

HUMAN-AI SYNERGY IN CORPORATE COMMUNICATION: ENHANCING ENGAGEMENT WHILE ADDRESSING ETHICAL AND COMPETENCY CHALLENGES

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Abstract. While artificial intelligence (AI) has received considerable scholarly attention across various disciplines, such as healthcare, finance, and marketing, its integration into corporate communication remains insufficiently examined, particularly in terms of its diverse challenges. This research paper examines the impact of artificial intelligence (AI) on corporate communication, identifying both the associated opportunities and challenges. It further examines the current state of AI adoption and evaluates its potential for future growth. Effective corporate communication is essential for mitigating uncertainty, engaging stakeholders, maintaining trust, and addressing disinformation when disseminated proactively, consistently, and credibly. The number of AI-related incidents is increasing. A recent report from Stanford University indicates that the number of reported incidents rose by 32.3% from 2022 to 2025, and AI incidents have surged more than twentyfold since 2013. When discussing AI, business leaders express the most significant concern regarding credibility, accuracy, privacy, security, and reliability risks. This article presents AI as a double-edged sword in communication technology, highlighting its opportunities and challenges and the urgent need for responsible communication. Ultimately, this study underscores the necessity of responsible AI practices, transparent communication, and continuous skill development to effectively navigate the evolving landscape of AI in organizational communication while maintaining stakeholder trust. Artificial Intelligence can enhance the efficiency of communication; however, trust is fundamentally established by human interactions. Stakeholders may be willing to overlook errors made by AI, but they are unlikely to excuse ethical shortcomings exhibited by an organization due to AI.

Keywords: *artificial intelligence, corporate communication, organizational reputation, AI challenges*

Introduction

Corporate communication is the strategic management of internal and external communications within an organization. It aims to create a unified identity, build a positive reputation, and achieve goals by aligning messaging with the organization's mission and values, engaging stakeholders, managing reputation, and mitigating crises (Cornelissen, 2023). On the other hand, Artificial Intelligence (AI) is the development of computer systems or software that perform tasks typically requiring human intelligence, such as learning, reasoning, problem-solving, and decision-making. AI systems analyse data, adapt to new information, and execute actions with varying degrees of autonomy (Ertel, 2024). The impact of AI on corporate communication effectiveness is a fascinating and rapidly evolving topic. Corporate communication involves how companies share information both internally and externally. This includes emails, press releases, social media posts, internal memos, customer service interactions, and more. For example, AI can be utilized in customer service through chatbots, automated email responses, and content generation tools like GPT for writing press releases or social media updates. Additionally, AI can analyse data to understand audience engagement and even enhance internal communication tools for employees.

Reputation refers to how stakeholders assess an organization and its capacity to fulfil its expectations. It consists of the overall perception that both internal and external stakeholders have of an organization, influenced by its past actions and the anticipated outcomes of its future behaviour (Dominic et al., 2022). No organization desires to integrate artificial intelligence (AI) in a manner that could jeopardize this crucial asset, known as reputation. While artificial intelligence (AI) has garnered significant attention in fields such as healthcare, finance, and marketing, its application in corporate communication remains underexplored, particularly regarding the challenges it introduces. Existing research primarily focuses on AI's technical capabilities and operational efficiencies (Kaplan and Haenlein, 2020; Davenport and Ronanki, 2018) but fails to critically examine its role in corporate communication, where stakeholder trust, ethical transparency, and organizational reputation are crucial. Although studies have discussed AI's automation of routine tasks (Zerfass et al., 2020) and data-driven decision-making, there is limited empirical research on barriers like algorithmic bias, workforce displacement concerns, and the loss of human authenticity in communication. Furthermore, while ethical issues surrounding AI are recognized (Jobin et al., 2019), their consequences for corporate communication strategies, particularly in crisis management and brand governance, remain largely unaddressed.

