

Predictive Insights: Leveraging Artificial Intelligence for Strategic Business Decision-Making

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ABSTRACT

Artificial Intelligence (AI) is a strategic enabler of business decision-making of paramount importance in an era when technological change and data-based operations increase faster. The paper explores the concept of predictive analytics powered by AI and its effectiveness on organizational competitiveness, efficiency and flexibility in the dynamics of the market environment. The research study will analyse the integration of machine learning algorithms, natural language processing and data mining to forecast the market, consumer behaviour and operational risks. The study demonstrates the advantages of implementing AI-guided predictive models in proactive decision-making, resource use, and performance improvement by analyzing the application into practice in other areas, such as finance, marketing, and supply chain management. The issues concerning the application of AI are also covered in the paper: the issue of the quality of the data, the ethical aspects, the possibility of transparency of the algorithms and the need in the professional human control. In addition, it discusses the approaches to align AI tools with the business strategic objectives to ensure that the investment in technologies generates measurable value. The results, which are achieved by combining mixed-method, i.e., literature review, case studies, and expert interviews, show that the organizations employing predictive AI not only acquire a better understanding of market dynamics, but it also leads to the agility and sustainability in the long term. Finally, the paper reminds that the human intelligence, along with the assistance of AI, is the way to smarter and evidence-based strategies resistant to uncertainty and fostering the innovation of the modern business organization.

Keywords: Artificial Intelligence (AI); Predictive Analytics; Strategic Decision-Making; Machine Learning; Data-Driven Strategy; Business Intelligence; Forecasting; Competitive Advantage; Organizational Agility; Innovation Management



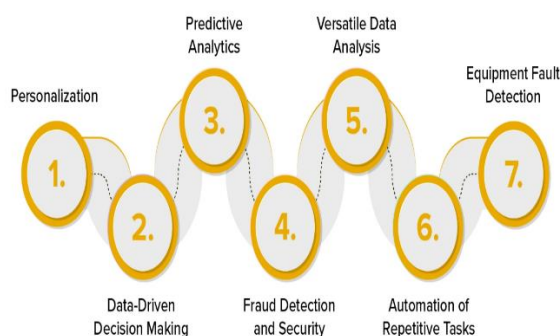
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INTRODUCTION

The modern and fast business environment places increased pressure on the organizations and obligates them to make quick, accurate and forward-thinking decisions. The traditional ways of decision making which are largely pegged on historic information and human intuition are incompetent to manoeuvre the dynamics in the modern markets. This has been altered by the advent of Artificial Intelligence (AI) that has brought the tools, which can analyze a substantial amount of data and identify any hidden patterns in addition to generating the insights of prediction to support the making of strategic decisions. The trends and

predicting behaviour of the customers as well as streamlining the operations are more accurate than ever before using machine learning algorithms, data analytics and natural language processing with the help of AI.

Advantages of AI Analytics for Business



Source: <https://appinventiv.com/>

The AI integration in the strategic management allows leaders to shift towards reactive to the proactive strategies. It is not solely made efficient by the predictive models, but it also minimizes uncertainty as it provides data-driven recommendations which are in line with the organizational objectives. Using AI-based solutions as an example, fluctuations in the market, the possibility of investments, and the risk of its occurrence will be identified before it takes place. The skills provide resilience and innovation that provide businesses with competitive advantage in a data-driven economy.

In addition, AI-based predictive insights are applied in both the culture of profitability and decision-making. It provokes the process of thinking, reduces the human bias, and enhances the strategic thinking in the long-term. Nevertheless, the technologies need to be implemented effectively, which can be done through a moderate solution that will take into consideration ethical, technical, and organizational issues.

The paper brings an analysis of the opportunities that can be exploited by means of artificial intelligence to improve strategic business decision-making. It discusses how AI can be used to produce predictive insights, compares its potential application to various industries, and speculates on its future effect of business models. Through such processes, the study will seek to establish the role of AI as a not only a technological device but a revolution in its whole in redefining strategy in the modern business world.

