Effective Business Communication via AI: A New Era of Efficiency and Impact

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Abstract

The world of business is undergoing constant transformation, with communication at its core. In the context of rapid technological advancement and the rise of Artificial Intelligence (AI), business communication—globally conducted in English—has experienced significant changes, particularly since the COVID-19 pandemic. Digitalization and globalization have further reshaped international business interactions, introducing AI-driven tools and English as a Lingua Franca (ELF) as central components of contemporary communication practices.

This paper explores the transformative impact of AI on business communication, focusing on its integration into English for Business (EB) and Business Communication (BC) practices in Georgia. The study examines both the advantages and limitations of AI tools and evaluates their effectiveness in enhancing clarity, efficiency, and cross-cultural interaction.

A quantitative survey was conducted among EB and BC instructors and field practitioners in Georgia. The findings reveal that while AI significantly increases communication speed, accessibility, and linguistic accuracy, concerns remain regarding over-reliance, reduced critical thinking, and ethical implications. The results indicate a strong positive correlation between AI usage and perceived communication efficiency, alongside a clear demand for structured guidelines and training frameworks.

The study contributes to understanding the evolving landscape of AI-mediated business communication and offers practical recommendations for its balanced and effective implementation in educational and professional contexts.

Introduction

As AI technology continues to advance, its role in shaping the future of business communication is growing, offering new opportunities for engagement, personalization, and efficiency that is essential for global business operations. Artificial Intelligence (AI) has emerged as a transformative force in facilitating business communication by breaking down language barriers, enhancing clarity, and increasing efficiency. This literature review examines how AI influences English communication in business contexts, exploring its applications in enhancing accuracy, efficiency, and inclusivity in global business interactions.

AI plays a crucial role in business English communication by enhancing language processing, writing, and verbal skills. Natural Language Processing (NLP) systems help non-native speakers create grammatically correct and contextually appropriate messages, improving clarity in emails and presentations. AI-driven tools like Grammarly and ProWritingAid assist in crafting error-free, consistent, and polished business documents, ensuring improvements in sentence structure and word choice (Bhatia and Gupta, 2021). Another study by Bhatia and Sharma (2020) indicates that AI tools can enhance team collaboration by automating routine tasks, such as scheduling meetings, managing emails, and generating reports. These tools allow employees to focus on higher-level tasks that require human insight, thus improving overall productivity.

AI is also making advancements in verbal communication by enabling real-time language translation and speech recognition systems which enhance verbal communication, transcriptions, and accessibility. As noted by Thompson et al. (2020), they improve verbal business communication by offering quick access to information and enhancing productivity during

meetings or conference calls. Additionally, they improve accessibility for non-native English speakers and ensure that important information is accurately captured and shared (Chen, Wang, & Li, 2021).

In customer service, AI chatbots provide efficient responses, improving satisfaction. They are capable of processing and responding to text-based queries in natural-sounding English, providing a seamless customer experience (Singh and Verma, 2019). Research by Davenport and Ronanki (2018) demonstrates that AI-powered customer service systems can handle a large volume of queries, providing instant responses and reducing the need for human intervention. AI also analyzes customer feedback to refine communication strategies. This capability helps companies understand customer emotions, improve their communication strategies, and enhance overall customer relations (Martinez and Kim, 2021).

AI's ability to analyze vast amounts of data in real time offers significant advantages for strategic decision-making in business communication. AI tools can process customer feedback, market trends, and social media data to provide businesses with actionable insights. According to Smith, Williams, and Taylor (2019), AI-powered analytics platforms allow companies to tailor their communication strategies to target specific customer segments more effectively.

Globally, AI adapts business English to cultural contexts, helping multinational teams communicate effectively. According to Wang and Zhao (2022), AI-driven language processing systems can automatically adjust business English communication to accommodate different cultural contexts. This includes modifying word choice, tone, and formalities to suit specific regional preferences, ensuring that messages are appropriately tailored for diverse audiences.

Literature Review
Evolution of Business Communication

Business communication is a subfield of communication professional application of which clearly defines its profitable environment. It has historical roots in the communications sciences. Thus, the first typical field of this field was rhetoric. After natural sciences began to take shape in the 19th century, economic processes were taken into account from a scientific standpoint as well. Considering this historical viewpoint, business communication is now found in the departments of universities offered as elective as well as compulsory courses in English due to English being Lingua Franca and BELF - Business English as a Lingua Franca in the corporate world and professional communication.

