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## Artificial Intelligence (AI) and Socio-Cultural Management – A systematic review of AI's effect on decision-making

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**Abstract:** Artificial intelligence (AI) has the potential to have a significant impact on culture and social management for effective decision-making, both in the way people create and consume digital data and media and in the way people interact with each other. As artificial intelligence continues to evolve and become more common in our lives, it is important to explore how it can affect civilisation and take steps to ensure that the benefits of this technology are widely disseminated. For effective use of data and information, social parameters such as business and politics are certainly using AI applications to forecast issues and challenges and make effective plans for growth; therefore, it's very crucial to mention that AI can be used as a very effective tool of decision-making. One of the most important ways AI influences culture is through the creation and consumption of data. AI-based influences are increasingly being used to create a wide range of socio-cultural transformations. The paper mainly deals with the demonstration of AI-based socio-cultural management and decision-making for the constructive growth of society. The present paper effectively concluded that AI can certainly disseminate digital knowledge of socio-cultural changes and transform the growth of new public opinion and perception for better planning and decision making.

**Keywords:** Artificial intelligence (AI), Public opinion, Social system, Digital Transformation, Decision making

## 1. Introduction:

In the present era of the digital revolution, cultural leadership in social systems mainly evaluates how things move traditionally and ignores digital changes, as management and cultural systems normally work in a traditional way. The reason behind this is, in general, people with old thinking and approaches; it's true that there are so many criteria that show the dependency on cultural and traditional values and backgrounds. In this perspective, it's very difficult to create a new culture in a new situation, as people with traditional ideologies always use their own values and criteria and apply them in their workplace, whether locally or globally. Cultural management and social systems need to rely on digital transformation and dynamic systems that are highly competitive and sustainable in times of digital revolution. It's very clear to consider the developmental parameters, the digital revolution has been seriously called into question as society and social management, especially cultural institutions, non-profit organisations, and other cultural activities, are not working as per the mark in terms of transformation. It's very much needed that the social elements work effectively to lead to a drastic change in the overall planning of each cultural activity, which means that new cultural events need drastic support from digital technology.

In the present scenario, artificial intelligence is certainly one of the core factors that help in social development and provide data for global unification, and we are using those data to shape society in a constructive framework. Of course, there are some challenges in cultural management systems, self-regulation mechanisms, and the decision-making process in the context of globalised information transmission, but these digital platforms certainly provide a comfortable situation to the cultural management. Here it's very important to mention that according to analysts Bernard Marr, AI plays a very important role in data transformation, which is giving new face to the changing cultural base development in society.

Today, in the era of the digital revolution, artificial intelligence has inspired the growth of society and social capital, as people and social agencies heavily depend on artificial intelligence for all their information-based needs. There are numerous scholars who have worked and concluded that artificial intelligence has a deep meaning in the present scenario, as it is very helpful in the development of digital habits to enhance digital practices, including research and innovations. In this context, digital influence is very crucial and needs special attention for the socio-cultural growth of society, as, both directly and indirectly, artistic intelligence certainly has a role in the development of cultural leadership to give new face to the cultural development of society and business organisations (Knees, Schedl, Goto;2020). AI also focuses on the aesthetics and ethics of society, as most social agencies are using artificial intelligence with the objective of earning more with advanced levels of production and outcomes. Therefore, the culture of accepting digital tools and learning habits has changed drastically, and the new phenomenon that is continuously coming across is that without AI, one cannot explore new ideas and creativity. The present study mainly used the following factors to understand the usefulness of AI in managing social parameters and growth:

- Cultural management and the social system
- Cultural management, artificial intelligence, and digital applications.
- scopes of digital assimilations
- AI-Powered Business Intelligence
- Impact on cultural diversity in content production.

The present research deals with the development of new approaches to social development and global unification. Artificial intelligence is no doubt playing a vital role in the development of new frameworks and dealing with the challenges of social management systems (Pastukhov;2019). This paper would also point out how artificial intelligence is

providing the best platform to enhance capacity for better decision-making and cultural management for a better understanding of society.

