AI-DRIVEN CORPORATE COMMUNICATION: EVALUATING CHATGPT'S IMPACT ON ANNOUNCEMENTS, ENGAGEMENT, AND TRANSPARENCY

Rishita Rai, Nilanksha Sachdev

Research Scholar, Deviprasad Goenka Management College of Media Studies, Mumbai, Maharashtra, India.
rishitarai132002@gmail.com

Assistant Professor, Deviprasad Goenka Management College of Media Studies,
Mumbai, Maharashtra, India. *nilanksha@gmail.com*

Abstract

The incorporation of an AI-powered software such as ChatGPT is transforming business communication through the automation of announcements and facilitating the clarity of messages. The research analyzes how ChatGPT affects corporate announcements, especially in its ability to enhance employee participation, transparency and communication effectiveness across diverse industries. With a mixed-methods design, incorporating a survey (n=55) and in-depth interviews with HR managers were used to gather data.

The quantitative findings identify robustness in IT and media industries with more clarity and involvement of AI created announcements. Yet, retail and government sectors struggle with tone and context robustness. Qualitative insights identify robust themes such as greater transparency, efficient communication, and diversity and inclusion. Participants recognized that ChatGPT successfully standardizes messaging, minimizing ambiguity and providing consistency in corporate disclosures.

Even with these advantages, apprehensions remain over the emotional tone of AI-based messages, the necessity of industry-specific tailoring, and the regulation of AI-based communication. Retail and government respondents observed that announcements generated by ChatGPT sometimes fall short of the emotional sensitivity necessary for delicate subjects, potentially inviting misinterpretation. In addition, overdependence on AI without proper human judgment introduces ethical and operational issues.

The research concludes that although ChatGPT greatly improves communication efficiency, a hybrid model that integrates AI-generated content with human editing is necessary. Organizations must implement AI tools strategically so that automated communication is aligned with industry requirements and has a balance between efficiency and emotional intelligence. Long-term adoption patterns and best practices for incorporating AI into corporate communication models should be researched in the future.

Keywords: *ChatGPT, corporate announcements, AI communication, employee engagement, transparency, sector-based impact, workplace efficiency.*

INTRODUCTION

During the age of digital transformation, artificial intelligence (AI) has dramatically transformed the corporate communication landscape. Among the most significant developments in this area is the advent of AI-based language models such as ChatGPT, which have dramatically changed the way organizations craft and distribute messages. Historically, corporate releases have depended on human experience to make them clear, relevant, and emotionally engaging. But with the increasing demand for efficiency, consistency, and automation, AI-driven tools are increasingly being implemented in business communication processes. This research finds out how ChatGPT is used in corporate announcements and analyzes its effect on communication effectiveness, employee engagement, and sector-based differences.

Corporate announcements are an important element of company communication. They act as the intermediary between employees and management, providing critical updates regarding company policies, performance, organizational restructuring, and crisis management. These announcements have a direct impact on employee motivation, workplace transparency, and company culture. Unclear or patchy announcements give rise to miscommunication, low motivation, and distrust of management. With the emergence of AI-based communication tools, companies can now automate and standardize their announcements, making them more accessible and uniform.

The accelerated growth of artificial intelligence (AI) has caused its universal acceptance in numerous industries, such as corporate communication. AI language models such as ChatGPT have emerged to prominence

for their capability to create human-like content, streamline communication procedures, and boost productivity. Nonetheless, even though it is increasingly used, little extensive research has been conducted on the effect of ChatGPT on corporate announcements—one of the most essential areas of organizational communication.

REVIEW OF LITERATURE

In today's digital age of transformation, incorporation of artificial intelligence has significantly transformed the platform of corporate communication, transforming the ways in which organizations communicate and interact with their stakeholders (Tan, 2023). Part of the vanguard of these technological innovations is the introduction of AI-powered language models, represented by ChatGPT, that have evolved into powerful tools with the ability to produce humanlike text, automate communications processes, and increase overall productivity (Zhang, 2024). The models utilize cutting-edge methods in natural language processing, supervised learning, and reinforcement learning to understand and create text that almost mirrors human-created content (Roumeliotis & Tselikas, 2023). Corporate communications, as the key link between employees and management, communicate vital information related to company policies, performance indicators, organizational redefinition programs, and crisis management procedures. The effectiveness and clarity of such announcements directly affect employee motivation, promote transparency in the workplace, and influence the organizational culture at large (Roumeliotis & Tselikas, 2023).

