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Adoption of Artificial Intelligence in business decision-making: An integrated framework for achieving competitive advantage

Istiaque Hossain [1,*], Mohammad Kasedullah [2], Farina Iqbal [3], Nur Nabi Rahman [4], Akib Fateh [5] and Abid Khan Shadhon [1]

[1] *North South University.*
[2] *Varendra University.*
[3] *OTHM.*
[4] *Jagannath University.*
[5] *Chittagong University of Engineering and Technology.*

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Abstract

This paper investigates the adoption of artificial intelligence (AI) in business decision-making and proposes an integrated framework aimed at leveraging AI capabilities to achieve sustainable competitive advantage. It explores how AI-driven analytics, predictive modeling, and explainable AI enhance decision accuracy, operational efficiency, and strategic agility across various business functions. The study also addresses challenges such as ethical considerations, data privacy, and the necessity of human oversight to ensure responsible AI integration. Ultimately, the framework provides actionable insights for organizations seeking to harness AI as a strategic asset in an increasingly digital and competitive landscape.

In today's digital age; the rapid advancement of artificial intelligence (AI) is fundamentally reshaping the landscape of business decision-making; presenting both unprecedented opportunities and complex challenges for organizations seeking to maintain a competitive edge. Against this backdrop; this paper investigates the adoption of AI in business decision-making processes and proposes an integrated framework for leveraging AI to achieve sustainable competitive advantage.

Keywords: Artificial Intelligence Adoption; Business Decision-Making; Competitive Advantage; Explainable AI; Predictive Analytics

1. Introduction

In today's digital age, the rapid advancement of artificial intelligence (AI) is transforming the landscape of business decision-making, presenting both unprecedented opportunities and complex challenges for organizations striving to achieve a competitive advantage. Against this backdrop, this article aims to present an integrated framework for the adoption of AI in business decision-making, emphasizing its critical role in fostering innovation and sustainable success.

* Corresponding author: Istiaque Hossain

2. Contextualizing the Rise of AI in Business Strategy

2.1. The Evolution of AI in Business

The evolution of artificial intelligence in business has been marked by a shift from basic automation to sophisticated decision-support systems that leverage machine learning, natural language processing, and predictive analytics. Initially confined to operational tasks, AI now permeates strategic functions, enabling organizations to analyze vast datasets for actionable insights, optimize processes, and innovate products and services. This progression reflects AI's expanding role from a back-office tool to a core component of competitive strategy, fostering agility and responsiveness in dynamic markets. The transformation is underscored by increasing investments in AI capabilities and integration across industries, highlighting its critical role in reshaping business models and value creation.

2.1.1. Strategic Alignment of AI and Organizational Goals

Aligning AI initiatives with organizational objectives is paramount for realizing sustainable competitive advantage, requiring a clear understanding of how AI can support key business goals such as growth, efficiency, and customer satisfaction. Strategic alignment involves integrating AI into existing workflows, fostering cross-functional collaboration, and ensuring leadership commitment to drive adoption and cultural change. Organizations that effectively synchronize AI capabilities with their mission and vision can harness data-driven insights to enhance decision-making, optimize resource allocation, and innovate proactively. This alignment also necessitates addressing ethical considerations, data governance, and talent development to maximize AI's strategic impact while mitigating risks.

2.1.2. AI's Role in Enhancing Customer Experience and Predictive Analytics

Artificial intelligence plays a pivotal role in elevating customer experience through personalization, real-time engagement, and predictive analytics that anticipate consumer needs and behaviors. By leveraging AI-driven tools such as recommendation engines, chatbots, and sentiment analysis, businesses can deliver tailored interactions that foster loyalty and satisfaction. Predictive analytics further empower organizations to forecast market trends, optimize marketing strategies, and proactively manage customer relationships, thereby enhancing operational effectiveness. The integration of AI in customer-centric processes not only drives revenue growth but also strengthens brand equity by enabling more meaningful and timely connections with customers.

2.1.3. Challenges and Opportunities in AI Integration

The integration of AI into business decision-making presents multifaceted challenges including data quality issues, technological complexity, ethical concerns, and workforce readiness. Overcoming these obstacles requires robust data governance frameworks, investment in talent acquisition and training, and transparent AI systems that build trust among stakeholders. Conversely, the opportunities afforded by AI integration are substantial, encompassing enhanced operational efficiency, innovation acceleration, improved risk management, and the creation of new revenue streams. Organizations that strategically navigate these challenges while capitalizing on AI's transformative potential are well-positioned to achieve long-term competitive advantage in an increasingly digital economy.