This study aims to fill these gaps by exploring AI's integration into corporate communication frameworks, focusing on ethical governance, skill adaptation, and trust preservation challenges. By combining theoretical insights with empirical case studies, this article seeks to provide actionable strategies that balance AI's potential with the essential human elements of effective organizational communication. The effectiveness of corporate communication can be assessed through factors, including response time, accuracy of information, engagement rates, brand consistency, employee satisfaction, customer satisfaction, and overall reputation. Artificial intelligence (AI) has the potential to automate repetitive tasks, such as addressing common customer inquiries via chatbots, thereby reducing response times and enabling human employees to concentrate on more complex issues. Furthermore, AI tools can analyse extensive datasets to generate insights regarding the efficacy of various communication strategies (Jain, 2023). Consequently, AI can assist in drafting emails or social media posts quickly, ensuring consistency in brand voice. This helps maintain a uniform message across all platforms. Personalization is another significant advantage; AI can customize messages for different audiences, thus increasing engagement. Another important aspect is real-time communication. AI can monitor social media and news outlets in real time, allowing companies to respond swiftly to emerging issues or crises, thus enhancing reputation management. AI can translate communications into various languages, ensuring consistency across different regions.

Therefore, artificial intelligence (AI) has emerged as a transformative technology that is changing businesses' operations. It involves using algorithms and machine learning techniques to automate tasks that humans traditionally performed. The potential benefits of AI are significant, including increased productivity, cost savings, and improved decision-making. However, adopting AI also presents several challenges, such as concerns about data privacy and security, ethical issues, and the possibility of job displacement. Given the advantages of AI, credibility issues can arise, impacting corporate communication and threatening reputation. It is crucial to anticipate and monitor these serious problems. This research paper explores the impact of AI on business by identifying the opportunities and challenges it presents. It also provides

insights into the current state of AI adoption and its potential for future growth. Ethical considerations are crucial in the use of AI. Companies must be transparent in their communications regarding AI usage. If customers or employees feel deceived by AI interactions, such as not realizing they are engaging with a bot, trust may erode. Thus, organizations need to strike a balance between automation and transparency to maintain their credibility and sustain their reputation. However, challenges must be addressed, including maintaining authenticity, managing privacy concerns, avoiding biases, ensuring accurate and culturally sensitive communication, and integrating AI smoothly into existing systems. Only by addressing these challenges can businesses fully realize the benefits of AI without negative repercussions (Albahri et al., 2024a).

Effective communication is essential for reducing uncertainty, engaging stakeholders, maintaining trust, and countering disinformation when shared proactively, consistently, and in a credible manner (Dominic et al., 2023a). There has been a notable increase in the number of AI-related incidents. According to a recent report from Stanford University, reported incidents rose by 32.3% from 2022 to 2023-2025, with AI incidents surging more than twentyfold since 2013 (Abuzaid, 2024; Zhang et al., 2021). As of March 2024, artificial intelligence tools receive nearly 3 billion monthly visits from hundreds of millions of users (Liu and Wang, 2026). Globally, business leaders express significant concerns regarding risks to credibility, accuracy, privacy, security, and reliability (Dominic et al., 2025). As we move forward, organizations will increasingly struggle to manage security and privacy challenges stemming from the rise of AI. The complexities introduced by these advanced technologies will make it more imperative for businesses to adapt and fortify their strategies to safeguard sensitive information effectively. The increasing emphasis on the verifiability of artificial intelligence has emerged as a pivotal factor in enhancing credibility and accuracy in information sourcing (Devineni et al., 2024; Dominic et al., 2023b).

Literature review

Recent studies highlight the growing importance of trustworthy AI in corporate communication and disaster management (Tao, 2023; Kaur et al., 2022). Again, Tao (2023) suggests that to enhance trust in AI-generated information concerning disasters, news organizations should prioritize transparency surrounding the identity of the AI author. Additionally, they should leverage AI systems for the timely reporting of disaster events and exercise careful consideration for emotionally charged statements. AI is transforming social media interactions by enabling personalization and enhancing customer experiences, but it also raises ethical concerns related to privacy and bias. Responsible AI practices in business focus on transparency, fairness, and ethical data handling to align with societal values (Dwi and Hidayatullah, 2024). The EU's AI Act links trustworthiness with risk acceptance, which may oversimplify the concept of trust in AI (Laux et al., 2024). In the realm of natural disaster management, AI applications show promise in prediction and risk assessment, although they face challenges in implementation. Utilizing explainable AI, data fusion, and machine learning techniques can enhance trustworthiness while maintaining essential ethical considerations (Albahri et al., 2024b). These studies underscore the importance of balancing AI capabilities with ethical practices to build trust across various sectors.