The Rise of AI Language Models in Business Communication
AI language models, especially ChatGPT, have been identified as highly influential tools in business communication. These models have proved capable of creating human-like messages, which could redefine the way organizations design and disseminate messages (Johnson & Lee, 2022). The use of such technologies in business environments is one aspect of a larger movement towards AI-led communication strategies. The use of AI technology in corporate announcement procedures has been seen to increase accessibility and consistency in messaging. This automation can potentially solve the problems of inconsistency and inefficiency in corporate communication (Taylor, 2023). Yet, how much AI can mimic the subtle understanding of human communicators is a point of contention in the literature.

Corporate Announcements: Significance and Challenges
Corporate announcements are an indispensable connection between employees and management, communicating vital details on company policies, performance, organizational restructuring, and crisis communication (Brown et al., 2020). Literature has detailed the direct influence of these announcements on employee motivation, transparency in the workplace, and organizational culture. Literature has also indicated that poorly written and inconsistent announcements have the possibility of causing miscommunication, low motivation, and loss of trust in management (Garcia, 2019).

Effect of AI on Communication Effectiveness
As much as language models based on AI provide optimistic potential in generating content, the effect of such content on the effectiveness of corporate communication is still not well explored. According to some research, AI-generated content can have the same tone and style in every communication, an aspect that might improve message clarity (Wilson, 2022). But other researchers contend that the subtle grasp of context and emotional intelligence needed in delicate corporate communications might prove difficult for AI to exactly mimic (Anderson, 2021). The connection between AI-made corporate announcements and employee engagement is a topic that needs more research. Early research has been inconsistent, with some reporting increased engagement through more regular and reliable communication (Roberts, 2023), and others noting concerns over perceived authenticity and individual touch in AI-composed messages (Chang, 2022).

Ethical Implications and Future Research Directions
The uptake and effectiveness of AI across business disclosures differ significantly by industry. Sectors under greater regulatory scrutiny, for example, finance and healthcare sectors, have been slower to adopt because of compliance issues (Miller, 2022). Conversely, technology and retail industries have moved more rapidly to adopt AI-powered communication resources, which may give rise to industry-specific best practices and pitfalls (Patel, 2023). With the increasing use of AI in corporate communications, ethical issues related to transparency, accountability, and the risk of bias in AI-generated content have become significant research areas (Thompson, 2023). Future research can involve longitudinal studies on the long-term effects of AI on corporate culture, comparative studies of human-created versus AI-created announcements, and the creation of hybrid models that integrate AI efficiency with human monitoring and emotional intelligence.

The utility and usability of this research on how ChatGPT is affecting company releases are various. Technically, it probes into how advanced language models with artificial intelligence are changing corporate procedure dissemination, feeding timely insights about business operation uptake within such release structures. The

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March 2025
Special Issue on Artificial Intelligence in Interdisciplinary Studies

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research focus on how AI-generated releases are influencing business impacts comes first in their significance considering business communication effectiveness plays a prominent role in either inner or external organizational transactions. By examining the relation between AI-authored content and worker participation, the study addresses top areas of work dynamics and workplace culture. Sector-specific results in the study present valuable guidance in decision-making processes across sectors. In addition, the study's exploration of the ethical concerns behind AI uptake within business communications is essential to sensible adoption. It also provides a foundation for ongoing research in the rapidly expanding field, pointing toward areas requiring more research. The results' practical value could actually inform business communication practices, hopefully rendering corporate disclosure more effective and efficient. The interdisciplinary nature of the research, bridging technology and business administration, renders it more relevant. Furthermore, implications of the research also extend to economic considerations, potentially influencing the deployment of resources and strategic option in companies. Lastly, through exploring AI's impact on the dynamics of the workplace and on corporate culture, the study assists in responding to a larger question of AI's societal impact.

OBJECTIVES

1.   Assess the effect of ChatGPT on the effectiveness and consistency of corporate announcements in various industries.
2.   Compare employee interest in AI-driven and human-developed company communication.
3.   Examine industry-specific issues and best practices in implementing AI-powered corporate announcement solutions.
4.   Determine ChatGPT's contribution to enhancing transparency and communication effectiveness.

