ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 12| Issue: 3| March2026|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2026: 8.753 || ISI Value: 1.188

ARTIFICIAL INTELLIGENCE AND EMERGING TRENDS IN MANAGEMENT: A COMPREHENSIVE STUDY

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Article DOI: https://doi.org/10.36713/epra26604
DOI No: 10.36713/epra26604

ABSTRACT

AI (Artificial Intelligence) is one of the most impactful new technologies that are transforming how businesses operate in this day and age. Changing the way businesses operate, make decisions and compete against evolving landscapes. This study also examines the application of AI in management and discusses emerging trends such as generative AI, agentic systems, augmented analytics, and intelligent automation. It highlights the use of AI to facilitate efficiency, strategic decision making and innovation across all areas. Simultaneously, it adopts a critical view of challenges such as ethical dilemmas, data privacy-issues, job loss and other implementation short-comings. From the current study, the paper comes to a conclusion that AI will not replace human managers; rather, it is a strategic enabler and accelerator of human intelligence leading to a supervised-augmented model of management.

KEYWORDS: *Artificial Intelligence (AI), Management, AI in Management, Emerging Trends, Generative AI, Agentic AI, Augmented Analytics, Decision-Making, Organizational Performance, Automation, Human-AI Collaboration, Digital Transformation, Predictive Analytics, Intelligent Systems, Business Innovation*

1. INTRODUCTION

The world of business today is characterized by rapid changes in technology, globalization and increased competition. Companies are forever in search of the next metric to optimize their operations, reduce expenses and improve sound decision-making. Artificial intelligence is a big part of this shift. There are two features of AIArtificial Intelligence means machines programmed to think, learn and solve problems like human beings. AI technologies, including machine learning, deep learning and natural language processing have matured in the last 10 years, making them more accessible and applicable for business operations. Historically, managers have made decisions mostly on instinct and experience with only a sprinkling of data analysis. However, in the days of big data, it got quite impossible for people to digest a lot of data together effectively. AI addresses this issue and allows you to process data in real-time, predict upcoming events, and automate your daily activities. AI is not only for large scale industries but even small and medium-scale businesses are leveraging AI tools to improve their business operations. AI is transforming every aspect of management, from keeping track of customer relationships to streamlining the supply chain. Introduction The topic of Artificial Intelligence (AI) in management has attracted considerable research and practice attention. Due to rapid advancements in machine learning, big data analyticss or computing power, the organisations can implement AI powered solutions across multiple domains of management. According to Erik Brynjolfsson and Andrew McAfee (2017), digital technologies such as AI are forcing a reevaluation of how goods will be produced in an economy defined by rapid innovation and intense competition.

Although early AI and management research focused on decision support systems, we conclude that both data to prediction and data to autonomy characterize the transformation of AI within organizations. According to Thomas H. Davenport and Ronanki (2018), AI provides managers information when they need it from vast amount of data sources and enables decision making faster than before. Real-world studies of how organizations work reveal that AI use boosts productivity in your organs. AI Fuels Business Process ImprovementsAs per a report by McKinsey & Company (2023), Organizations adopting AI into their operations can gain further ground in productivity, efficiency, and profitability from the business process. AI helps businesses streamline their processes, cut costs and stay ahead of the competition in rapidly changing markets.

Basically, AI has benefitted us in changing the Human Resource Management from Employment to Management. Automation (process): Boudreau, J. W. (2017) research indicates AI based hiring tools automatically scan resumes and score the and shortlist candidates from job descriptions[4]. AI-based performance management systems also provide objective evaluations and personalized development plans. What we can not bring into matter is the quality role of AI in bringing experiential customer experience and engagement into Marketing Management. Philip Kotler et al. As reported by(2021) AI facilitates personal marketing identifies customer segments, predict behavior. One of the technologies that have completely changed the way businesses and consumers interact with each other and experience happiness is chatbots, recommendation systems.

