
The Role of AI in Company's Image Management

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Abstract:

Purpose: The purpose of this article is to explore the impact of artificial intelligence (AI) on company image management. The research investigates how AI-driven innovations contribute to improving a company's reputation, perception by stakeholders, and overall competitiveness in the market. It aims to identify the specific AI functions that have the most significant influence on enhancing corporate image and long-term growth.

Design/Methodology/Approach: The study utilizes a quantitative research design, employing a stratified sampling method to gather data from companies across various sectors that are actively using AI in their operations. Data was collected through an original questionnaire with 20 determinants, rated on a seven-point Likert scale. Statistical methods, including descriptive statistics, were used to analyze the impact of AI on sustainable growth and image management. The snowball sampling method ensured diversity in the analyzed enterprises.

Findings: The results indicate that AI plays a pivotal role in improving a company's image by enhancing functions such as Monitoring Online Reviews, Detecting Social Trends, and User Recommendation Analysis. These AI applications are rated highly by respondents in terms of their contribution to reputation building. However, functions like Price Strategy Optimization received lower ratings, suggesting areas for further development. Most variables have a mean score above 4.5, reflecting the positive perception of AI's role in image management.

Practical Implications: The findings provide practical insights for companies looking to leverage AI to improve their public perception and stakeholder relations. Businesses can prioritize AI functions such as online review monitoring and social trend detection to strengthen their image. Additionally, the study highlights the need for continuous monitoring and optimization of AI applications to maximize their impact on reputation and competitiveness.

Originality/Value: This research contributes to the growing body of knowledge on the intersection of AI and corporate image management. It offers empirical evidence on the specific AI functions that most significantly influence how companies are perceived by stakeholders, filling a gap in the literature on AI's role in intangible asset management. The

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study provides valuable insights for both academics and practitioners interested in the strategic use of AI for reputation enhancement and long-term business growth.

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JEL codes: *M31, O33, L86, D83.*

Paper type: *Research article.*

1. Introduction

Contemporary global economy imposes increasingly higher demands on businesses. The rising level of competition, driven by both rapid technological advancement and environmental turbulence, necessitates the search for new solutions.

This shift is driven by the increasing computational power of systems, the vast amounts of available data, and advancements in algorithms. AI's applications span various sectors, and its potential is being recognized by businesses, governments, and international organizations. Companies, in particular, are leveraging AI to enhance efficiency and productivity through the integration of diverse resources—both tangible and intangible.

Beyond its operational benefits, AI plays a crucial role in promoting sustainable practices by optimizing production processes, reducing resource consumption, and supporting environmental and social initiatives. By implementing AI, businesses can more effectively monitor their sustainability efforts, providing greater transparency and accountability to stakeholders, which in turn positively impacts their reputation.

This article explores the significant influence of AI on a company's image in the context of management. It delves into how AI not only drives innovation but also contributes to long-term growth and competitiveness in today's market.

H1: The use of artificial intelligence (AI) in managing a company's image in selected areas has a significant positive impact on the perception of the company by stakeholders.

The content analysis of the literature focused on examining the company's image and its determinants, with particular emphasis on the role of artificial intelligence. The conducted research and statistical analysis allowed for the identification of key factors influencing the perception of a company's image and assessing to what extent AI technologies contribute to shaping it.

2. Company Image - Concept and Meaning

In today's economy, improvements in organization and management, coupled with technological advancements, underscore the significant importance of intangible assets for businesses. These assets include intellectual capital—human knowledge and skills, research outcomes and their commercialization potential, brand and reputation, employee and customer loyalty, as well as corporate image.

The image of a company refers to the perception, belief, and feeling about the company shaped in the minds of various stakeholders, including external customers (market) and internal stakeholders (employees). It serves as a competitive tool (Baruk, 2006, p. 36-37). It is a dynamic, multidimensional, and profound expression of the nature, structure, and culture of the enterprise (Malara, Sobol-Wojciechowska, 2011, p. 154).

