

Application of artificial intelligence-based technologies in the corporate industry: opportunities and challenges

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Abstract

This study tried to determine the application of artificial intelligence-based technologies (AI) in the corporate industry focusing on the opportunities and challenges encountered by administrative professionals in Metro Manila. Findings showed that AI-based technologies present significant opportunities which heighten knowledge, skills, productivity, and efficiency. However, it also presents significant challenges like adaptability and flexibility issues in the change of work practices. The study suggests that workplaces should provide a centralized and accessible knowledge database, establish a clear and transparent data policy, create a robust support system, and implement regular assessments of employee skills. With AI integration, administrative professionals will need to acquire higher-order skills such as critical thinking, decision-making, and AI management. Administrative roles will require expertise in terms of AI compliance, cyber-security and financial data interpretation. Educational institutions may also enhance their curriculum and program offerings by designing interdisciplinary AI courses that merge business administration with data science, ethics, and digital literacy.

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1. Introduction

The world economic forum reported that over 75% of organizations want to utilize AI with 50% expecting technology to create job development. By 2025, companies estimate that 50% of tasks will be automated which will increase from the current 29% according to their 2023 research (Danso & Hanson, 2023). It is predicted that due to advances in digital technology, humans will be replaced in tasks involving hard logic computations, repetition, and accuracy (Goto, 2021). Due to AI's ability to perform administrative duties proficiently and effectively, it may cause certain individuals to lose their employment. However, artificial intelligence provides new employment prospects, especially in AI development as well as affiliated industries. Technological innovation has brought about a significant change in the skill sets needed by employees to carry out their duties in the workplace which is due to the fast-growing digital work system (Olorunjuwon & Moagi, 2022).

The environment is changing so quickly that AI is becoming progressively more ingrained in almost every industry. As stated by Russell and Norvig (2016), Artificial Intelligence (AI) refers to systems that simulate cognitive functions that are typically related to human characteristics like speaking, learning, and solving difficulties (Duan et al., 2019). Among the sectors that have been most impacted by the change is the corporate industry. Microsoft and International Data Corporation Asia/Pacific surveyed 109 company executives and 100 employees in the Philippines. Approximately half of Philippine corporate leaders have adopted Artificial Intelligence (AI) solutions, despite having stated that almost all these individuals recognize that AI is essential to the competitiveness of their companies (Ramos, 2023). Most Filipino professionals, as indicated by Manalo (2023), consider that Artificial Intelligence would have a significant impact on the workplace, with three out of five being overwhelmed by the disruptive technology. Moreover, the trend towards administrative professionals, which requires advanced skills, has rendered the traditional abilities of employees in administration insufficient (Venter, et al., 2019).

With all the issues and statements mentioned, the researchers intended to determine the level of opportunities and challenges on the application of artificial intelligence-based technologies in the corporate industry specifically in Metro Manila.

1.1. Objective of the study

Researchers adopted Albert Bandura's triadic reciprocal determinism for its conceptual framework. This framework gave a clear view of how the application of AI-based technologies (environmental factor) in the workplace affects opportunities and challenges in the attitudes, perceptions, and expectations (personal factors) and in the cognitive process of the employees (behavioral factor) (Itasanmi et al., 2025). Bandura suggests that a person's behavior is influenced by personal and environment factors; the environment influences how a person thinks and feels, which in turn influences their behavior, which impacts the environment, and so on. As Bandura (2008) stated, individuals are neither powerless objects controlled by environmental forces nor entirely free agents who can do whatever they choose.

1.2. Hypothesis of the study

The hypothesis for this study was measured at .05 marginal error and with 95% degree of confidence stated as there is no significant difference on the respondents' rate on the level of opportunities and challenges in the application of AI-based technologies in the corporate industry when they are grouped according to their profile.