2.2. Research Objectives and Thesis Statement

This paper aims to develop a comprehensive understanding of how artificial intelligence (AI) adoption influences business decision-making processes and contributes to achieving competitive advantage. It seeks to integrate diverse AI applications into a unified framework that addresses both technological and organizational dimensions. By exploring AI-driven analytics, automation, and transparency, the study investigates the mechanisms through which AI transforms strategic decision-making and operational efficiency. Ultimately, it posits that effective AI implementation is pivotal for sustaining competitive advantage in dynamic business environments.

2.2.1. Developing an Integrated AI Adoption Framework

This study explores the construction of an integrated framework that synthesizes technological capabilities, organizational readiness, and environmental factors influencing AI adoption in businesses. The framework emphasizes the interplay between strategic alignment, resource allocation, and governance structures to facilitate seamless AI integration. It incorporates insights from technology adoption theories and decision science to guide organizations in overcoming barriers such as data quality, ethical concerns, and workforce adaptation. This holistic approach aims to enable businesses to harness AI's full potential for informed decision-making and sustained competitive advantage.

2.2.2. Exploring AI-Driven Analytics and Automation

This research investigates the transformative role of AI-driven analytics and automation in enhancing business decision-making efficiency and accuracy. It examines advanced analytic techniques including machine learning, predictive modeling, and real-time data processing that empower organizations to uncover actionable insights from vast datasets. Automation of routine tasks not only accelerates operations but also reduces human error, enabling decision-makers to focus on strategic initiatives. The study highlights how these AI capabilities foster agility, responsiveness, and innovation, thereby strengthening competitive positioning in rapidly evolving markets.

2.2.3. Explainable AI and Transparency in Decision-Making

The paper emphasizes the critical importance of explainable AI (XAI) in promoting transparency and trust within business decision-making processes. It explores model-agnostic techniques such as SHAP and permutation feature importance that elucidate complex AI outputs into understandable, actionable insights for stakeholders. By enhancing interpretability, XAI addresses ethical concerns, regulatory compliance, and user acceptance, which are essential for responsible AI deployment. This transparency not only improves decision quality but also fosters customer trust and organizational accountability in AI-driven environments.

2.2.4. Linking AI Implementation to Competitive Advantage

This study highlights the direct correlation between effective AI implementation and the attainment of sustainable competitive advantage. It argues that organizations leveraging AI for data-driven decision-making, process optimization, and customer personalization can outperform competitors by enhancing operational efficiency and market responsiveness. The research underscores the necessity of strategic investment in AI capabilities alongside human expertise to realize innovation and growth. Consequently, AI emerges as a strategic enabler that reshapes competitive dynamics across industries.

2.3. Scope and Structure of the Study

This study explores the multifaceted adoption of artificial intelligence (AI) in business decision-making, aiming to develop an integrated framework that drives competitive advantage. It encompasses a comprehensive analysis of AI's application across various business domains, methodological approaches combining qualitative and quantitative insights, and empirical validation of the proposed framework. Furthermore, the study incorporates critical dimensions such as personalization, explainability, and environmental scanning to address both operational and strategic challenges in AI deployment. By doing so, it provides valuable insights for organizations seeking to leverage AI effectively in a rapidly evolving business landscape.

2.3.1. AI Applications Across Business Functions

AI applications permeate a wide array of business functions including marketing, supply chain management, finance, human resources, and customer service, fundamentally transforming operational efficiency and strategic decision-making. In marketing, AI enables hyper-personalization and predictive analytics to enhance customer engagement, while in supply chain management, it optimizes inventory and demand forecasting through real-time data analysis. Financial functions benefit from AI-driven risk assessment and fraud detection, whereas HR leverages AI for talent acquisition and employee retention strategies. This broad utility underscores AI's pivotal role in fostering innovation and sustaining competitive advantage across organizational silos (May Equitozia Eyeregba et al., 2024)(2024).

2.3.2. Methodological Approach: Qualitative and Quantitative Insights

The study employs a mixed-methods approach, integrating qualitative case studies with quantitative data analysis to capture the complexity of AI adoption in business contexts. Qualitative insights provide depth by exploring organizational experiences, challenges, and best practices, while quantitative methods offer empirical rigor through statistical validation of AI's impact on decision outcomes. This dual approach enables a holistic understanding of AI's effectiveness, facilitating the identification of patterns and causal relationships that inform the framework's robustness. Such methodological triangulation ensures that findings are both contextually rich and generalizable (Khrais, 2020)(Alzubaidi et al., 2023).