It is considered the way in which a company is perceived in the market, characterized by its traits and descriptions, and how the environment perceives the firm. The image is the characteristic of the company in the eyes of its surroundings (Witek and Kowalczyk, 2011). Elements influencing a company's image include identity, reputation, product-service offer, external environment and its conditions, frontline personnel interacting with customers, and others (Tkaczyk, 2002).

The company's image serves various functions, including: winning public opinion for the brand and the company, removing anonymity between the producer and the recipient, facilitating mutual understanding between the organization and stakeholders, and promoting favorable attitudes towards the company and its actions (Cenker, 2000, p. 42). Consequently, it contributes to building loyalty and satisfaction among customers and contractors (Altkorn, 2004, p. 26).

The image can be seen as an intangible asset of the company, and in this sense, it strengthens mechanisms for shaping its developmental potential (Malara, Sobol-Wojciechowska, 2011, p. 155). A positive image can be a source of many tangible benefits for the company (Altkorn, 2002; Urbaniak, 2003; Baruk, 2006; Wojnarowska, 2013):

- Eases access to capital, attracts investors, and potential employees;
- Enables easier navigation through crises and entry into new markets;
- Enhances market stability;
- Ensures a stronger negotiating position with counterparts;
- Facilitates the introduction of new products to the market;
- Improves relationships between the organization and its environment;
- Increases sales by enhancing customer satisfaction and loyalty;
- Mitigates competitive pressures, enabling the company to achieve above-average profits;

- Reduces operational risks.

In the literature, it is emphasized that the image of an organization is perceived differently by various stakeholder groups (Szostek, 2013). Research conducted by L. Fiedler, J.U. Becker, and M. Kirchgeorg (2009) identified three dimensions of organizational image: affective (emotional), universal cognitive (shaped by rational factors that are identical for all stakeholder groups, e.g., market position), and specific cognitive (shaped by rational factors that vary among different stakeholder groups, e.g., salary levels).

The studies indicate that emotional factors are consistent across all stakeholder groups, universal cognitive factors are significant for consumers, and specific cognitive factors are important for employees and investors.

A coordinated campaign involving a formal communication system that integrates advertising and public relations actions is an expression of deliberate corporate image management (Bombiak, 2015). A company's image will be positive only when its communication is consistent, clear, and transparent to its audience, inspiring trust.

Continuous monitoring of market conditions, observing ongoing changes, understanding customers and partners will ensure that the message conveyed is credible and competent. Factors influencing a company's image can be categorized into functional and emotional aspects. Functional factors include technologies, capital resources, and location, while emotional factors encompass atmosphere, the ability to create customer personalities, and trust (Altkorn, 2009).

Managing a company's image involves a set of activities such as planning and decision-making, organizing, leading (i.e., directing people), and controlling resources within the organization with the intention of maintaining or creating a positive perception of the company among external and internal stakeholders (Bombiak, 2015).

There are also significant impacts of CSR that need to be monitored, including: customer satisfaction, company involvement in the local community, company activities to protect the environment, consumer consultation, company charitable activities, eco-labelling and promotion of healthy lifestyles (Wolak-Tuzimek *et al.*, 2023).

In marketing, artificial intelligence (AI) is used to analyze vast data sets, allowing companies to identify consumer needs and tailor content accordingly. It enables real-time data tracking, quick responses to customer demands, and aids in forming future strategies (Wirth, 2018). It is also worth noting the importance of AI in the context of marketing strategy development, competition and market analysis (Weinert, 2024).

AI applications in marketing, as described by Sadowski (2023), include content optimization, where AI enhances the quality of content, ensuring it aligns with user preferences and intentions, such as creating meta descriptions, headers, and frequently asked questions through tools like ChatGPT and Jasper.ai.

In addition, AI supports the creation of marketing strategies by conducting market analysis, audience segmentation, and generating strategic recommendations using tools such as Daydrm.ai. It also plays a role in content creation by helping to generate ideas for keywords, slogans, and product names, thereby assisting in producing engaging, personalized content for diverse audiences.

AI-driven tools like Stable Diffusion facilitate the generation and editing of graphic and video materials, while other tools, such as InVideo.io, assist with audio content creation by converting speech to text and vice versa. Moreover, AI is widely employed for marketing automation, managing campaigns, social media, and content publication, as seen with tools like Sales Manago and ActiveCampaign.