The adoption of AI in financial management has increased for applications such as fraud detection and risk assessment. According to Stuart Russell and Norvig (2021), AI systems can become successful at finding financial transaction problems more than some of the conventional ways, thus reducing risks and making wise investment decisions. AI in Operations and

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Supply Chain Management AI has as well made a huge impact on Operations and Supply Chain Management. According to Deloitte (2022), Companies using AI in their supply chains and risks have become more agile and faster with predictive modelling has improved demand forecasting, inventory management, and yard logistics.

Recent Literature — Truncated — Emerging new trends like Generative AI, Agentic AI and Augmented Analytics have already started appearing on business headlines everywhere. Since generative AI has been hailed for content auto generation and creativity spark (Dwivedi et al. 2023). And agentic AI systems — that is, where AI systems are working for themselves — are being deployed more and more to automate workflows and make decisions. Augmented analytics makes it a lot easier to analyse data as well as offering managers who are unfamiliar with the technology, tools that allow insights to be easily gained (Gartner, 2022). Collaboration is the other big theme in the literature, and that's where user brings it. Researchers believe AI should aid — and not replace — human managers. As stated by Davenport and Kirby (2016), the future of work will be when the humans together with advanced IT systems partnership. AI will handled data processing while people do creative and strategic work. Although AI has various benefits, the literature identifies several challenges that have arisen from its adoption. The most important ethical issues, such as algorithmic bias and lack of transparency (Floridi et al., 2018), remain the same. Moreover, as big data is increasingly getting popular, so are concerns related to data privacy and security.

Other researchers mention that automation should make jobs more redundant in those tasks that happen regularly (Frey & Osborne, 2017). Barriers to adoption like high price, shortage of skilled workers and resistant organisations limit the uptake of AI technologies. For these reasons World Economic Forum (2023) explained that we required a huge investment in training people on how to learn using new technology and creating regulations for responsible use of AI. In general, literature says that AI is changing management—work has been faster and innovative as well better manager decision making. But to get you there, What will be needed is a mix of tech and people. It is the treatment of this fusion of AI and human intelligence that will determine not just management, but a business ecosystem within which we can build sustainable and ethical businesses.

3. OBJECTIVES OF THE STUDY

FIELD OF RESEARCH: Artificial intelligence,
ManagementThis study will focus on its branch of managerial practices and describe the practical trends in AI based managerial strategies. It aims to work as a focal point for understanding how recent technologies like AI are reshaping corporate strategy decisions, along with What new managerial modes come into effect under the bold incarnation of AI? The study other aim is to measure impact domain of AI which demonstrate organisation performance by achieving improvement in efficiency, decision making and competitive advantage. It also wishes to explore the challenges linked to AI adoption (technological, ethical and organisational). Problem statement of the research is to analyze future of AI within management role in firm converting traditional business operation and strategy.

4.RESEARCH METHODS

It has secondary research and qualitative analysis framework. Research data has been gathered from several reputable sources like academic journals, research papers, industrial reports and online databases. This represents a descriptive research design based on reviewing literature as well as recent trends in managing artificial intelligence. The study is not without its limitations, however. The output results only stand as reliable and applicable, through the sheer dependability of secondary data, from which they originate. In fact, even some conclusions could be limited, as the field of technology evolution in AI is moving with a rapid pace up to October 2023. You wouldn't be able to run a very deep-dive analysis on some industries that way as you might not have data specific to each available.

5.ARTIFICIAL INTELLIGENCE ROLE IN MANAGEMENT

5.1 AI in Decision-Making

AI is one of those things which can help the people in taking their best decisions and that plays a decisive role in the better management. All AI systems analyze large amounts of structured and unstructured data to detect patterns and trends. AIs can be used to provide information from data for managers.
• Describe going to happen in the market
• Look at the risks
• Make Efficient Use of resources
This improves decision-making and minimizes reliance on intuition.