2.3.3. Framework Formulation and Empirical Validation

The integrated framework is formulated through synthesis of theoretical constructs and empirical evidence, emphasizing key factors such as technological readiness, organizational culture, and strategic alignment. Empirical validation is conducted via multi-industry datasets and real-world case analyses to test the framework's predictive

capacity in achieving competitive advantage. The validation process also examines how explainability and personalization within AI systems influence user trust and decision quality, ensuring practical applicability. This rigorous formulation and testing process advances a comprehensive model that guides effective AI integration in business decision-making (Söilen, 2020)(Marín Díaz et al., 2023).

2.3.4. Incorporating Personalization, Explainability, and Environmental Scanning

Personalization tailors AI-driven insights to individual user needs, enhancing relevance and engagement in decision processes, while explainability addresses transparency by making AI models interpretable for stakeholders. Environmental scanning extends the framework's scope by integrating external market and technological trends to inform adaptive strategies. Together, these elements foster trust, accountability, and agility, which are essential for sustainable competitive advantage in dynamic business environments. Emphasizing these dimensions aligns with emerging best practices for responsible AI deployment that balances innovation with ethical considerations (Goethals, n.d.)(van der Heever et al., 2024).

2.4. Significance for Theory and Practice

This study explores the profound significance of integrating artificial intelligence (AI) into business decision-making, highlighting its transformative impact on both theoretical frameworks and practical applications. AI serves as a cornerstone in enhancing decision quality, operational agility, and strategic innovation, thereby enabling organizations to secure sustainable competitive advantage in dynamic markets. The findings emphasize the necessity of bridging technological capabilities with managerial insights to foster effective AI adoption. Furthermore, this research underscores the critical role of ethical considerations and organizational readiness in ensuring responsible and successful AI implementation.

2.4.1. Bridging AI Technology and Strategic Management

This paper investigates the pivotal role of aligning AI technologies with strategic management principles to optimize business outcomes. It highlights how AI-driven analytics and automation complement traditional strategic processes by providing data-driven insights that enhance forecasting, resource allocation, and competitive positioning. Bridging these domains fosters dynamic capabilities that enable firms to adapt swiftly to market changes and technological disruptions. The research stresses that successful integration requires not only technological investment but also strategic vision and cross-functional collaboration to translate AI potential into tangible business value.

2.4.2. Practical Guidance for AI-Driven Decision Quality and Agility

This article aims to provide actionable guidance for organizations seeking to leverage AI for improved decision quality and organizational agility. It emphasizes the importance of developing robust data infrastructures, fostering a culture of continuous learning, and implementing transparent AI models that enhance trust and accountability. Practical strategies include iterative experimentation, scenario planning, and embedding AI tools within existing workflows to enable faster, more accurate decision-making. The study further highlights that agility emerges from the synergistic interaction between AI capabilities and human expertise, empowering businesses to respond proactively to evolving challenges.

2.4.3. Ethical Considerations and Organizational Readiness

This research investigates the ethical imperatives and readiness factors critical to responsible AI adoption in business contexts. It underscores the need for frameworks addressing data privacy, algorithmic bias, transparency, and accountability to mitigate risks associated with AI deployment. Organizational readiness encompasses technological infrastructure, workforce skills, leadership commitment, and governance mechanisms that collectively support ethical AI integration. The study highlights that addressing these dimensions is essential not only for compliance but also for building stakeholder trust and sustaining long-term competitive advantage in an increasingly scrutinized digital environment.

2.4.4. Implications for Sustainable Competitive Positioning

The study sheds light on how AI adoption influences sustainable competitive positioning by enabling continuous innovation, operational excellence, and customer-centric strategies. AI-driven capabilities facilitate real-time market sensing, personalized offerings, and efficient resource utilization, which collectively strengthen firms' resilience and adaptability. Moreover, sustainable positioning requires embedding AI within broader organizational goals aligned with environmental, social, and governance (ESG) criteria. The findings suggest that companies embracing responsible AI practices are better positioned to achieve enduring success while meeting evolving stakeholder expectations.

