues on AI ethical standards and practices. Such efforts aim to ensure that AI benefits are broadly shared and contribute to inclusive global development rather than exacerbating existing inequalities [60].

## **2.7 Policy Responses and Regulatory Frameworks Surrounding AI**

Globally, governments are tackling the complex challenge of regulating Artificial Intelligence (AI) technologies to harness their benefits while addressing ethical concerns and potential risks [66,67,68]. Countries have implemented various policy responses, often through non-binding guidelines focused on mitigating biases in AI systems and aligning AI development with human-centric values [69,70]. These initiatives aim to prevent AI from perpetuating societal

biases or creating discrimination in critical areas like justice, healthcare, and employment, emphasizing AI's alignment with societal interests and ethical standards [71,72].

Recognizing the limitations of guidelines, some nations are adopting more comprehensive regulatory frameworks, such as Human Rights Impact Assessments (HRIA) and AI quality seals [73,74]. These efforts include Germany's AI Seal of Quality, focusing on ethical standards and transparency, and the United Kingdom's initiative to review and mitigate bias in algorithmic decision-making [75,76]. These strategies are part of a global movement towards ethical, transparent, and accountable AI use [77,78]. Furthermore, countries are investing in AI research and development to advance technology and foster an ecosystem for ethical AI growth. This includes developing a skilled workforce in AI and related fields, which is essential for a competitive edge in the global AI arena and ensuring responsible design and implementation of AI systems [79,80].

## 2.8 Potential Shifts in Global Economic Power Dynamics Due to AI Advancements

The advancement of Artificial Intelligence (AI) is reshaping global economic power dynamics, marking an era where technological capability is closely linked to economic and strategic influence [81,82]. Countries and companies excelling in AI research and development and integrating it into sectors like manufacturing, finance, healthcare, and retail are set to gain substantial benefits [83,84]. These include enhanced productivity, innovation, decision-making, and the creation of new industries, offering them a significant competitive edge in global economic influence [85,86].

However, this shift could also result in risks of widening disparities between AI leaders and laggards, be it countries or companies [87,88]. Advanced AI capabilities could lead to accelerated economic growth for some, creating a divide and concentrating power and wealth in a few hands. This disparity could manifest in a widening economic gap and an imbalance in global economic structures, with AI-empowered entities dominating global markets [89,90]. Additionally, entities lacking AI innovation might become dependent on AI leaders, hindering their ability to develop independent capabilities and compete effectively [91,92,93].

Global cooperation and policy frameworks are essential to counter these challenges and ensure equitable access to AI benefits. International partnerships, investment in AI education, training, and ethical standards development are crucial [94]. Fostering innovation ecosystems that include a broader range of participants in the AI economy can help distribute AI benefits more widely and prevent power concentration [95,96].

## 3. METHODS

This study employed a quantitative research design, utilizing a survey strategy to gather data to objectively measure and analyze the impact of AI in different sectors. The primary instrument for data collection was a structured questionnaire. The questionnaire was designed to capture a range of responses on the participants' perceptions and experiences regarding the implementation and impact of AI in their respective industries as it relates to the research objectives, and also to test the study hypothesis. The proposed hypotheses of the study are:

**H<sub>1</sub>:** Organizations that integrate AI technologies into their business operations demonstrate a significant increase in competitive advantage compared to those that do not.

**H<sub>2</sub>:** Communities with higher levels of AI adoption and innovation show improved socioeconomic outcomes compared to those with lower levels of AI engagement.

**H<sub>3</sub>:** National economic strategies emphasizing AI and innovation increase global economic competitiveness.

**H<sub>4</sub>:** The integration of AI in business processes significantly impacts employment, leading to a shift in workforce dynamics and skill requirements.

