

THE IMPACT OF EFFECTIVE COMMUNICATION AND APPLICATION OF ARTIFICIAL INTELLIGENCE (AI) IN BUSINESS COMMUNICATION CHANNELS

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ABSTRACT

In the modern digital society, effective communication is one of the key factors for success in business. At the same time, artificial intelligence (AI) is becoming an important tool for improving communication processes, enabling automation, personalization and better availability of information. This paper aims to explore the impact of effective communication and the application of AI on business communication channels.

Through an analysis of relevant scientific literature and contemporary practices, the basic principles of effective communication, traditional and modern business communication channels, as well as the way in which AI transforms these channels are reviewed. Special emphasis is placed on the use of chatbots, email automation tools, sentiment analysis and translation services. This manuscript identifies key benefits from the application of AI, such as increased efficiency, improved user experience and resource optimization, but also potential risks such as lack of empathy, privacy threats and misinterpretation of messages. Also, it concludes with recommendations for a balanced and ethical integration of AI in business communication.

Keywords: *effective communication, business communication, artificial intelligence, chatbots, digital communication, automation*

JEL Classification: D11, M20, D83, O3

INTRODUCTION

Communication is a fundamental tool for connecting people and organizations. In the business world, effective communication plays a central role in achieving the strategic goals of companies (Robinson, 2019). Clear, concise, and two-way exchange of information enables not only operational efficiency but also the development of trust, improved teamwork, and increased productivity. In practice, unsuccessful communication is often the root of problems such as misunderstandings, failed projects, and reduced employee motivation. According to research by McKinsey & Company (2023), organizations with well-established communication practices are 25% more likely to achieve higher revenues than their competitors. This emphasizes the importance of communication as a strategic resource that requires continuous improvement.

Alongside traditional communication, digital technologies, especially artificial intelligence (AI), are increasingly having an impact today. AI introduces new tools and platforms that enable faster information transfer, automation of routine tasks, and personalized interaction with customers and employees. Chatbots, automated email systems, sentiment analysis platforms, and translation tools are increasingly being used to improve business communication. It is important to note that the use of AI also carries certain risks (UN, 2021). Excessive automation can lead to customer alienation, a lack of empathy in communication,

and ethical issues related to data transparency and privacy. Therefore, organizations face a challenge - how to harness the power of AI without losing the human component of communication. This paper aims to explore the impact of effective communication and the application of artificial intelligence on business communication channels. Through an analysis of contemporary practices and theoretical foundations, key benefits, risks, and recommendations for developing sustainable communication strategies in the digital age will be identified.

THE IMPORTANCE OF EFFECTIVE COMMUNICATION

Effective communication is not just about transmitting a message from sender to receiver, but also includes understanding, accepting and reacting to the message in the way it was intended. In a business context, this means building trust, avoiding misunderstandings and supporting decision-making. According to Schoeneborn (2011), effective communication is functional, two-way, context-specific and based on active listening and timely feedback. In everyday work, especially in medium and large organizations, communication takes place at different levels – from operational teams to top management. If messages are unclear, not specific enough or are transmitted through an inappropriate channel, entire processes can be blocked. For this reason, many companies invest in communication skills training, corporate communication policies and even communication codes.

Business communication channels are constantly evolving. Traditional forms such as face-to-face meetings, phone calls and email are still widely used, especially in formal processes (ITU, 2018). These channels offer a clear structure and the ability to explain in detail, but they face limitations in terms of speed and availability. In the last decade, digitalization has drastically changed the way we communicate. Tools such as Slack, Microsoft Teams, Zoom and Google Meet enable not only fast and asynchronous communication, but also team collaboration, document sharing, video calls and a built-in calendar for task management. These platforms increase flexibility, especially in organizations with distributed teams or a hybrid way of working. However, digital communication also brings its own challenges – from “screen fatigue”, to the risk of misinterpretation of text messages and a lack of non-verbal communication.

Artificial intelligence is increasingly integrated into everyday business operations. In the communication context, AI tools help overcome the limitations of traditional communication and enable new possibilities. Here are some concrete examples (Anderson & Anderson, 2019):

- Chatbots and virtual assistants – Companies like Amazon, Telekom, and banks in Europe are using AI to answer customer questions 24/7. These systems enable automated responses, service bookings, and even product recommendations.
- Email automation – Tools like Mailchimp and HubSpot use AI to analyze customer interests and send personalized messages at precisely the right time.
- Sentiment analysis – Many companies use this tool to assess whether customer or public responses are positive, negative, or neutral. This is especially useful for public relations and brand management.
- Translation tools – Through tools like DeepL or Google Translate, global teams can communicate quickly and efficiently, even if they don't speak the same language.
- Generative AI (GenAI) – Platforms like ChatGPT are already used in customer service for writing answers, FAQ content, and quickly generating reports or email templates. All this contributes not only to increased efficiency, but also to expanding the capacities of small and medium-sized companies that do not have large support teams.