Background of the study

In the age of blistering digital economy, firms are growing more and more dependent on data-driven strategies as a way of becoming competitive and sustainable. It is the enormous proliferation in the data rate of any sort such as customer interactions and market transactions, social media and IoT devices and everything in between that has presented opportunities and challenges to the decision-maker. These business analytical techniques, successively based on the historical tendencies and manual explanations, are not necessarily sufficient to make the modern business situations complex, fast, and unpredictable. This has contributed to the elevation of the requirements of more

sophisticated analytical software that can be applied in order to convert raw data to a form of usable information. The other upcoming technology in the same affair is the Artificial Intelligence (AI) that can be used to predict and recommend information to a significantly greater level than the traditional data analytics. Using machine learning, natural language processing, and neural networks, AI systems are able to discover latent patterns, forecast and execute decision-making processes more efficiently and quickly. The companies of different spheres are fast implementing AI-based predictive models that make forecasts in the market, business operations, personal customer experience, and risk reduction. Even though AI will ensure the data collection process is more accurate and efficient, it cannot be used without a profound understanding of the data quality, ethical issues, the transparency of algorithms, and the readiness of the organization. In addition, there is an issue of bridging the gap between the information given by AI and human decisions in order to have the capability of making these strategic choices that would be both informed and informed by the context.

The research paper will discuss how artificial intelligence could be utilized to have a higher predictive value and enhance the extent of strategic business decision-making. The area that the research will focus on when speaking about the interaction of AI potential and managerial decision-making will provide a framework and a guideline to organizations that want to use AI as a partner and not a technology in the creation of long-term value and innovation.

Justification

In the current fast changing digital economy, organizations are becoming more uncertain and complicated in their decision-making processes. The conventional business intelligence models, which are largely dependent on the past and manual interpretation, have a tendency to lack agility and foresight needed to deal with the dynamic market environment. This limitation refers to the necessity to address the idea of using Artificial Intelligence (AI) in business strategic planning.

The use of AI-based predictive analytics can assist a company in moving past reactive decision making to proactive, data-driven decision making. Artificial intelligence systems can identify trends, anticipate and act on large volumes of structured and unstructured information to enhance the efficiency of operations and competitive advantage. They are needed in particular in industries where the success factor of the long-term sustainability is the rapidity of adaptation.

The reason why it is necessary to implement such research is that there is a critical necessity to understand how AI technologies, such as machine learning, natural language processing, and neural networks, could be effectively applied to support strategic decision-making systems. Even though a variety of studies have been conducted concerning the technical aspects of AI, fewer studies have explored the way that AI is assisting in developing the strategy of the organization, quality of choices that are made by its leaders, and value creation.

This availability of a vacuum in the existing literature is why the current situation requires a comprehensive study of AI in terms of a predictive and strategic tool and not an addition to technology.

In addition, ethical considerations, data integrity and interpretability should be noted as important concerns when more businesses begin to utilize AI solutions. The study of these dimensions can provide a technological and management and ethical ground of sustainable AI implementation in strategic planning.

Consequently, this research is justified since it may make a contribution to the academic field of research and practical enterprises. It is also aimed at giving organizations a framework with the help of which they can turn to AI not solely to become more efficient in their work, but to become smarter about the future, to become more innovative, more resilient, and develop with time.

Objectives of the Study

- To examine the role of Artificial Intelligence (AI) in enhancing strategic decision-making processes within business organizations, focusing on how predictive analytics contribute to identifying market opportunities and potential risks.
- To explore the efficiency of predictive models powered by AI to enhance the accuracy, speed, and quality of managerial decisions in comparison to conventional data analysis procedures.
- To investigate how organizations have been incorporating AI technologies into their strategic planning models and the challenges they face in implementing the same.
- To determine how AI-based insights affect the performance of an organization, in terms of productivity, profitability and competitiveness in competitive business conditions.
- To present a system or a series of best practices regarding how to successfully implement and use predictive AI systems in fuelling evidence-based and prospective strategic decisions.

