

THE IMPACT OF GENERATIVE AI ON BUSINESS CONTENT CREATION AND CORPORATE COMMUNICATION

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Abstract. The article explores how generative artificial intelligence influences business content creation and the development of corporate communication within the context of digital transformation in modern organizations. The purpose of the study is to identify emerging technological trends in the evolution of generative AI and to outline practical cases of its integration into business environments. The research employed general scientific methods of cognition: analysis, synthesis, induction, deduction, systematization, generalization, and comparative analysis, which ensured a comprehensive approach to studying the trends of generative AI application in the corporate sector. The findings indicate that 78% of companies have already implemented AI in their processes, while total investments in this field have surpassed 100 billion dollars. The study reveals that the greatest impact of this technology is observed in marketing, sales, product development, and finance, where it enhances efficiency, decision-making speed, and the accuracy of business communication. The key areas of advancement have been identified as agentic AI, AI governance, spatial computing, and polyfunctional robotics, which reshape the paradigm of human-digital interaction. The research proves that the combination of generative AI with telepresence and spatial computing technologies fosters more natural and empathetic communication capable of reproducing the emotional context of interaction. At the practical level, leading companies have already integrated generative AI into their operations: Microsoft employs Copilot for automated content creation and analytics, the communications agency Hard Numbers utilizes GPT-4, Fireflies, and Adobe Firefly, while the startup WeHead Inc., led by O. Sedoshkin, implements holographic telepresence technologies. These cases reflect a transition toward a model of cognitive partnership between humans and artificial intelligence, in which AI acts as a co-creator of meaning, trust, and emotional authenticity, marking the beginning of a new era in corporate communication. The practical significance of this study lies in identifying effective directions for using generative AI to enhance the productivity, ethics, and personalization of business communication.

Keywords: generative artificial intelligence, business content, corporate communication, digital transformation, cognitive collaboration.

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Introduction

In recent years, generative artificial intelligence (GAI) has evolved from an experimental concept into one of the primary drivers of digital transformation in business communication. Its integration into corporate processes has redefined approaches to content creation, analytics, data management, and stakeholder interaction. GAI has become not only a tool of automation but also a catalyst for strategic thinking, enabling organizations to craft more precise, personalized, and emotionally resonant messages. This trend has a global dimension: leading adopters of AI include India (59%), the UAE (58%), Singapore (53%), and China (50%), while lower adoption rates are observed in Spain (28%), Australia (29%), and France (26%) [5].

The narrowing gap between American and Chinese models (from 17.5% to 0.3%) indicates the gradual globalization of the AI market and the emergence of a unified technological ecosystem where innovation becomes accessible to a wide corporate audience [1]. This shift introduces a new communication paradigm – a transition from fragmented AI adoption to systemic integration across managerial, marketing, and communication strategies. In this context, generative AI evolves into not only a technological asset but also a crucial factor in building competitive advantage and sustainable business development.

Literature Review. The impact of generative artificial intelligence on business content creation and corporate communication is widely covered in international academic and analytical literature. A significant contribution to this topic was made by E. Brynjolfsson, D. Li, and L. Raymond [4], who, based on empirical data, demonstrated how generative AI transforms employee productivity, content creation processes, and motivational factors within organizations. Similar issues are discussed by Y. Liu, S. Wu, M. Ruan, S. Chen, and X. Xie [8], who argue that generative AI increases work efficiency. From a strategic perspective, G. Alvarez [3] identifies generative AI as one of the key technological trends of 2025, emphasizing its influence on marketing personalization and internal communication automation.

Comprehensive analytical insights are presented in the AI Index Report 2025 [1; 2], which details the growing scale of generative AI adoption in business, its impact on productivity, and changes in work structures. A. Singla, A. Sukharevsky, and L. Yee [10] in a McKinsey report explain how companies are redesigning their business models and communication strategies to leverage AI effectively for greater competitiveness. A significant contribution to studying AI's role in corporate communication was made by T. McCorkindale [9], who analyzes communication leaders' perspectives on integrating generative AI into organizational workflows, as well as S. Waddington [12], who systematizes current AI applications in public relations and highlights their ethical implications.