METHODOLOGY

In order to achieve the objectives of the study, that is, to understand the impact of ChatGPT integration on corporate announcements, the study uses a mixed-methods approach, integrating quantitative and qualitative analysis. To comprehend the efficacy, engagement, and industry differences in AI-based corporate messaging, the researcher used content analysis, organized surveys and in-depth interviews with corporate communication professionals. The content analysis was sector-wise responses to ChatGPT-based corporate announcements. The research covered AI-Driven Efficiency in Corporate Communication, Sectoral Adaptation & Customization, and The Role of Human Oversight in AI-Generated Announcements.
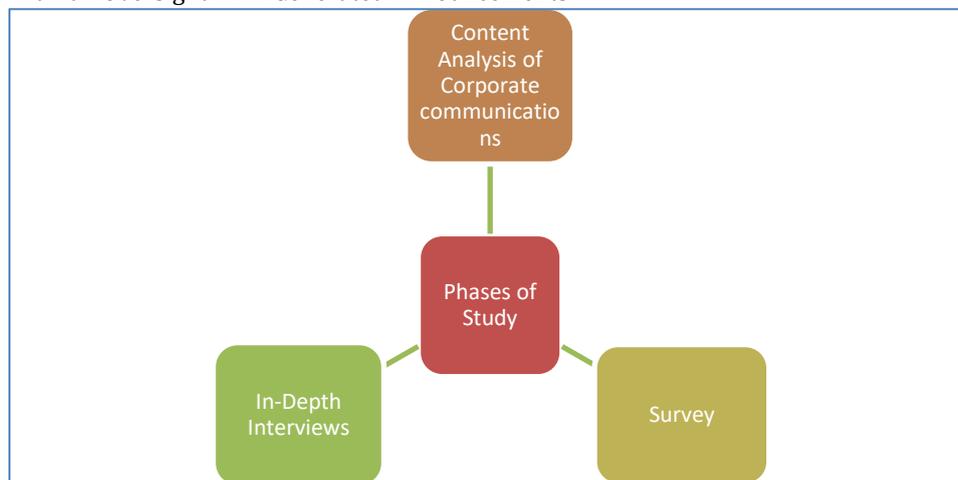

Figure 1.1 – Phases of Study

Respondent sample was obtained through convenience snowball sampling, with employee and HR manager representation from a range of industries. Survey questionnaires (n=55) offered quantifiable insights into ChatGPT announcements' clarity, transparency, and levels of engagement, while five qualitative interviews with HR managers reflected on AI use in workplace communication.

Data analysis was conducted with the use of SPSS for statistical analysis and NVivo for thematic coding. A chi-square testing (P-value analysis) was conducted to determine the effect of ChatGPT's on corporate messaging, while qualitative findings were coded into major themes like transparency, engagement, and simplification. With the combination of numerical data and thematic findings, this approach provides a holistic assessment of ChatGPT's effectiveness in corporate communication while highlighting its drawbacks of emotional depth and sectoral feasibility.

FINDINGS & DISCUSSIONS

Phase 1 – Content Analysis on **sector-wise responses** to ChatGPT-generated corporate announcements.

Table-1: Codes of Content Analysis

Sector	Content Focus	Tone & Clarity	Employee Engagement	Challenges Identified	Customization Needs
IT & Media	Automated AI-driven announcements for workplace updates.	High clarity and conciseness.	High engagement; employees found messages clear.	Minimal emotional depth in sensitive messages.	Refinement in tone for emotional resonance.
Retail	Announcements related to promotions and HR policies.	Moderate clarity but struggled with tone.	Low engagement; AI messages lacked relatability.	Difficulty in maintaining conversational tone.	Needs more personalization.
Government	Policy updates and official communication.	Formal tone but lacked human-like warmth.	Moderate engagement; clarity was appreciated.	AI struggled with hierarchical language.	Sector-specific phrasing required.
Corporate HR	Internal announcements, performance reviews, and updates.	Clear and structured messages.	Moderate engagement; clear but impersonal.	AI struggled with employee morale messages.	Requires emotional intelligence refinement.