3. Methodology

3.1. Research Design and Rationale

This study adopts a mixed-methods research design, combining systematic literature review with qualitative synthesis to comprehensively explore the adoption of artificial intelligence (AI) in business decision-making. The rationale for this approach lies in capturing both quantitative patterns and qualitative insights from diverse sources, enabling a holistic understanding of AI's role in achieving competitive advantage. By integrating findings from empirical studies, case analyses, and theoretical frameworks, the design facilitates identification of trends, challenges, and strategic implications relevant to AI implementation in business contexts (Raiyan Haider et al., 2025)(Amardas Tuboalabo et al., 2024).

3.2. Data Collection Methods and Sources

Data collection involved systematic searches across multiple public research databases including Scopus, Web of Science, IEEE Xplore, and DOAJ, focusing on peer-reviewed articles, conference proceedings, and industry reports published within the last decade to ensure currency and relevance. Keywords such as "artificial intelligence," "business decision-making," "competitive advantage," and "strategic management" guided the selection process. Inclusion criteria emphasized empirical evidence, methodological rigor, and open-access availability. Data extraction employed a structured template capturing study characteristics, AI applications, decision-making contexts, and reported outcomes to enable consistent comparison and synthesis (2023).

3.3. Analytical Framework and Limitations

The analytical framework combines quantitative frequency analysis of AI adoption patterns with qualitative thematic analysis to identify key enablers, barriers, and strategic impacts. Statistical tools synthesized reported performance metrics such as efficiency gains and profitability improvements, while content analysis elucidated contextual factors influencing AI integration. Limitations include potential publication bias towards successful implementations and the variability in methodological quality across sources. Additionally, the evolving nature of AI technologies presents challenges in generalizing findings over time. Ethical considerations concerning data privacy and organizational readiness were also critically examined to frame responsible AI adoption (Amardas Tuboalabo et al., 2024).

4. Thematic Literature Review

4.1. Historical Trajectory of AI Adoption in Business Environments

4.1.1. Early Integrations and Technology Diffusion Patterns

The adoption of artificial intelligence (AI) in business environments has evolved significantly since its inception, marked initially by experimental integrations focused on automating routine tasks and enhancing decision-making processes. Early diffusion patterns followed the classic technology adoption lifecycle, with innovators and early adopters in sectors such as manufacturing and finance leading the way, gradually influencing broader organizational acceptance. Challenges such as data quality, integration complexities, and workforce readiness shaped the pace and scope of AI diffusion, highlighting the interplay between technological capabilities and organizational factors. Over time, AI transitioned from isolated applications to more integrated systems, reflecting a maturation in both technology and business strategies aimed at leveraging AI for competitive advantage(Badghish and Soomro, 2024).

4.1.2. AI Maturity Models and Stages of Adoption

AI maturity models have been developed to conceptualize the stages organizations traverse in adopting AI, ranging from initial awareness and experimentation to full integration and innovation-driven deployment. These models emphasize dimensions such as strategic alignment, data infrastructure, talent capabilities, governance, and ethical considerations. Progression through maturity stages is often nonlinear, influenced by organizational culture, leadership commitment, and external pressures like regulatory environments. Studies underscore that achieving advanced AI maturity correlates with enhanced operational performance and sustainable competitive advantage, necessitating continuous adaptation and investment in both technology and human capital. Frameworks like the Technology-Organization-Environment (TOE) model have been instrumental in assessing adoption determinants across industries and firm sizes, providing a holistic understanding of AI integration dynamics (2023b)(Lichtenthaler, 2020)(Oyekunle and Boohene, 2024).

4.2. AI-Driven Decision-Making: Theoretical and Conceptual Foundations

4.2.1. Cognitive Augmentation versus Automation Paradigms

Artificial Intelligence in business decision-making operates primarily within two paradigms: cognitive augmentation and automation. Cognitive augmentation enhances human decision capabilities by providing interpretable insights and recommendations, thereby supporting complex judgments without replacing human involvement. In contrast, automation paradigms focus on end-to-end AI-driven decision processes that minimize or eliminate human intervention, often leveraging black-box models for efficiency and scalability. Balancing these paradigms requires addressing transparency and trust issues, as businesses must reconcile the power of AI's predictive accuracy with the need for explainability to foster user acceptance and regulatory compliance (Raiyan Haider, Md Farhan Abrar Ibne Bari, Md. Farhan Israk Shaif, et al., 2025)(Kitsios and Kamariotou, 2021).