AI also enhances influencer marketing by personalizing content and offers based on user behavior, while tools like IMAI and CreatorIQ are used for this purpose. Lastly, AI helps measure marketing effectiveness by analyzing campaign performance, monitoring key metrics, and generating insights using tools such as MarketMuse and Import.io.

The global network is a fundamental tool for shaping a company's image in today's socio-economic reality. The internet has eliminated physical and economic barriers, enabling the fulfillment of expectations from various groups such as customers, contractors, and stakeholders through specific, personalized messages.

3. Methods

Given the diverse nature of the business sector and the challenges associated with reaching a broad range of companies using traditional sampling methods, a stratified sampling method was applied. This approach ensured that different sectors and sizes of enterprises were proportionately represented in the sample, providing a comprehensive overview of AI's impact across various industries. For the purpose of this study, an enterprise was defined as any business entity actively utilizing AI technologies in its operations, regardless of its size or industry.

The collected data were analyzed using statistical methods to test the research hypothesis. The selected enterprises were requested to take part in the survey by completing an original questionnaire using a seven-point Likert scale.

The questionnaire consisted of 20 determinants to analyze the impact of AI for Sustainable Organizational Growth and Image Management.

As the data were gathered by means of the snowball method, special attention was paid to the diversity of the analyzed enterprises characteristics to produce a representative sample. That process continued until a saturation point, where more identified enterprises failed to contribute any significant new information.

The multidimensional nature of the study allowed for a variety of analytical techniques, such as an analysis of descriptive statistics.

4. Results

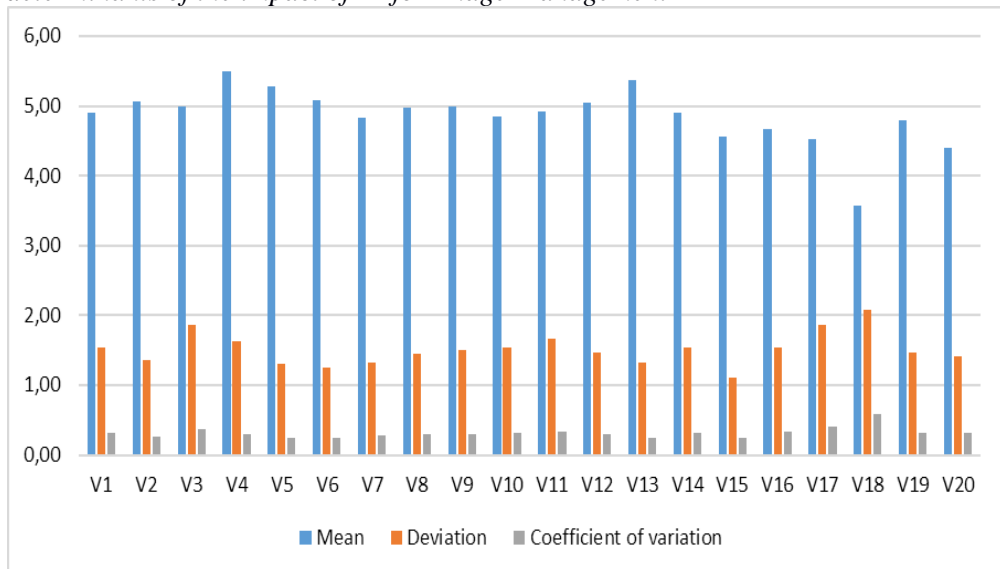
This section presents the results, where 20 observable variables were analyzed and assessed by the respondents concerning the impact of AI for Image Management. For a better understanding of the sample's characteristics descriptive statistics for each variable are discussed and interpreted. The values of descriptive statistics as the mean, standard deviation, and the coefficient of variation are the tools of analysis designed to identify both the major determinants, ranked higher by the respondents, and those less appreciated.