In addition to being useful for international trade and the operations of multinational corporations, a common language is also useful for

understanding the history of the British Empire, which made English the official language for administrative, political, and military purposes. Many emerging nations also appropriated the American educational system from the United States in the 20th century, and English is currently being promoted as an international language in the 21st. The terminology used in business correspondence falls into one of several categories. Standard English language is practiced within a certain social group of experts. As a characteristic of corporate correspondence that appears under the implications of "globalization" Since the 20th century's close, the creation of BELF - lingua franca and global language, English was further strengthened. Therefore, Business Communication in English is not only studied at the Business and Management Department of Universities, moreover its widely offered by the faculties of Humanities and Social Sciences, i.e. English Department offering English as Foreign Language Education and teaching Business Communications in English. As an illustration, the course in Business Communications in English has been offered among elective subjects at Shota Rustaveli Batumi State University since 2013, becoming more and more popular among the students from other faculties and also chosen by Erasmus Mobility students (Poland, Turkiye, etc.).

In addition to communication as a purely technological area of study, IT departments also offer communication as a subject for academic education. As a result, business research and idea sharing are expanded by each of these three academic fields. In contrast to theoretical areas of study, business communication is a heterogeneous field with a strong methodology as an applied discipline of research.

Business Communication in English is led by the professionals in the business world as well as non-professionals involved in particular company operations which carry out business communication. Cultural customs and traditions may influence business communication at the particular local and cultural level of the communication in a firm, at the same time it can affect business communication style. On the other hand, in contexts of globalization, the international cultures and communication styles that follow international habits and rules make it more universal and unique to the world. Globalization and digitalization serve as major factors for making business communication even more universal via BELF and mitigate still existing differences in cultures and still affect international business.

Benefits of AI in Business Communication

Artificial intelligence has become essential for modern business communications, transforming how colleagues and organizations interact both within the company and with external partners. By using AI technologies, companies can enjoy numerous benefits, including but not limited to;

enhanced efficiency and productivity and data-driven decision making. As of 2023, around 35% of companies use Artificial Intelligence (AI) to improve their operations. This usage has grown by 270% between 2015 and 2019. AI helps businesses increase productivity, save costs, and make better decisions (Allen, 2023).

AI has made life easier by handling routine tasks, allowing employees and employers to focus on strategic and creative work instead of time-consuming administrative duties. Here are a few examples of routine tasks that AI has made more time and cost-effective:

For email management, there are a few applications like Sanex, SalesHandy, Email Tree, SmartWriter, Boomerang for Gmail, etc. that help employees draft emails in minutes that would have taken hours before minimizing time for editing and checking grammar. Furthermore, some automated responses decrease the time to manage inboxes. For example: SaneBox analyzes your past email interactions, including which emails you open, respond to, and the speed of your replies. Using this information, it intelligently predicts the importance of incoming emails and sorts them into designated folders accordingly (McFarland, July 2024). Another tool, Boomerang for Gmail is recognized for its email scheduling capability, enabling users to compose emails and set them for future delivery. Additionally, its AI assistant, Respondable, employs machine learning to offer real-time recommendations to enhance the effectiveness of your emails (McFarland, 2024).

Likewise, AI scheduling assistants significantly enhance productivity by effectively managing calendars. Instead of manually adjusting schedules, these AI-powered apps automate the process, allowing users to focus on their tasks. Some of the tools are: Clockwise, Reclaim, Motion, SkedPal, Katch, Trevor, Scheduler AI, etc. For example, Scheduler AI streamlines the scheduling process by reviewing your calendar and proposing optimal meeting times, pre-booking slots to prevent double bookings. It manages rescheduling through email and is beneficial for both individual and group meetings by synchronizing multiple calendars. Users can set up specific meeting types associated with keywords for easier scheduling. Its capability to understand intent and integrate with platforms like Gmail, Slack, websites, and text messages distinguishes Scheduler AI from other tools (Rebelo, 2024). As we notice, tools like SaneBox, Boomerang for Gmail, and Scheduler AI automate and streamline these processes, enhancing productivity and reducing time spent on administrative duties.

Another major benefit of AI in business communication is that it offers data-driven decision-making. In today's rapidly evolving business landscape, data-driven decision-making has become essential for staying competitive. These advancements are particularly impactful in the realm of business

communication, where timely and informed decisions can significantly enhance organizational performance. AI tools have completely transformed data-driven decision-making, making it more accurate, efficient, and insightful. Some of the tools are: Julius AI, Data Lab, Echobase, Polymer, Microsoft Power Bi, etc.

For instance: Julius AI is a user-friendly data analysis tool that simplifies interpreting, analyzing, and visualizing complex data. It caters to users without extensive data science or statistical expertise. The tool supports various formats, including spreadsheets, Google Sheets, and Postgres databases. Once connected to a data source, users can utilize natural language prompts on the Chat page to gain insights or generate visualizations. It's especially suited for straightforward projects due to its ease of use (McFarland, 2024).

