

A Review of Generative AI in Organizational Management: Potential, Challenges, and Future Directions

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Abstract

Generative AI (GAI) presents a transformative force for organizational management, offering vast potential to enhance efficiency, improve decision-making, foster innovation, and deliver exceptional customer experiences. This review delves into the current state of knowledge surrounding GAI applications within various organizational functions. It explores the potential benefits of GAI in areas such as automating repetitive tasks, generating data-driven insights, and supporting creative innovation processes. Additionally, the review examines the key challenges and considerations associated with GAI implementation, including ethical concerns, data security and privacy risks, and potential job displacement. Finally, the review outlines key future research directions, emphasizing explainable AI, human-AI collaboration frameworks, the development of ethical frameworks, and longitudinal studies to assess the long-term impact of GAI on organizations and society. By acknowledging both the opportunities and challenges associated with GAI, this review aims to provide a comprehensive resource for organizational leaders and researchers seeking to navigate the rapidly evolving landscape of AI in organizational management.

Keywords

Generative AI, Organizational Management, Review, Potential, Challenges, Future Directions