In terms of cultural management, artificial intelligence is providing meaning to the data for a clear understanding of new beliefs and values in society and social systems. In fact, artificial intelligence is giving dynamic control to the digital change of society to reform the social elements and their role in the socio-professional development of social agencies(Qureshi, Z. 2019). However, AI is also feeding digital humanism and taking care of human considerations; it may be criticised by some scholars (Sethi&Shrma, 2020), but AI also has the core characteristics of social handling and data evaluation to give a clear vision to social unifications and reasons to establish a constructive relationship between the individual and society, which is the main concern of digital corporations.

In the 21st century, artificial intelligence has given new parameters to integrate life and professional developments. It is becoming important to consider the cultural implications and professional development of the organisation to understand new notions of people and society. The value of AI in understanding cultural values in any organisation is crucial. Artificial Intelligence (AI) is adding value to the social and professional working conditions by providing correlation to the cultural representation and giving it new meaning (Spotify;2021). One of the core issues AI deals with in this context is understanding cultural perspectives and experiences. If data is not favourable or incomplete, AI makes it complete, but it also has negative on consequences. Therefore, AI is good when used in a generative format.

The other sections of the chapter also critically analyse AI and its effectiveness in the growth of 'business intelligence culture', which is well supported by digital assimilations. The AI has a deep role in making business effective and provides a culture of idea assimilation where people can make an idea pool for constructive development(Zuboff, S.;2018). The ideal of business, like new start-ups, can be a part of such a pool.This paper also comments that artificial intelligence has a valuable usefulness in the technological development of society. The AI has a data bank for the related issues and concerns.

Artificial intelligence has thepotential to add values and transform the social association's gives new shape to the progressive perspectives and experiences; AI certainly gives ideas for the future by reducing the risk factors. However, the ability of artificial intelligence to represent different cultural points of view. The future of artificial intelligence and its impact on cultural diversity in business production is complex and diverse (Singh AK; 2019). While artificial intelligence certainly has the potential to promote cultural diversity in business production, it depends on a number of factors, including the evolution of artificial intelligence technology, the role of human oversight, and the ethical and responsible use of business ideas created by artificial intelligence. As artificial intelligence technologies evolve, it is important to take these factors into account and strive for a future in which ideas created using artificial intelligence are culturally sensitive and inclusive.

Considering all the allied factors and parameters for social transformation, artificial intelligence is a very crucial pillar to promote cultural diversity and sensitivity from all perspectives of decision-making. It is necessary to understand that further developing artificial intelligence technology is very demanding as it gives correct and relevant data for decision-making and human control (Singh AK, 2019).

The present study could mainly apply all these associations and seek to evaluate the significance of AI in decision-making for sociocultural development as the impact of artificial intelligence on social associations and cultural management is complex and diverse, and these factors are important to consider as artificial intelligence technology continues to evolve for a better understanding of future plans and their effective applications.

## **2. Statement of the problem and Objective of the Chapter**

In the present study, the role of artificial intelligence and people's control has been examined effectively with the help of technology-oriented decision-making and its impact on social conditions and the professional control of management. Due to the effective use of AI, social management and decision-making are really becoming challenges, and in the new arena of professional advancement, social management is also facing a new ideological transformation. The present study mainly focused on the impact of AI on social management and digital assimilation for the effective development of an effective digital culture. Considering the mentioned problem, the following objective has been framed:

1. To understand the significance of artificial intelligence in social integration and cultural management
2. To evaluate the impact of artificial intelligence in digital Assimilation for development.
3. To analyse the digital geopolitical conflicts and management of decision support system.