The interplay of the variables of the study as indicated in the hypotheses is depicted in the framework below:

The study targeted a sample of individuals who were either consultants and technology enthusiasts, industry experts, management professionals, or policymakers. These respondents were chosen because of their expected familiarity with AI and its applications in various industries. In total, 1300 potential respondents were identified and contacted. The respondents represented seven key industries: technology and software development, finance and banking, retail and e-commerce, manufacturing and industrial automation,

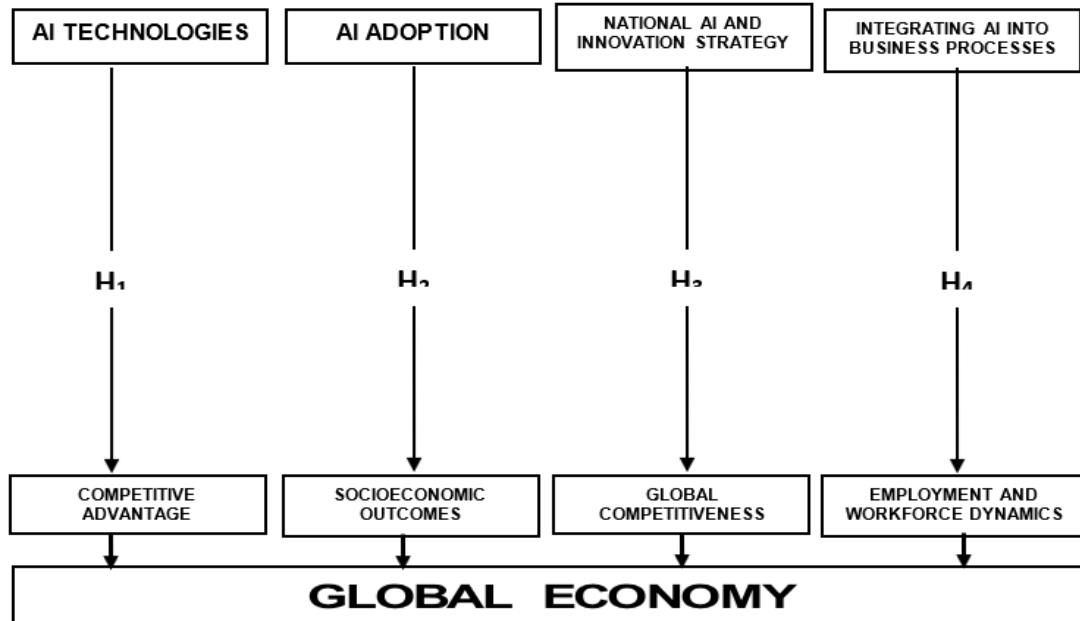


Chart 1. Global economy

education, media and entertainment, and the service industry. This diverse selection was intended to provide a comprehensive insight into AI's role across different sectors.

The sampling procedure involved carefully selecting respondents based on an assessment of their LinkedIn profiles. This approach was chosen to ensure that participants had relevant expertise and experience in their fields, making them suitable contributors to the study. From the 1300 individuals contacted via email to participate in the survey, a total of 642 valid responses were received and used in the analysis. To test the proposed hypotheses, the study employed both correlation and regression analysis to identify and quantify the relationships between variables related to AI adoption and its impacts on organizational competitiveness, innovation, and economic dynamics. The research adhered to ethical standards in data collection and analysis. Participation in the survey was voluntary, and respondents were informed about the study's purpose, the confidentiality of their responses, and their right to withdraw at any point. The data was anonymized and used solely for the purposes of this research.

#### 4. RESULTS

The survey data shows diverse engagement with AI technologies across various job functions. A

significant 25.39% of respondents are directly involved in AI development or implementation. In comparison, 39.41% interact occasionally with AI in their roles, and 21.65% are involved in strategic AI decisions, highlighting AI's importance in organizational strategies. However, 13.55% have limited or no AI involvement, indicating varying integration levels across professions. Regarding AI applications, Machine Learning is used by 11.53%, Natural Language Processing by 12.31%, Robotics and Automation by 13.4%, and Data Analytics and Big Data by 14.64%. AI for Predictive Maintenance is employed by 12.62%, AI in Customer Service (like chatbots) by 21.33%, and AI for Financial Analysis by 14.17%. Regarding AI integration in industries, 21.96% view AI as core to their industry, 26.17% as necessary, 22.43% have moderate usage, and 29.44% report low to shallow usage. Perceived AI impacts include increased efficiency (12.62%), job creation (10.44%), job displacement (16.98%), innovation in products/services (21.81%), enhanced decision-making (15.1%), and competitive advantage (12.46%). Ethical concerns are noted by 10.59%, reflecting AI's deployment complexities and broader implications.

