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The Integration of Artificial Intelligence in Strategic Decision-Making: An In-Depth Analysis of Advantages, Challenges, and Future Prospects in Business Contexts: Systematic Review

Muhammad Ibrahim Jawad Al-Dulaimi
Department of Business Administration, Al-Rafidain University College, Baghdad, Iraq.

Omar Falah Hasan Al-Obaidy
Department of Business Administration, College of Administration and Economics, University of Baghdad, Baghdad, Iraq.
Orcid: 0000-0003-0435-2532

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ABSTRACT: This study concentrates on the crucial part artificial intelligence (AI) plays in improving strategic decision-making in businesses, a subject that is high on the agenda of contemporary administrative and scientific research. The research is based on a thorough systematic examination of recent literature, examining real-world models and experiments across several sectors, and drawing on theoretical frameworks like decision intelligence and human-machine collaboration. The results show that by offering data-driven insights, lowering cognitive biases, and strengthening businesses' capacity to react swiftly to market developments, AI considerably improves the precision, speed, and flexibility of decisions. The study also identifies important obstacles, such as algorithmic transparency problems, moral dilemmas, and the requirement for human supervision to guarantee responsible use. This study makes a practical contribution by offering managers and decision-makers specific suggestions on how to incorporate AI technologies into their plans in order to optimize advantages. It also emphasizes how implementing AI will affect society in ways like improving sustainability and reorganizing labor roles. This research's distinctive value is found in its integrative methodology, which blends theory and practice, as well as in its defined research agenda for evaluating the practical effects of AI in many businesses and environments.

KEYWORDS: Artificial Intelligence, Decision-Making, Strategic Decision-Making,

1. INTRODUCTION

Artificial intelligence (AI) has experienced a massive global boom in recent years, making it one of the most cutting-edge and alluring scientific domains for academics. Using sophisticated methods based on algorithms, neural networks, and machine learning, this field focuses on creating software and systems that can replicate human abilities including learning, comprehension, analysis, and decision-making , Additionally, artificial intelligence is a potent tool for solving complicated problems that are challenging to solve using conventional techniques. It can accurately forecast future behaviors and results and uncover hidden patterns in vast volumes of data. Additionally, it is utilized to create systems that can communicate with users in a natural and intelligent way—even seeming to comprehend human emotions and behavior(Abdulrazak & Mahmoud,2024)

The development of computer systems that can do activities like speech recognition, problem-solving, and learning that have historically required human intelligence is known as artificial intelligence (AI) (Arumugam & Manida,2024). Big data analytics and artificial intelligence have lately emerged as crucial business technology, assisting organizations in improving their decision-making procedures and developing more flexible plans (Çınar,2024). Due to its ability to improve organizational competitiveness, operational efficiency, and market responsiveness, AI's incorporation into strategic corporate decision-making has gained international significance. To gain significant strategic advantages, companies all over the world use AI-driven predictive models to foresee consumer preferences, market trends, operational risks, and financial consequence. Furthermore, machine learning algorithms have become essential components of predictive analytics, significantly altering the way strategic decisions are made in a variety of industries. Gradient and Random Forest Among the most popular machine learning algorithms are boosting and support vector machines (SVM), which are commended for their resilience, versatility, and high prediction accuracy in a variety of applications such as risk management, market segmentation, and financial forecasting(Vudugula et al.,2023).

With AI increasingly handling not only data but also a variety of decisions in finance, marketing, management, HR, R&D, and innovation, many decisions that were previously exclusively dependent on human expertise have changed. Businesses may become more proactive, acquire a competitive edge, and achieve sustainable growth by incorporating AI into critical business decisions. In today's rapidly evolving corporate environment, artificial intelligence (AI) has emerged as a revolutionary force that makes efficient planning and execution possible (Roongta & Roongta,2024). Science and art are combined in strategic decisions, highlighting their significance and direct influence on the organization's

destiny. Senior management makes these choices, concentrating on determining the organization's advantages and disadvantages. Stakeholders must be included in the decision-making process due to their high level of sensitivity. The organization's future course is decided by strategic decisions, which also affect all of its divisions (Sarhid & Alubadi,2024).