The benefits of applying AI in communication processes are numerous (Curtis, 2014):

- Speed and availability – automated systems are available at all times and respond in seconds.

- Personalization – systems learn from previous interactions and create messages tailored to the user.
- Resource efficiency – human resource costs are significantly reduced, especially in customer support.
- Better data analysis – AI analyzes communication data and offers insights to improve strategies.

Although AI offers great opportunities, it also carries risks (Dada, 2019):

- Lack of human contact and empathy – customers often complain of “cold communication” with chatbots.
- Accuracy issues – AI sometimes provides incorrect or irrelevant answers, which can lead to a loss of trust.
- Privacy and security – the large amounts of data processed by AI require a high level of protection.
- Ethical dilemmas – especially when customers are unaware that they are talking to an artificial intelligence.

Key positive and negative effects are shown in Table 1.

Table 1. Positive and negative effects of the application of AI in business communication

Positive effects	negative effects
Automation of routine tasks and increased efficiency	Lack of human empathy in communication
Improved user experience through personalized responses	Potential risks to data security and privacy
Support available 24/7 for customers and partners	Probability of misinterpretation of complex messages
Reducing operating costs	Increased dependence on technology and decline in human skills

Source: Dada, 2019; Curtis, 2014.

THE ROLE AND IMPORTANCE OF GOOD COMMUNICATION FOR BUSINESS

Business communication methods are the different ways in which organizations and individuals convey their messages. They include verbal communication, written communication, nonverbal communication, and digital communication. Verbal communication is most often used when it is necessary to convey complex information in person, such as in meetings, negotiations, or telephone conversations. Written communication, on the other hand, includes emails, reports, and letters, and is an excellent method for documenting information. Nonverbal communication refers to body language, facial expressions, and tone of voice, which often carry more meaning than words themselves. Nowadays, digital communication through social media, video conferencing, and websites has a significant impact, allowing businesses to communicate globally in real time.

The communication flow refers to the path along which information moves through an organization. In a business, the flow of communication can be vertical (from management to employees or vice versa) or horizontal (between different departments or teams). Vertical communication flow is critical for communicating decisions, policies, and goals, while horizontal communication flow helps facilitate collaboration between different functions or teams. By effectively managing the flow of communication, organizations can avoid conflicts and achieve greater coordination and productivity.

Communication is a key skill for any manager because it enables effective leadership and motivation of the team, as well as making informed decisions (Kelley, 2022). Good communication allows managers to convey their visions and strategies to the team, provide

clear directions and ensure that all employees are working in accordance with corporate goals. Communication is also critical for building trust, resolving conflicts and ensuring a positive organizational culture. Managers need to be able to communicate at various levels, from leading team meetings to setting priorities for goals.

Communication management in business involves planning, coordinating and controlling all communication channels in the organization to ensure the effective flow of information. This includes developing communication strategies, training employees in the effective use of communication tools and techniques, and ensuring that all information is transmitted in a timely and accurate manner (Popescu, 2013). Well-managed communication helps a company maintain a competitive advantage, avoid conflicts and increase the success of all business processes. It is essential to set clear communication protocols and provide adequate resources to manage communication at all stages of the business process.

SETTING UP A BUSINESS COMMUNICATION PROCESS

Business communication services play a key role in ensuring the efficient and timely exchange of information between employees, management, customers and other stakeholders. These services include email, video conferencing, mobile applications, social media and project management software. With the advancement of technology, businesses are increasingly using these tools to improve communication and productivity, as well as to improve collaboration between different teams and departments (Sharp & Brumberger, 2013). The need for these communication services is increasing, especially in globalized business environments where fast and effective solutions are required for communication between teams in different time periods and geographical locations.