The survey on AI's impact in various industries reveals diverse opinions and implications. A significant 39.72% believe AI will displace more jobs than it creates, while 29.75% see a

balanced impact on job creation and displacement. Only 12.93% feel AI will create more jobs, with 17.60% unsure about its effects on employment. Furthermore, 56.23% of respondents perceive AI as exacerbating socioeconomic disparities, with 19.78% viewing no significant impact and 9.19% believing it could reduce these disparities. Opinions on AI's effectiveness in policy and regulation are mixed: 26.79% find current policies very effective, 30.53% somewhat effective, and a notable proportion find them ineffective to varying

degrees. Views on AI's global economic impact also vary, with similar proportions expecting strong or moderate positive impacts, while others anticipate neutral or adverse effects. The need for workforce training in response to AI advancements is widely recognized, with a majority acknowledging the urgency or necessity for upskilling and reskilling. Yet, a minority sees little to no need for it. These findings highlight the complex, multifaceted nature of AI's influence on employment, socioeconomic factors, and global economic dynamics.

**Table 1. Work experience related to AI**

	<b>Demography questions</b>	<b>Frequency</b>	<b>Percentage</b>
1. Involvement with AI in Your Current Role	I directly work with AI technologies (development, implementation, etc.).	163	25.39%
	I occasionally interact with AI technologies or decisions related to AI.	253	39.41%
	My role involves strategic decisions about AI adoption or policy.	139	21.65%
	I have limited or no direct involvement with AI technologies.	87	13.55%
2. Type of AI Technologies Used in Your Workplace	Machine Learning	74	11.53%
	Natural Language Processing	79	12.31%
	Robotics and Automation	86	13.4%
	Data Analytics and Big Data	94	14.64%
	AI for Predictive Maintenance	81	12.62%
	AI in Customer Service (e.g., chatbots)	137	21.33%
3. Level of AI Integration in Your Industry	AI for Financial Analysis	91	14.17%
	Very high (AI is a core part of the industry)	141	21.96%
	High (AI is important but not central)	168	26.17%
	Moderate (AI is used but not extensively)	144	22.43%
	Low (AI has minimal use)	98	15.26%
4. Perceived Impact of AI on Your Industry	Very low (AI is rarely used)	91	14.18%
	Increased efficiency and productivity	81	12.62%
	Job creation	67	10.44%
	Job displacement or loss	109	16.98%
	Innovation in products or services	140	21.81%
	Enhanced decision-making processes	97	15.1%
	Increased competitive advantage	80	12.46%
Ethical concerns or challenges	68	10.59%	

**Table 2. Perceptions of AI adoption and socioeconomic impact**

	<b>Demography questions</b>	<b>Frequency</b>	<b>percentage</b>
1. What are your thoughts on how AI might influence employment patterns in your industry?	AI will create more jobs than it displaces.	83	12.93%
	AI will displace more jobs than it creates.	255	39.72%
	AI's impact on job creation and displacement will be balanced.	191	29.75%
	Unsure about AI's impact on employment.	113	17.60%



	<b>Demography questions</b>	<b>Frequency</b>	<b>percentage</b>
2. What is your perception of AI's Role in Reducing or Exacerbating Socioeconomic disparities among different socioeconomic groups	AI will help reduce socioeconomic disparities.	59	9.19%
	AI will exacerbate socioeconomic disparities.	361	56.23%
	AI will have no significant impact on socioeconomic disparities.	127	19.78%
	Unsure about AI's impact on socioeconomic disparities.	95	14.80%
3. How effective are your industry or region's current AI policies and regulations?	Very effective	172	26.79%
	Somewhat effective	196	30.53%
	Neutral	89	13.86%
	Somewhat ineffective	86	13.40%
	Very ineffective	99	15.42%
4. What do you expect AI's Impact on Global Economic Dynamics and trends to be?	Strong positive impact	185	28.82%
	Moderate positive impact	182	28.35%
	Neutral impact	56	8.72%
	Moderate negative impact	105	16.36%
	Strong negative impact	114	17.76%
5. What is your perception of the necessity and extent of workforce training needed for Upskilling and Reskilling in response to AI advancements?	Urgent need	145	42.06%
	Some need	129	39.56%
	Little need	83	12.93%
	No need	23	3.58%
	Unsure	12	1.87%