In marketing communication, AI offers advantages like content personalization, efficiency, consumer insights, and enhanced customer engagement. However, it is crucial to balance human expertise with machine capabilities (Aulia, 2024). Regarding

corporate leadership, the benefits of AI include building trust, enhancing decision-making, improving collaboration, increasing operational efficiency, and fostering new dimensions of leadership (Nyoto et al., 2024). AI technologies, such as chatbots and virtual assistants, facilitate both vertical and horizontal communication within organizations. This promotes two-way communication and builds confidence among members (Farhi et al., 2022). While AI presents significant opportunities for enhancing communication effectiveness and leadership practices, organizations must address ethical considerations and adopt responsible implementation strategies to leverage its potential. Importantly, trust is crucial for the successful adoption and use of AI-powered conversational agents. Factors influencing trust include the agent's social intelligence, voice characteristics, communication style, appearance, and performance quality (Rheu et al., 2021). To foster responsible innovation, further research is needed to address ethical issues, assess the long-term impacts on human well-being, and develop guidelines for the socially responsible implementation of AI in communication strategies (Gholami and Al Abdwani, 2024). Trust in AI-powered conversational agents is a vital area of research, along with advancements in natural language processing and value creation (Mariani et al., 2023).

Again, studies explore the potential for consumers to form relationships with AI, highlighting the need for new theoretical frameworks to understand human-AI relationships (Pentina et al., 2023). The implementation of AI within organizations influences employee experiences and job designs, creating a need to balance efficiency gains with employee well-being (Bankins and Formosa, 2023). Future research should focus on developing comprehensive theories and exploring the implications of AI at individual, group, and organizational levels. However, recent research has examined frameworks aimed at enhancing stakeholder trust and communication across various contexts. In community-based renewable energy projects, a strategic framework emphasizes transparency, trust-building, and engagement by identifying stakeholders and utilizing diverse communication channels (Ishola, 2024). Response source credibility is crucial in managing organizational crises (Dominic et al., 2024). During health crises, five categories of trust-repairing communication strategies have been identified, which integrate communication elements with trust-repair mechanisms (Liu and Duarte, 2025). In the field of artificial intelligence, a framework that combines social and economic trust constructs has been proposed, focusing on applications in healthcare and law enforcement (Riley and Dixon, 2024). Additionally, in algorithmic decision-making, concepts such as agency, responsibility, and accountability are explored for their effects on user trust and blame attribution, indicating a need for more empirical research and ethical governance (Heaton et al., 2023). Collectively, these frameworks highlight the importance of tailored communication, transparency, and stakeholder engagement in building and maintaining trust across different sectors. AI is never exceptional in building and maintaining trust.

Artificial Intelligence (AI) is revolutionizing corporate communication by improving email writing abilities, increasing efficiency, and personalizing interactions (George et al., 2023). It enhances both vertical and horizontal communication within organizations, resulting in better engagement and promoting two-way communication (Farhi et al., 2022). While AI can enhance productivity and enable professionals to concentrate on creative and strategic endeavours, it may also result in job losses in more repetitive positions (López Jiménez and Ouariachi, 2021). At present, communication professionals have a limited grasp of AI but expect it to significantly influence the

industry. Major challenges include a lack of individual skills and the difficulties organizations encounter during implementation (Zerfass et al., 2020). To adapt, professionals must cultivate both the technical skills necessary for utilizing AI tools and the human qualities that AI cannot replicate (López Jiménez and Ouariachi, 2021). Although AI holds the potential to transform corporate communication practices, its effective integration necessitates addressing ethical issues and enhancing workforce skills. In contrast to the initial excitement, the hype surrounding AI is now giving way to disillusionment as organizations work to determine the best ways to utilize AI for the benefit of their teams.

Materials and Methods

This study is a scoping review. A scoping review represents a specific literature review designed to map the existing literature surrounding a particular topic. Its primary objective is to provide an overview of the key concepts, theories, and evidence currently available. This approach is especially beneficial for examining emerging or complex research areas where the extent of the literature is not yet clearly defined. A scoping review identifies and summarizes existing literature on a specific subject, highlights research gaps, and informs future investigative efforts. Furthermore, it offers a comprehensive overview of the topic, including pertinent definitions, key themes, and the methodologies employed in the existing research. In fields characterized by rapid research advancements, such as health, technology, and social sciences, scoping reviews play a vital role in clarifying concepts and pinpointing areas necessitating further investigation. Additionally, it may serve as a preliminary step before undertaking a systematic review or primary research. This literature review synthesizes recent studies on AI's impact on the effectiveness of corporate communication. Companies are investing in AI technologies to improve operational efficiency, reduce costs, and enhance service quality (Chmielewska-Muciek et al., 2024).