Table 1. *The descriptive statistics of observable variables describing the determinants of the impact of AI for Image Management*

Variable number	Variable name	Descriptive statistics		
		Mean	Deviation	Coeff. of var.
V1	Content Optimization	4,90	1,54	0,31
V2	Marketing Automation	5,06	1,36	0,27
V3	Logistics Optimization	4,99	1,86	0,37
V4	Monitoring Online Reviews	5,49	1,63	0,30
V5	Detecting Social Trends	5,29	1,31	0,25
V6	User Recommendation Analysis	5,09	1,26	0,25
V7	CSR Monitoring	4,83	1,33	0,28
V8	Perception Study of Sustainable Development	4,98	1,44	0,29
V9	Content Creation	4,99	1,51	0,30
V10	Forecasting	4,84	1,54	0,32
V11	PR Campaign Performance Evaluation	4,91	1,66	0,34
V12	SEO Optimization	5,04	1,46	0,29
V13	Sales Analysis	5,36	1,32	0,25
V14	Crisis Prediction	4,90	1,54	0,31
V15	Market Analysis	4,56	1,11	0,24
V16	Website Optimization	4,67	1,53	0,33
V17	Loyalty Program Automation	4,52	1,85	0,41
V18	Price Strategy Optimization	3,56	2,07	0,58
V19	HR Process Automation	4,79	1,47	0,31
V20	Social Media Advertising Automation	4,41	1,41	0,32

Source: Authors' own research.

Figure 1. The descriptive statistics of observable variables describing the determinants of the impact of AI for Image Management



Source: Authors' own research.

Based on the analysis of gathered statistical data, most variables show an average value above 4.5, suggesting that businesses perceive the use of AI as beneficial for various aspects of their operations. Variable V4 (Monitoring Online Reviews) achieved the highest average (5.49), indicating particularly high ratings for this function in terms of enhancing company reputation.

The lowest average value was observed for variable V18 (Price Strategy Optimization), which may suggest that this AI function is either not widely adopted yet or does not yield expected results compared to other functions.

The standard deviation for the variables ranges from 1.11 to 2.07, indicating a varied level of agreement among respondents regarding the impact of individual AI applications. The coefficient of variation (CV) for most variables is less than 0.35, suggesting relatively low variability in opinions among the surveyed businesses.

Statistical analysis indicates that most applications of AI are highly rated by businesses in terms of their impact on company reputation. Variables such as Monitoring Online Reviews, Detecting Social Trends, and User Recommendation Analysis received particularly high ratings, highlighting their importance in corporate branding strategies.

High standard deviations in some variables suggest the need for further research to better understand and optimize these AI functions.

5. Discussion

The findings of this study align with the existing literature emphasizing the pivotal role of artificial intelligence (AI) in modern business operations, particularly in corporate image management. AI is increasingly recognized as a tool that drives not only operational efficiency but also enhances external perceptions by stakeholders. This discussion will contextualize the results within the literature and explore AI's role in image management, offering deeper insights into the practical and theoretical implications.

Moreover, the findings that AI applications like Monitoring Online Reviews, Detecting Social Trends, and User Recommendation Analysis are highly rated by businesses align with past research. Gursoy *et al.* (2024) found that companies using AI for customer interaction and feedback monitoring saw improvements in customer satisfaction and loyalty, which directly influence corporate image.

The continuous real-time feedback provided by AI systems allows companies to stay ahead of reputational issues and improve market perception. This aligns with the growing recognition that a company's brand and image are intangible assets that significantly impact competitiveness.

However, the lower ratings for Price Strategy Optimization reflect ongoing challenges in fully integrating AI into all aspects of business operations. As noted by Brynjolfsson and McAfee (2017), while AI offers potential across a broad spectrum of business functions, its efficacy varies depending on the maturity of the technology and the sector in which it is applied. Some AI functions, such as pricing algorithms, may still be underdeveloped or not widely adopted, leading to less significant perceived value compared to more established applications like marketing automation.

In conclusion, AI's role in corporate image management is multifaceted, supporting both operational efficiency and strategic reputation building. The findings from this study contribute to the literature by verifying that AI positively impacts stakeholder perceptions, although certain AI functions need further optimization. Future research could explore more nuanced AI applications in other intangible asset management areas, enhancing business competitiveness and market position.