Another data analysis AI tool is Echobase, which is a platform designed to enable teams to query, generate, and analyze data through advanced AI models. Businesses can train AI agents to perform tasks such as answering questions, analyzing data, and creating content. The platform features straightforward integration with file uploads or cloud storage sync, requiring no coding. Echobase promotes teamwork by allowing users to assign roles and manage permissions while ensuring data security with AWS encryption. It offers various AI tools like paragraph and email generators and story creators to boost creativity and productivity. Users can try Echobase at no cost, without needing a credit card (McFarland, 2024). As we see, AI is revolutionizing business communication by making data-driven decision-making more precise and efficient, which is crucial in today's fast-paced world.

Overall, AI is changing the way businesses run and make decisions, resulting in smoother operations and improved performance.

Emerging AI Trends Shaping the Future of Business Communication

Numerous AI trends are poised to shape the future of business communication, offering valuable insights into how companies can harness these advancements to remain competitive and adaptable in a rapidly evolving market. Here are a few key trends that will make a big impact.

AI will revolutionize project management by automating the distribution of tasks, monitoring progress, and forecasting project deadlines. Platforms such as Microsoft Teams, Slack, and Asana will integrate AI to help prioritize tasks according to their urgency and the workload of team members, optimizing resource use and ensuring projects are completed on schedule. This is indeed a good news, each year, around $48 trillion is poured into projects. However, the Standish Group reports that only 35% of these projects are deemed successful. The resources squandered and benefits lost from the

remaining 65% are staggering. By 2030, AI is expected to handle 80% of project management tasks, including better project selection, real-time analytics, and automated reporting (Nieto-Rodriguez & Vargas, 2023).

In the near future, a CEO at a major telecom company might use a cutting-edge app to easily keep track of all her organization's key initiatives. This app would provide live updates on project progress, detailed metrics, team morale, and stakeholder involvement. It would also flag any needed changes or risks, suggest solutions, and help prioritize decisions. Therefore, organizations should get ready by investing in AI technologies, enhancing data management practices, and training teams to embrace new tools. Adopting these advancements can greatly enhance project results and boost overall efficiency.

Another rapidly developing area is the improvement of conversational AI and Natural Language Processing (NLP). Natural language processing (NLP), a subset of artificial intelligence (AI), allows machines to understand, interpret, and analyze human language. These NLP models can be trained to process data in various formats, including text (such as PDFs) and audio (such as voice commands). NLP technology is already widely utilized across many industries. Advancements in AI processors and chips enable businesses to develop more sophisticated NLP models, positively influencing both investment levels and technology adoption rates. As NLP models become more efficient, their typical use cases may evolve. To assist business executives in making informed investment decisions, we present our top five predictions for the future of NLP in this article (Dilmegani, 2024).

Advances in sophisticated chatbots and virtual assistants, powered by AI and NLP, are set to revolutionize business communication. These AI tools will manage more complex queries and offer human-like interactions, greatly enhancing customer service and support. They will also be capable of understanding and responding to customer emotions and sentiments, fostering a more empathetic and effective communication channel. Furthermore, AI-powered voice and speech recognition technologies will revolutionize business communication by enabling hands-free interactions and improving accessibility. This will lead to more natural and efficient communication, especially in multitasking environments. Voice assistants will become increasingly common in both customer-facing and internal business applications, streamlining processes and enhancing productivity. As reported by Market & Market, the NLP market size was about $16 billion in 2022 and is projected to grow to nearly $50 billion by 2027 (Dilmegani, 2024).

AI advancements are set to transform business communication, particularly in project management, conversational AI, and NLP. By automating tasks and enhancing real-time analytics, AI will optimize resource use and improve project success rates. Organizations should invest in AI

technologies, refine data management, and train teams to leverage these tools for better efficiency. Sophisticated chatbots and virtual assistants, powered by NLP, will handle complex queries and provide human-like interactions, while AI-driven voice recognition will enhance hands-free communication and accessibility. The NLP market is poised for significant growth, driven by advancements in AI processors and chips, broadening its application across various industries.

Methodology

To explore the effective use of AI in Business Communication (BC), a quantitative survey was developed and distributed among employees in Georgia who use English for business purposes. A snowball sampling method was employed to reach this population, as English-using professionals actively integrating AI in their work are difficult to access through traditional sampling techniques. Initial participants were identified through professional networks and industry contacts, and they were then asked to recommend colleagues meeting the study criteria, creating a chain of referrals. To mitigate potential biases inherent in snowball sampling, efforts were made to ensure that recommendations spanned diverse industries, job roles, and organizational contexts.

The survey instrument consisted of 11 close-ended questions designed to capture participants' experiences with AI in business communication, including perceived effectiveness, frequency of use, and challenges encountered. The questionnaire employed Likert-type scales (1–5) to quantify responses, allowing for both descriptive and comparative analysis. Questions were developed based on a review of prior literature on AI-assisted business communication and English as a Lingua Franca (ELF) in professional settings, ensuring content validity.