## **3. Research Methodology**

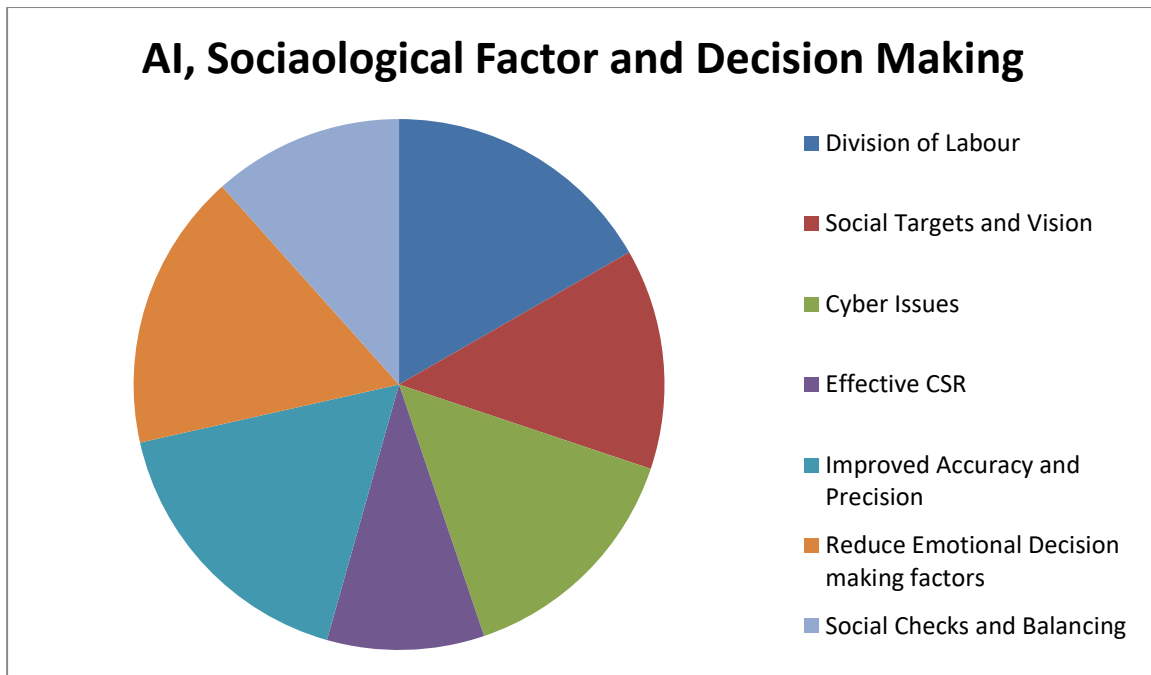
The methodology used to understand the aim of the review paper is mainly to go deep into the concept of the impact of AI in social development and decision-making for better use of data and its applications. The article mainly focused on the evaluation of AI and its valuable advantages for sociocultural management and decision-making in social development. The present paper is very objective, and the researchers have gone through around 20 different papers written by many scholars and articles on popular social and scientific websites to analyse the use of AI in social progress and its related challenges and ethical concerns, which is very essential for socio-cultural management in any progressive society. By critically examining existing literature and analysing the related factors and variables, this article seeks very close insights into the significance of AI in decision-making for future social development. The findings of this study can inform decision makers, researchers, and policymakers in utilizing AI technologies responsibly and effectively in various domains. The outcomes of the papers chiefly emphasise the effective use of artificial intelligence in decision-making for the socio-cultural development of society and social capital. AI can also have a positive impact on social policy-making in various domains.

## **4. Discussion and Analysis**

The advantage of artificial intelligence in decision-making is the socio-political growth of society.

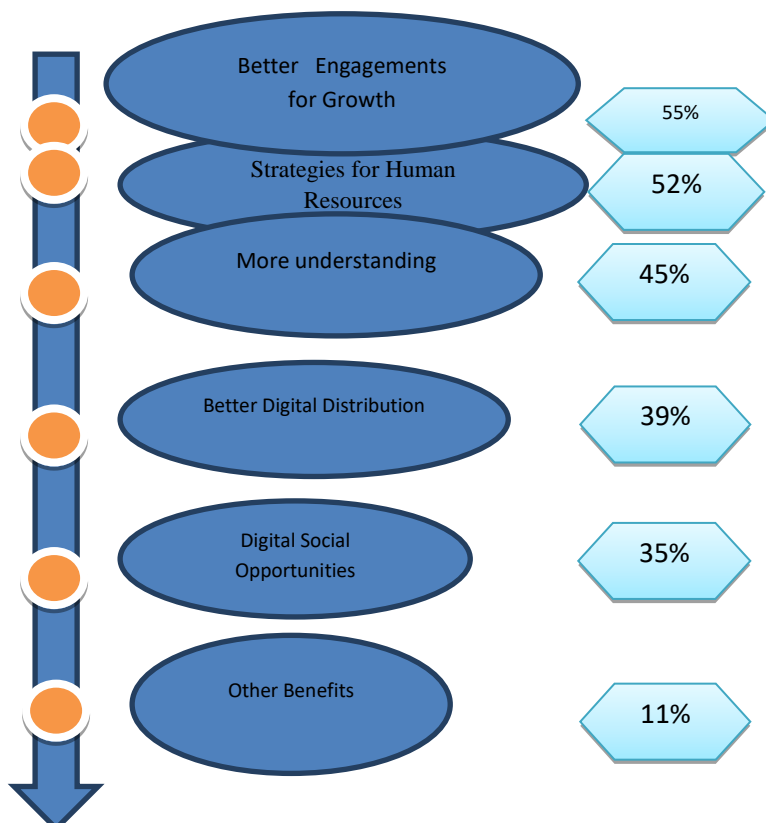
### ***4.1 Increased use of data in social relationships***