**Table 3. AI's impact on industry competitiveness, work, job availability, and organizational performance**

	<b>Demography questions</b>	<b>Frequency</b>	<b>Percentage</b>
1. What is AI's Influence on Competitiveness in your industry?	Significantly increases competitiveness	329	51.25%
	Moderately increases competitiveness	237	39.92%
	Has no impact on competitiveness	31	4.83%
	Moderately decreases competitiveness	21	3.27%
	Significantly decreases competitiveness	24	3.74%
2. How has AI transformed the nature of work in your industry?	Work has become more strategic and less routine	236	36.76%
	Work has become more technical and specialized	282	43.93%
	There has been no significant change in the nature of work	21	3.27%
	Work has become more routine and less engaging	26	4.05%
	Other changes	77	11.99%
3. What is AI's Impact on Job Availability in Your Sector?	Significant increase in job availability	64	9.97%
	Moderate increase in job availability	31	4.83%
	No significant impact on job availability	113	17.60%
	Moderate decrease in job availability	209	32.55%
	Significant decrease in job availability	225	35.05%
4. What is the Effect of AI on Organizational Performance (Productivity, Efficiency, Revenue)	Greatly improved performance	299	46.57%
	Moderately improved performance	194	30.22%
	No impact on performance	19	2.96%
	Moderately worsened performance	97	15.11%
	Greatly worsened performance	33	5.14%

	<b>Demography questions</b>	<b>Frequency</b>	<b>Percentage</b>
5. What is the role of AI on Workforce Dynamics and Skill Requirements?	AI has led to a more dynamic, adaptable workforce	126	19.63%
	AI has created a need for more specialized skills	141	21.96%
	AI has had minimal impact on workforce dynamics	127	19.78%
	AI has made the workforce less diverse or adaptable	122	19%
	Other impacts	126	19.63%
6. What is your perception on the potential long-term Impact of AI on Your Industry?	Highly transformative with major long-term impacts	279	43.46%
	Moderately transformative with significant long-term impacts	136	21.18%
	Minimal long-term impacts	75	11.68%
	Negative long-term impacts	31	4.83%
	Unsure about the long-term impacts	121	18.85%

Most survey respondents, 51.25%, believe AI significantly enhances industry competitiveness, with an additional 39.92% perceiving a moderate increase. Only a minor percentage feels AI has no impact (4.83%) or decreases competitiveness (3.27% moderately, 3.74% significantly), indicating a predominant view of AI as a competitive driver. Regarding work nature, 43.93% report it is becoming more technical and specialized, and 36.76% find it more strategic and less routine. However, 3.27% see no change, and 4.05% view work as more routine. Other changes are noted by 11.99%, reflecting a shift towards specialized and strategic work due to AI. Regarding job availability, views are split: 35.05% observe a significant decrease due to AI, 32.55% a moderate decrease, while 9.97% see a significant increase, and 4.83% a moderate increase. For 17.60%, AI has no notable impact on job availability, highlighting complex AI-job dynamics across sectors. AI's impact on organizational performance is generally positive: 46.57% report significant improvement and 30.22% moderate improvement, while 15.11% and 5.14% perceive moderate and significant performance deterioration, respectively. The influence of AI on workforce dynamics varies, with 19.63% noting a more dynamic workforce, 21.96% needing specialized skills, and 19.78% minimal impact. Some 19% feel AI has reduced workforce diversity or adaptability. Regarding AI's long-term impact, 43.46% view it as highly transformative with significant impacts, 21.18% as moderately transformative, 11.68% see minimal impacts, and 4.83% anticipate adverse effects. The unsure group stands at 18.85%, illustrating diverse opinions on AI's future role in industries.

#### 4.1 Hypothesis Results

**Hypothesis 1:** Organizations that integrate AI technologies into their business operations demonstrate a significant increase in competitive advantage compared to those that do not Result of data statistics for Hypothesis 1.

The statistical analysis robustly supports Hypothesis 1, asserting that integrating AI technologies into business operations significantly boosts organizational competitive advantage. The model's R square value of 0.963 indicates that 96.3% of the variance in competitive advantage is due to AI integration, highlighting its significant impact on organizational competitiveness. This is further reinforced by the adjusted R square, ensuring the model's reliability. The ANOVA results reveal an extremely significant F-value, with a p-value of .000, effectively ruling out the chance of occurrence of these findings and providing strong empirical support. Additionally, the coefficients table reveals a significant t-value and an unstandardized coefficient of 1.917 for AI integration. This implies that each unit increase in AI technology integration leads to an average increase of 1.917 units in competitive advantage, confirming a direct, positive correlation between AI integration and competitive advantage.