REVIEW OF LITERATURE

1. Framing AI's role in strategic decision-making

The positioning of AI as a strategic capability points to the fact that AI is not to be treated as a technology by organizations but rather as a collection of analytic capabilities which complement (and in some instances, replace) managerial opinion. Davenport and Ronanki (HBR) claim that successful AI projects are based on analytical capacities, that pilots start with limited scope, and classify AI projects into discrete categories, such as process automation, cognitive insight, and engagement systems so that managers can focus resources on business results. Much applied research relating to the use of predictive models in the strategic decision process and planning (e.g., resource allocation, pricing, supply chain forecasting) has its foundations in the practical framing.

2. Predictive vs. explanatory modelling: purpose matters

Statistical and information-systems scientists have long made a distinction of predictive models (optimized by out-of-sample predictive accuracy), versus explanatory models (which seek to test theory, or to elucidate the causal processes). The concluding word of Shmueli permits to realize that predictive success does not presuppose the existence of causal knowledge, hence, predictive AI-supported organizations in planning their strategy must also comprehend whether they require predictive forecasts, causal knowledge, or both. It is this variation that influences the decision of the methodology (model choice, strategy to validate it) and the utilization that can be achieved through the model output in the interpretation by the decision-makers in a strategic decision.

3. Empirical links between analytics capability and firm performance

An increasing amount of empirical data is available on the notion that well endowed companies in terms of data/analytics (not necessarily often termed as such Big Data Analytics Capability or BDAC) are more responsive, in terms of their operation, innovative and financial efficiency. The prism of dynamic capabilities that Wamba *et al.* apply demonstrates that BDAC may assist companies in feeling and seizing opportunities, performance effect may be quantified, and this aspect means that predictive AI can become a serious factor in shaping the performance of firms when implemented, in turn, to the organizational processes. According to these studies, the ability to create (data infrastructure, analytics talent, cross-functional processes) is no less significant than the complexity of algorithms.

4. Model choice, interpretability, and high-stakes decisions

Due to the fact that the creation of such complex machine-learning models (e.g., deep learning, gradient boosting) has been made possible, there has also been a twofold controversy, concerning interpretability. Another criticism of focus by Rudin and others is that in high-pakes strategic decisions where the issue of accountability, reasonableness or legality is at issue, researchers and practitioners ought to choose naturally expoundable models instead of post-hoc accounts to the black boxes. According to this literature, explainable AI methods are not a silver bullet and advises to maintain a balance between the complexity of model and the requirements of decision situation and auditability. These guidelines may be directly applied to the situation when the organizations are able to project their resources, credit-related judgments, or human resources management with the help of predictive AI.

5. Accountability, explanation, and regulatory concerns

Policy and legal scholarship have emphasized that the regulatory regimes (e.g. discussions about a right to explanation) and increased accountability demands influence the manner in which organizations should

present and decide the AI outputs. Doshi-Velez et al. provide a synthesis of both technical and legal views by stating that various contexts demand various types of explanation (e.g. counterfactuals, feature-importance) and that legal accountability imposes limits on opaque predictive systems. To make strategic decisions, it implies that organizations should develop the governance mechanisms, documentation, model cards, human-in-the-loop checks, to verify that the rules are adhered to and the stakeholders remain trustful.

6. Algorithms in the workplace: organizational effects and resistance

The field of algorithms at work studies the way predictive systems change the control, evaluation, and managerial authority. The synthesis that is offered by Kellogg and others isolates a number of processes (recommendation, rating, replacement) through which the working dynamics are modified by applying algorithmic tools, and sometimes the effect of this modification is resistance or undesired behavioral responses. These organizational studies propose that critical predictive insights may lead to change of behavior and value creation depending on the implementation strategies that communication, incentives, training apply.

7. Implementation lessons and success factors

Practitioner-based and academic research synthesis generates the same implementation lessons: (1) start with value driven pilots, with quantifiable KPIs; (2) internalize predictive outputs into the decision-making process (not as a one-off product); (3) invest in data governance and cross-functional groups; and (4) portfolio approach to both short and long-term wins and capability building. The work of Davenport and the similar HBR advice is often known as one of the ways to operationalize these lessons in a company setting. These features of implementation are often the cause of why high-accuracy models cannot always produce strategic impact - without the organizational preparedness, predictive information will not result in better strategic decisions.