Social management and a progressive approach are keys to social development. The present study tries to analyse the value of AI systems and their effective use in society by social elements, which certainly leads to the effective use of data and information available with the highest degree of efficiency. Certainly, AI leads to the generation of quality analytical capacity to understand the values and usefulness of social factors and develop better intercommunity relationships.



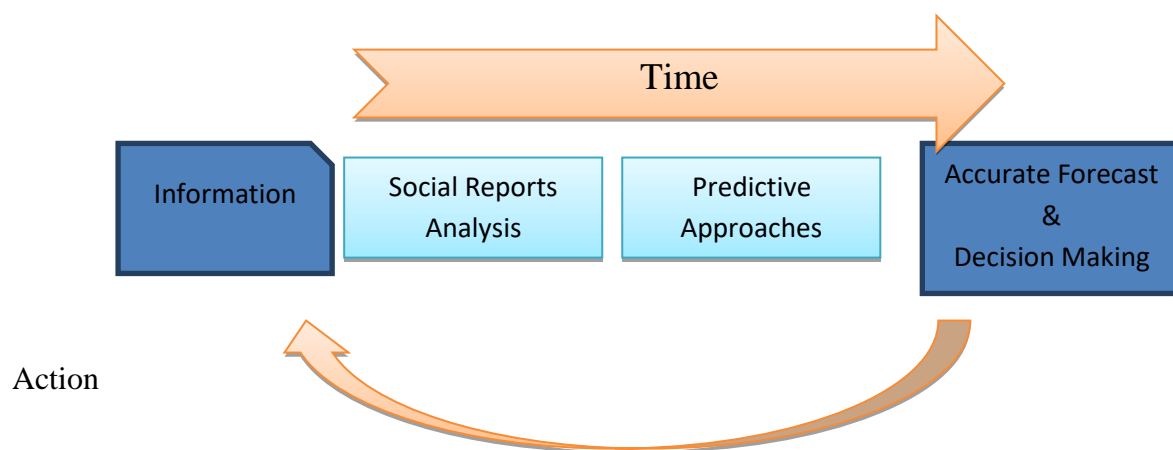
#### 4.2 AI tools and reduction of errors

AI applications are certainly capable of providing complex human resources and labor division strategies. The AI tools are really effective in reducing errors and provide a high degree of tasks that require creativity and the ability to think critically (Bughin, Manyika, &Woetzel, 2017). The research-based analysis of the available data also pointed out that the AI can provide details on social concerns and issues related to socio-cultural aspects of decision-making. Artificial intelligence has given a new face to the growth of intellectual ways to explore social opportunities.



### 4.3 Innovative Predictive Analytics

AI techniques, particularly the machine learning algorithms have allows an innovative format of predictive analytics. Such kind of predictive approach would provide the future insights and trends of the social developments and its related challenges. Certainly, the better version of innovative predictive analysis would support the better decision making domains of the society and understand the future issues and crisis situations of the social agencies like culture, political, economic, market trends, medical issues and also the technological concerns. The analysis made it very clear that technology and digital media-based data help in decision-making and forecasting the future. AI manages date distribution, provides data consistency, and also provides easy access to data gaps. The AI-based data has not been influenced by human emotion; therefore, it is much unbiased and provides the right support for the decisions.