Explanation of Table Content:
The content analysis studies sector by sector responses to ChatGPT-generated corporate announcements, classifying findings based on content focus, tone and clarity, employee engagement, challenges identified, and required customizations. The analysis highlights how different industries perceive AI-driven communication and identifies sector-specific challenges that impact effectiveness.

1. IT & Media Sector
In the media and IT sectors, AI-powered announcements were viewed as clear, concise, and well-structured, resulting in high employee interaction. Workers in these industries welcomed the efficiency and consistency of messages generated by ChatGPT, especially in sharing operational updates, policy updates, and company-wide announcements. Automating routine communication assisted in lessening ambiguity and ensuring that every worker received identical information.
But one of the biggest challenges in these sectors was that AI-generated announcements lacked emotional depth, especially in cases where empathy was needed, like layoffs, performance reviews, or company milestones. Workers discovered that although the information was accurate, it sometimes lacked the subtle emotional tone needed for delicate subjects. This shortcoming implies the necessity of human intervention or hybrid messaging, where AI helps write announcements but human input provides emotional depth.

2. Retail Sector
Workers in the retail industry had difficulty with the tone and relevance of AI-created announcements. The tone of automated messages was seen as inconsistent, sometimes too formal and other times too generic, not effectively engaging workers at various levels. This inconsistency resulted in low levels of engagement, as workers saw the messages as impersonal and less relevant to their everyday tasks.
The other challenge was the need for more personalized communication. Retail workers tend to work in dynamic, customer-facing environments where news about shift changes, new promotions, or operational changes must be engaging and clear. The research indicated that AI-based messages did not have the personalization required to meet the varied workforce in retail, implying a need for human intervention and tailored templates to make messages clearer and more engaging.

3. Government Sector
In government, corporate announcements made with AI were successful in being formal and organized in tone, fulfilling bureaucratic communication norms. The consistency and clarity of AI-composed messages were perceived as strengths, especially for official declarations and policy announcements. Employees, however, pointed out that announcements were lacking in warmth and humanity required for internal communications, such as team appreciation posts or morale-building content.
One of the biggest challenges in this industry was the implementation of hierarchical terminology, which is paramount in government communication. The AI messages were at times insensitive to the tone of rank and

protocol, resulting in issues regarding appropriateness and acceptance within employees. This problem highlights the importance of sector-specific AI adaptation, where the language is aligned with government communication standards while still maintaining clarity and professionalism.

4. Corporate HR

In business HR departments, AI-generated announcements were approved for being clear and consistent. HR practitioners found that AI software such as ChatGPT **made communication efficient** by ensuring that corporate messages were properly formatted and not open to interpretation. This effectiveness was especially helpful for routine HR communications, such as policy reminders, compliance notifications, and training alerts.

Nonetheless, HR practitioners also emphasized that AI-powered messages lacked emotional intelligence, critical to morale-bolstering messages like employee appreciation, team motivation, and diversity and inclusion. Employees were more responsive to messages that they perceived as personal and sincere, something that AI could not quite do as effectively. To get around this challenge, HR departments underscored the importance of tailoring to integrate AI-generated announcements in harmony with organizational values and culture. Adding human control over AI-facilitated communication was necessary to ensure that messages retain both emotional appeal and efficiency.

Phase 2 & 3 – Survey and In-depth Interviews

The researcher conducted a thematic analysis (Braun & Clarke, 2006) based on survey responses and in-depth interviews with HR managers. The field notes were integrated with the data for coding and translation, and subsequently analyzed in three categories:

- AI-Driven Efficiency in Corporate Communication,
- Sectoral Adaptation & Customization, and
- The Role of Human Oversight in AI-Generated Announcements.

### AI-Driven Efficiency in Corporate Communication

The study found that AI-driven announcements generated by ChatGPT significantly improved efficiency, clarity, and consistency in workplace communication. Many respondents, particularly in the IT and media sectors, appreciated the concise structure and time-saving benefits of AI-generated corporate messages.

One HR manager highlighted:

"ChatGPT allows us to draft internal announcements within seconds, reducing the time we previously spent on writing and reviewing messages."