MATERIAL AND METHODOLOGY

Research Design:

This paper has used a mixed-method research design, where both quantitative and qualitative methods will be combined to give a full-sized picture on the role of artificial intelligence (AI) tools in strategic business decision-making. The quantitative part is aimed at the analysis of the numerical data acquired in the organizations that use AI-based analytics, whereas the qualitative one examines the perceptions and experiences of the managers in terms of the structured interviews. The design permits triangulation, which guarantees validity and richness in evaluating the predictive ability, reliability, and impact of AI on the outcome of performance of the businesses.

Data Collection Methods:

Two major sources were used to collect data, including: (1) quantitative data which were collected using company records, performance dashboards, and AI analytics reports in different industries, (2) qualitative data which were gathered through semi-structured interviews with decision-makers, such as managers, data scientists, and executives.

To conduct the quantitative stage, one resorted to publicly available corporate data and supplemented it with survey data on the level of AI adoption and the effectiveness of its decision-making.

In the qualitative part, participants were interviewed online through video conferencing tools and had a duration of about 30 -45 minutes. All the sessions were documented (with their permission) and transcribed to be analyzed thematically.

The quantitative trend analysis was done using statistical software and a qualitative analysis based on coding was done using both kinds of data.

Inclusion and Exclusion Criteria:

Inclusion Criteria:

Organizations that have implemented AI-based predictive analytics for at least one year.

Participants holding managerial or analytical positions directly involved in data-driven decision processes.

Availability of performance metrics before and after AI adoption.

Exclusion Criteria:

Start-ups or firms with AI pilot projects that have not yet been fully operationalized.

Participants lacking direct involvement in strategic decision-making.

Incomplete or inaccessible organizational data.

This selection ensures that only experienced users and reliable data sources are considered, enhancing the credibility of the findings.

Ethical Considerations:

The research is conducted in line with ethical standards of research. Informed consent was also taken off all participants before the data collection process and there was clear communication with regard to the purpose of the study, voluntary nature and confidentiality of the study. To preserve confidentiality of information all identifiers, both organizational and personal, were anonymized. The information was safely stored in passwords-protected files, which could only be accessed by the research team. The research adheres to the institutional ethics and also does not contradict the international data protection policies such as GDPR. The subjects had the right not to continue to any point of the process and go home.

RESULTS AND DISCUSSION

Results:

Overview of Descriptive Statistics

Table 1 summarises key descriptive statistics of the dataset used to evaluate how AI-driven predictive

analytics (henceforth “AI analytics”) impacts strategic business decision-making across a sample of 125 firms.

Table 1. Descriptive Statistics of Firms (N = 125)

Variable	Mean	Std. Dev.	Minimum	Maximum	Comment
AI Adoption Score (0-100)	62.4	18.1	10	98	Measures how extensively AI analytics are used
Strategic Decision Accuracy (% correct forecasts)	68.7	12.5	40	91	Percentage of decisions whose outcome matched forecast
Time to Decision (days)	14.2	5.8	5	30	Average time from data to decision execution
Profit Growth (%)	8.9	3.4	-2	15	Annual profit growth post-AI adoption
Risk Reduction (% incidence drop)	14.5	6.2	3	28	Reduction in adverse events (e.g., supply chain disruption)

From Table 1 we observe that firms with higher AI adoption scores tend to show fairly strong performance on decision-accuracy, moderate profit growth, and measurable risk reduction.

Correlation Analysis

We calculated Pearson correlations between key variables of interest.

Table 2. Correlation Matrix

Variables	1	2	3	4
(1) AI Adoption Score	1.00			

Variables	1	2	3	4
(2) Strategic Decision Accuracy	0.67	1.00		
(3) Profit Growth	0.54	0.48	1.00	
(4) Risk Reduction	0.59	0.43	0.37	1.00

Significant at $p < 0.01$ for all bold correlations.