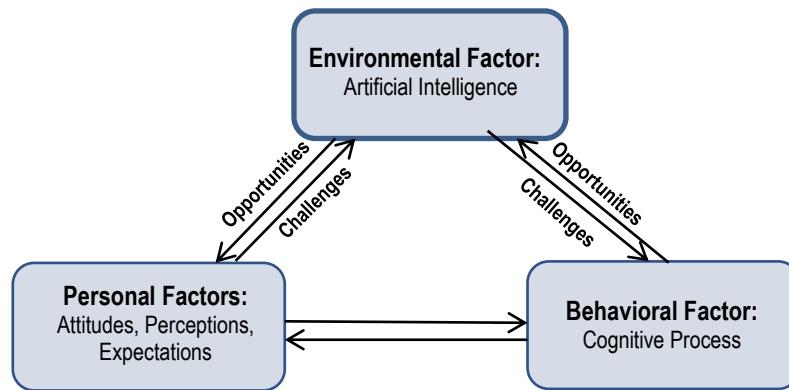


Figure 1. Research paradigm

2. Methodology

2.1. Research design

This study was a quantitative descriptive research. This was the most appropriate research design for this study as it was used to determine the rate of perceived opportunities and challenges faced by administrative professionals in the application of AI-based technologies in the corporate industry, understand its current state in connection to personal, environmental, and behavioral factors, and assess its impact to the workplace.

2.2. Sample size and sampling technique

The respondents of this study were three hundred eighty-five (385) randomly selected administrative professionals, ages ranging from 18 to 59 years old, who were regular employees working in different private corporate offices in Metro Manila. Administrative professionals who qualified as respondents were considered to be regular employees with first-hand experience in using AI-based technologies which was crucial in gathering data in regards to various opportunities and challenges produced by its application in the corporate industry.

2.3. Instrumentation

Researchers used a researcher-made survey questionnaire composed of 22 close-ended questions where respondents rated each item based on the level of opportunities and challenges in the applications of AI-based technologies in the corporate industry. It had undergone reliability testing with Cronbach's result of ($\alpha = 0.869$). This questionnaire was issued ethics clearance and passed the evaluation for a full-scale survey. The questionnaire was made available in printed and in Google form.

3. Results and discussion

3.1. Level of opportunities in the application of artificial intelligence-based technologies in the corporate industry

3.1.1. In terms of personal factors

Respondents' general assessment in terms of personal factor ($\bar{x}=4.11$) is interpreted as *with much opportunity*. This result indicates that the application of AI-based technologies offers significant opportunities for corporate employees as it enhances their efficiency and productivity. This finding confirms the studies conducted by various authors (Dewie et al., 2022; Benbya et al., 2020; Sagara and Das, 2020; Shaukat et al., 2020), who emphasized that AI implementation may lead to an improved organizational processes and higher level of productivity. Employees' eagerness to engage with AI technologies reflects a positive attitude

towards innovation that aligns with the notion that AI can facilitate administrative tasks and therefore generating new avenues for professional progress.

3.1.2. In terms of environmental factors

Results showed an overall weighted mean ($\bar{x}=4.03$) with a verbal interpretation of *with much opportunity*. This indicates that the initiation of the workplace in optimizing AI-based technologies in the corporate industry conveys many opportunities for employees in the corporate field. In support to these findings are the studies conducted by Dewie et al. (2022), Vochozca et al. (2023), Benbya et al. (2020), Sagara and Das (2020), and Shaukat et al. (2020), which stated that “a workplace that embraces and utilizes AI-based technologies can boost morale, stream tasks, and enhance human skills”.

3.1.3. In terms of behavioral factors

Based on findings, the assessed general mean is ($\bar{x}=4.03$) verbally interpreted as *with much opportunity*. This indicates that there is a significant opportunity for the improvement of skills, extension of knowledge, and career-growth in the application of AI-based technologies. Dewie et al. (2022) corroborated these findings where they emphasized that the industry benefits from adopting AI-based technologies, creating more opportunities while enhancing efficiency. In addition, the study of Duan et al. (2019) stated that “AI augments human skills in the workplace and serves as an educational partner, enhancing content and competencies”.

3.2. Level of challenges in the application of artificial intelligence-based technologies in the corporate industries

3.2.1. In terms of personal factors

Respondents’ assessment showed a general weighted mean ($\bar{x}= 3.52$) which was verbally interpreted as *much challenging*. These results highlighted significant challenges faced by employees in adapting to AI technologies. This aligns with the findings of Austine et al. (2024) and Frey and Osborne (2017) who noted that “low-skilled jobs are particularly vulnerable to automation, suggesting that individuals lacking digital skills may struggle to find their place in an AI-driven environment”. Furthermore, the concerns regarding acceptance and skill acquisition resonate with Hutter and Hutter (2021), who discussed the risks associated with AI, including the potential for errors and the necessity for proper training. Pointing at the results and the statements made by various authors, this will indicate that while AI offers opportunities, there are still substantial barriers or issues that need to be attended to ensure successful implementation.

