

Generative AI-Driven Management

Transforming Business, Strategy
and Decision-Making

Dr. Pooja Gupta

Dr. Shally

Mr. Manish Gulyani

Dr. Shobhna Goyal



Generative AI-Driven Management: Transforming Business, Strategy and Decision-Making



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Editor

Dr. Pooja Gupta

Co-Editors

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and Dr. Shobhna Goyal

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Preface

The emergence of Generative Artificial Intelligence (GenAI) is transforming the contemporary business landscape at an unprecedented pace. Technologies based on Large Language Models, AI agents, intelligent decision-support systems, and generative applications are moving beyond conventional automation and becoming integral to strategic planning, innovation, knowledge management, customer engagement, human resource management, financial decision-making, supply chain operations, and organizational transformation. As organizations increasingly explore the potential of these technologies, understanding their managerial implications has become essential for academics, practitioners, policymakers, and future business leaders.

The edited volume **“Generative AI-Driven Management: Transforming Business, Strategy and Decision-Making”** has been developed to provide a multidisciplinary platform for examining the rapidly evolving relationship between Generative AI and contemporary management. The book brings together scholarly contributions that explore how Generative AI is reshaping managerial practices, organizational structures, business models, strategic processes, and decision-making approaches in an increasingly digital economy.

The volume encompasses a diverse range of themes, including **Generative AI and the future of modern management; Large Language Models and their business applications; AI-enabled strategic planning and decision-making; AI-driven business model innovation and digital transformation; Generative AI in human resource management, marketing, customer intelligence, financial management, risk analytics, supply chain, and operations management; intelligent decision-support systems; business intelligence and data analytics; AI agents and autonomous decision-making; and Human–AI collaboration and the future of work.**

The book also recognizes that technological advancement must be accompanied by responsible and ethical adoption. Accordingly, attention has been given to **responsible, explainable, and secure Generative AI; ethical decision-making; AI governance; regulation; transparency; accountability; cybersecurity; data privacy; and digital trust.** These dimensions are particularly important as organizations increasingly rely on AI-generated information and AI-assisted decisions that can influence employees, customers, investors, and wider society.

Another important focus of this volume is the transformative potential of Generative AI in developing **customer experience, digital consumer behaviour, education, skill development, managerial competencies, social transformation, and digital inclusion**. The changing nature of work and the growing interaction between humans and intelligent systems demand new capabilities, new organizational approaches, and a continuous rethinking of managerial roles.

The chapters included in this volume collectively seek to address not only what Generative AI can accomplish, but also **how organizations should adopt, govern, manage, and strategically integrate these technologies**. The contributors provide conceptual insights, empirical evidence, case-based perspectives, and critical discussions that can help readers understand both the opportunities and challenges associated with AI-driven management.

This edited volume is intended to serve as a useful academic and professional resource for **researchers, academicians, management students, business leaders, entrepreneurs, consultants, policymakers, technology professionals, and practitioners** interested in the intersection of Artificial Intelligence and management. It is particularly relevant in an environment where technological capabilities are evolving rapidly and organizations must continuously adapt their strategies to remain innovative, competitive, responsible, and resilient.

We sincerely hope that this collection of scholarly contributions will stimulate further research and interdisciplinary dialogue on Generative AI and its implications for management. The editors also hope that the insights presented in this volume will contribute to the development of responsible AI practices and support organizations in creating meaningful value through human-centred technological innovation.

The journey towards AI-driven management is not simply about adopting new technologies; it is about **reimagining how organizations think, learn, innovate, decide, and create value**. This volume is a modest contribution towards understanding that transformation.

Editor

Dr. Pooja Gupta

Co-Editors

Dr. Shally

Mr. Manish Gulyani

Dr. Shobhna Goyal

Acknowledgement

The successful completion of an edited academic volume is the result of the collective efforts, intellectual contributions, and continued support of many individuals. We take this opportunity to express our sincere gratitude to everyone who contributed directly or indirectly to the development of **“Generative AI-Driven Management: Transforming Business, Strategy and Decision-Making.”**

First and foremost, we express our heartfelt appreciation to all the **authors and contributors** who responded to the call for chapters and shared their research, ideas, experiences, and scholarly perspectives. Their valuable contributions have provided the intellectual foundation of this volume and have enriched its multidisciplinary character. We are grateful for their commitment to exploring the opportunities, challenges, and implications of Generative AI in contemporary management.