5.2 Automation of Managerial Tasks

Some boring and repetitive tasks that can be automated with AI are:
• Entering data
• Making reports
• Help for customers
This enables managers to focus on strategy than administration.

5.3 Strategic Planning and Forecasting

AI-filled predictive analytics enable businesses to glimpse what may lay ahead and accurately make decisions before it happens. So businesses could predict demand and efficient supply chains; choose smart investments.

5.4 Human Resource Management

AI will change the way HR_ work is done.
• Using tech to simplify the hiring process
• Analyzing employees performance on the job
• Getting employees more involved
Every step from screening resumes, conducting initial interviews to identifying the best candidates can be done by AI tools driven on data.

5.5 Marketing and Customer Management

AI aids businesses in understanding their customers' needs and preferences. It helps:
• Personalized marketing
• Dividing customers into groups

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• Systems for recommendations
This results in happier and more loyal customers.

6.INNOVATIVE TRENDS ON AI AND MANAGEMENT

6.1 Generative AI

Generative AI is one of the key new trends in management. It enables machines to create such things such as text, pictures, and designs Some uses are:
• Making content for marketing
• Designing products
• Talking to customers

6.2 Agentic AI (Autonomous Systems)

The second is agentic AI—when systems that can make decisions and operate alone without any human support. People use these systems for:
• Automating workflows
• Managing the supply chain
• Money management

6.3 Augmented Analytics

AI automates data analysis and improves the accessibility of results in augmented analytics. It empowers managers with little technical knowledge to make decisions based on data.

6.4 AI in Project Management

AI tools assist project managers with:• Planning of tasks
• Guessing risks
• Giving out resources
This speeds up the project and reduces delays

6.5 Human-AI Collaboration

Management of the future would be a co-development between people and AI. AI crunches the numbers and gives its interpretations, but humans bring creativity and selectivity and ethics to the table.

6.6 Intelligent Automation

Enterprise is increasingly moving towards smart automation, utilizing AI coupled with robotics for automating complex tasks.

7.AI AND ITS IMPACT ON MANAGEMENT PRACTICES

· Increased Productivity- As everything is simplified and tasks are done faster due to AI.
· Greater innovation- AI provides a wealth of data and the potential for experimentation to help fuel new ideas.
Data-driven trend: more organizations are leaning towards becoming data driven.
· Competition Reach – AI enabled companies can also compete well with other market giant companies
Challenges in AI Adoption
· Costly: There is a significant upfront cost to put technology and infrastructure into the business to implement AI solutions.
· Skills Gap – There are not many AI and Data Science people around.
Ethical Challenges: Fear of data Privacy, Unjust Algorithms, and Transparency from AI
· Fear of Change: Employees might be scared to accept AI and think if I did mess up my job.

Case Studies

AI IN RETAIL: Retailers utilise AI for demand forecasting and monitoring inventories.
Financial Services & AI · Banks use the power of AI to detect fraud and analyze risk Trained on Data Till: October 2023
· AI in HR — This means companies hiring people and working on an employee data backed up by Ai.
Future Scope: AI in Management
AI has an exciting big picture future when it comes to management. Some important changes are:
• Fully automated organizations
• On the fly decision-making
• Responsible AI frameworks
• Workplaces that are smart
AI will continue to evolve as a strategic partner for management.

8.FINDINGS OF THE STUDY

• This makes the decision-making as easy as pie through AI
• Organizational efficiency is achieved better with AI.
• Collaborate with AI
Data through October 2023• Implement AI education and training
• The first rule towards the ethical use of a technology like AI.
• Encourage innovative ideas and trying new things
• Slowly put AI into use

9.CONCLUSION

AI improves the utility of management, making it efficient, accurate and creative. It is transforming antiquated methodologies and creating opportunities for expansion. AI is problematic, but because it can be harnessed for good, its benefits outweigh the hazards — unless one forgets to use it wisely. Management has the future as a hybrid between human and machine intelligence.

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