In total, 43 respondents completed the survey. The survey was distributed online via the following link: https://forms.gle/NTEsyeS7M4r7ieUe7

Despite its exploratory nature, the study acknowledges limitations, including the relatively small sample size, potential selection biases from snowball sampling, and the subjectivity of self-reported data. Nevertheless, the results provide valuable insights into the current integration of AI among business professionals in Georgia and allow for preliminary inferences regarding its potential effects on the workforce and economy.

Analysis of Results
Results

The survey included 43 respondents, mostly representing educational institutions, with a smaller proportion engaged in the technology sector.

Regarding English proficiency, 64% of respondents reported being Fluent, while 37% reported Intermediate proficiency.

AI Usage Patterns

When asked whether they currently use AI tools for English business communication, 81% responded "Yes," and 11% "Occasionally," highlighting a strong reliance on AI in both education and technology sectors. Among AI tools, ChatGPT was the most frequently used (90%), followed by Google Translate (52%) and Grammarly (32%), indicating high awareness and active adoption of these tools.

In terms of application, AI tools were primarily used for presentations (65%), emails (55%), and reports (48%), while social media usage was lower. Regarding perceived confidence in AI's ability to enhance English business communication, most respondents (29 individuals) indicated "Confident," with 7 reporting "Very Confident," suggesting that employees with higher English proficiency trust AI to support their communication skills.

Perceived Impact on Work Efficiency

A majority of respondents indicated that AI makes their jobs easier and more efficient, with only 4 unsure. Similarly, 65% "Strongly Agree" that AI improves clarity, accuracy, and effectiveness of communication, while smaller percentages were neutral or moderately agreed. Regarding workflow improvements, respondents highlighted faster writing/editing (25), improved accuracy/clarity (24), and more time for strategic communication (18).

When asked about specific challenges AI can address, 67% identified grammar and spelling errors, tone inconsistencies, and content generation, while summarization (18%) and translation (16%) were less commonly cited.

Challenges and Considerations

Respondents expressed awareness of potential drawbacks. On the question of whether AI tools make interactions less personal, 48% answered "Yes, somewhat," and 26% "Yes, significantly." Data privacy concerns were moderate, with 46% "Somewhat concerned" and 26% "Extremely concerned." Integration with existing communication systems was generally smooth, with 37% reporting "Very easy" and 64% "Somewhat easy."

Regarding organizational adoption, 60% reported moderate resistance, 24% high resistance, and 9% observed no resistance. On AI biases, 43% observed them frequently, 43% occasionally, and 17% never. Confidence in AI for critical communication was high, with 37% "Very effective" and 42% "Somewhat effective." Similarly, 37% rated human–AI collaboration as very effective, and 41% as somewhat effective.

Maintenance and ethical usage were viewed positively: 53% felt AI tools needed some updates/retraining, 37% considered their organization's AI usage completely ethical, and 51% "somewhat ethical." Most respondents also reported improvements in overall communication quality (35% significantly, 53% somewhat). Finally, regarding future engagement, 30 respondents indicated they were very likely to use AI tools for English business communication over the next five years, demonstrating strong anticipated adoption.

Analytical Insights

Overall, the findings indicate that AI is widely adopted and trusted among English-using professionals in Georgia, particularly for tasks requiring accuracy and efficiency. While respondents recognize potential challenges— such as depersonalization, data privacy, and bias—they generally perceive AI as enhancing productivity, clarity, and collaboration. These results suggest that AI integration can meaningfully support business communication, with adoption likely to increase over the next five years.

Note: Presenting these findings in tables or figures would improve clarity and allow for more direct comparison of key percentages across questions.

Conclusion

To sum up, AI has the potential to revolutionize business communication in English, making it more efficient, personalized, and impactful. However, it is crucial for businesses to navigate the challenges of ethical considerations, human connection, cost, and transparency. By embracing a responsible and strategic approach, businesses can leverage the power of AI to create a new era of effective and meaningful communication in the digital age.

Based on the study results it is recommended to invest in employee training to ensure that they understand and can effectively utilize AI tools. Furthermore, it is essential to develop clear ethical guidelines for using AI in effective business communication in English, ensuring transparency and accountability. We need to continuously evaluate and refine AI business communication strategies in English based on data-driven insights and user feedback. For effective business communication in English it needs to take steps to foster a culture of collaboration and communication between AI tools and human employees to achieve optimal results.

We do believe that by embracing AI with careful consideration and strategic implementation, businesses can unlock its full potential to enhance communication, build stronger relationships, and ultimately drive success in the modern marketplace. However, it is crucial to keep in mind that AI is a

tool, not a substitute for human knowledge and engagement. Businesses may create a more meaningful and engaging communication experience by striking a balance between human interaction and AI-powered communication.

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