Practical examples of corporate adoption of generative technologies are presented by J. Kellington [7], demonstrating how Microsoft applies AI to enhance internal communication and employee engagement. E. Hawkins [6] provides survey results showing that AI usage among PR professionals has tripled since 2023, indicating the rapid normalization of this technology in professional practice. Studies by IBM [5] and McKinsey [11] confirm these trends, emphasizing the role of early adopters in driving innovation diffusion.

Despite the substantial body of literature on this topic, there remains a lack of systematic studies that comprehensively analyze both the creative and communicative effects of generative AI in business contexts. Therefore, through various methods of scientific inquiry, the existing materials have been analyzed, grouped, and systematized to align with the focus of this research.

Purpose of the study. The study aims to identify emerging technological directions in the development of generative artificial intelligence and to outline practical cases of its implementation in business environments. It is necessary to complete the following tasks in

order to achieve this goal: characterize the current level of generative AI adoption across different industries and business sectors; analyze new technologies and tools transforming corporate communication; summarize practical implementation cases and determine the main directions for further technological development.

Research Results

In 2024–2025, generative artificial intelligence (GAI) became one of the leading tools driving business digital transformation. According to the McKinsey Global Survey 2024 [11], 65% of companies reported regular use of GAI in at least one business function – almost twice as many as the previous year. At the same time, 72% of respondents stated that their organizations had already implemented some form of artificial intelligence, and three-quarters expected GAI to bring “significant or disruptive” changes to their industries in the coming years [11].

The extended results of The State of AI: How Organizations Are Rewiring to Capture Value survey show the continued evolution of corporate approaches to GAI adoption. As of mid-2024, 71% of surveyed companies were already applying generative models in business operations [10].

IBM’s Global AI Adoption Index 2023 also confirms that the growth in corporate AI usage is largely driven by early adopters. By 2024, 42% of large enterprises (with over 1,000 employees) were already actively using AI, while another 40% were in the experimental stage. Among them, 38% reported active implementation of generative AI, and 42% were still in the exploration phase [5]. According to the Stanford AI Index Report 2025, the share of organizations actively using AI reached 78%, while total investments in the sector climbed to \$109 billion, underscoring AI’s strategic importance for business [1]. Following this trend, it can be predicted that in the near future, nearly every data-driven company will, to some extent, employ generative AI for various purposes.

Current data from the McKinsey Global Survey show that the most active adoption occurs in marketing and sales, product and service development, and IT. Large enterprises with annual revenues exceeding \$500 million tend to implement GAI more extensively than medium or small firms. IBM’s data indicate that the most active users of GAI technologies today are the financial services and telecommunications sectors [5]. In terms of organizational management, there is a clear trend toward partial centralization – risk management, compliance, and data governance are handled centrally, while the development and adaptation of AI tools follow a hybrid model [10].

Global findings from the AI Index Report 2025 [1] demonstrate the rapid growth of generative systems’ technological capabilities, which directly drives their broader application in business. In 2024, model performance increased by 18.8–48.9% across key benchmarks (MMMU, GPQA), while the share of coding tasks solved by AI systems rose from 4.4% to 71.7%. At the same time, the gap between open and closed models is narrowing, promoting wider adoption among mid-sized companies [1]. However, several barriers remain – namely, a shortage of skilled professionals (33%), data complexity (25%), and ethical concerns (23%) [5].

Another significant issue is hallucination: surveys indicate that 27% of respondents consistently have humans verify generated code before use, while 30% check no more than 20% of generated content [10]. Meanwhile, research by Liu et al. [8] shows that overreliance on generative tools can reduce employee intrinsic motivation, suggesting that the future lies in a balanced combination of human creativity and technological assistance.

In content creation and communication, ChatGPT plays a particularly important role. Since its release in 2022, the communications industry has been one of the first to experience the large-scale practical impact of generative artificial intelligence. Between 2023 and 2025, the field has moved from experimental use to systematic integration of GAI into daily

communication workflows. According to a joint Axios / Muck Rack survey, 75% of PR professionals have already incorporated AI into their work, compared to only 28% in 2023. The share of those not planning to use AI dropped from 15% to 6% [6].

