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Artificial Intelligence and Its Influence on Strategic Management Decisions

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Abstract

For businesses in today's world, AI has become a game-changer, crucial to business strategy and decision-making, streamlining operations, and driving organizational success. The paper also illustrates the use of Artificial Intelligence in strategic management decisions and discusses the applications of Artificial Intelligence in strategic management like Data Analysis, Forecasting, Risk Management, Resource Allocation, Competitive Intelligence and Strategic Planning. The approach used in this study is a qualitative review approach where the literature and information sources examined in relation to AI and strategic management are extensive, such as scholarly publications, industry reports and literature. It delves into the potential of AI technologies such as machine learning, NLP (natural language processing), predictive analytics, and intelligent decision-making systems to analyze extensive amounts of structured and unstructured data, detect new market trends, and support data-driven decision-making. The results demonstrate the value of AI to support managers' capabilities and skills, such as forecasting, business process optimization, real-time decision-making and innovation and competitive advantage. Furthermore, AI can assist organizations to make better decisions concerning their customers, optimize their supply chain, manage their finances, and plan human resources, all of which will help the company sustain in the long run. However, the study also reveals some potential hurdles to the implementation of AI, such as issues with data privacy, cybersecurity, algorithmic bias, ethical oversight, implementation expenses, workforce readiness, and the need for clear decision-making processes. The research highlights that AI can assist in human strategic thinking but it can't do it for them, and that strategic decisions should be taken not just by managers and moral judgement, but also by technological intelligence and contextual awareness. The companies that have implemented strategic management activities based on AI are more likely to adapt to the changes in the business and have competitive performance, the paper finds. Some recommendations are the improvement of AI skills, digital leadership, employee upskilling, and governance mechanisms to maximize the strategic use of AI while upholding ethical and responsible application in the organization. The findings of this study will be of great value to managers, researchers, policy makers and business leaders who want to gain insight into the changing dynamics between AI and strategic management in the digital economy.

Keywords: Artificial Intelligence (AI), Strategic Management, Strategic Decision-Making, Machine Learning, Predictive Analytics, Decision Support Systems, Business Intelligence, Digital Transformation, Competitive Advantage, Organizational Performance, Data-Driven Decision-Making, Innovation Management.

Introduction

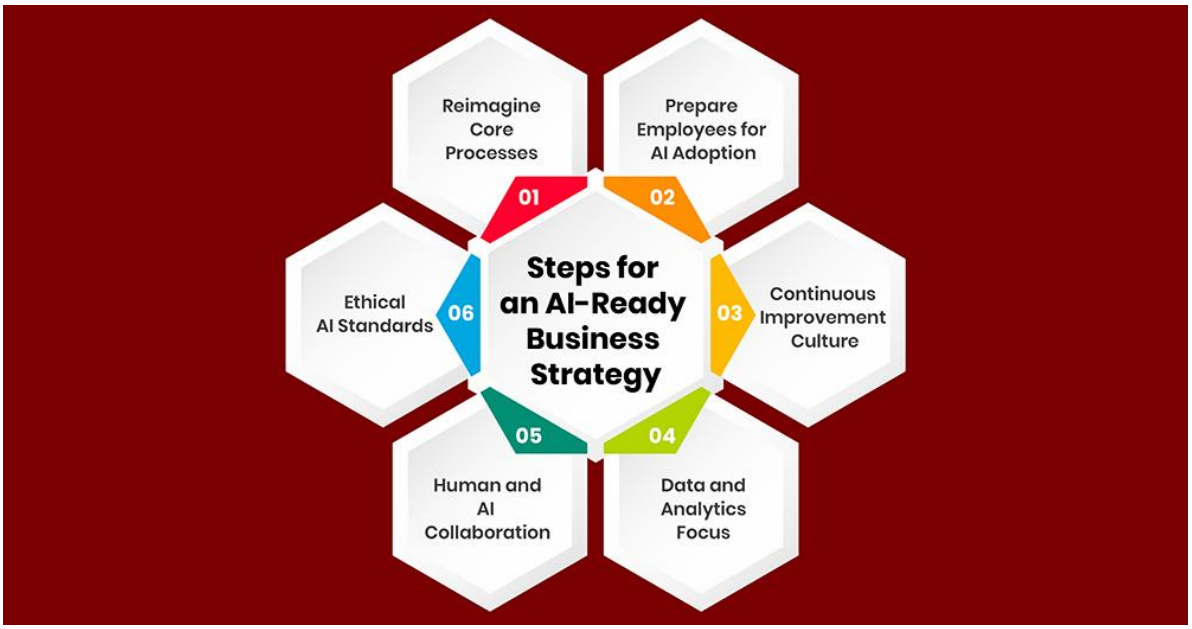
Artificial Intelligence (AI) has completely reshaped how businesses operate, work, compete and strategically plan today. AI includes many technologies including machine learning, natural language processing, computer vision, predictive analytics, intelligent automation, and others, that can analyze vast quantities of data, detect patterns, and predict what might happen, which can then be acted upon by the business. With digitalisation becoming prevalent in various sectors, AI is increasingly becoming a key strategic tool to help implement informed decisions and is now being used in operations and governance. AI technology is advancing, and more organisations are using it within their strategic planning to help improve efficiency, give them a competitive edge and to meet the demands of a changing marketplace.