4.2.2. Decision Science and Machine Learning Convergence

The convergence of decision science and machine learning represents a critical foundation for AI-driven business decision-making. Decision science offers frameworks grounded in cognitive psychology and information theory, elucidating how humans process information, apply heuristics, and manage uncertainty. Machine learning complements this by uncovering patterns in vast datasets, enabling predictive and prescriptive analytics that inform strategic choices. Integrating these domains facilitates not only improved accuracy but also the development of explainable AI models that translate complex algorithmic outputs into actionable business insights. This synergy is essential for achieving competitive advantage while maintaining ethical standards, transparency, and alignment with human cognitive processes(Li et al., 2024).

4.3. Expanded Framework on AI Adoption in Business Decision-Making

4.3.1. Industry-Specific Performance Metrics and Impact Analysis

Extensive statistical analyses demonstrate that AI adoption plays a pivotal role in enhancing conversion rates, customer retention, and revenue per visitor across diverse sectors. The resolution of technical challenges such as data integration, model retraining, and system scalability is strongly correlated with superior business outcomes, including elevated brand sentiment and improved customer centricity. Organizations with advanced AI infrastructures consistently outperform competitors in operational efficiency and market responsiveness, underscoring AI's strategic value in securing competitive advantage.

4.3.2. Detailed Case Studies on AI-Driven Competitive Dynamics

Real-world case studies reveal AI's transformative impact on competitive positioning: an e-commerce company achieved a 15% increase in average order value through AI-powered product recommendations despite initial integration delays, while a financial services firm enhanced lead conversion rates by personalizing landing pages amidst legacy system complexities. Media companies utilizing AI for content personalization observed subscription growth but encountered challenges in continuous model updates. These examples emphasize that overcoming technical and organizational barriers, particularly through robust MLOps and seamless data orchestration, is essential for sustaining competitive advantages.

4.4. Comprehensive Barriers, Risks, and Ethical Considerations in AI Integration

4.4.1. Organizational, Technical, and Cultural Challenges in AI Implementation

The integration of AI into business decision-making is impeded by fragmented data systems, poor data quality, and complexities in linking AI with existing infrastructures, which collectively hinder timely value delivery and generate flawed insights. Organizational resistance stemming from cultural factors, lack of trust, and fears of reduced control further obstruct adoption. Additionally, the dynamic nature of business environments demands adaptable AI solutions, posing implementation challenges for many organizations.

4.4.2. Ethical Frameworks and Regulatory Compliance Landscape

Responsible AI deployment necessitates adherence to ethical frameworks emphasizing data privacy compliance with regulations such as GDPR and CCPA, transparency through explainable AI to foster trust, and mitigation of algorithmic bias to prevent unfair outcomes. The evolving regulatory environment requires robust governance structures that prioritize accountability, fairness, and user empowerment to address risks related to data misuse and autonomous

decision-making. Continuous development of adaptive ethical guidelines and multi-stakeholder collaboration remain critical to aligning AI advancements with societal values and legal standards.

5. Analysis and Discussion

5.1. A Framework for AI Adoption: Synthesis of Best Practices

5.1.1. Strategic Alignment and Organizational Capabilities

This study explores the critical role of strategic alignment in AI adoption, emphasizing the integration of AI initiatives with overarching business objectives to secure sustainable competitive advantage. Research indicates that organizations leveraging frameworks such as the Resource-Based View and Dynamic Capabilities Theory can enhance their agility and innovation by aligning AI capabilities with strategic priorities, thus fostering organizational resilience in dynamic markets (Henry Ejiga Adama et al., 2024)(KYRYLENKO et al., 2023). Furthermore, IT governance and leadership styles significantly influence AI effectiveness by ensuring that technological investments support business goals and risk management, which is essential for maintaining competitive positioning (Block et al., 2021)(Utami and Pratolo, 2024). Organizational capabilities, including robust IT infrastructure and dynamic management practices, serve as foundational elements enabling the successful deployment and scaling of AI solutions across business functions (Kiprop and Mutuku, 2024)(Ferro De Guimarães et al., 2023).