**Hypothesis 2:** Communities with higher levels of AI adoption and innovation show improved socioeconomic outcomes compared to those with lower levels of AI engagement. Result of data statistics for Hypothesis 2.

The statistical analysis for Hypothesis 2 provides strong support for the notion that higher levels of

AI adoption and innovation in communities are associated with improved socioeconomic outcomes. The model summary reveals a high R square value of 0.937, indicating that approximately 93.7% of the variance in socioeconomic outcomes is explained by the levels of AI adoption and innovation. This demonstrates a significant correlation between AI engagement and socioeconomic improvement. The ANOVA results underscore this with an extremely significant F-value and a p-value of .000, confirming the statistical significance of this

relationship. The coefficients table further affirms this, showing a substantial unstandardized coefficient of 1.950 for AI adoption and innovation. This suggests a direct, positive impact of AI engagement on community-level socioeconomic outcomes, highlighting AI's transformative role in enhancing these outcomes.

**Hypothesis 3:** National economic strategies that emphasize AI and innovation lead to stronger global economic competitiveness. Table 6. Result of data statistics for Hypothesis 3.

**Table 4. H1 Model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.981 <sup>a</sup>	.963	.963	.79841

a. Predictors: Integration of AI technologies into business operations

**Table 5. H1 ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8071.860	1	8071.860	12662.625	.000 <sup>b</sup>
	Residual	311.078	488	.637		
	Total	8382.939	489			

a. Dependent Variable: Competitive advantage

b. Predictors: (Constant), Integration of AI technologies into business operations

**Table 6. H1 Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.072	.090		-11.956	.000
	Integration of AI technologies into business operations	1.917	.017	.981	112.528	.000

a. Dependent Variable: Competitive advantage

**Table 7. H2 Model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.968 <sup>a</sup>	.937	.937	1.04209

a. Predictors: (Constant), Levels of AI adoption and innovation in communities

**Table 8. H2 ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7912.455	1	7912.455	7286.179	.000 <sup>b</sup>
	Residual	529.945	488	1.086		
	Total	8442.400	489			

a. Dependent Variable: Socioeconomic outcomes

b. Predictors: (Constant), Levels of AI adoption and innovation in communities

**Table 9. H2 Coefficientsa**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.889	.115		-7.740	.000
	Levels of AI adoption and innovation in communities	1.950	.023	.968	85.359	.000

a. Dependent Variable: Socioeconomic outcomes

**Table 10. H3 Model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.966 <sup>a</sup>	.933	.933	.292

a. Predictors: (Constant), Emphasis on AI and innovation in National economic strategies

**Table 11. H3 ANOVAa**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	580.556	1	580.556	6819.575	.000 <sup>b</sup>
	Residual	41.544	488	.085		
	Total	622.100	489			

a. Dependent Variable: " Global economic competitiveness "

b. Predictors: (Constant), Emphasis on AI and innovation in National economic strategies

**Table 12. H3 Coefficientsa**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.399	.029		13.776	.000
	Emphasis on AI and innovation in National economic strategies	.798	.010	.966	82.581	.000

a. Dependent Variable: " Global economic competitiveness "

The statistical analysis for Hypothesis 3 robustly supports the idea that national economic strategies focusing on AI and innovation significantly enhance global economic competitiveness. The analysis reveals a high R square value of 0.933, indicating that about 93.3% of the variance in global competitiveness is attributed to the emphasis on AI and innovation in national strategies. The adjusted R square further validates this strong correlation. The ANOVA results show an exceptionally high F-value and a p-value of .000, firmly establishing the statistical significance of this relationship. Moreover, the coefficients table presents a significant t-value and a positive unstandardized coefficient of 0.798, suggesting that increasing focus on AI and innovation within national

strategies correlates with a notable increase in global economic competitiveness. This indicates a positive impact of AI and innovation-focused strategies on enhancing a nation's global economic standing.