**Fig.1.1 AI & Predictive Approach Model**

More recently, social systems have been digitally modified with the help of new technologies like artificial intelligence. As mentioned in the fig.1.1, in the digital world, artificial intelligence is making meaning out of data and giving rise to new attitudes for accurate forecast and decision making, new senses of social beliefs, and new values for the organised work culture in society. A dynamic digital control system is one of the digital data and algorithms in the era of digital change. Specifically, artificial intelligence has become an essential part of our lives and social growth, which is certainly playing a crucial role in decision-making and cultural reformation in the meadow of social information transfer. In a similar way, digital culture is also growing in the same way and positively has a clear impact on globalisation, internationalisation, and working as very important factors in a growing information society. The globalisation of information transmission stems from the dominance of mobile phones, digital media, wireless applications, cyber communities, digital learning, and, comprehensively, allowing people to think in a digital society with electronic management skills. The AI mainly works on data that comes from culture, and when such data gets interpreted in a specific way, it certainly helps in the development of overall social parameters exclusively based on culture. These are some of the applications of globalisation in the field of information and communication and certainly describe the social factors of information transmission in which digital technologies work well, as the social capitals in the present era have a remarkable dependency on digital applications and tools, and therefore

cultural management, artificial intelligence, and electronic learning definitely deserve new attention in the 21st century.

### **5. Artificial Intelligence: Cultural Management and Effective decision Implementations**

In this present digital age, when social capitals are trying to understand various dimensions of cultural assimilations and its relationship with artificial intelligence, people definitely have to consider the modern change and recent developments as the basic growth of society and the way people's mindsets are addressing the cultural management in the context of the global integration of information and communication. Cultural management and social systems are very important structures for the development of different levels of socio-economic perspectives, both locally and globally. The digital citizenry is changing society and social perspectives towards access, production, and dissemination of media content. The present digital citizens are focusing more on the modernization of cultural perspectives and beliefs, enhancing multi-skilled literacy skills, and comprehensively, the level of people's acceptance of global culture has now increased. In this digital age, as people are more inclined towards digital applications and AI, it certainly provides data for change and provides constructive viewpoints to make decisions as per cultural variables. This is certainly creating a space for cultural assimilation and comprehensive cultural development. Additionally, the critical concerns in AI and cultural management s related to communications platforms consist of five main components:

- Data transfer devices are designed to use data content.
- Information and communication content is designed to create and process information for effective decision making
- The role of digital networks is to transmit content for social integration.
- IT institutions are using the power of digital content to improve communication and globalization.
- Information and communication security ensures communication between humans and robots using artificial intelligence.

These are the five most important factors that can be considered pillars of digital culture management and social systems. Info-communication manages the artificial intelligence platform between humans and digital tools such as robots and other applications, as well as the regulatory process and social interest-based communications. It can be mentioned there that the relations between digital applications and social capital are applying these to industrial computing and giving direct control of digital society in the hands of the digital world. This is mainly possible through advanced communication, and the level of communication is achieved only if you take into account the entire administrative process, from control by the human brain to the control function. It's very evident that we are living in an era of digital growth and development, and almost everyone is now using AI and other digital applications for gathering almost every kind of information for their general and specific development and global interactions (Singh AK; 2019). AI Technologies are positively adding values and changing the socio-cultural perspective in global arena and assimilating local and global cultural production. Google and UNDP, for example, are developing research spaces and working hard in research projects that explore the use of our computers in artificial intelligence applications and explore certain management and learning issues in the creation of cultural products and services. According to The Economist, "digitalization has certainly gave a new parameter to the market in people are using their ICT tools to get benefit consumers in several ways. This can expand the choice as more and more companies compete to provide an expanding range of services, and this can also raise standards because platforms are reliable for all possible business and marketing strategies. In

this respect, large organizations and other companies are using AI and digital applications to develop plans and strategies to develop mechanisms to create cultural capital for the public interest to monitor the cultural management system, as global regulations are not only working on marketing and branding but also provide a platform for global interactions and further influence neo-culturism.