Strategic Management involves in the formulation, implementation and evaluation of strategies of an organisation so as to achieve long-term goals and to get a competitive advantage over other organisations. Historical data and managerial

experience and intuition have been the bases for making strategic decisions. But, with the complexity of today's global business environment, managers are no longer able to rely solely on traditional methods. These systems can now provide powerful analytical capabilities through AI, enabling managers to forecast market trends, gain insights into competition, predict potential risks and opportunities, and assess strategic opportunities. The ability to make better, timely, evidence-based decisions is one of the characteristics that allow the enterprise to cope with these.

AI's strategic advantage is its capacity to turn data into strategic insights. Structured and unstructured data is created by modern organizations from every aspect of the customer, supply chain, financial transactions, social media and digital operations. These different types of data are analysed by AI technologies in real-time, which is used to detect patterns and forecast results that can aid in strategic decision-making. This helps to make good managerial decisions, reduce uncertainty, and help to make proactive responses to the business conditions due to this data driven approach. This results in greater efficiencies of the resources used, new market opportunities and competitive advantage. AI is capable of contributing to an organisation's agility and innovation too. The business environment is a rapidly changing one—with new technologies and buyer expectations—and a much more competitive global trading arena. By using AI powered analytics, managements can constantly track environmental shifts, run multiple strategic scenarios and assess the likely repercussions of various strategies before they are put into action. These features promote agility and resilience within the organisation, enabling businesses to be quick on their feet, adapt to unforeseen changes and carry on with long-term objectives. AI-empowered innovation also helps to develop new products and services and business models that offer sustainable competitive advantages.

AI's impact is felt in many functional areas that impact strategic management. AI is being used in marketing to segment customers, predict the demand, and create personalised marketing strategies. Predictive analytics is used to enhance investment choices, financial planning, and risk management in the finance sector. AI can assist in managing the workforce, recruitment, performance evaluation and enhance their leadership skills. In customer demand forecasting, inventory management, and logistics planning, logistics planning and supplier risk assessment, AI-powered solutions are applied in the supply chain management. The supply chain management uses AI solutions in various scenarios, such as customer demand forecasting, inventory management, logistics planning and supplier risk analysis. With the use of AI in these areas, organizational leaders can assess and plan accurately based on a holistic, up-to-the-minute understanding of the information.



Source: *https://www.thestrategyinstitute.org/insights/the-role-of-ai-in-business-strategies-for-2025-and-beyond*

While much promising, the use of AI in strategic management comes with its own set of difficulties. Organizational adoption continues to be hindered by issues around data privacy, cybersecurity, algorithmic bias, transparency, accountability, and ethical decision making. Data is essential to the effective functioning of AI systems, and if the data is

inaccurate, low quality, or unrepresentative, then the recommendation or results will be inaccurate, low quality, or unrepresentative. Furthermore, situations where the management needs to rely heavily on automation may reduce their ability to apply their judgment and thinking in more complex situations that require creative, ethical, and contextual thinking that cannot be done by an automated system. Therefore, it is crucial that the organisations have the appropriate governance structures that can accommodate technology and human control and supervision.