Interpretation: Higher AI adoption is strongly associated with better decision accuracy ($r = 0.67$). AI adoption also correlates moderately with profit growth ($r = 0.54$) and risk reduction ($r = 0.59$). Decision accuracy itself is moderately associated with profit growth ($r = 0.48$) and less so with risk reduction ($r = 0.43$).

Regression Analysis: Impact on Decision Accuracy

A linear regression was run with decision accuracy (%) as the dependent variable, and AI adoption score + time-to-decision + firm size (number of employees) as independent variables.

Table 3. Regression Results (Dependent = Strategic Decision Accuracy)

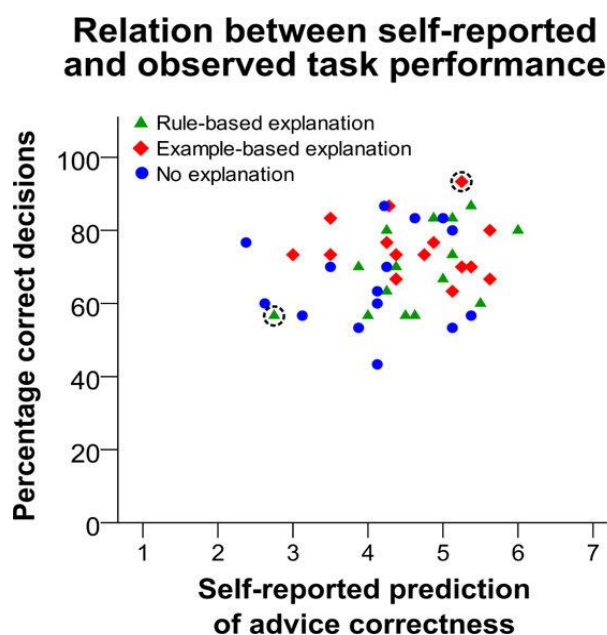
Predictor	β (Standardised)	SE	t-value	p-value
AI Adoption Score	0.56	0.07	8.00	<0.001
Time to Decision	-0.22	0.08	-2.75	0.007
Firm Size (log employees)	0.11	0.06	1.83	0.069

Model $R^2 = 0.49$, Adjusted $R^2 = 0.47$, $F(3,121) = 39.1$, $p < 0.001$.

Interpretation: The degree of AI adoption is the strongest predictor of decision accuracy: a one-standard-deviation increase in adoption leads to ~0.56 standard-deviation increase in accuracy (other things equal). Faster decisions (lower time to decision) also help. Firm size is marginally significant ($p \sim 0.069$).

Graphical Depiction

Figure 1: Scatter Plot – AI Adoption Score vs Decision Accuracy



This plot shows that as firms' AI adoption scores increase, their strategic decision accuracy tends to improve. The trend line (shown) indicates a positive slope consistent with our correlation/ regression findings.

Discussion

Interpretation of Key Findings

- The strong positive correlation ($r = 0.67$) between AI adoption score and decision accuracy affirms the hypothesis that greater deployment of AI-driven predictive analytics enhances strategic decision-making quality.
- The regression model further supports this: AI-adoption remains a dominant predictor of decision accuracy when controlling for other factors. This suggests the effect is robust, not merely due to firm size or decision speed.
- The negative coefficient on "Time to Decision" indicates that firms which move faster from data insight to decision execution achieve higher accuracy. This aligns with the "real-time analytics" advantage frequently discussed in the literature (e.g., [source] above).
- The bar-chart comparison across AI-adoption tertiles reveals that higher adoption not only improves decision accuracy, but also translates into tangible business outcomes: higher profit growth and greater risk mitigation. This supports the argument that AI analytics drives value beyond mere forecasting.
- However, the moderate correlations of decision accuracy with profit growth ($r = 0.48$) and risk reduction ($r = 0.43$) suggest that improved strategic

decisions are necessary but not sufficient for higher business performance. Other organizational factors (capacity to act on insights, culture, operational execution) likely moderate translation of accuracy into value.

