The Impact of AI on Stakeholder Communication in Project Management

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ABSTRACT

AI is growing rapidly and it's only a matter of time before it will be applied in all professions. Since stakeholder communication plays a humongous role in project management, it is only natural to investigate deep into the positive or negative impacts it may have. Therefore, the purpose of the study is to investigate the impacts AI has on stakeholder communication in project management environment, giving more attention to its influence on decision-making, concerns in AI implementation and the necessity of AI integration. The methodology follows a mixed-methods approach, combining quantitative and qualitative data and comparing it with existing literature. The study shows, NLP's and chatbots, backed by advanced AI algorithms allow Project Managers to analyse and respond to stakeholders effectively. This literature is backed by the survey findings indicating 67% respondents believing the advances in NLP will improve the knowledge of stakeholder demands and concerns. Whereas 81% acknowledged AI's ability to improving the efficiency and productivity of communication processes. However, there are several challenges and concerns about AI adoption in stakeholder communication, such as reluctance to change, a lack of understanding of AI technology, and integration issues with existing systems. In conclusion, the study discovered that AI technologies, such as NLP and chatbots, have a considerable impact on stakeholder communication in project management. Embracing AI enables stakeholders and project managers to increase the efficiency and efficacy of their interactions while also paving the way for more strategic and data-driven project results. However, there are challenges and issues related with AI adoption in stakeholder communication, and additional research is required to overcome the study's limitations.

KEYWORDS: project management, artificial intelligence, AI, stakeholder communication, impact