The main areas of application for generative tools include:

- content generation;
- sentiment analysis;
- idea generation;
- press release creation;
- pitch development;
- visual content creation;
- data analytics;
- automation of routine processes [9].

An analysis of practical applications shows that the communications agency Hard Numbers uses AI across six areas: media relations, content creation, research, evaluation, administration, and image generation [12]. For instance, Fireflies is used for meeting transcription, Adobe Firefly for non-media image creation, and GPT-4 for text analysis and summary generation. The company has established an innovation team to test and implement tools in its corporate workflow. This case demonstrates that AI is now an integral part of PR agencies' operational cycles, enhancing productivity and information-processing speed.

The function of corporate communications is gradually shifting from purely media relations toward a multifaceted analytical and strategic activity, where AI becomes a key instrument for improving productivity, accuracy, and the personalization of stakeholder interactions. One of the defining trends is the integration of GAI into workflows through corporate platforms such as Microsoft 365 Copilot, ChatGPT API, LLaMA 2, Canva, Fireflies, and Consensus. Companies are moving away from using disparate tools toward developing their own custom LLM models to strengthen data protection and increase accuracy [12].

Microsoft's internal communications team has actively integrated Copilot into its workflows. Approximately 75% of all content-related tasks now involve AI [7]. Copilot is used for:

- writing texts, blogs, webinars, and emails;
- generating headlines and subject line variations to improve email open rates;
- analyzing employee sentiment based on feedback;
- automating scheduling, meeting summaries, and material preparation.

This integration has led to enhanced creativity, message precision, and team efficiency [7].

The scope of AI's impact is multifaceted. According to an IPR survey [9], agency leaders noted that AI primarily affects operational efficiency, analytics, and content production, while leaving core communication strategy largely unchanged. This aligns with the conclusions of [12], where AI is described as a tool that augments human intelligence, freeing resources for strategic thinking, ethics, consulting, and reputation risk management.

Table 1 – The role of generative AI in improving corporate communications

Application area	Example / case	Technology / tool	Result / effect
Content generation (press releases, blogs, internal messages)	Microsoft IT Communications	Microsoft 365 Copilot, GPT-3.5	Increased content creation speed; email open rates grew by 15%

Audience sentiment analysis	Microsoft / IPR case studies	Copilot, Power BI integrations	Automated feedback analysis; more accurate understanding of employee emotions
Workflow automation	Hard Numbers Agency	Fireflies, Consensus, Canva AI	Reduced time spent on administrative tasks; summarized meeting data
Campaign performance research and forecasting	PR agencies (Integral, RPOphet)	GPT-4, ChatGPT API	Campaign scenario modeling; audience response prediction
Internal communication and training	Microsoft, IPR AI Academy	Copilot Agents, Designer AI	Fostered a culture of experimentation and learning; created visual content without designer involvement
Corporate strategy and data management	Enterprise-level companies (CIPR white paper)	Custom LLMs (LLaMA 2, Azure OpenAI)	Secure data management; established ethical AI usage standards

Note: systematized based on [9, 12]

The current use of generative artificial intelligence in business content creation and corporate communication is characterized by steady growth in efficiency, quality, and personalization of interactions. According to E. Brynjolfsson, D. Li, and L. Raymond [4], the implementation of generative AI in customer support enhances agent productivity, improves the tone of client interactions, and reduces employee turnover. Alvarez G. [3] adds that the new stage of development is defined by agentic systems, spatial computing, ethical AI governance, and telepresence technologies that merge physical and digital presence in communication.

In the future, the development of generative artificial intelligence will be shaped by its transition from a purely instrumental role to becoming a full-fledged partner in business content creation and corporate communication building. The changes outlined in Table 2 illustrate the systemic evolution of generative technologies—from automating routine processes to the emergence of intelligent agents capable of independently analyzing contexts, emotions, and companies' strategic objectives.