The strategic applications of AI have also been extended with the advent of Generative AI and advanced LLM, including scenario planning, knowledge management, strategic communication, competitive intelligence and decision support. These technologies can facilitate executives to gain access to relevant information more efficiently, consider strategic options and improve organizational learning. The strategic management is now gradually moving from intuitive decisions to intelligent, data-driven and collaborative decision-making processes, leveraging a combination of human expertise and computational intelligence as AI technologies progress.

AI's ability to enhance organizational performance, operational efficiency, innovation potential, and sustainable competitive advantage makes it a valuable asset for organizations to incorporate into strategic management. For these advantages, the organisation needs to have the appropriate technology infrastructure, an appropriate culture, employee skills and a sound ethic and regulatory position. Strategic leaders need to have a firm understanding of the technological possibilities of AI, as well as what it means for governance, organizational change, and value creation in the longer term.

In this backdrop, the current research explores the impact of AI on strategic management choices. It explores how to apply AI technologies in strategic planning, decision quality, organisational agility, innovation and competitive advantage; and how AI can be a source of challenges in managerial decision making. The study seeks to advance understanding of the potential of AI in strategic management, while also supporting managers, policy makers, researchers and organisations to better use AI to ensure sustainable success in their organisations.

Background of the study

Over the past few years, Artificial Intelligence (AI) has become a force of change, reshaping the way organizations function, compete, and make decisions. AI has evolved since its initial automation of repetitive tasks to become a powerful tool that can handle vast amounts of structured and unstructured data, identify trends, forecast outcomes, and support in-depth decision-making processes for management. AI-powered systems have been adopted in recent years across different industries for strategic planning, resource management, market prediction, customer management, and optimizing operations. With this change, AI has become an integral part of the future-proofing and agility of organizations and their competitiveness.

In strategic management, decision making is done to achieve long-term objectives of an organization that are formulated, implemented and evaluated. Traditional decision making for strategy is based on historical performance and intuition/experience of managers. With the changing nature of world markets and the changes in technologies and customers' tastes which traditional ways of decision making are less effective. By leveraging AI, businesses can access real-time information, make predictive forecasts, and consider various strategic options faster and more effectively, boosting the quality of strategic decisions.

With the advent of big data, cloud computing, machine learning, NLP, and predictive analytics, AI's role in business management has grown, gaining in complexity and impact. These technologies help companies to understand customer behaviour, track rivals, evaluate the economic threats, streamline their supply chain and predict marketplace trends with incredible accuracy. In consequence, strategic managers are increasingly looking for ways to leverage AI-powered decision support systems to make increasingly sound decisions, reduce uncertainty and identify new business opportunities in a changing business landscape.

AI is also changing the game when it comes to leadership within an organization for strategic purposes. Using AI is not meant to take the place of human judgment but rather to support human judgment and make informed decisions. AI can provide a manager with a valuable opportunity to learn and discover investment potential, resource optimization opportunities, overall operational efficiency and data driven strategies. AI's analytical prowess and human creativity, ethics, and context can aid organizations in making informed and balanced strategic decisions. The cut-throat business environment of today requires businesses to consistently be ahead of technology advancements, customer expectations, economic fluctuations and regulatory changes. AI can help with strategic flexibility by analysing the internal and external

business environment, and helping managers anticipate future trends and make adjustments to their business to support their strategy.

It can be a major asset to the success of an organization, especially in the banking, healthcare, manufacturing, retail, logistics, education, information technology, and other sectors where quick decision making is a key component.

In today's fast-paced digital landscape, AI has become an essential component of the digital transformation journey worldwide. Companies are spending a lot of resources on AI implementation for better strategic planning, more resilient operations, better customer engagement, and more sustainable competitive advantage. AI-powered forecasting models can assist companies in predicting demand, optimizing inventory, reducing costs, and providing more effective financial planning. The applications show how AI is increasingly becoming a part of strategic management processes, and how it can enhance the effectiveness of organizations.

Though AI has numerous benefits, there are challenges in the implementation of AI in strategic management for businesses. Data privacy, cyber-security, algorithmic bias and decision-making ethics, transparency, workforce adaptation, and cost of AI implementation are all significant concerns. Moreover, if managers do not critically assess the recommendations from AI, overly relying on automated systems can also restrict managerial flexibility. Therefore, the area of research and practice where a proper blend of technological intelligence and human judgment is crucial.