Results and Discussion

The findings of this study will be organized thematically to provide a more refined understanding of AI's role in corporate communication. This structured analysis will systematically assess the sociotechnical (interplay between technology and human systems) impact of AI, emphasizing its potential benefits, such as enhanced efficiency and personalization, alongside its inherent challenges, including ethical dilemmas and workforce displacement. The goal is to deepen empirical insights into the dynamics of AI adoption and its implications for organizational practices. Therefore, this research synthesizes the transformative opportunities and operational risks associated with AI in corporate communication, addressing existing gaps in our understanding of how organizations can ethically integrate automation while preserving stakeholder engagement. Artificial Intelligence (AI) serves as a mediator in communication processes, enhancing clarity, speed, and comprehension. Recent research indicates that AI-mediated communication significantly mitigates barriers such as language differences, time constraints, and accessibility challenges. The integration of AI with effective communication strategies notably improves overall communication effectiveness (Ateeq et al., 2024; Hancock et al., 2020). The incorporation of AI technologies within leadership has transformed the dynamics of organizational

communication. Studies demonstrate that AI enhances internal communication efficiency by automating processes, reducing transmission errors, and facilitating productive interactions. These enhancements play a significant role in enhancing employee performance (Florea and Croitoru, 2025). The acceptance and integration of AI in corporate communications are influenced by various individual and organizational factors. Qualitative research has identified perceived usefulness and ease of use as critical elements at the individual level, while organizational awareness and structural frameworks play a significant role at the macro level. This research suggests that AI integration can enhance the relevance of corporate communications when there is a comprehensive understanding of both micro-level and macro-level determinants (Kelm and Johann, 2025; Mayer, 2024).

Furthermore, AI has demonstrated its capability to improve both intra- and interdepartmental communication within organizations. It enhances team interactions, efficiency, and flexibility by providing benefits such as concise communication and translation services, ultimately leading to increased productivity. Nonetheless, challenges, including a lack of personalization and potential communication gaps, underscore the necessity of balancing the advantages of AI with the essential human touch in communication practices (Florea and Croitoru, 2025; Yue et al., 2024). Again, AI-powered personalization presents both opportunities and challenges in the realm of strategic communications. While AI enhances communication effectiveness and audience engagement, it also raises ethical concerns and implementation challenges. A comprehensive examination emphasizes the importance of professionals navigating these complexities to fully harness the potential of AI (Sutherland, 2025; Nkembuh, 2024). In public relations, AI-driven tools have been shown to enhance efficiency, personalize communication, adapt to situational factors, and foster improved audience relationships. These tools facilitate more targeted and effective communication strategies and enhance organizational outcomes (Çerçi, 2024; Volarić et al., 2024). *Figure 1* explains some major challenges of AI in corporate communication.