We sincerely acknowledge the contribution of the **reviewers and academic experts** who devoted their valuable time to reviewing the submitted manuscripts. Their constructive feedback, critical observations, and academic suggestions have helped strengthen the quality, relevance, and clarity of the chapters included in this volume.

We extend our sincere thanks to **Empyreal Publishing House** for providing the publishing platform and for supporting the editorial and publication process. We appreciate the cooperation and assistance extended throughout the various stages of compilation, editing, formatting, and publication of the volume.

We are also grateful to the **management and academic leadership of our respective institutions** for their encouragement and support. The academic environment provided by our institutions has encouraged us to engage with emerging areas of research and undertake this collaborative editorial initiative.

Our sincere appreciation goes to our **colleagues, research scholars, students, and academic peers** whose discussions, suggestions, and encouragement contributed to the development of this volume. Their interest in emerging technologies and contemporary management practices provided additional motivation to undertake a work focusing on one of the most rapidly evolving areas of modern business.

We also acknowledge the efforts of everyone involved in the **coordination, manuscript communication, editing, proofreading, formatting, compilation, and publication** of the chapters. Although many of these contributions remain behind the scenes, they have been essential to bringing this volume to completion.

A special word of gratitude is reserved for our **families, friends, and well-wishers**, whose patience, encouragement, understanding, and constant support made it possible for us to devote the necessary time and effort to this academic endeavour.

Finally, we express our gratitude to all those who believe in the importance of **responsible innovation, interdisciplinary research, and knowledge sharing**. Generative AI is reshaping the foundations of management and decision-making, and meaningful engagement with this transformation requires collaboration among researchers, educators, industry professionals, policymakers, and society at large.

We hope this volume will serve not merely as a collection of research chapters, but as a **platform for reflection, discussion, innovation, and further inquiry** into the evolving relationship between Generative AI and management. We sincerely believe that the ideas presented here will encourage researchers and practitioners to explore new possibilities while remaining attentive to the ethical, social, organizational, and human dimensions of AI adoption.

With gratitude to all who made this scholarly endeavour possible, we present this volume to the academic and professional community.

With sincere gratitude,

Editor

Dr. Pooja Gupta

Co-Editors

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Mr. Manish Gulyani

Dr. Shobhna Goyal

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Editor

Dr. Pooja Gupta

Co - Editors

Dr. Sushil Kumar Sharma
Mr. Mohit Singhal
Ms. Shivani Shukla

ABOUT THE BOOK

Generative AI-Driven Management: Transforming Business, Strategy and Decision-Making explores the rapidly evolving role of Generative Artificial Intelligence in reshaping modern management and organizational practices. As businesses navigate an increasingly digital and competitive environment, Generative AI is emerging as a powerful tool for enhancing productivity, innovation, strategic thinking, and decision-making.

The book examines how organizations can integrate Generative AI into key managerial functions, including business strategy, marketing, operations, finance, human resource management, customer engagement, and organizational development. It highlights the ways AI-powered systems can support managers in analyzing information, generating insights, automating routine activities, developing innovative solutions, and responding more effectively to changing market conditions.

Beyond technological capabilities, the book emphasizes the importance of responsible and strategic AI adoption. It discusses opportunities and challenges related to data, ethics, human-AI collaboration, organizational change, and the evolving skills required by managers and professionals.

Designed for management students, researchers, academicians, business leaders, entrepreneurs, and professionals, this book provides a contemporary perspective on the intersection of Generative AI and management. It offers valuable insights into how organizations can leverage emerging technologies while maintaining human judgment, creativity, and strategic vision. The book ultimately presents Generative AI as a transformative force capable of redefining how businesses think, compete, innovate, and make decisions.



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