Table 2 – Main directions of generative AI development in business content and corporate communication

Development direction	Positive effect	Future prospects
Increased labor productivity	Productivity +14–35%; reduced employee turnover	Automated agent assistants for B2C interaction
Business content generation	Faster content creation; improved text quality and tone	Integration of creative and strategic processes through AI coaching
Analytics and adaptive communication	Better forecasting; deeper understanding of audience sentiment	Multimodal models that account for emotional context
Telepresence and physical interfaces	More empathetic interaction; elimination of the “presence gap”	Avatar-based agents; integration of AI into real communication environments
Ethical governance and safe AI	Enhanced transparency; reduced risk of misinformation	Unification of global RAI standards; verification of content authenticity

Note: systematized based on [1, 3, 4, 8]

The first direction – increased labor productivity – will, in the coming years, evolve into the development of autonomous agent assistants capable not only of completing tasks but also of learning from users' behavioral patterns. This means that instead of standard chatbots, companies will see the rise of personalized AI assistants for B2C interaction, capable of understanding client intentions, adapting communication styles, and maintaining a continuous support cycle. Productivity is expected to increase by 30–40%, while employee engagement will grow due to reduced routine workloads.

The second direction – business content generation – is moving toward the integration of creative and strategic processes. Generative AI today not only produces text but also models corporate tone, emotional context, and brand values. In the future, this will evolve into the concept of AI coaching, where artificial intelligence acts as an advisor to communication teams, helping them balance creativity with analytical precision. This approach will enable companies to create content more efficiently while ensuring it resonates with target audiences and preserves brand authenticity.

The third direction – analytics and adaptive communication – will develop rapidly with the emergence of multimodal models. These systems will simultaneously process text, voice, video, and nonverbal cues, allowing for a deeper understanding of audience emotions. Such tools will enable companies to anticipate customer reactions and design communication scenarios with a high level of personalization. In a corporate context, this will lead to the creation of “emotionally aware” strategies that combine analytical insights with a human-centered approach.

The fourth direction – telepresence and physical interfaces – will foster the merging of virtual and real-world interactions. Businesses will be able to conduct meetings, presentations, and training sessions in hybrid spaces where artificial intelligence acts as an interactive interlocutor. Such innovations help eliminate the “empathy gap” in digital communication, fostering deeper emotional engagement and realistic presence during interactions. In the long term, these technologies will elevate corporate communication to a new level of interactivity, humanization, and cognitive integration, where AI becomes not merely a tool but a trusted partner in building connection, efficiency, and shared intelligence.

The fifth direction – ethical governance and safe AI – will be essential for maintaining trust in technology. The future will see a global trend toward the unification of Responsible AI (RAI) standards and the development of automated content authenticity verification mechanisms. These measures will help prevent misinformation and preserve the balance between technological innovation and social responsibility. Companies that adopt such frameworks early will gain a competitive edge, as their communication will become more transparent and ethically grounded.

Thus, the current stage of generative AI development in corporate communication combines higher productivity, flexibility, and humanization of interaction. Technologies are moving from automation toward cognitive collaboration, where artificial intelligence acts not only as a tool but as an intellectual partner capable of enhancing human creativity, empathy, and strategic thinking. This shift defines a new paradigm of business communication – hybrid, adaptive, and emotionally resonant.

Conclusions

In 2024–2025, generative artificial intelligence became a central element of business digital transformation. According to 2025 statistics, the share of organizations using AI for various purposes reached 78%, while total investment in this technology amounted to \$100 billion. AI is most actively applied in marketing, sales, product development, and the financial sector, where it enhances productivity, decision-making speed, and communication accuracy.

The current stage of development is marked by the emergence of hybrid systems that combine analytics, creativity, and emotional intelligence. The key directions – agentic AI, AI

governance, spatial computing, and polyfunctional robotics – make corporate communication more adaptive, ethical, and personalized. Particularly promising is the integration of generative AI with telepresence and spatial computing technologies, which foster natural, empathetic interaction between humans and digital systems.

In practice, generative AI has already been integrated into the workflows of leading companies. Microsoft employs Copilot for automated content creation and analytics; the agency Hard Numbers uses GPT-4, Fireflies, and Adobe Firefly; and the startup WeHead Inc. (O. Sedoshkin) implements holographic telepresence technologies. These cases illustrate the transition toward a model of cognitive collaboration, where AI becomes a partner in creating meaning, trust, and emotional authenticity, marking a new phase in the evolution of corporate communication.

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