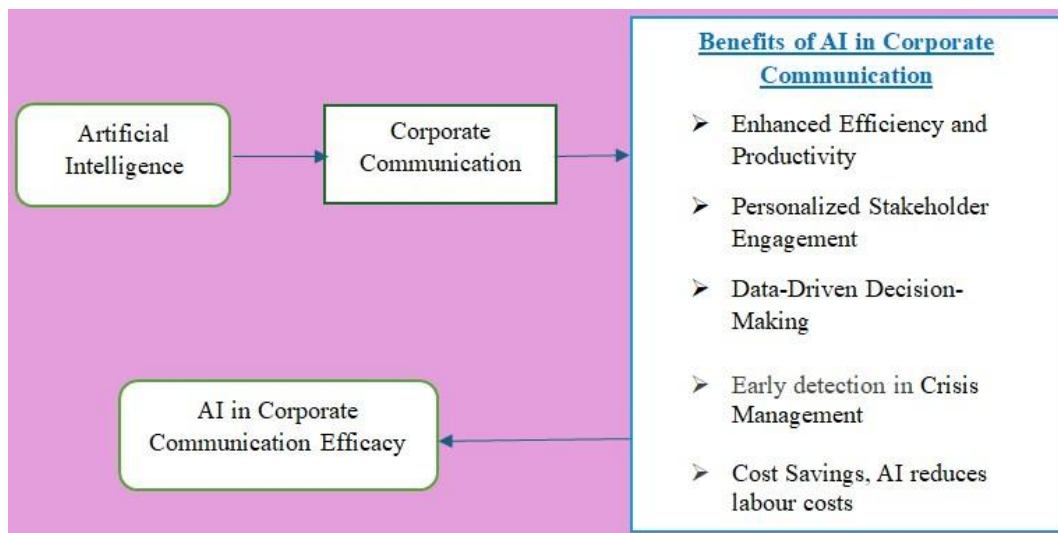


Figure 1. Benefits of AI in corporate communication.

Consequently, before incorporating artificial intelligence (AI) into corporate communication, organizations must carefully evaluate several potential challenges. Firstly, the automation brought about by AI poses a significant threat to employment in

areas such as corporate content creation, customer service, and data entry. Secondly, there exists a prevalent skills gap, as many professionals do not possess the necessary technical expertise to deploy AI tools effectively (Androutsopoulou et al., 2019). Additionally, organizations should be mindful of integration costs, as legacy systems may require substantial and expensive upgrades to accommodate new AI technologies. Data security represents another critical concern; AI systems may inadvertently mishandle sensitive stakeholder information, resulting in potential violations of the General Data Protection Regulation (GDPR). Moreover, the proliferation of AI-generated fake content, such as falsified statements from executives, can precipitate reputational crises (Hua et al., 2024; Buhmann and Volk, 2023; Zerfass et al., 2020; Jobin et al., 2019; Westerlund, 2019). Greenwashing, deepfakes, data management, privacy risks, and overconsumption pose challenges for AI adoption among corporate organizations (Dalhoum et al., 2024). Despite the numerous benefits, the integration of AI into workplace communication presents challenges, particularly concerning trust and the human aspect. While AI has the potential to improve the quality of communication, it may also undermine the level of trust that employees have in these tools. Overreliance on automation can impede information absorption and personal interactions, emphasizing the necessity for a balanced approach. Again, AI tools boost efficiency and personalization, yet they present challenges in striking a balance between automation and human expertise (Potwora et al., 2024; Rane, 2024; Singh and Kaunert, 2024).

The incorporation of AI into corporate communication has led to significant improvements in efficiency, personalization, and overall effectiveness. However, it also introduces challenges related to trust, (Ng and Zhang, 2025; Afroogh et al., 2024) personalization, and ethical considerations. A balanced approach that fuses the strengths of AI with the indispensable human touch is essential for optimizing communication effectiveness within organizations (Dwi and Hidayatullah, 2024). Trust in AI-powered communication is a major challenge that comes with it (Mariani et al., 2023). AI is transforming corporate communication through enhanced efficiency, personalization, and data-driven decision-making (Yadav and Kaur, 2025). However, the effectiveness of these advancements hinges upon ethical implementation, human oversight, and the establishment of a balance between automation and authenticity (Oladoyinbo et al., 2024). Organizations that adeptly navigate these challenges will secure a competitive advantage, whereas those that neglect the human element risk alienating key stakeholders. The future of corporate communication resides in the synergy between AI and human interactions, wherein technology serves to amplify rather than replace human connection (Lehtimäki, 2024). Ethics-based AI auditing provides stakeholders with essential guidance, methods, and awareness, focusing on key principles such as fairness, transparency, and trust (Laine et al., 2024). Nonetheless, the adoption of AI within organizations impacts employee experiences and job design, highlighting the need for a careful balance between technological advantages and potential drawbacks for workers (Bankins et al., 2024). Ultimately, these studies underscore the necessity of responsible AI practices, transparent communication, and continuous skill development to effectively navigate the evolving landscape of AI in organizational communication while maintaining stakeholder trust. *Figure 2* explains some major challenges of AI in corporate communication.