By lowering biases, encouraging collaboration, and offering actionable insights that are available to management levels, artificial intelligence contributes to the democratization of decision-making. AI's effects are especially noticeable in a number of important industry sectors (Rivero,2025). A significant change in the corporate landscape is the increasing use of artificial intelligence in strategic business decisions. It encourages the creation of novel business models, calls for a rethinking of conventional strategic planning, and opens up a plethora of potential for value creation. Companies' top aim as they navigate this AI-driven future is to use AI to improve organizational performance, fortify decision-making, and ensure long-term, sustainable growth in a world that is becoming more and more digital (Kaggwa et al.,2024).It emphasizes how important strategic innovation management frameworks are for maximizing digital product portfolios and how structured methods that integrate AI capabilities with conventional management systems are necessary for better decision-making. AI's technical advantages must be taken into consideration, but so must the organizational and moral considerations that are necessary for wise decision-making (Petrovic,2024) .Gaining a comprehensive and up-to-date understanding of the advantages and disadvantages of generative artificial intelligence (GAI) over short-, medium-, and long-term perspectives requires assessing how it affects corporate strategic decision-making and entrepreneurial endeavors. Diverse approaches are required to manage the inherent ambiguity, complexity, and uncertainty (López-Solis et al.,2025).

2. LITERATURE REVIEW

(Trunk et al.,2020) investigate how integrating artificial intelligence (AI) and human intelligence (HR) improves strategic decision-making in the face of ambiguity, offering a conceptual model that identifies obstacles and prerequisites.(Marimira & Gumel,2025)explore prejudice and explainability while examining AI's revolutionary role in business decision-making with an emphasis on automation, predictive analytics, and organizational efficiency. In order to improve operational performance across sectors, Al-(Surmi et al.,2022) create an AI-based framework that uses neural networks to synchronize marketing and IT initiatives. Indonesia's national defense can be strengthened by utilizing AI, according to (Yusman et al.,2025), who stress the importance of strategic preparedness and organized management. In their revised study of AI and IoT integration in smart home ecosystems,(Rodriguez-Garcia et al. ,2023) offer a conceptual framework that links data monetization, partnerships, and strategic decision support. According to their research, AI and IoT can propel creative ecosystem-based business models, changing the nature of competition.

Together, these studies demonstrate that although AI improves decision-making precision, effectiveness, and flexibility, it also brings with it managerial, ethical, and legal challenges that need to be resolved (Trunk et al.,2020 ; Marimira & Gumel,2025).

(Yusman et al.,2025), emphasize the significance of national-level policies, while(Al-Surmi et al.,2022) emphasize that cross-functional alignment is essential to achieving AI's performance potential. By combining automation, predictive modeling, and AI-driven analytics,(Hamadaqa et al.,2024) examine how AI improves strategic business decision-making. While pointing out issues including data protection, integration, and the requirement for qualified staff, their study highlights how AI enhances risk management, operational effectiveness, and decision accuracy.

With an emphasis on ethical issues and human oversight,(Ghorbani Asiabar et al.,2024) investigate innovative AI applications in organizational strategy and show statistically substantial gains in the quality of strategic decisions through machine learning and predictive analytics. In his exploration of AI's revolutionary role in business analytics, (Rimon,2024)demonstrates how machine learning and natural language processing transform data analysis, allowing businesses to improve competitive advantage, predict market trends, and optimize operations. According to (Kumar,2024) ,artificial intelligence (AI) is a cognitive augmentation tool that supports agile, data-driven strategies by merging decision intelligence and predictive analytics to speed up and improve the quality of strategic decision-making. In order to maximize business strategy decisions.

(Pu et al.,2025) create a hybrid optimization model that combines transformer models and reinforcement learning. They show notable gains in market share, profit growth, and customer happiness. Together, these studies show how AI technologies provide better decision support, more accuracy, and greater adaptability in dynamic markets, thereby radically changing strategic management,(Hamadaqa et al.,2024 ; Ghorbani Asiabar et al.,2024; Rimon,2024;Pu et al.,2025).Although there are obvious advantages to AI-driven decision-making, its full potential requires addressing issues with organizational preparedness, model interpretability, and ethical alignment. The fourth industrial revolution, characterized by mass digitalization and robotics, has reshaped strategic decision-making by introducing AI systems that handle macro- and microenvironmental analyses, SWOT assessments, and corporate portfolio evaluations While AI excels at rational decisions, it has clear limits in intuitive judgments that require human context (Chernov et al.,2020) .

The integration of AI into Enterprise Resource Planning (ERP) systems enhances analytical productivity in sales forecasting, predictive analysis, and customer service This integration drives efficiency, reduces operational costs, and improves decision-making agility within corporate strategies (Jhurani,2022). AI's capacity to improve marketing strategies, spur innovation, and automate tedious chores is indicative of its revolutionary impact on commercial decision-making .However, resolving ethical issues, data protection concerns, and the requirement for workforce upskilling are also essential for a successful AI integration (Prasanth et al.,2023).Significant gains in risk management, client segmentation, and financial forecasting are found in a comprehensive study of AI-driven Business Intelligence (BI) solutions . In order to guarantee efficient and moral decision-making, the study highlights the significance of explainable AI, fairness-aware algorithms, and strong data integration frameworks(Siddiqui,2025) .The ways that machine learning, natural language processing, and predictive analytics improve risk assessment, optimize portfolio management, and provide individualized investment strategies demonstrate how artificial intelligence (AI) influences investment decision-making. However, new issues like algorithmic prejudice, cybersecurity flaws, and regulatory complexity emphasize how important it is for humans and AI to work together to guarantee moral results(Arora &Das,2025) .