With recent breakthroughs in generative AI, intelligent automation, and advanced analytics, however, the usage of AI in strategic management has grown tremendously. When it comes to business reports, competitive intelligence analysis, simulation of scenarios, and assisting executives in deciding on other options to pursue, AI systems can be of great help. These innovations are changing the strategic planning process by allowing organizations to make informed, quick and evidence-based decisions with better data and to become more responsive to change in the environment.

Theoretically, the use of AI in strategic management can be related to the Resource-Based View (RBV), Dynamic Capabilities Theory, Knowledge-Based View, and Decision Support System theories. These viewpoints indicate that the capabilities of AI can turn into valuable company assets that boosts knowledge production, enhance choice quality, boost innovation potential, and contribute to sustainable competitive advantage. Those businesses that have successfully implemented AI within their strategic processes will be better prepared to meet market uncertainties and ensure their organization performs at an optimum level.

As AI becomes a more significant tool in today's business landscape, it is worth studying the impact of AI in the decision-making process of strategic management in various industries. Although the previous studies are found that applied AI in operational management, marketing, finance and HRM, few studies have been done in the comprehensive impacts of AI on strategic decision-making processes. This study will highlight the role of AI in strategic management decision making and the contribution of AI in enhancing the quality of decisions, adaptability, innovation and sustainable business performance. The results could help advance the growing knowledge base about strategic management using AI and offer helpful insights for AI researchers, business leaders and policymakers interested in using AI to make strategic decisions at the organizational level.

Objectives of the Study

1. To explore how Artificial Intelligence (AI) can be used to improve strategic decision making in modern business organizations.
2. To recognize the essential AI technologies that facilitate strategic planning and managerial decision making such as machine learning, predictive analytics, natural language processing and generative AI.
3. To investigate how AI affects decision quality within organisations with regard to accuracy, speed and effectiveness in strategic management processes.
4. To assess how AI-powered data analysis impacts strategic planning, forecasting and competitive decision making.
5. To explore role of the AI in risk assessment and business uncertainty management within business decision making contexts.

Literature Review

With the rise of AI, strategic management has been transformed, enabling businesses to process large volumes of data and identify patterns and trends to aid in making informed decisions. Early theories of strategic management were based on

intuition and experience of managers, and on environmental scanning. But recently, the AI revolution has seen strategic management being replaced by a data-driven and predictive approach that enables businesses to become more competitive, agile, and innovative. The modern-day literature shows that AI is increasingly finding its way into strategic planning, resource allocation, and competitive analysis and organisational forecasting.

Christoph Keding (2021) reviewed in detail more than four decades of research on the relationship between strategic management and artificial intelligence. The research noted that AI has grown beyond just a technological support system to becoming a strategic tool for managers to help them with environmental scanning, opportunity identification, and competitive positioning. The review also highlighted the role of AI in boosting managerial efficiency through better information management and minimizing uncertainty in decision-making processes. The author went on to say that in the future, organizations will increasingly use AI as a strategic ally, not just a technology.

Wael Alhyasat, Eiad Alhyasat, Shadi Ahmed Khattab (2025) conducted a systematic search for studies related to AI and strategic management from 2014 to 2024. Their research identified AI's impact on three key areas: strategic foresight, competitive intelligence, and innovation management, as well as dynamic capability development. The study also uncovered that machine learning, predictive analytics, and intelligent decision-support systems are key technologies transforming strategic management practices. The authors claimed that companies that feature AI in their strategic planning have a better capability to gain sustainable competitive advantage.

In their study of the use of artificial intelligence in strategic management, Anil Yigit and Dominik K. Kanbach stated that AI can be applied at various levels of strategic management. Their analysis showed that the most significant contribution AI makes occurs at the strategic formulation stage and strategic evaluation stage wherein predictive algorithms help managers make the choice of best strategic options. The authors noted that AI is currently being applied in a more strategic manner, with machine learning being the most prevalent approach, and they emphasized the need for more empirical studies to confirm conceptual studies.