6. Conclusion

The study aimed to explore the significant role of artificial intelligence (AI) in managing and enhancing a company's image, with a particular focus on verifying the hypothesis: The use of artificial intelligence (AI) in managing a company's image in selected areas has a significant positive impact on the perception of the company by stakeholders.

Based on the collected data and the analysis conducted, the hypothesis has been supported by the findings, confirming that AI plays a crucial role in shaping corporate image and stakeholder perception.

As the global economy continues to evolve, companies are under increasing pressure to innovate and maintain a competitive edge. AI emerges as a powerful tool that allows businesses to optimize various operations, ranging from internal processes to external stakeholder interactions. The integration of AI into image management strategies not only boosts operational efficiency but also enhances transparency, accountability, and brand reputation.

This study highlights the positive perceptions businesses have regarding the influence of AI on their image, especially in areas such as Monitoring Online Reviews, Detecting Social Trends, and User Recommendation Analysis—each of which received high ratings in the analysis.

The results underscore that AI's role extends beyond efficiency improvements, contributing significantly to sustainable practices. For instance, by reducing resource consumption and optimizing production processes, AI supports corporate environmental and social initiatives, which in turn positively impacts a company's reputation.

The high ratings for AI functions like Monitoring Online Reviews (V4), Detecting Social Trends (V5), and User Recommendation Analysis (V6) illustrate that companies are already leveraging these AI applications to foster stronger relationships with their stakeholders and improve their overall market position. This is particularly important in today's business landscape, where transparency and accountability are key components of a company's public image.

However, the analysis also revealed areas where AI's influence is less appreciated. The lower average scores for variables such as Price Strategy Optimization (V18) suggest that some AI functions may still be underutilized or not fully developed.

These discrepancies in AI application ratings suggest that while businesses recognize the potential of AI in certain aspects of image management, there is room for further exploration and refinement of AI tools in other areas. Such findings open up avenues for future research, where companies can investigate how to better integrate AI into areas that currently exhibit lower levels of perceived value.

Moreover, the study offers practical implications for businesses aiming to enhance their corporate image. The findings suggest that companies should prioritize AI-driven tools that directly influence stakeholder perception, such as monitoring online reviews, social trends analysis, and customer recommendations. These AI applications provide critical insights into market behavior and stakeholder sentiment, enabling companies to respond proactively and adjust their strategies accordingly.

AI's ability to continuously monitor and assess these elements ensures that businesses can maintain a positive and transparent image, essential in gaining trust from both customers and investors.

The verification of the research hypothesis also brings to light the multidimensional nature of corporate image management. As demonstrated, image is not solely determined by operational success or financial performance but also by emotional and cognitive factors shaped by stakeholders' experiences and perceptions.

AI offers businesses the capability to manage both functional and emotional aspects of their image by providing real-time insights into consumer behavior and facilitating consistent, clear communication with the public. For example, AI-driven tools like Marketing Automation (V2) and Content Optimization (V1) allow companies to tailor their messages and campaigns in ways that resonate with specific audiences, further enhancing the emotional and cognitive dimensions of their image.

In conclusion, the study affirms the significant positive impact of AI on company image management. The high mean values and relatively low standard deviations for most variables indicate a consensus among businesses regarding the benefits of AI applications in this area.

The hypothesis that AI contributes positively to stakeholder perception has been verified, and the research provides both theoretical and practical contributions to the ongoing discourse on AI's role in business operations. As AI technology continues to evolve, its integration into corporate image management strategies will likely expand, offering even more sophisticated tools for companies to engage with their stakeholders and enhance their reputations.

Ultimately, this study provides a solid foundation for further exploration of AI's role in the broader context of business management. It calls for continuous innovation in AI technologies, as well as a more in-depth understanding of their impact on intangible assets such as corporate image. By leveraging AI's full potential, companies can not only improve their operational efficiency but also build stronger, more sustainable relationships with stakeholders, ensuring long-term growth and success in an increasingly competitive market.

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