3.2.2. In terms of environmental factors

Respondents’ general mean assessment is ($\bar{x}=3.68$) verbally interpreted as *much challenging*. At this finding, environmental barriers to effectively implement AI were highlighted such as out-dated technology and misalignment with organizational goals. This supports the literature by Olorunjuwon and Moagi (2022) and Dewie et al. (2022), which emphasizes that “the successful integration of AI requires not only technological upgrades but also strategic alignment with business objectives”. The challenges identified in this table stressed the necessity of different organizations to invest in both technology and training to fully clout the benefits of AI.

3.2.3. In terms of behavioral factors

The general mean assessment for this factor ($\bar{x}=3.59$) is verbally interpreted as *much challenging*. The results indicate that corporate employees are facing behavioral concerns over the implementation of the use of AI-based technologies. This supports the study of Hutter and

Hutter (2021) which emphasizes that “even with the use of AI-based technologies, there is still a potential risk in making an error”. Hence, those who are finding it challenging to adapt to AI-based technologies must be guided by a specialist for them to perform complex and strategic tasks based on the study of Austine et al. (2024), Singh et al. (2022), and Snow (2021).

3.3. Significant difference on the respondents’ rate on the level of opportunities and challenges in the application of AI-based technologies in the corporate industry as perceived by the administrative professionals when they are grouped according to profile

At 0.05 level of significance, the ANOVA test as shown in Table 1 reveals that there is no significant difference on the levels of opportunities and challenges encountered by Administrative Professionals across different ages when applying AI-based technology in their workplace. The ANOVA table, categorized by age, shows that Mean_OPF has the highest p-value of 0.784, indicating a trend towards significance but not reaching conventional levels. In contrast, Mean_OBF has the lowest p-value of 0.101, suggesting no significant differences across age groups.

Table 1. ANOVA test - Respondents’ level of opportunities and challenges in the application of AI-based technologies in the corporate industry according to age

		Sum of squares	Df	Mean square	f-value	p-value	Decision
Mean_OPF	Between groups	0.413	2	0.207	0.244	0.784	Failed to reject Ho
	Within groups	323.554	382	0.847			
	Total	323.967	384				
Mean_OEF	Between groups	0.861	2	0.43	0.528	0.59	Failed to reject Ho
	Within groups	311.3	382	0.815			
	Total	312.161	384				
Mean_OBF	Between groups	3.715	2	1.857	2.311	0.101	Failed to reject Ho
	Within groups	307.049	382	0.804			
	Total	310.764	384				
Mean_CPF	Between groups	3.267	2	1.634	1.467	0.232	Failed to reject Ho
	Within groups	425.462	382	1.114			
	Total	428.729	384				
Mean_CEF	Between groups	0.609	2	0.305	0.335	0.716	Failed to reject Ho
	Within groups	347.582	382	0.91			
	Total	348.192	384				
Mean_CBF	Between groups	1.017	2	0.508	0.454	0.635	Failed to reject Ho
	Within groups	427.652	382	1.12			
	Total	428.668	384				

Legend: O – Opportunities; C- Challenges; PF- Personal factors; EF- Environment factors; BF- Behavior factors

Regardless of age, administrative professionals are showing positive encounter and expectations over the use of artificial intelligence-based technologies in their workplace. These findings are supported by Daily Tribune stating that majority of Filipino professionals believe that artificial intelligence will have a profound impact on the workplace, with three out of five feeling overwhelmed with the disruptive technology, and seven out of 10 (69 %) are keen to learn more about it and appear to have an open mind accepting the shift (Manalo, 2023). In

