

"AI-Driven Communication Technologies and Their Impact on English Language Practices in Corporate Management"

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Abstract: In today's corporate world, Artificial Intelligence (AI) has turned out to be a game-changer, affecting the way organizations communicate in English. Today, AI or Artificial Intelligence has emerged as a game-changer in the context of corporate business that has made a strong impact on communication approaches of English language in business. New innovations in communication technology have been making waves in corporate communication, both for external and internal use: Chatbots, virtual assistants, automated e-mail systems, speech recognition software - these machines that can translate speech into and AI new communication platforms. They have been developed to increase the efficiency of communication, improve language precision, ensure real-time collaboration, and make decisions in multinational companies. The rise of AI-driven communication systems has also changed the way English is used across all aspects of language, including new communication trends, automated content creation and streamlined business communication. Although there are several advantages to using AI, there are also some concerns, such as language authenticity, too much reliance on automation, communication privacy, and ethical communication. The present paper is a study for using the communication technologies in the business management and a study investigating about the effect of the above technologies on communication practices in the current business context considering them as a result of AI.

Keywords: Artificial Intelligence, Corporate Communication, English Language, Corporate Management, Generative AI, Chatbots, Business Communication, Natural Language Processing, Digital Communication, Workplace Technology.

Introduction:

Communication is one of the areas in organizational functioning that has been greatly impacted by the swift development of Artificial Intelligence (AI). The key to any successful business in this era of global business is communication. In today's highly globalized business world it is very important that there is effective communication that will make the business run smoothly efficiently and productively and will make the employees and customers cooperate and collaborate well. AI-

powered communication tools are now used by organizations to ensure more efficient, accurate and accessible communication.

AI communication technologies involve numerous tools like intelligent chatbots, virtual assistants, speech-to-text, automated translation solutions, predictive text apps, sentiment analysis, generative AI systems with strong language models, etc. These technologies not only improve the efficiency of communication between various departments but also between distant locations and people from different cultures or languages, thus enabling companies to function more effectively in the international market.

English is still the primary language used in international business communications. Prose, speech, interpretation and organisation of English are profoundly impacted by the use of AI technologies in the context of workplace communication. Employees use AI-powered tools to prepare emails, reports, presentations, hold virtual meetings, and engage with customers via automation. As a result, corporate communication is getting faster, more uniform, and more factually-based.

AI has been an element of corporate communication that has brought both opportunities and challenges. One way is that AI enhances communication quality, mitigates language barriers, and boosts productivity. Overuse of the use of technological communication on the other hand, has the potential of impacting on linguistic creativity, interpersonal aspects of communication, and the authenticity of professional communication. In addition, issues of ethics involving data privacy, bias in AI-generated content, and transparency should be taken into account.

The aim of this paper is to focus on the increasing role of artificial intelligence in English communication in the business context. It explores the impact AI is having on different facets of communication, the organization's efficacy and language usage in contemporary work structures. The study also highlights the issues related to AI-assisted communication and what corporation communication is likely to look like in the future.

Literature of Review:

Digital communication technologies have made a profound impact on communication, information-sharing and language use in personal and professional contexts. In the last twenty years, many researchers have looked into how technological innovations have affected communication processes and have cohesively helped the role of Artificial Intelligence (AI) in organizational communication. In the last two decades a number of researchers have examined the effects of technological innovations on communication processes and on the role of Artificial Intelligence (AI) in organizational communication in a quite coherent way.

Warschauer (2003) investigated the digital divide in the context of the study carried out in Egypt. The study pointed out that technology doesn't ensure effective communication and participation in the digital sphere. The author highlighted the fact that education, digital skills and the social situation are all equally crucial for the opportunities that technology offers. In this study, the notion that communication technologies would only have an impact on social and business relations if the end users have the appropriate skills and knowledge to use them successfully was developed.

The concept of language and the web was delved into by Crystal (2004). He noted that technology if communication via the Internet was producing obvious alterations in the English language. As communication became more digital, numerous new words, abbreviations, expressions and communication styles came into existence. The study implies that technology is not just an outlet for communication but has been a factor that continues to influence the development and the pattern of language as well.

The effect of mobile phones and On-Line communication technologies to the everyday life language practices was the focus of Baron (2008). The author has observed that constant connectivity fosters quicker communication and succinct expression. Digital communication technologies shape writing practices by encouraging the use of short messages, nonstandard norms and speed of communication. As businesses turn more and more to digital communication, these changes have slowly begun to be noticed in business communication.