Effective business communication plays an important role in solving numerous problems in the organization. First, it helps to eliminate misunderstandings and miscommunications that can arise during communication between different levels of the hierarchy or between different departments. Second, well-established communication can help prevent conflicts and prevent internal tensions that can reduce productivity. Third, business communications are crucial in resolving issues related to disagreements with customers or partners, enabling an organization to build and maintain trust with those parties (Thomas, et al., 2009). Communication also plays a significant role in crisis situations, when quick and clear information is needed for all concerned.

Setting up a business communication process is essential for an organization to ensure continuity and efficiency in the exchange of information. This process begins with defining communication goals and selecting the most appropriate communication channels. This is followed by the stage of information collection and analysis, which concerns the preparation of messages to be sent to target groups. Then, it is important to ensure clear and timely distribution of information, with effective monitoring and evaluation of communication to ensure that messages are correctly understood. In this phase, feedback is monitored and the communication process is controlled to detect possible weaknesses and improve the effects of communication. Business communication channels are different methods and tools through which messages are transmitted between different stakeholders in an organization. They can be formal or informal, but their main purpose is to enable the effective exchange of information. Formal channels include meetings, e-mail, phone calls and notifications, while informal channels include break conversations, informal discussions and social networks. The channels used for communication should be adapted to the needs of the organization, as well as the nature of the information being transmitted. For a successful business, it is important to choose appropriate communication channels that will ensure timely and accurate exchange of information, as well as that all employees have access to the necessary resources for quick and effective communication.

THE INTEGRATION OF ARTIFICIAL INTELLIGENCE INTO BUSINESS COMMUNICATION CHANNELS

Collaboration between humans and new forms of artificial intelligence (AI) represents a significant transformation in business communication. However, successful collaboration between humans and AI requires both human acceptance of new technologies and training in the optimal use of these tools. Collaboration takes place in two ways: in the process of task automation, where AI provides quick solutions for repetitive activities, and in data analysis, where humans add critical thinking and intuition. Technology can process large amounts of data, but humans remain key to interpreting and applying that data in the context of decision-making and strategy. Therefore, this collaboration combines the strengths of humans and machines to achieve greater efficiency and innovation in business communication (Ledro et al., 2023). In the context of business communication, critical thinking skills become essential for assessing the accuracy, relevance, and ethics of the results generated by GenAI. Sometimes, artificial intelligence can produce irresponsible or incorrect answers, which requires careful review by humans. Because of this, training is needed for workers using GenAI, so they can identify potential weaknesses in the responses and use those results in a way that is useful and accurate (Wang & Shao, 2022). Critical thinking also includes ethical reflection on how the technology impacts the organization and its customers, as well as broader social and economic dynamics.

The integration of artificial intelligence into business communication channels has the potential to transform the entire business communication, making it more efficient, personalized and easily accessible. Artificial intelligence can be used to automate channels such as email, social media, web chats and calls, which significantly reduces the need for manual processing and speeds up the communication process (Valeur & Liekis, 2023). For example, AI can manage customer queries through chatbots or virtual assistants, providing automated responses in real time. AI can also be used to analyze communication data, identify patterns in customer queries and adapt communication depending on customer needs. By integrating artificial intelligence into various communication channels, companies can ensure seamless and effective communication, which will lead to improved customer experience and higher productivity in the organization.

CONCLUSION

The digital age has brought a number of innovations, but at the same time has posed new challenges for organizations that strive to maintain the efficiency, transparency and human face of business communication. Effective communication remains an essential pillar of any successful business, while artificial intelligence is emerging as an indispensable partner in achieving better results. The application of AI enables automation, speed, personalization and analysis of large volumes of data – all of which significantly improves communication with employees and customers. However, the automation of communication must be balanced with human supervision, ethical standards and the constant adaptation of technologies to the specific context of the organization.

Companies that want to successfully integrate AI into their communication strategies need to set clear protocols for using AI tools; train employees to work in a hybrid (human + AI) communication environment; ensure transparency towards customers when communication is automated; develop mechanisms for feedback and improvement of AI-based systems. In the future, the most successful will be those organizations that find a balance between technological innovation and empathetic human communication. That is why the application of AI should not be seen as a replacement for the human factor, but as a tool that complements it. The opportunities offered by artificial intelligence to improve business communication are enormous, but their realization depends on the ability of companies to manage the challenges brought by these new technologies. Businesses that manage to integrate artificial intelligence in a way that preserves human value will increase their competitive advantage and build faster,

more relevant and more effective communication channels. Artificial intelligence, if used correctly, has the potential to change the dynamics of business communication and define future standards for efficiency and innovation in this sector.

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