addition, Venter et al. (2019) stated that administrative professionals should have access to opportunities for continuous education and training through refresher courses and short-term learning programs. It indicates that regardless of age, it is crucial for administrative professionals to have proper and sufficient knowledge for effective use of artificial intelligence-based technology. In another study, it states that older employees have different perceptions about technology unlike younger ones, which is resulting in affecting their interaction with these technologies, having the younger ones enjoy more of using it (Barnard et. al, 2013). However, based on the study of O'Neill and O'Neill (2022) on technology acceptance and workplace productivity, it states that age alone does not determine technology acceptance if the organizations provide an exclusive and comprehensive training for the employees, supporting the notion of challenges and opportunities in using it, across age. In relation to this study, Taneja and Toombs (2021) also stated that with the right support and training within the organization, generational differences in technology acceptance will be diminished. It also suggests that the perceived opportunities and challenges in using AI-based technologies do not significantly vary across age groups. On the other hand, Sun and Zhang (2023) in their study states that older people have the highest chance of facing significant challenges engaging with new technologies due to lower digital literacy levels compared to the younger generation of employees.

Table 2. ANOVA test-Respondents' level of opportunities and challenges in the application of AI-based technologies in the corporate industry according to gender

		Sum of squares	Df	Mean square	f-value	p-value	Decision
Mean_OPF	Between groups	4.116	2	2.058	2.458	0.087	Failed to reject Ho
	Within groups	319.851	382	0.837			
	Total	323.967	384				
Mean_OEF	Between groups	1.095	2	0.547	0.672	0.511	Failed to reject Ho
	Within groups	311.066	382	0.814			
	Total	312.161	384				
Mean_OBF	Between groups	1.182	2	0.591	0.729	0.483	Failed to reject Ho
	Within groups	309.582	382	0.81			
	Total	310.764	384				
Mean_CPF	Between groups	0.292	2	0.146	0.13	0.878	Failed to reject Ho
	Within groups	428.437	382	1.122			
	Total	428.729	384				
Mean_CEF	Between groups	0.878	2	0.439	0.483	0.617	Failed to reject Ho
	Within groups	347.314	382	0.909			
	Total	348.192	384				
Mean_CBF	Between groups	0.29	2	0.145	0.13	0.879	Failed to reject Ho
	Within groups	428.378	382	1.121			
	Total	428.668	384				

Table 2 presents the ANOVA test which reveals that there is no significant difference on the levels of opportunities and challenges encountered by administrative professionals between genders when applying AI-based technology in their workplace. The table shows that Mean_CBF has the highest p-value of 0.879, indicating no significant difference in their perception of challenges in the workplace, while Mean_OPF has the lowest p-value of 0.087, showing no significant difference in their perception of opportunities between different genders.

However, this result contradicts the study of Kreacic and Stone (2024) which reported that 59% of male workers aged between 18 and 65 use generative artificial intelligence at least once a week, compared with 51% of women as the latter struggles to adapt with the new way of work due to cost and time spent in learning it. Among young people aged 18 to 25, 71% of men use AI, while 59% are women, which is supported by Ofosu-Ampong (2023) stating that men see the use of AI-based technology as a social learning activity than women who are seen to be less-technology-oriented. Aldasoro et al. (2024) further explained that the gap is due to privacy concerns and trust in the use of AI-based technologies. Furthermore, Armutat et al. (2024) and Ahn et al. (2022) highlighted that there are gender stereotypes and discrimination in skills and competences which affected the rate of males and females using AI-based technology in the workplace, hence Guynn (2019) stated the need to recognize women to have diversity and a balanced system.

Table 3. ANOVA test-Respondents' level of opportunities and challenges in the application of AI-based technologies in the corporate industry according to department/section

		Sum of squares	df	Mean square	f-value	p-value	Decision
Mean_OPF	Between groups	8.001	8	1	1.161	0.322	Failed to reject Ho
	Within groups	299.809	348	0.862			
	Total	307.81	356				
Mean_OEF	Between groups	4.082	8	0.51	0.614	0.766	Failed to reject Ho
	Within groups	289.179	348	0.831			
	Total	293.262	356				
Mean_OBF	Between groups	7.378	8	0.922	1.128	0.344	Failed to reject Ho
	Within groups	284.61	348	0.818			
	Total	291.989	356				
Mean_CPF	Between groups	7.66	8	0.958	0.854	0.555	Failed to reject Ho
	Within groups	390.021	348	1.121			
	Total	397.681	356				
Mean_CEF	Between groups	5.736	8	0.717	0.789	0.612	Failed to reject Ho
	Within groups	316.153	348	0.908			
	Total	321.889	356				
Mean_CBF	Between groups	9.701	8	1.213	1.114	0.353	Failed to reject Ho
	Within groups	378.817	348	1.089			
	Total	388.518	356				

As it shows, Table 3 presents that the Mean_OEF has the highest p-value of 0.766 and therefore failed to reject the hypothesis. The Mean_OPF has the lowest p-value of 0.322, and also failed to reject the hypothesis. To sum it up, it reveals that there is no significant difference in the levels of opportunities and challenges encountered by administrative professionals across different department/section when applying AI-based technology in their workplace.