**Hypothesis 4:** The integration of AI in business processes significantly impacts employment, leading to a shift in workforce dynamics and skill requirements. Result of data statistics for Hypothesis 4.

The statistical analysis supporting Hypothesis 4 demonstrates that the integration of AI in business processes significantly affects employment nature, workforce dynamics, and skill requirements. The model shows a high R

square value of 0.904, indicating that 90.4% of the variance in these employment aspects is due to AI integration, suggesting a strong correlation. This is further validated by an equally high adjusted R square, confirming the model's fit and reliability. The ANOVA results reveal an extremely high F-value with a p-value of .000, strongly supporting the hypothesis by ruling out random chance occurrence. Additionally, the coefficients table shows a significant t-value and a positive unstandardized coefficient of 0.748 for AI integration, indicating a direct, substantial impact on the nature of employment and workforce dynamics. This positive coefficient confirms that increased AI integration in business processes leads to significant changes in employment characteristics and skill demands.

## 5. DISCUSSION OF FINDINGS

### 5.1 Organizational Competitiveness

The analysis confirms that integrating AI technologies into business operations significantly enhances organizational competitive advantage, supporting the views of Georgieva [4], Kar et al. [9], Olaniyi et al. [22], and

Matheson [43]. The high R square value of 0.963 in the study indicates a strong correlation between AI integration and increased competitiveness, echoing the transformative impact of AI on business efficiency and decision-making. This effect is particularly pronounced in high-performing companies that align AI strategies with business outcomes, leading to superior market positioning [3,7].

The findings highlight AI's role in automating routine tasks and enhancing data analytics, contributing to more strategic decision-making processes. This aligns with current literature that recognizes AI as a catalyst for competitive edge, especially in sectors where AI adoption is advanced [10,12]. The results also suggest that organizations effectively integrating AI leapfrog in competitiveness, especially those in developed countries, potentially widening the digital and economic divides [61]. However, challenges like talent acquisition and ethical deployment of AI remain critical for maximizing AI's benefits. The scarcity of AI talent and the need for responsible AI practices are key concerns that organizations must address to harness AI integration fully [50].

**Table 13. H4 Model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.951 <sup>a</sup>	.904	.904	.332

a. Predictors: (Constant), Integration of AI in business processes

**Table 14. H4 ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	510.032	1	510.032	4614.529	.000 <sup>b</sup>
	Residual	53.937	488	.111		
	Total	563.969	489			

a. Dependent Variable: " Nature of employment, workforce dynamics and skill requirements "

b. Predictors: (Constant), Integration of AI in business processes

**Table 15. H4 Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.320	.033		9.705	.000
	Integration of AI in business processes	.748	.011	.951	67.930	.000

a. Dependent Variable: "Nature of employment, workforce dynamics and skill requirements"

## 5.2 Socioeconomic Outcomes

The study validates that higher levels of AI adoption and innovation in communities correlate with improved socioeconomic outcomes, aligning with IMF and PwC's predictions on AI's potential for economic growth and innovation [4,12]. This reinforces the narrative of AI as a key driver in economic development, yet the study also highlights the complex impact of AI on job dynamics. While AI catalyzes job creation in some sectors, it simultaneously poses a threat of job displacement in others, especially in routine task-based roles [18,51]. This duality in AI's employment impact reflects mixed views in literature, with the World Economic Forum seeing AI as a job creator and Goldman Sachs warning of significant job losses [49,50]. The shift towards more specialized, strategic job roles due to AI, as observed in the study, corroborates with trends emphasizing the demand for high digital and technical skills in the AI-driven job market [33,35]. This necessitates a shift in workforce skill requirements and underscores the importance of workforce training and development, highlighting the urgency for reskilling and upskilling initiatives.

Furthermore, the findings on Hypothesis 2 show a strong statistical link between AI adoption levels and improved community socioeconomic outcomes, suggesting AI as a powerful tool for societal advancement. However, concerns about AI exacerbating socioeconomic disparities are also evident, resonating with IMF's warnings about AI's potential downsides, especially regarding competitiveness and economic gaps [46]. This underlines the need for policymakers and stakeholders to address the distributional aspects of AI benefits. A balanced and nuanced approach to AI adoption is crucial, considering factors like AI integration level, local economic conditions, and the presence of supportive policies for equitable AI adoption [57]. This comprehensive view is essential to harness AI's potential while mitigating its risks and ensuring equitable benefits distribution.