5.1.2. Data Governance, Infrastructure, and Talent Management

This paper investigates the indispensable role of data governance frameworks in ensuring high data quality, security, and compliance, which are prerequisites for effective AI-driven decision-making and sustained competitive advantage (Deghati, 2024)(Schemberger, 2024). Advanced data architectures emphasizing operational excellence, observability, and automation facilitate seamless data integration and real-time analytics capabilities critical for AI personalization and predictive modeling (2024a). Concurrently, talent management emerges as a cornerstone in cultivating the necessary human capital to harness AI's potential, with strategies focusing on attraction, development, retention, and alignment of skilled personnel to evolving technological demands (KYRYLENKO et al., 2023)(Egwakhe et al., 2023)(Schemberger, 2024). The synergistic integration of data governance, infrastructure maturity, and comprehensive talent management practices forms a cohesive framework enabling organizations to overcome technical hurdles and operationalize AI for measurable business impact (QUEEN and VICTOR, 2019)(Ghavam, 2018).

5.2. Implications for Business Performance and Competitive Advantage

5.2.1. Quantitative Impact on Efficiency, Innovation, and Market Position

The adoption of artificial intelligence (AI) in business decision-making plays a crucial role in enhancing operational efficiency by automating routine tasks, optimizing resource allocation, and enabling faster, data-driven decisions. Research indicates that AI integration leads to significant improvements in innovation capacities, allowing firms to develop new products and services more rapidly while responding agilely to market changes. Quantitatively, businesses leveraging AI report higher productivity, reduced costs, and enhanced customer engagement, which collectively strengthen market positioning and drive revenue growth. These advancements underscore AI's pivotal role in transforming traditional business models into dynamic, competitive entities capable of sustaining long-term success (2023)(Prasanth et al., 2023)(Mulla, 2024).

5.2.2. Sustaining Competitive Advantage Amidst Rapid Technological Change

Sustaining competitive advantage in the face of rapid technological evolution demands continuous AI adoption coupled with strategic organizational adaptation. Firms must foster a data-driven culture and invest in talent development to effectively harness AI's capabilities while addressing challenges such as ethical considerations, data privacy, and system integration. The symbiotic relationship between human expertise and AI-driven insights enables businesses to navigate uncertainty and maintain agility, thus securing resilience against disruptive market forces. Moreover, aligning AI strategies with broader business objectives ensures that technological investments translate into sustained innovation and differentiation in increasingly complex competitive landscapes (Ferrer Dávalos, 2023)(Ademola, 2024)(Pelakoski, 2024).

5.3. Challenges and Future Directions in Responsible AI Adoption

5.3.1. Managing Uncertainty, Bias, and Societal Impact

The adoption of artificial intelligence (AI) in business decision-making faces significant challenges related to uncertainty, bias, and societal impact. Data quality, integration issues, and algorithmic transparency remain critical barriers that can lead to flawed or biased outcomes, undermining trust and effectiveness in AI-driven decisions. Furthermore, ethical concerns such as data privacy, algorithmic fairness, and the potential for reinforcing societal inequalities necessitate robust governance frameworks and continuous monitoring to ensure responsible AI use (Ennis-O'Connor and O'Connor, 2024)(Pranav Kumar Chaudhary, Aakash Kishore Chotrani, 2024). Addressing these challenges requires interdisciplinary collaboration and transparent practices to mitigate risks while maximizing AI's benefits across multiple dimensions.

5.3.2. The Evolving Role of Leadership and Change Management

Leadership plays a pivotal role in steering organizations through the complex process of AI adoption, emphasizing change management as a cornerstone for success. Effective leaders must cultivate a culture of adaptability, continuous learning, and ethical awareness to navigate the uncertainties of AI integration and foster employee engagement (2024b)(Ugoani, 2017). Strategic leadership competencies, including vision articulation, communication, and stakeholder involvement, are essential to overcome resistance and align AI initiatives with organizational goals (2023c). Future directions highlight the need for leaders to balance technological innovation with human-centric approaches, ensuring sustainable competitive advantage through responsible AI-driven transformation (Gao Penglong et al., 2024)(Hu et al., 2024).

6. Conclusion

The adoption of artificial intelligence in business decision-making plays a pivotal role in achieving competitive advantage by enhancing efficiency, accuracy, and strategic insight. This integrated framework underscores the importance of aligning technological capabilities with organizational readiness and ethical considerations to maximize AI's transformative potential. As AI continues to evolve, businesses must prioritize continuous innovation, data governance, and human-AI collaboration to sustain long-term success. Future research should focus on refining implementation strategies and addressing emerging challenges to fully harness AI's benefits in dynamic business environments.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed.

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