In all factors stated, all administrative professionals regardless of their department/section face the same opportunities and challenges when using AI-based technologies. Manalo (2023) shows that 69% of employees are keen to learn more about AI and appear to have an open mind in accepting it. This indicates that various departments/sections are eager and acknowledges the potential of AI-based technologies in fulfilling their responsibilities in the workplace. The study conducted by Venter et al. (2019) indicates that effective use of AI-based technology lies with providing enough knowledge and skill source to administrative professionals across different departments/sections giving them environmental opportunities. Based on PWC (2023), various departments/sections across the industry have already been using and adopting AI with 66% using AI for planning, executing, and applying AI for sustainability goals, 53% utilizing AI tools for better customer experience, and 54% benefits using AI. This indicates that administrative professionals from different departments/sections show positive behavior in using AI-based technologies.

In addition, personal challenges of administrative professionals across different departments/sections can be seen. Galvez (2025) stated that sixty percent (60%) of respondents cite a lack of employee skills and training in AI as a primary reason for their unpreparedness for AI initiatives. The study of Xu et al. (2023) also stated that strategic management of AI integration and structured training programs within various departments can help administrative professionals face environmental challenges that arise in an AI-driven workplace. Lastly, according to Booyse & Scheepers (2024), various businesses are concerned about technology dependence and others are worried that they do not have the technical skills to use AI.

4. Conclusion, recommendations, implication of the study

This study provides valuable insights into the perceptions and perspectives of corporate employees in Metro Manila regarding the opportunities and challenges of AI-based technologies. With the diverse pool of respondents across ages, genders, and departments, findings reveal significant contribution to a deeper understanding of the findings. The study revealed a strong positive perception of AI among corporate employees (respondents), with a high level of optimism in terms AI's potential to boost productivity and efficiency, matched by a clear eagerness to learn and apply AI skills. However, the study also highlights significant concerns, such as job displacement, data privacy issues, and the technical complexity of AI. These concerns emphasize that in order to overcome the difficulties of using AI, companies should realize the importance of immediate response on this matter by providing robust training, implementing clear ethical guidelines, and fostering a supportive environment—to ensure a smooth and empowering transition into an AI-driven future. By creating a supportive workplace, encouraging learning, and making sure AI is used ethically, companies can use AI to grow, innovate, and succeed.

Researchers suggest that companies from various industries should equip their administrative employees on the AI-related knowledge as well as on clear data policies and ethical guidelines. This will ensure employees on the responsible use and address privacy concerns on AI-related matters. Employers may also establish mentorship programs, peer support groups, and a collaborative learning culture which can boost employee confidence and adaptability as AI integrates into their workplace. Lastly, conducting regular assessments of

employee skill will help identify knowledge gaps, enabling targeted training that keeps employees competitive and aligned with evolving industry demands that will ultimately foster a more agile, competent, and future-ready workforce. Highlighting AI literacy as a valued skill among aspiring employees will help them see a clear path toward the evolving needs of the corporate world. In this way, it will not only encourage them to develop personal growth and skill development but also nurtures a tech-ready workforce prepared for their future at work. By embracing this direction, companies, policymakers, and researchers can make informed, responsible decisions to ensure AI is applied efficiently and ethically across industries.

Using the findings of the study as reference, future researchers can compare how government and private organizations should adopt and implement AI, uncovering unique challenges, opportunities, and best practices in each sector. Exploring how different generations, from baby boomers and gen X to gen Z, perceive AI's impact on work, including job security, skill growth, ethics, and work-life balance can also be done as another study. These insights can guide organizations in creating programs and inclusive training, addressing ethical concerns on AI-related matters, and in building workplaces where people of all ages can be more productive and thrive alongside AI.

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