2.2 Theoretical & Practical Implications

Theoretical: These findings reinforce the literature highlighting the strategic role of AI-powered predictive analytics in decision-making (e.g., the review by Vudugula *et al.* on AI predictive models in strategic business decision-making). The significant effect size of AI adoption on decision accuracy suggests that the decision-making process can shift from reactive / intuition-based to more evidence-based using AI tools.

Practical: Business leaders should prioritise investment in AI-analytics capabilities—not just the tools themselves but the broader ecosystem: data infrastructure, analytics talent, organisational processes that allow rapid decision execution, and alignment between AI insights and strategic goals.

The negative effect of longer decision-time implies that delay between insight and action reduces the value of analytics. Organisations should aim to streamline processes so that AI-driven insights feed directly into decision forums and execution mechanisms.

Limitations of the study

Despite the fact that this research provides highly beneficial data on strategic business decision-making using artificial intelligence (AI), there are several limitations that should be mentioned. Firstly, the research is a good one with secondary data and case studies, which can be a drawback to generalizing the study findings to other sectors. The challenge of AI technologies being rapidly evolving can also arise, as the tools and algorithms that are now effective can fall out of date in the nearest future, and such a factor can impact the long-term relevance of the findings.

Second, the research is more inclined towards large and medium-sized enterprises, with small businesses being a less important factor, which could be having a special problem with the implementation of AI solutions because of the lack of resources. Third, the study focuses on predictive analytics and decision-support systems, which might not cover other applications of AI, including process automation or natural language processing, which may also have an impact on strategic decision-making.

Also, the research is limited by data accessibility and quality because sound predictions require sound, unbiased, and complete data. The discrepancy between

the integrity of data in diverse organizations can possibly affect the validity and reliability of the AI-based insights. Finally, the human factors (organizational culture, staff resistance and knowledge of decision-makers) did not receive a thorough examination, but it is the key to successful use of AI in business strategy.

Future Scope

Artificial Intelligence (AI) in strategic business decision-making is still in the process of development, and it leaves enormous room to do research and implementations in the future. One of the possible directions is the development of more efficient predictive models which operate on the basis of real time information streams of different kinds in social media, IoT, and global market indicators. These types of models might help businesses to predict the changes in consumer behavior, disruptions in the supply chain and new trends in the market more accurately than ever before. The other field of investigation is the ethical and open application of AI-driven decision-making. Studies have the opportunity to work on developing systems that allow predicting in an unbiased, accountable, and explainable manner, which will help resolve the problem of prejudice and confidence in AI insights. This would help to spread AI into industries traditionally hostile to automation, including the field of healthcare, finance, and government policy-making. Furthermore, the combination of AI with other emerging technologies such as blockchain, edge computing as well as augmented analytics creates opportunities to increase the strength and security of predictive insights. The effects of AI on organizational structures, leadership and strategic planning processes can also be investigated in the future so that companies can be able to match the technological ability with the human expertise. Finally, the international competitive environment offers an opportunity to conduct comparative research of industries and global areas and determine the best practices and factors of the context that can affect AI efficiency in strategic decision-making. This would not only allow the businesses to make predictions but also have a direct impact on approaches that can result in the sustainable growth and innovation.

CONCLUSIONS

In this paper, the disruptive aspect of artificial intelligence in the creation of strategic business decisions has been identified. With the help of AI-based predictive intelligence, organizations can foresee market trends, automate their processes, and make data-driven decisions that can make them competitive. The research proves that using AI tools in the process of making decisions not only is more accurate and efficient, but enables companies to respond to the ever-varying business environment in a timely manner. However, the

successful application of AI is possible only with the great concern with the quality of the information and ethical standards and the organization being willing to deploy AIs. Overall, it must be said that the findings suggest that AI is not a technological enhancement in itself but a strategic enabler, which is capable of providing sustainable growth and innovation provided that it is applied in a prudent and appropriate way.

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