The literature surveyed by Kaplan and Haenlein (2010) led them to study the emergence of social media and how it is affecting communication. Their work proved that with the past modernization of social media, the way organisation communicates with employees, customers and stakeholders has changed. The authors highlighted that in addition to the opportunities for fostering increased interaction and collaboration in social media, it also poses new challenges in terms of information management and communication control. Their research continues to be relevant to the understanding of the development of the contemporary ways of digital communication.

Brynjolfsson and McAfee (2014) spoke about the transformation of the workspace and business process due to technological innovations. They shared their opinion that the nature of work is changing with advanced technologies as new forms of communication and collaboration is being facilitated, making work more productive. They pointed out the efficiency and competitiveness that organisations will enjoy with the use of digital technologies. Another important concern of the research was that the technology-based communication has become an integral part of business management in the current era.

Brynjolfsson, Rock and Syverson (2017) analyzed the productivity and artificial intelligence link. They stated that while AI holds great promise for enhancing the effectiveness of the company, the impact on its productivity might be uneven as companies have to grow to make use of technological modifications. The study's findings indicated that AI has the potential to enhance communication efficiency, streamline processes, and assist in making more informed decisions, providing valuable support for businesses in the 21st century.

Davenport and Ronanki (2018) analyzed in detail the application of artificial intelligence in a business context. What they found is that numerous companies are leveraging AI for mundane communication duties, elevating the customer service, and handling practices. Artificial Intelligence's success is found in specific business problems and not just as a general solution to a problem, the study concluded. Their efforts showed how AI has become increasingly important to improve the communication environment of organizations.

In their study, Kaplan and Haenlein (2019) discussed the role of Artificial Intelligence in daily life and business operations. The authors have introduced intelligent virtual assistants and the potential of the use of AI-based systems using natural language with a user. Their focus was on the potential of AI technologies to change communication by making it faster, more efficient and more intimate. The study implied that AI will be increasingly utilized in shaping future communication systems in a large way.

Dwivedi et al. (2021) gave a detailed description of the field of AI and its usage in various domains. From improved communication and increased efficiency, to improved decision making, the researchers saw a number of areas where AI can play a role. In the meanwhile, they were clapping their lips for issues such as privacy, ethics, transparency and even trust. The research emphasized the practices of responsibility and technological innovation and the need to achieve balance.

In the field of language, Kohnke (2022) studied the use of Artificial Intelligence, whereas in the realm of professional language, she explored the same concept through the lens of professional communication. The study results reveal that AI tools can help users enhance the quality of their writing, correct grammatical mistakes, and make their communication more effective. The results indicated that AI technologies are emerging as a valuable tool for professional communication in the workplace, where accurate and efficient communication is vital.

Huang et al (2025) explored the increasing impact of generative artificial intelligence (AI) on business communication. They discovered that AI tools are now increasingly being employed in the workplace, and for writing purposes to assist in content creation and communications. The authors' results have validated the impact of the communicative practice change brought about by generative AI, which makes communication more efficient and frees up time for regular communication. Concurrently, they recognized the need for establishing ethics and mankind's control over such technologies to utilize them responsibly.

As a whole, from the literature, it's observed that a huge transformation is occurring from simple digital communication technology to artificial intelligence based complex communication systems. Regarding Internet access, digital communication, and language shift, most studies have been conducted in the past, and more recent studies have focused on the role that AI plays in professional communication. The combined results of these studies suggest that the AI-powered technologies can enhance communication effectiveness, language precision, and overall efficiency in organizations. Advocating for ethical considerations, human involvement, and responsible use of AI in communication practices, however, the scientific community continues to warn the public about various emerging moral problems.

Objectives of the Study:

- To examine the adoption and utilization of AI-driven communication technologies in corporate management.
- To analyze the impact of AI-based communication tools on English language practices in business organizations.
- To identify the opportunities and challenges associated with AI-mediated communication in contemporary corporate environments.

Research Methodology:

The method of data analysis being used in this present study is using quantitative as it aims at analyzing the level of the Current Communicative Technologies (Com.) Tech.) that rely on Artificial Intelligence (AI) affect English language practices in the corporate marketing management process. Corporate employees, managers, communication professionals and business executives who have been impacted by all the types of AI tools employed in the workplace were interviewed for the data used in the structured survey.

Convenience sampling method was used to obtain samples (n = 50). It was a survey with different questions focused on the implementation of AI communication technologies, how AI would affect English communication, benefits and potential obstacles of using AI in the corporate setting.