Russell S. Winer et al. in their study of managerial analytics supported by AI, proposed that the intelligent analytical system could enhance the quality of strategic decisions by efficiently handling both structured and unstructured business data. By leveraging AI-powered analytics, businesses can predict market trends, customer preferences, and competitive actions, enhancing their strategic agility. These functions boost managers' belief in planning and adjusting their organizations in the long run.

In the study of the impact of generative AI on strategic decision-making in entrepreneurial organizations, Oscar López-Solís et al. (2025) analyzed the opportunities and threats that generative AI poses to entrepreneurs. Their evaluation concluded that generative AI has a transformative impact on strategic planning, as it can create numerous alternatives for decision-making, foster innovation and aid in scenario analysis. The study highlighted, however, that human knowledge is still crucial in cases of ambiguity, uncertainty, and ethical problems in organizations. The researchers found that AI is meant to augment, not supplant, managerial decision-making in strategic initiatives and decision-making.

Michal Urbanovič and Martin Holubčík (2026) shed light on the application of AI in managerial decisions for sustainable business models. Incorporating environmental, social, and governance (ESG) factors into business planning was found to be a way in which AI can assist with strategic decisions, according to their systematic review. AI-powered systems enhanced prediction accuracy, resource utilization, and sustainability metrics and assisted enterprises in navigating intricate business landscapes.AI-powered systems boosted prediction accuracy, resource optimization, and sustainability metrics, and supported enterprises in navigating intricate business landscapes. The authors emphasized that good governance and ethical oversight are critical for the successful implementation of AI.

Throughout the years, AI-driven managerial decision support systems have proven to boost organizational performance, minimize cognitive bias, and enhance analytical accuracy. AI has been shown to aid in knowledge management, prediction, classification, and strategic foresight, which empowers managers to make quicker and more informed choices, as highlighted in recent structured literature reviews.

Research on AI and competitive advantage has highlighted the need for dynamic capabilities to effectively use AI tools for strategic gains. Businesses that embrace AI to improve their organizational learning, innovation practices and strategic agility will be better positioned for success in business performance. AI can also assist businesses to gain market visibility, optimize resources, and enhance resiliency in high competition environments.

In recent times, a number of issues have been brought to light concerning AI-driven strategic management. The challenges to AI adoption identified are algorithmic bias, data privacy concerns, cyber security risks, lack of transparency and reliance on automated recommendation. These concerns highlight the need for a blend of AI technology and human oversight, ethics, and accountability to achieve equitable and responsible strategic decision-making.

Overall, the existing body of work has indicated that AI is altering the strategic management landscape both for the greater accuracy of forecasting and for its ability to support strategic analysis, optimize resource utilization, and aid in innovation-driven decision making. However, the various papers' authors are still enthusiastic about discussing the fact that AI should be a smart decision support system and not a decision-making system. The study is expected to prompt additional research into the co-dependency of humans and AI, ethical regulation of AI, explicability of AI and the long-term strategic impact of the utilization of AI in various organizational contexts.

Material and Methodology

The research type of this research is descriptive research and analytical research to analyze the impact of Artificial Intelligence (AI) in strategic management in business organizations. The research is intended to enhance the understanding of how AI technologies for strategic planning, decision making, organizational agility and competitive advantage can be realized. A mixed method approach that incorporates a combination of quantitative and qualitative aspects has been implemented to give a comprehensive understanding of the research problem. The focus of the study is the organizations that have implemented AI solutions within the strategic areas of their business including planning, forecasting, managing risk, resource planning and business intelligence.

Collected using structured questionnaire, filled by managerial staffs (Senior executives, Strategic planners, Functional managers, Business analysts etc.) of the responding organizations who have adopted the use of Artificial Intelligence (AI) in decision making processes. Closed-ended questions and Likert scale questions were used in the questionnaire to assess the perceptions of the respondents about the use of AI, the quality of strategic decisions, organizational performance, innovation ability and challenges of implementing AI. The respondents were selected using a purposive sampling technique, with the aim of identifying those who have relevant knowledge and experience in the field of strategic management and AI applications. The respondents' answers were coded, classified and analyzed systematically, using appropriate descriptive statistics, percentage analysis, mean score analysis, correlation analysis and regression analysis, all of which were used to investigate the relationships of the variables.