Digitally active people are mainly associated with the several ventures to regulate mechanisms as required by the present scenario to manage digital content and major events on their information and communication content platforms. In the present digital world, companies and markets are getting decentralised, as this is a need of the hour, and they are strongly promoting digital transactions. Such transactions not only influence people but also have a deep impact on their beliefs and values. In this context, multinational companies are also taking a deep interest in influencing the concepts of global information cash (GIC) and cultural information cash" (CIC). These strategies can change the trading features of the cultural economy and cultural market values, as it is very important to protect cultural rights and freedom of expression and also to promote cultural capital in real ecosystems (physical and digital). In this context, it was also concluded by many scholars that AI and digital applications cannot create culture in the same way that humans can create cultural objects. But these tools are playing a very crucial role in maintaining the factual information flow and communication networks through cultural exchange in the global market and supports the people to take appropriate decision and plan strategies to face future risk.

### **5.1 The Values of the ‘digital Culture’ – Scopes of Digital Assimilations for constructive growth of social operations**

Assimilation of diverse cultural philosophies is the main goal of many governmental setups and global organisations, which can be called pluralism or multiculturalism. These conceptions are really important in the present era of globalization. As per social theories and phenomena of public interest, people are changing their ideas and beliefs as required, but the technologies certainly have a big role in the development of new digital democracy for constrictive social operations, especially in the years of the supremacy of social networks and disinformation in the conditions of globalisation of information and communication technologies. In this context, China can be a very good example and case to consider, where the political and business are working together using AI and making plans for social growth and development. China is exclusively applying these ideas under the social *credit system* (Bernad.2024). Many scholars have developed many models, such as the business intelligence model, which is very effective in digital transformation, and now services from every level, from private to public, are involved in digital information flow as most people are on the digital divide. In this respect, Mckinsey (2018) mentioned that organisations that achieve digital revolutions are very successful, such as

- They can communicate very quickly, be clear, and easily navigate the overall planning.
- They inspire and implement digital technology to achieve maximum output.
- They can use the information for maximum collaboration and idea exchange.
- They can use and focus on skilled people to ensure long-term success.

Therefore, digital transformation is very much required to support human behaviour and technological assimilation to enhance people's responses to learning. BI is really providing new notions for development. This is very clear from the evidence that BI and digital transformation are deeply linked. Many business professionals pointed out that AI and digital transformation efforts are providing insight into the future footprint.

The business-intellectual cultural idea (BIC) is a dynamic concept for introducing the product of cultural management as a self-regulating mechanism for protecting the general interests and digital transformation of cultural organizations. It will also contribute to creating greater



regulatory value and public interest for the management and organisation of cultural products and transactions in an era of digital change. The main advantages of the digital transformation with respect to business-intellectual cultural ideas are:

- 1) Values of Cultural Management and Digital Transformation: The values of cultural management can drive the mechanisms of regulation of cultural goods (products and services) and distributed digital transformation in the era of digital change.
- 2) Administrative values of the cultural process": This is type of value that complements the first is the value of cultural processes in management systems, which allows cultural professionals to be a dynamic mechanism for managing processes in cultural organizations. The organization, planning, management, regulation and evaluation of cultural management and activities normally considered as a part of digital system and these are mainly responsible for the data based decision making process in the context of ICT globalization
- 3) Strategic values of cultural actions - The strategic values of cultural events enable cultural leaders to develop competitive strategies in their management systems and transform digital transactions into works of art at the national, regional and global levels

Currently, business organizations, global institutions and working professionals are integrated into a new paradigm of cultural content in the context of the globalization of information and communication for the creation, production and management of cultural products and services is called the "information and communication paradigm". This is very evident and scholarly mentioned that public interests and ethical parameters should be measured and evaluated at various level and should pay close attention to the appropriate definition and development of constructive scenario which supports professionals to use data and information for appropriate decision making.

The dynamics of cultural leadership and management systems depend on how professionals create rules and digital transactions, as professional organisations create them in a modern way, ignoring public interests, moral norms, and self-regulation mechanisms that are traditionally built. According to our rules, organisations perform in a chaotic system of rules. In most countries, the system of self-regulation of digital transactions is considered poorly developed to provide sufficient safeguards against abuse without legal support in the age of digital transformation. The culture of self-regulation, in which cultural leaders and administrators traditionally think, will be very different from the culture of self-regulation, in which the principle of public interests and moral values is built globally in an era of digital change.