These studies collectively highlight that although AI improves accuracy, efficiency, and creativity in decision-making, it also presents significant challenges that call for human oversight, ethical governance, and transparency(Chernov et al.,2020 ; Jhurani,2022; Prasanth et al.,2023; Siddiqui,2025;Arora &Das,2025) The case study of MTN Nigeria shows how artificial intelligence (AI) and machine learning (ML) greatly improve strategic decision-making in enterprises by increasing decision accuracy, flexibility, and risk management.Although machine learning (ML) boosts productivity by cutting down on errors and analysis time, workforce development and ethical issues continue to be major obstacles(Olasehinde et al.,2024). By offering data-driven insights, predictive analytics, and automation that increase speed and accuracy, AI-powered solutions are revolutionizing corporate strategic decision-making. However, to enhance effectiveness, a balance between ethical governance and knowledge is necessary, highlighting the significance of human-AI collaboration (Rahate et al.,2025). When paired with strategic agility, AI-enabled technologies in B2B companies improve decision-making performance and spur innovation outcomes ,These benefits are mediated in large part by cognitive processing styles, such as experiential learning and rationality (Liu et al.,2025) .

Three main themes emerge from a thorough literature assessment of AI and strategic decision-making: adaptability, AI-human synergy, and AI's incorporation into strategy formulation ,Effective collaboration between humans and AI reduces cognitive bias and strengthens decision outcomes, though sector-specific and ethical challenges persist (Chaturvedi et al.,2025) Data analysis, predictive modeling, and adaptive skills are all areas where AI has an impact on strategic decision-making, assisting businesses in becoming more unbiased and foresighted .However, the changing human role highlights the necessity for balanced collaboration by emphasizing ethical management and oversight(Dasgupta et al.,2025).Together, these studies demonstrate that although AI improves decision-making precision, effectiveness, and creativity, it also poses serious problems for human oversight, ethical governance, and transparency(Olasehinde et al.,2024 ; (Rahate et al.,2025; Liu et al.,2025;Chaturvedi et al.,2025; Dasgupta et al.,2025).

Although issues like data quality and the requirement for human oversight still exist, artificial intelligence (AI) improves supplier selection, inventory management, and risk assessment, which in turn improves vendor performance in digital retail supply chains (Rainy&Chowdhury,2022) Through demand forecasting, dynamic pricing, and operational optimization, artificial intelligence (AI) has improved strategic decision-making in the airline industry during crises like COVID-19; nevertheless, problems like technical integration and regulatory hurdles still exist(Perez-Campuzano et al.,2021) .All things considered, AI improves strategic decision-making, but it can only realize its full potential in conjunction with human expertise and ethical governance (Rainy&Chowdhury,2022;Perez-Campuzano et al.,2021).

3. METHODOLOGY

3.1 Research Methods:

Using a qualitative, integrative review methodology, this study aims to synthesize and critically evaluate the body of knowledge about artificial intelligence and strategic decision-making. In order to identify recurring themes, significant obstacles, and new prospects in the field, the study methodically reviews theoretical contributions, conceptual models, and empirical findings published in recent years rather than depending just on empirical data collecting. This approach makes it possible to establish a thorough and nuanced knowledge of how AI affects and changes strategic decision-making processes across a range of organizational situations by combining information from diverse sources.

3.2 Data Collection:

In order to gather and examine scholarly materials about artificial intelligence (AI) and strategic decision-making, this study employed a systematic literature review (SLR) methodology. Because of their broad coverage of scholarly publications and peer-reviewed works, data were only gathered from Scopus and Google Scholar.

The selection focused on studies published between(2021 and 2025), using keywords such as "artificial intelligence," "strategic decision-making," and "AI in management." Empirical, theoretical, or conceptual articles related to the role of AI in improving strategic decisions were included. Duplicate publications, non-academic sources, and irrelevant studies were eliminated to guarantee quality.(32) These articles have been specifically selected because they cover topics related to business. All have been carefully studied to identify important topics and context.