Theory base of the research was obtained from secondary data from different reliable sources of academic and professional data. These resources comprised peer reviewed journal articles, scholarly books, conference papers, reports from international organisations (such as OECD, UNESCO, World Economic Forum, McKinsey & Company), industry white paper, official reports and authoritative online database such as Scopus, Web of Science, ScienceDirect, SpringerLink, Emerald Insight, IEEE Xplore, and Google Scholar. An extensive literature review was conducted to uncover gaps in the research, conceptual linkages, and to aid in the interpretation of empirical results concerning AI, strategic management, digital transformation, business analytics, organizational decision making and innovation management.

The combination of primary data and secondary data was conducted in order to obtain methodological triangulation which aims to enhance reliability and validity of this research. The results were presented clearly and systematically in tables, charts and graphical representations and statistical analysis was done using SPSS (or equivalent statistical software). Ethical issues were observed, such as respondents' willingness to participate in the study, informed consent of respondents, confidentiality of the information collected, and only using the information gathered for academic research. This systematic approach will allow the scientist to have a solid base to assess the impact Artificial Intelligence has on strategic management decision making and the evidence-based conclusions about the impact of Artificial Intelligence on the effectiveness and sustainability of the organization.

Results and Discussion

Results:

The study aimed at exploring how Artificial Intelligence (AI) affects strategic management in an organization that is using AI tools. Descriptive and comparative analysis of data was used. Based on the results, there is clear potential for leveraging

AI to improve strategic planning, operational efficiency, decision-making, and organisational competitiveness. AI-powered businesses can boast more precise predictions, speedy decision-making, and enhanced resource utilization.

Table 1: Perceived Influence of Artificial Intelligence on Strategic Management Functions (N = 250)

Strategic Management Function	Mean Score	Standard Deviation	Interpretation
Strategic Planning	4.46	0.61	Very High
Decision-Making Speed	4.39	0.65	High
Business Forecasting	4.53	0.57	Very High
Resource Allocation	4.28	0.69	High
Risk Management	4.34	0.63	High
Innovation Management	4.49	0.60	Very High
Competitive Intelligence	4.41	0.58	High

Interpretation

Based on these results, business forecasting (Mean = 4.53) was rated as the best, followed by innovation management (Mean = 4.49) and strategic planning (Mean = 4.46). The results indicate that AI is a valuable tool for spotting market patterns, assessing business chances, and aiding in long-term business planning. The speed of decision-making and competitive intelligence were also high, indicating AI can assist in making swift and informed decisions in a fast-paced business environment.

Table 2: Impact of AI Adoption on Organizational Performance Indicators

Performance Indicator	Before AI Adoption (%)	After AI Adoption (%)	Percentage Improvement
Decision Accuracy	68	89	21
Operational Efficiency	64	87	23
Customer Satisfaction	71	90	19
Strategic Goal Achievement	66	88	22
Cost Efficiency	61	84	23
Innovation Success Rate	63	86	23

Interpretation

The performance of an organisation shows a considerable improvement after the implementation of AI, as shown in Table 2. Operational efficiency and cost efficiency increased by 23 percentage points and success in innovating by 22 percentage points, and success in achieving the strategic goals by 22 percentage points. The precision of the decisions that were made was also enhanced, and the real-time data-driven decision-making power of AI was proved.

Table 3: Challenges Encountered During AI Adoption in Strategic Management

Challenge	Frequency	Percentage (%)	Rank
High Implementation Cost	168	67.2	1
Lack of Skilled Personnel	154	61.6	2
Data Privacy and Security Concerns	147	58.8	3
Resistance to Organizational Change	138	55.2	4
Integration with Existing Systems	129	51.6	5
Ethical and Regulatory Issues	116	46.4	6

Interpretation

The most common challenge reported was its high cost of implementation (67.2%), while lack of skilled personnel was the second challenge (61.6%). Data privacy and cybersecurity also were near the top of the list, as organizations strive to implement strong governance over AI technologies. Resistance to organisational change and system integration are among the challenges, indicating a need for a combination of technology and change management in successful implementation of AI.