#### 6. **AI-powered social Management and digital Intelligence**

Business intelligence is helping the decision-making part of humans, as the present requirements of business organisations are very intensely using data mining, analytics, and other innovative technologies to reach decision-making. Artificial intelligence is now a basic need of any organisation, but it also has some implications for cultural changes in the working conditions of organisations. Artificial intelligence programmes can help with learning and making smart decisions. With the help of artificial intelligence, BI tools can generate clear and useful information from the data they analyse and help companies more easily synthesise huge amounts of data into an agreed-upon action plan. According to the value of artificial intelligence-based business intelligence, the contribution of artificial intelligence and BI will forever change the way companies operate in three fundamental ways:

- Data democratisation: Business users can easily find and understand data-based information without any technical or scientific training in data processing.

- Next-generation natural language processing: NLP is able to understand and use natural language tasks, study user interaction, and adjust and correct information. Automatic data cleaning and preparation: the system performs the painstaking work of preparing data for analysis, freeing up IT analysts and business users for more productive work.

### **6.1 The future of artificial intelligence and its impact on Social Audit**

As artificial intelligence technology evolves, it is vivacious that such technology will have significant impact on the cultural management in the professional organizations. Artificial intelligence is very effective and have potential influence present working scenario and in the development of different perspectives and experiences and minimize the risk of unintentional alterations or adverse impacts. However, there are several other factors too which have a constructive impact on the future of artificial intelligence.

One of the most important features is the continuous growth of artificial intelligence technologies. As artificial intelligence systems evolve, they can use various standpoints and experiences to develop unique system of different mind-set. Furthermore, as the use of artificial intelligence becomes more prevalent in cultural production, it is likely that system created with artificial intelligence will become more culturally advance and active.

Besides, some concerns are also there which influence the imminence of artificial intelligence and its impact on cultural management and business intelligence. Remarkably, Human control is critical to ensure that artificial intelligence is used as tool to support social development. As artificial intelligence systems evolve, the role of human oversight is likely to become even more pronounced. Lastly, it's very evident that the scope of AI and its impact on cultural management in business development certainly depends on how AI systems are used in practice.

## **7. Conclusion**

Artificial intelligence and digital applications have certainly given new perspective to the socio-cultural development of society, as responsible agencies are using AI data and tools effectively to make appropriate decisions for future growth and reduce risk. Certainly, the world is changing, new ideas are developing at a very fast pace, technologies are getting connected, and humans are using all the digital tools for information exchange to enhance new order development and cultural assimilation. This study evaluated the various information and research papers present on the web sources and tries to analyse the usefulness of AI in decision-making from the perspective of socio-cultural parameters of society. The study was very objective and focused on the significance of artificial intelligence and social transformations. The study has sharply represented the contexts and perspectives on the use of digital media for socio-cultural transformation on the present social platform.

Artificial intelligence (AI) is becoming a core factor in cultural development and social management. It is very evident from the discussion in this study that artificial intelligence and other digital applications certainly have an impact on cultural diversity and cultural management. In social platforms or in any organisational setup, artificial intelligence is taking part in the ideological development, and now the data is coming from all directions to the people, and the present digital consumers are using the same data from the conceptual development of the high-degree society. The study also pointed out in this paper that artificial intelligence-generated content is used to create innovative and exciting forms of content that promote cultural sensitivity and inclusivity, it can have a positive impact on cultural diversity in content production.

Last, it can be concluded here that artificial intelligence (AI) undoubtedly has an impact on cultural management and social development through digital content and data sharing. Artificial intelligence (AI) certainly has a deep role in human insight. Therefore, it's very clear that the objective taken into consideration in this paper is that artificial intelligence tools are very useful in decision-making for social progress and socio-cultural development. Artificial intelligence technologies and other digital tools take these factors into account and work towards creating a future in which artificial intelligence-generated content is culturally sensitive and inclusive. Modern communication technologies have improved the key factors that are shaping the cultural evolution of society. Artificial intelligence (AI) can have a fundamental impact on the process of cultural evolution that shapes the flow of information, ending with artificial intelligence factors involved in the creation of culture itself, from music and fine art to scientific discoveries.

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