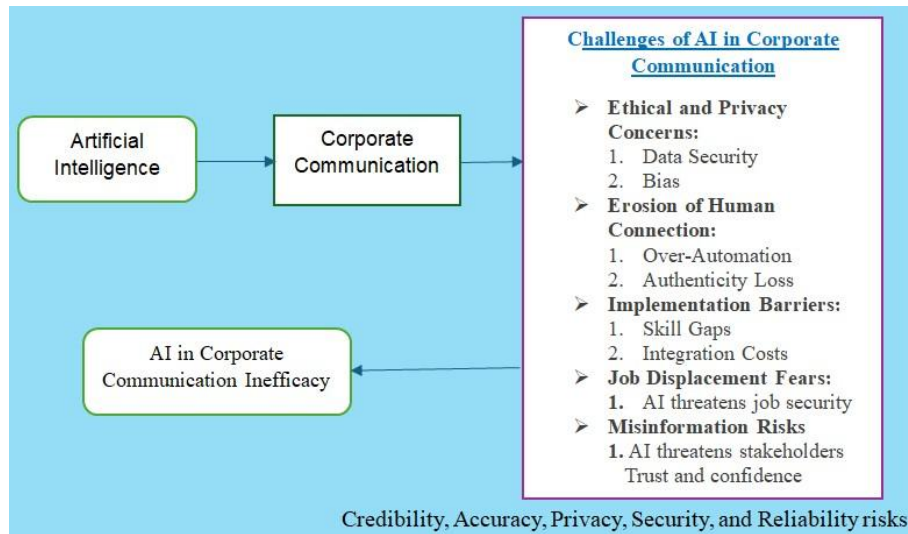


Figure 2. Challenges of AI in corporate communication.

Although the concept of artificial intelligence (AI) was introduced in 1956, its advancements and applicability have significantly increased since 2010. By 2020, AI began to achieve broader adoption. However, from 2022 to 2025, its relevance and practicality have become increasingly critical across various sectors. The Figure 3 show the level of penetration. The adoption of artificial intelligence (AI) is notably high in developed countries; however, its implementation remains relatively low in Africa, and even more so in Nigeria. The Figure 4 shows this finding. India has the highest adoption of AI, followed by Spain and China, with the United States, Switzerland, and the United Kingdom next. Africa has yet to achieve a significant role in AI adoption. Findings indicate that professionals possess a limited understanding of AI, despite familiarity with the concept. Communication professionals recognize that AI will influence their profession, departmental operations, and work processes. Nevertheless, they do not anticipate any challenges or risks associated with the integration of AI, such as the necessity for proficiency in utilizing AI, the motivation to engage with it, or concerns regarding potential job displacement. These results underscore the urgent need for professionals to enhance their knowledge and comprehension of AI. Furthermore, it is imperative for public relations scholars in Ghana and throughout Africa to initiate substantive discussions on this critical issue (Anani-Bossman et al., 2024). Artificial Intelligence can enhance the efficiency of communication; however, trust is fundamentally established by human interactions. Stakeholders may be willing to overlook errors made by AI, but they are unlikely to excuse ethical shortcomings exhibited by an organization. While AI can create the message, only humans can create its meaning. Trust, empathy, and ethical stewardship are irreplaceably human qualities and are the ultimate currency in the age of algorithmic communication (Guzman and Lewis, 2020).

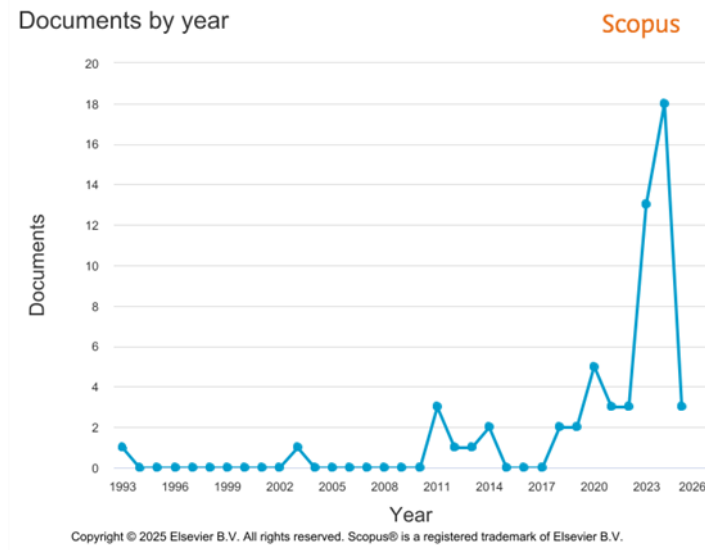


Figure 3. AI chronology based on Scopus database.