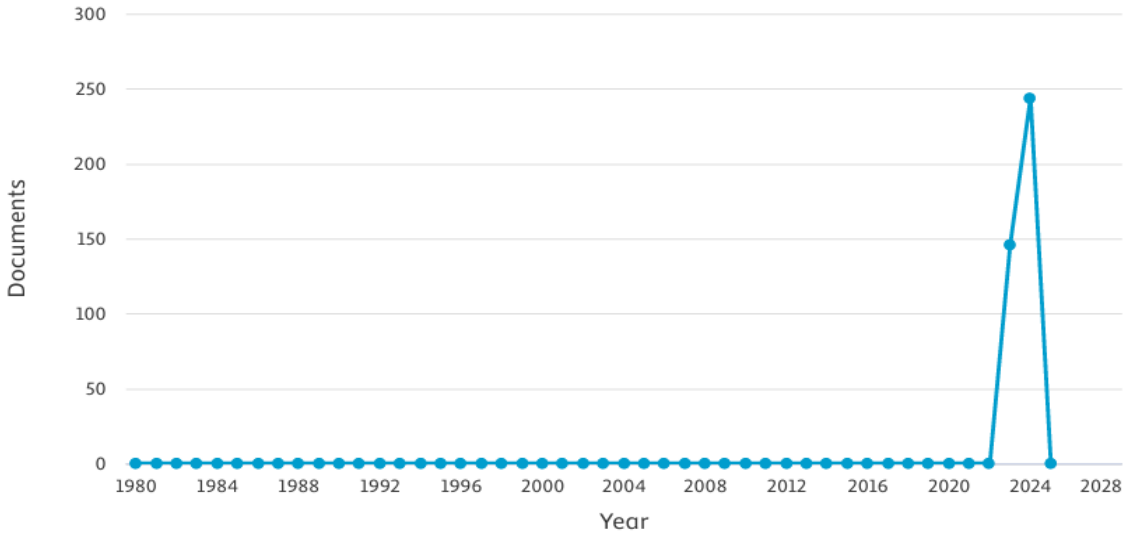

Figure (1): shows documents by year.

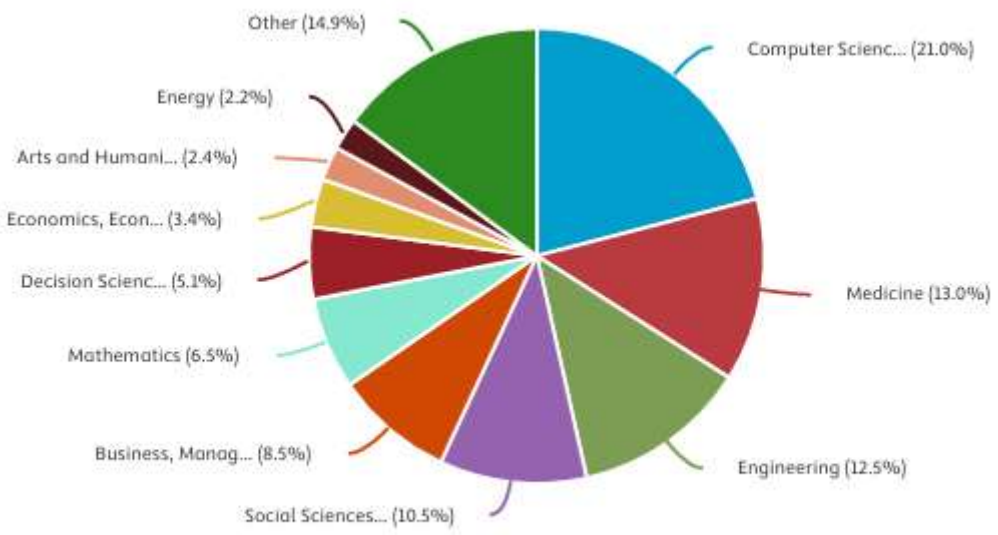

Figure (2): Format documents by subject area

3.3. Research methodologies used in the reviewed articles.

Table 1: Research methodologies used in the reviewed articles

Methodology	Specific Methods	Number of Articles	References
Review	Systematic/Structured Literature Review	7	Trunk et al.,2020 ; Marimira & Gumel,2025 ; Chaturvedi et al.,2025; Dasgupta et al.,2025;Siddiqui,2025;Perez-Campuzano et al.,2021 ;Dasgupta et al.,2025
Empirical	Case Study	2	Olasehinde et al.,2024; Olasehinde et al.,2024; Rainy&Chowdhury ,2022
Quantitative	Analytical/Predictive Models	4	Al-Surmi et al.,2022; Hamadaqa et al.,2024 ; Liu et al.,2025;Pu et al.,2025
Conceptual/Framework	Conceptual Model / Theoretical	4	Rodriguez-Garcia et al. ,2023; Ghorbani Asiabar et al.,2024; Kumar; Rimon,2024
Sector-specific Analysis	Industry Applications	3	Chernov et al.,2020 ; Jhurani,2022; Prasanth et al.,2023
Strategic Insights	Perspective/Commentay	2	Arora &Das,2025 ; Rahate et al.,2025