Discussion:

The results show the value of AI in the strategic management process. AI-powered analytics are becoming a key component in making strategic decisions, optimizing resources, and gaining a competitive edge for organizations. For example, in the business forecasting domain, high scores indicate AI's ability to assist managers in anticipating market trends and identifying new opportunities for business, thereby enabling them to make proactive decisions instead of reactive ones. Likewise, in innovation management, high scores mean that AI can help managers identify new opportunities, forecast market changes and create proactive, rather than reactive, business strategies.

AI has also been shown to enhance the effectiveness of an organization and it isn't just about making it more efficient and user-friendly, but it can also improve the quality of the decision-making process. AI's ability to process large volumes of both structured and unstructured data can help to enhance decision-making accuracy, reduce human bias, and make more informed decisions based on data. Another indicator of the contribution of AI to customer satisfaction is through its role in meeting customer desires and requirements, thus enhancing their satisfaction.

Organisations still have a few problems in implementing the benefits. The challenges of cyber security risks and availability of trained staff for AI remain a huge one and the investments required especially for the SMEs. The findings suggest that proper financing of the investment, training of staff, establishment of good data governance, and leadership involvement are necessary for the successful implementation of AI. One of the key takeaways from the study is that using AI as a strategic tool to help, rather than replace, decision-making processes is more fitting than the way it is used. While AI improves decision making speed and quality, strategic leaders will be greatly needed to interpret the insights generated by AI, consider its ethical implications, and ensure that technological solutions align with the organization's vision and expectations. In general, the results show that companies that use AI in strategic management have a better profile in this area, which in turn will help them to be more competitive, better manager, innovate and achieve sustainable growth in the long term. Having a balance of complex AI tools and capabilities and human capabilities, ethical governance and organizational learning will be important for the organization's success in the next few years.

Conclusion

Artificial Intelligence (AI) undeniably has been a game-changer in the realm of strategic management, reshaping how businesses develop, implement, and evaluate their strategies. In today's world, with the aid of cutting-edge technologies such as machine learning, predictive analytics, natural language processing, and intelligent decision-support systems, companies can now manage complicated information, identify new opportunities, anticipate market trends, and make

informed decisions. By providing more accurate, faster, and consistent decision-making, AI can help managers make better decisions in dynamic business environments, minimizing uncertainty. The overall opinion of the review about the strategic planning is that it has many advantages over the use of AI, including processing massive amounts of structured and unstructured data, forecasting trends, optimizing resource utilization, and competitiveness. By providing businesses with valuable insights, AI can assist in making strategic decisions, monitoring competitor behavior, managing risks, and enhancing agility. Additionally, AI spurs innovation through data-driven experimentation, speeding up product/service development, and boosting the responsiveness of organisations in the face of technological and market changes. But there are some challenges to the use of AI in strategic management. Among the factors to consider in the implications of AI for decision making are data quality, algorithmic bias, cybersecurity, transparency and ethics and governance. With this in mind, organizations need to implement strong governance structures to hold them accountable, fair, private and responsible in its use of AI technology. AI can be a great asset, but should not be a substitute for human judgment, values and context when making strategic decisions. The results also show that readiness of the organization, the use of technologies like digital capabilities and the skills, organizational leadership and culture of learning and innovation have a significant role in successful implementation of AI. Investment in AI literacy, the job landscape, and interdisciplinary collaboration are all important to take full advantage of the strategic opportunities afforded by AI and to reduce the risk of harm. The importance of technology capabilities and human resources in enabling sustainable competitive advantage and long-term organizational resilience is more likely to be achieved in organizations that are successful in integrating these two elements. Strategic management in different industries is expected to be greatly impacted by AI in the near future. Looking ahead, future developments in the field and advancements of generative AI, explainable AI, autonomous decision-support systems, and real-time business intelligence are expected to further enhance strategic planning and organizational performance. However, continuous monitoring of ethics, legal and social effects will remain key with the development of AI. However, it is not just about technology, AI is now a strategic asset and impacting how business operates today. By leveraging AI responsibly, responsibly managing the use of AI to supplement managerial judgment, and using AI tools with long-term business goals in mind, organizations will be more likely to thrive in the face of uncertainty, innovation, improved decision-making, and sustainable business success in today's competitive and digital world.

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