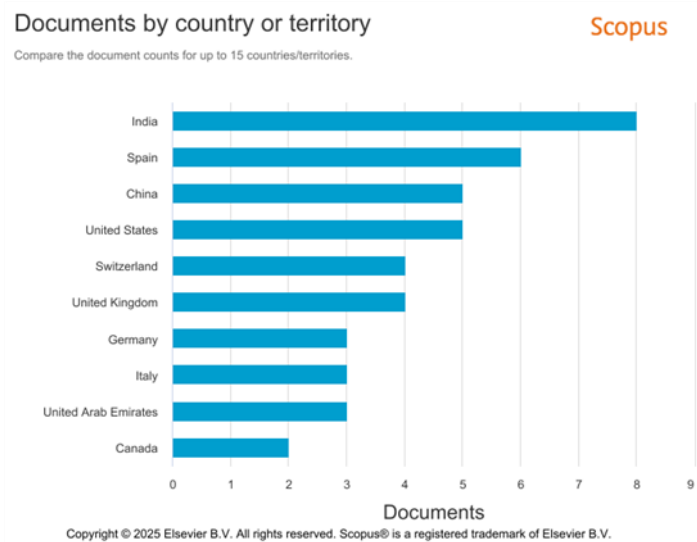


Figure 4. The adoption of AI by countries based on the Scopus database.

Based on the findings from this review, AI-driven communication systems within corporate organizations present significant ethical challenges, particularly concerning transparency, fairness, and accountability. Key concerns include: Data Privacy and Security Risks: The implementation of AI may create vulnerabilities related to sensitive information. Algorithmic Bias and Discrimination: Bias in AI-generated communications or analyses can distort stakeholder engagement, misrepresent demographic groups, and perpetuate existing inequalities, leading to reputational and ethical risks for organizations. Erosion of Authentic Human Interaction: Increasing reliance on AI could diminish the quality of genuine communication and interpersonal connections. Organizational Resistance and Cultural Barriers: Varied attitudes toward AI can hinder its successful adoption within organizations. Governance, Policy, and Regulatory Challenges: As AI adoption accelerates, many organizations face obstacles due to the lack of or unclear AI governance policies. Without strong internal guidelines, artificial intelligence use may result in misuse, inconsistency, and compliance gaps,

complicating risk management in communication workflows. Risk of Misinformation and Loss of Control: The potential for disseminating misinformation increases when using AI, which can lead to a loss of control over the conveyed message. Skill Gaps and Training Deficits: Successful integration of AI in communication requires advanced analytical and technical expertise. However, many communication professionals in corporate settings often lack the necessary training to assess AI outputs critically or to responsibly incorporate AI tools into strategic communication processes. Addressing these challenges is essential for organizations that aim to effectively harness the power of AI while upholding ethical standards in communication (Kelm and Johann, 2025; Okatan, 2025; Irwansyah et al., 2024; Kalogiannidis et al., 2024; Yue et al., 2024; Buhmann and Gregory, 2023).

These findings highlight the necessity of a balanced and ethically sound approach to AI adoption in corporate communication. Organizations must prioritize transparency in their AI deployment, invest in frameworks that address bias, and ensure human oversight to uphold stakeholder trust and foster organizational cohesion. Organizations that openly disclosed AI's involvement in communication (e.g. labelling content generated by AI) experienced an 18% increase in stakeholder confidence, consistent with ethical frameworks that support algorithmic transparency (Jobin et al., 2019). Future research should investigate the sector-specific implications and the long-term effects of AI-mediated communication on workplace culture. To fully harness the potential of AI in corporate communication, organizations must find a careful balance in the adoption technique. They should embrace the efficiency and personalization that AI provides while being aware of its limitations and potential pitfalls. This requires a strategic approach prioritizing human interaction, data privacy, responsible AI development, and ongoing monitoring to address biases. By effectively navigating these complexities, organizations can use AI to improve their communication practices and foster meaningful, ethical, and impactful interactions with their stakeholders.