## 5.3 Global Economic Performance

The study highlights the pivotal role of AI and innovation in bolstering national economic strategies and global competitiveness, in line with analyses by McKinsey and Deloitte Insights. It showcases how forefront nations and organizations in AI adoption are poised for significant economic enhancement, underlining

the importance of tailored national AI strategies [32,47]. India and France exemplify this with their distinct approaches: India emphasizing public consent in data usage for privacy concerns, and France focusing on ethical AI development, reflecting their unique socio-political values and economic goals [57]. Hypothesis 3, asserting that national strategies emphasizing AI and innovation lead to stronger global competitiveness, finds strong support in the study. The findings, indicated by a high R square value of 0.933, suggest a powerful correlation between AI-focused national strategies and enhanced global economic standing, echoing McKinsey's insights on the economic boost for AI-leading countries. This emphasizes AI's role beyond technology, as a crucial element in national economic policy and global power dynamics [32,47].

The study underscores the transformative potential of AI in reshaping global economic landscapes, highlighting the importance of strategic national approaches to harness AI's benefits. It also calls attention to the potential risks of widening technological and economic disparities among nations, advocating for international cooperation and equitable AI policy frameworks to address these challenges and promote inclusive AI benefits globally [60].

## 5.4 Workforce Dynamics

The study's findings on Hypothesis 4, highlighting the significant impact of AI integration on employment, workforce dynamics, and skill requirements, offer critical insights into the changing nature of work in modern businesses. Supported by a high R square value of 0.904, the results align with the narrative in the literature regarding AI's influence on job dynamics and skill demands [18]. Authors like Alloui [33] and Sivaram [35] note that AI is reshaping job roles, shifting demand towards more technical, specialized skills and less routine work.

AI's integration is leading to a more dynamic, adaptable workforce, emphasizing skills like problem-solving and critical thinking [5,47]. This transition necessitates substantial investment in training and development programs to prepare for evolving job requirements, as emphasized by [11]. While AI spurs innovation and efficiency, creating new job roles, it also risks job displacement, especially in automation-prone sectors, echoing discussions by the World

Economic Forum and Goldman Sachs [35,91]. The study suggests that AI integration transforms rather than reduces jobs, presenting both growth opportunities and challenges. This necessitates proactive management by businesses and policymakers to ensure workforce readiness for an AI-driven environment. Emphasizing education, training, and lifelong learning is crucial in adapting to AI's impact on the labor market [2,68], highlighting the need for a nuanced approach to AI's influence on employment.

## 6. CONCLUSION AND RECOMMENDATION

The study comprehensively examines the impacts of Artificial Intelligence (AI) on various sectors, affirming that AI integration significantly increases organizational competitiveness and aligns with the perspectives of Georgieva [4] and Kar et al. [9]. It reveals a complex scenario where AI enhances socioeconomic outcomes in communities but also risks exacerbating disparities. The importance of AI in national economic strategies is evident, with countries focusing on AI likely to boost their global economic standing, supported by insights from McKinsey and Deloitte Insights. However, this growth could widen gaps in technological capabilities and economic power between nations. Additionally, AI's integration in business processes leads to a significant transformation in employment nature, workforce dynamics, and skill requirements, offering opportunities but also posing challenges in job displacement and the need for workforce upskilling.

### 6.1 Recommendations

To maximize Artificial Intelligence (AI) benefits while addressing challenges, businesses should strategically integrate AI, aligning it with broader business goals to enhance efficiency, innovation, and competitiveness. Policymakers need to develop equitable AI deployment policies, ensuring accessible AI benefits across socioeconomic groups and mitigating disparity risks. National strategies should prioritize AI and innovation, investing in research, infrastructure, and sectors where AI can significantly impact economic growth, enhancing global economic positioning. Workforce dynamics transformation necessitates investment in education and training, focusing on upskilling and reskilling to equip workers for an AI-driven economy, with an emphasis on problem-solving, critical thinking, and adaptability. International cooperation is

crucial, promoting global collaboration for shared AI benefits, developing international standards, and bridging the AI divide to ensure AI serves as a tool for inclusive global development.

## COMPETING INTERESTS

Authors have declared that they have no known competing financial interests or non-financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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