However, some participants noted that while ChatGPT streamlined messaging, it lacked contextual sensitivity in critical announcements. For instance, when delivering performance updates or restructuring news, the tone felt robotic and impersonal. This challenge indicates that while AI can enhance efficiency, it still requires human intervention for messages with emotional weight.

Furthermore, similar to how audio-based communication fosters passive engagement, AI-generated corporate announcements allow employees to absorb information quickly without requiring extensive processing time. However, this efficiency comes with a drawback—employees in non-technical sectors reported that AI-generated messages sometimes lacked warmth and relatability, leading to lower engagement levels.
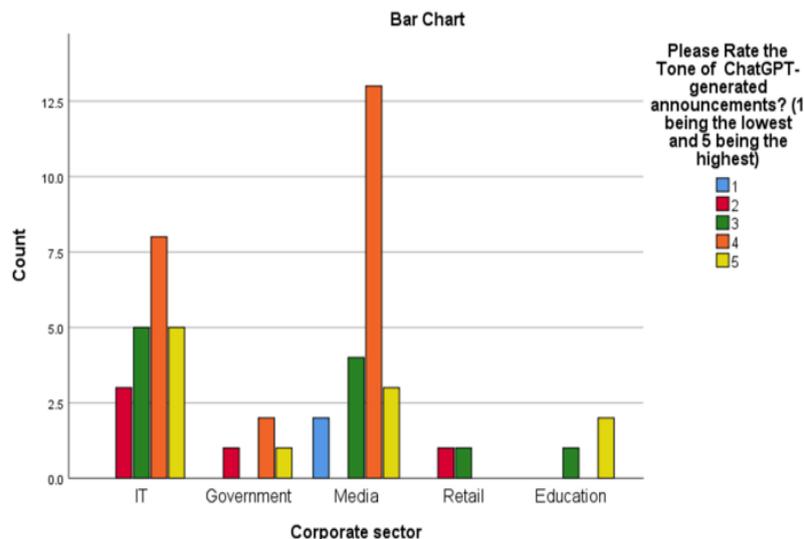
### Sectoral Adaptation & Customization

AI-generated communication is not a one-size-fits-all solution. The study revealed that while IT and media sectors benefited from AI-driven clarity, government and retail sectors struggled with tone, formality, and sector-specific phrasing in ChatGPT-generated announcements.

A government employee noted:

"ChatGPT's announcements are too direct. Government communication requires a formal tone with specific hierarchical references, which AI fails to incorporate."

Similarly, retail employees mentioned that ChatGPT's messages lacked a conversational and engaging style that is essential for their industry. Unlike in IT, where technical precision is valued, the retail sector requires personalized and emotionally engaging communication to maintain employee morale.

This finding aligns with research on technology adaptation in communication, where different sectors require tailored AI models to match their unique linguistic and structural needs. Just as audio content is customized based on listening preferences, AI-driven corporate communication must be refined to match industry-specific expectations.
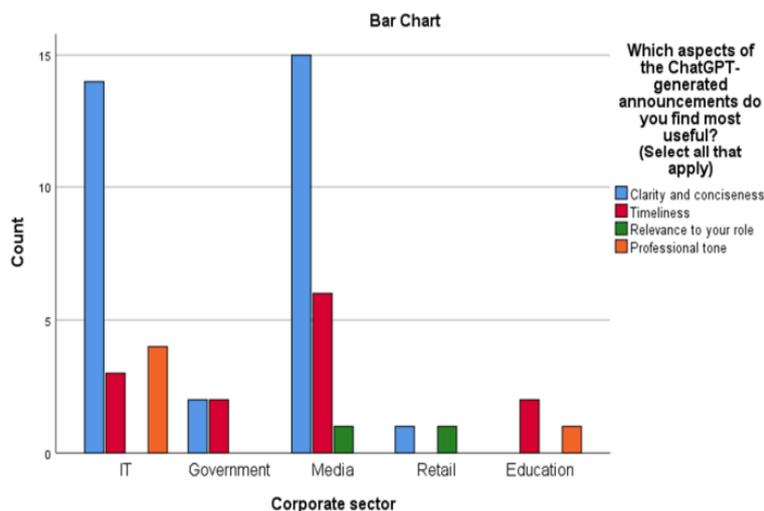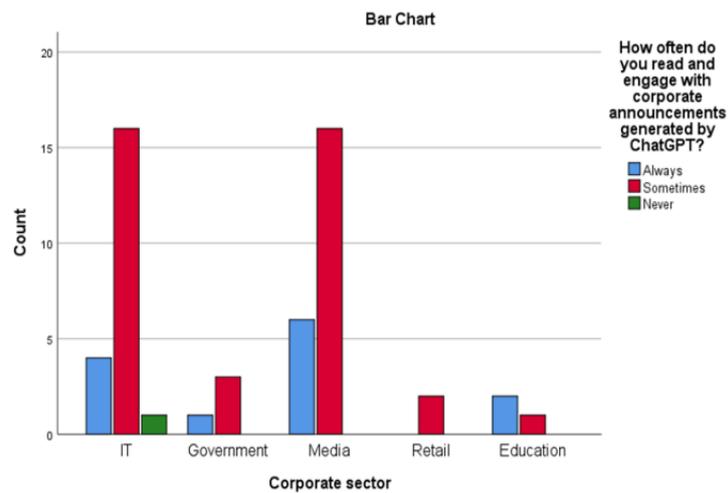
The Role of Human Oversight in AI-Generated Announcements