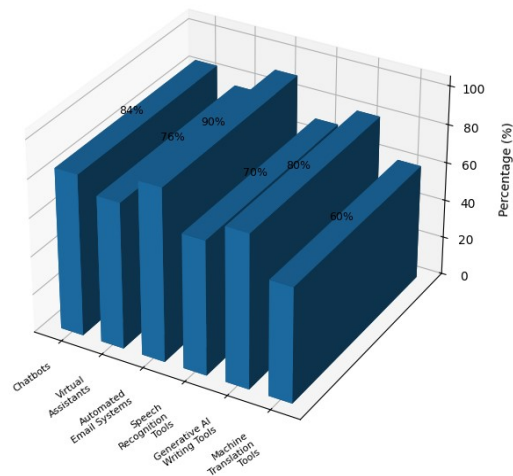
The data collected were organised and analysed with simple statistical analysis namely frequency distribution and percentage analysis. The findings are displayed in the form of tables, to make the respondents' opinions and experiences in relation to communication systems with AI tools clear. The results help measure the efficiency of implementation of AI technologies as to better communication effectiveness, language accuracy, productivity and communication in the company, in general.

Table 1: Adoption of AI Communication Technologies in Corporate Organizations

AI Communication Technology	Number of Organizations	Percentage (%)
Chatbots	42	84
Virtual Assistants	38	76
Automated Email Systems	45	90
Speech Recognition Tools	35	70
Generative AI Writing Tools	40	80
Machine Translation Tools	30	60

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Table 1: Adoption of AI Communication Technologies in Corporate Organizations

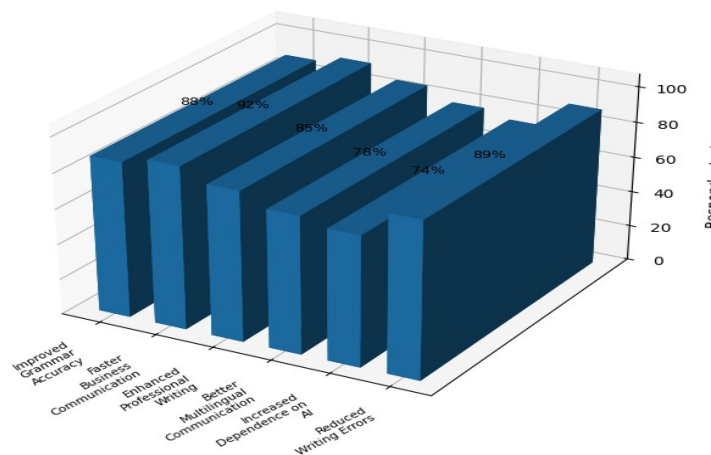


Analysis:
Artificial intelligence communications most commonly take the form of automated e-mail, with 90 percent of organizations using them for business communications and communicating with other systems. Generative AI writing tools were also in wide use producing content, at 80% Chatbots, now a common customer engagement tool, were at 84%, and generative AI were also in wide use producing content, at 80%. The lowest adoption rate is for machine translation tools (60%), which means that companies that mostly work in English language environments may have less of a need for support with multilingual communication.

Table 2: Impact of AI Technologies on English Language Practices

Impact Area	Respondents Agree (%)	Respondents Disagree (%)
Improved Grammar Accuracy	88	12
Faster Business Communication	92	8
Enhanced Professional Writing	85	15
Better Multilingual Communication	78	22
Increased Dependence on AI	74	26
Reduced Writing Errors	89	11

Table 2: Impact of AI Technologies on English Language Practices

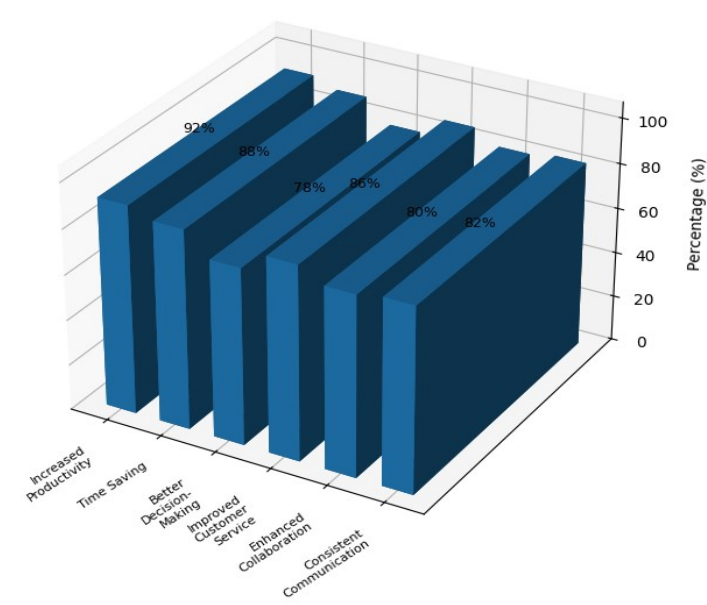


Analysis:
The results indicate that there is a positive association of the use of AI technologies with English language practices. When it comes to the impact on business success, most respondents say AI helps their organization communicate more rapidly with customers (92%) and aids them in minimizing writing mistakes (89%). In addition, 88% believe that AI tools enhance grammar correctness. But 74% have concerns about the increased reliance on AI systems to communicate and require a balance between humans and tech.