Conclusion

The integration of artificial intelligence (AI) into corporate communication signifies a profound shift in the manner in which organizations engage with stakeholders, manage crises, and optimize workflows. The capacity of AI to automate routine tasks, personalize messaging, and forecast emerging risks presents significant advantages, including cost savings and enhanced agility in an increasingly fast-paced digital environment. Nevertheless, as organizations endeavour to adopt these technologies, they must confront a multifaceted array of ethical, operational, and human challenges (Aung et al., 2021). The potential erosion of authenticity due to excessive automation, the reinforcement of biases in algorithmic decision-making, and the looming threat of deepfakes underscore the dangers associated with prioritizing efficiency over ethical considerations (Enholm et al., 2022). For AI to achieve its transformative potential, organizations must embrace a human-centric approach that carefully balances innovation with accountability (Thiebes et al., 2021). This necessitates the establishment of robust ethical frameworks to govern data privacy and enhance algorithmic transparency, in conjunction with targeted investments in upskilling employees to collaborate effectively with AI tools. Communication professionals must particularly focus on cultivating uniquely human competencies such as empathy, creativity, and ethical judgment, to complement the technical capabilities of AI

(Getchell et al., 2022). Additionally, organizational leaders must proactively address workforce concerns regarding job displacement by redefining roles and fostering a culture of ongoing learning (Santoni De Sio and Mecacci, 2021).

Ultimately, the future of corporate communication will not reside in substituting human intuition with machine intelligence, but rather in developing a synergistic partnership between the two. By embedding ethical considerations into the deployment of AI and maintaining transparency with stakeholders, organizations can leverage automation to build and enhance trust rather than diminish it. As AI continues to evolve, the most effective communicators will be those who recognize that technology is a tool to augment, not replace the vital human connections inherent in all meaningful dialogue. It is within this delicate balance between innovation and integrity that organizations will flourish, utilizing AI not as a mere shortcut, but as a catalyst for cultivating deeper, more authentic relationships. This study investigates the evolving domain of human-AI synergy in corporate communication, assessing its potential to enhance engagement while acknowledging the ethical and competency challenges inherent in its implementation. The findings indicate that AI tools, when strategically integrated with human expertise, can significantly enhance various facets of corporate communication. Specifically, AI-powered platforms can automate repetitive tasks such as scheduling social media posts and generating basic content, which allows human communicators to focus on higher-level strategic planning and relationship building. Moreover, AI's ability to analyse large datasets provides valuable insights into audience preferences and communication effectiveness, leading to more targeted and impactful campaigns. This personalized approach fosters stronger audience engagement and improves overall communication return on investment (ROI). However, integrating AI into corporate communication is not without its complications. Ethical concerns about data privacy, algorithmic bias, and the potential for AI-driven misinformation require careful consideration and robust ethical frameworks. Organizations must prioritize transparency and accountability in their use of AI, ensuring that data is handled responsibly and that algorithms are regularly audited for fairness and accuracy.

Furthermore, successfully implementing AI-driven communication strategies necessitates a workforce with digital literacy and AI competency. This requires significant investment in training and development programs to upskill employees and bridge any potential skills gap. Failure to address these competency challenges could result in ineffective AI implementation, ultimately hindering communication efforts rather than enhancing them. In conclusion, the potential for human-AI collaboration in corporate communication is undeniable. AI offers powerful tools to enhance efficiency, personalization, and data-driven decision-making. However, realizing this potential requires a proactive approach to addressing ethical and competency challenges. Organizations must prioritize ethical guidelines, invest in employee training, and foster a culture of responsible AI adoption. Only through a balanced and thoughtful approach can corporations harness the transformative power of human-AI synergy to achieve truly impactful and ethical corporate communication strategies. Future research should focus on developing stronger ethical frameworks, exploring best practices for AI training and integration, and investigating the long-term impact of human-AI collaboration on organizational communication effectiveness and stakeholder relationships. The ongoing discourse in the literature underscores that transparency and explainability are not merely technical challenges; they are vital societal imperatives. As

AI technology continues to evolve, it is essential to embed these principles into AI systems to guarantee their ethical deployment and widespread acceptance.

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Conflict of interest

The authors confirm that there is no conflict of interest involve with any parties in this research study.

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