While ChatGPT enhances efficiency and clarity, the study found that human oversight remains crucial in corporate messaging. AI struggles with emotionally sensitive topics, such as layoffs, promotions, or crisis communication, where the human touch is essential.

An HR manager from the corporate sector shared:

"AI can write a message, but it can't understand the emotional weight behind an announcement. We still have to tweak the tone before sending it out."

This aligns with the concept of human-AI collaboration, where AI handles repetitive tasks while humans refine messages to enhance engagement and emotional intelligence. Without human intervention, AI-generated corporate messages risk being perceived as detached and overly standardized, potentially reducing employee trust and satisfaction.

Additionally, employees highlighted that while AI improves message consistency, it lacks adaptability to changing workplace dynamics. AI-generated corporate messages do not always factor in the cultural, hierarchical, or emotional nuances required in professional communication.

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A retail sector employee commented:

"Sometimes, ChatGPT-generated messages feel too scripted. A little flexibility in tone could make them feel more natural."

This suggests that, while ChatGPT serves as an effective drafting tool, organizations must train AI models to recognize contextual cues and incorporate sector-specific language and emotional intelligence.

CONCLUSION

The integration of ChatGPT in corporate announcements has significantly influenced workplace communication, streamlining the process and enhancing efficiency. AI-generated messages provide **clarity, consistency, and accessibility**, reducing the time required for drafting and distributing internal communications. However, similar to other forms of AI-driven automation, ChatGPT also presents challenges related to **emotional intelligence, adaptability, and sectoral customization**. Employees in **IT and media sectors** reported **higher engagement** with AI-generated messages, whereas professionals in **government and retail industries** expressed concerns over **tone, relatability, and contextual relevance**. The study highlights that while AI-generated corporate communication enhances **information flow**, it lacks the **human warmth** necessary for emotionally sensitive or complex workplace interactions.

The findings further suggest that **corporate reliance on AI-generated messages may lead to communication standardization**, reducing the level of personal engagement in internal messaging. Organizations using ChatGPT for announcements must balance **automation with human oversight**, ensuring that AI-generated communication remains **engaging, inclusive, and contextually appropriate**. Just as digital communication tools have altered the way employees interact in the workplace, the use of AI-driven messaging might **reshape corporate culture**, emphasizing efficiency over personalized connection.

Although this study provides **valuable insights** into the sector-based impact of AI-generated corporate messaging, it is essential to acknowledge its limitations. The **sample size** was restricted, limiting the generalizability of findings across **all industries and workplace settings**. Additionally, self-reported perceptions of AI-generated communication may be subject to **individual biases and sectoral expectations**. Future research should focus on **long-term studies** assessing how AI-generated corporate messaging **affects employee engagement, workplace culture, and organizational transparency** over time. Comparative studies analyzing **ChatGPT's communication effectiveness across industries with varying levels of automation and employee interaction** could further expand the understanding of AI's role in corporate communication.

By addressing these limitations, future research can provide a **comprehensive framework for optimizing AI-driven corporate messaging**, ensuring that it not only enhances efficiency but also retains the **human touch necessary for effective workplace communication**.

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