Table 3: Benefits of AI-Driven Communication in Corporate Management

Benefit	Frequency	Percentage (%)
Increased Productivity	46	92
Time Saving	44	88
Better Decision-Making	39	78
Improved Customer Service	43	86
Enhanced Collaboration	40	80
Consistent Communication	41	82

Table 3: Benefits of AI-Driven Communication in Corporate Management



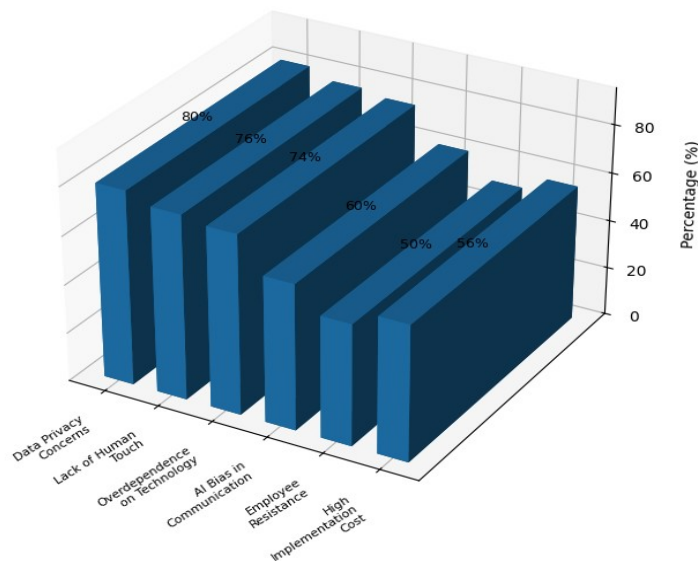
Analysis:

As clearly indicated in the table, improved productivity proves to be the most important gain mentioned by the organizations, 92% of which observed an improvement in operational efficiency. The benefits in terms of time saving (88%) and customer service (86%) are also impressive. AI-driven communication technologies can help with standardized messaging and effective collaboration within a team, impacting the corporate effectiveness and performance.

Table 4: Challenges Associated with AI-Based Communication Technologies

Challenge	Frequency	Percentage (%)
Data Privacy Concerns	40	80
Lack of Human Touch	38	76
Overdependence on Technology	37	74
AI Bias in Communication	30	60
Employee Resistance	25	50
High Implementation Cost	28	56

Table 4: Challenges Associated with AI-Based Communication Technologies

**Analysis:**

The most significant challenge, according to 80% of respondents, relates to data privacy concerns. According to 76% of the respondents, the lack of human interaction is one of the main problems of AI. In addition, 74% admit we have become dependent on technology! To sum up, the potential of AI is unquestionable, but the ethical, social and operational challenges related to the technology must be resolved for companies to maintain a steady pace of adoption.

Overall Conclusions:

The study shows that it is discovering that how the communication with English through technology in business management is changing with the impact of AI a great deal. The fast-growing usage of speech recognition technology, chatbots, virtual assistants, and generative AI applications indicates that these applications enhance communications efficiency, accuracy, and productivity across enterprises. The technologies help the employees create business documents, contact customers and communicate with their colleagues and other business functions instantly. The findings indicate that AI contributes to more accurate use of grammar, less communication-related mistakes, and promoting the swift sharing of information along with better working relations. AI systems make organizations more efficient in doing these things while achieving more consistent communication standards. In addition, the AI technologies help in multilingual communication and also smooth working of companies in a global business environment. Nonetheless, the research paper does highlight some challenges and limitations of Communication Assistance with the help of AI. The enterprises are expected to raise concerns about data privacy, excessive dependence on machines, lesser human involvement, and possible biases in content generated by AI. AI may perform numerous communication tasks but certain critical functions still require the human touch which include; judgment, creativity, emotional intelligence, and interpersonal skills in business communication. In brief, the incorporation of AI-aided technical communications can significantly help in improving the communication practices of business management in English. To enhance communication and promote development, a business must achieve the right balance of technology and human resource workers.

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