4. DISCUSSION AND RESULTS

The study's findings are supported by a thorough analysis of the literature that examined studies on how artificial intelligence (AI) might improve strategic decision-making in businesses. According to the assessment, the vast majority of current research suggests that integrating AI improves decision-making efficiency and accuracy while also accelerating response to changes in the corporate environment. The literature revealed a number of recurrent themes, including the significance of predictive analytics, the contribution of machine learning to enhancing business strategy, and the requirement for ethical governance to guarantee the prudent application of intelligent technology. Coherent theoretical insights reflecting the primary trends in AI and decision-making were extracted through the literature study. The findings show that researchers generally agree that human monitoring, organizational alignment, and the implementation of explicit standards to guarantee openness and lessen algorithmic biases

are necessary for the best possible use of AI. According to this evaluation, the study offers a solid basis for further investigation that may broaden to verify these trends experimentally and evaluate their effects quantitatively across a range of industries.

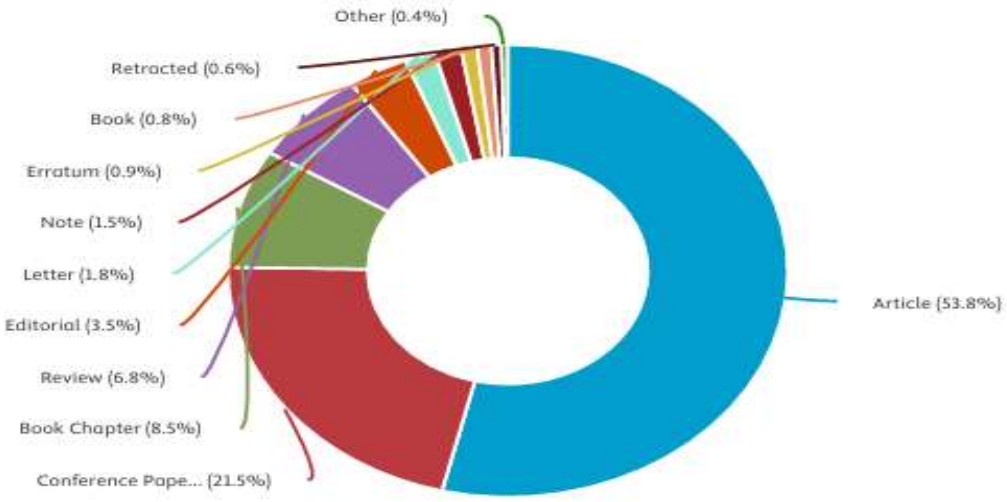

Figure (3): Documents by type.

5. CONCLUSION

At the forefront of current scientific and management research, this study focuses on examining the critical role that artificial intelligence (AI) plays in improving strategic decision-making within businesses. This study is significant not just because it shows how AI can increase decision-making speed, accuracy, and efficiency, but also because it shows how AI changes conventional decision-making processes, opening the door for more adaptable and creative approaches. This study is valuable because it reveals the fundamental problems with using AI to make strategic decisions, like the need for transparent governance, algorithmic bias reduction, and ethical governance. These problems are necessary to ensure the sustainable and responsible use of these technologies. Taking these dimensions into account, This study lays a solid basis for future research, which should broaden to include experimental and field-based studies that test the effects of AI in real-world settings across a range of sectors and industries and look into ways to improve human-machine collaboration for better strategic results.

It is important to recognize that this study has a number of limitations despite its significant contributions. First, the research may not provide as deep of practical insights because it just uses a systematic evaluation of the body of current literature without including empirical data or direct organizational case studies. Second, although the evaluated sources span a number of industries and geographical areas, differences in organizational size, cultural background, or technical sophistication may limit how broadly the results may be applied. Furthermore, the study does not statistically measure the precise results of AI-driven strategic decision-making, instead concentrating on theoretical models and conceptual frameworks. Lastly, because AI technologies are developing so quickly, certain findings can become old when new developments and uses appear.In light of these drawbacks, it is recommended that future studies incorporate empirical methods, examine the usefulness of AI in particular organizational settings, and update frameworks frequently to account for new developments in technology.

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Corresponding Author: Omar Falah Hasan Al-Obaidy