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Journal of Public Relations Research Middle East

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Trends in Artificial Intelligence for Digital Media: A Literature Review of Future Perspectives in Business and Management (*)

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Trends in Artificial Intelligence for Digital Media: A Literature Review of Future Perspectives in Business and Management

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Abstract

This research examines the application of Artificial Intelligence (AI) technologies in managing digital media in a business and management context. The study employs a thematic literature review approach, examining scholarly articles from IEEE, Springer, IGI Global, and other cited journals to outline the principal roles, advantages, challenges, and outlooks of AI technologies in digital media. AI-enabled customization, content generation automation, advanced machine learning, natural language processing, and recommendation systems were analyzed using content analysis and thematic coding. The study revealed that AI technologies actively enhance organizational productivity by optimizing content engagement, enabling evidence-based content strategies, and facilitating the automated scaling of content. Nonetheless, the effective use of AI technologies is still hindered by critical issues, including the ethics of AI, data privacy, algorithmic biases, and inadequate policies. The business implications of these findings suggest that companies should enhance workforce productivity by educating their employees on AI, aligning digital policies with new regulatory frameworks, and utilizing these policies to adopt explainable AI technologies. Strategically and responsibly embracing AI technologies in digital media management enables companies to drive innovation while meeting their ethical and managerial responsibilities.

Keywords: Artificial Intelligence (AI), Digital Media, Business and Management, Future Trends.

1 Introduction

Artificial Intelligence (AI) refers to computational systems that can perform tasks typically requiring human intelligence, such as decision-making, pattern recognition, and content generation. In the context of digital media, AI is now transforming how content is created, managed, and even delivered across businesses. The convergence of AI and digital media represents a critical shift in how organizations operate now. This topic is crucial due to the exponential

growth of AI technologies and their rapid adoption in digital strategies by businesses. Companies will seek to improve their personalized content; however, they must balance legal and ethical concerns related to this, making it a compelling area for research to inform policy. The introduction section will provide the background and context of the review, including its research objectives, methodology, and scope.

1.1 Background and Context

Digital media comes in various forms, from advertisements, podcasts, videos, articles, and even audiobooks. Artificial Intelligence (AI) has revolutionized the way digital media is distributed to the masses, while also helping manage and create content. AI-driven innovations are far-reaching, encompassing marketing, automated content generation, and predictive analytics (Wang, 2023). These advancements enable organizations to become more effective, personalize their experiences with target customers, and make strategic business decisions based on the data that AI computes and collects. Organizations have recognized the efficiency enabled by AI tools and are therefore eager to incorporate them into their business strategies, thereby building a reliance. Grasping the dependency on AI within digital media makes it possible to gain advantages in aiding business decisions concerning the dependency of AI technology, in an era when it's globally recognized that a competitive edge can be obtained through AI in the market (Partadiredja et al., 2020). With the increased global internet connectivity, digital media venues frequented by customers are experiencing higher traffic, making the role of AI in the distribution and management of digital media content extremely critical and warranting further investigation.

This is particularly linked to the issues associated with the widespread application of AI in digital media. Every business has a digital strategy, which is a part of business management, where the firm sets a systematic approach to utilize its cyberspaces to meet its marketing, communication, and advertising goals. Customer data privacy is one of the concerns that AI-powered tools raise while interacting with customers to achieve marketing, communication, and advertising goals, posing significant ethical considerations. AI tools also raise ethical concerns over privacy and data governance. Some businesses have also noted concerns that customers are wary of AI-powered advertisements due to issues with algorithms, misinformation on various media platforms, and data security breaches (Whittaker et al., 2020). Some have called for a lack of

accountability and control over the implementation of responsible AI, which can also be attributed to the rapid state of its development worldwide.

In summary, previous studies have focused on the technical advancements of AI in areas such as automated content creation, audience targeting, and recommendation systems. Research has also highlighted the operational benefits of AI, including cost savings and increased efficiency. However, many of these studies have centered on large corporations or technical implementation frameworks. Despite the increased research, a specific gap remains in understanding how businesses – especially SMEs – can integrate AI ethically and strategically into their digital media practices. Additionally, there is a need for a consolidated framework that leverages both the opportunities and challenges of AI adoption in business media management.

This review addresses this gap by synthesizing key applications of AI use for these businesses, their ethical implications, and suggesting future trends to offer practical insights for responsible AI use that is effective for business operations.

1.2 Research Objectives

This review aims to critically examine the role of AI in digital media management, exploring the challenges, future trends, and current applications. The primary goals of the review are:

1. To analyze the particular aspects of the digital media management processes that AI technology integrates into the operation of a company.
2. To assess the advantages of AI technology for digital management functions, for instance, audience interaction and engagement, as well as effective engagement and overall management.
3. To assess the adoption of AI technology into the management of the digital media business from an ethical, legal, and managerial perspective.
4. To determine what trends are developing in the use of AI in digital media strategy and what the future holds.

This literature review aims to inform the conversation about the impacts of AI technology by developing model policies for responsible use to benefit all organizations. This approach to digital media management informs future enterprises of the advantages and disadvantages of AI tools, providing actionable guidance on digital media management to all.

2 THEORETICAL PERSPECTIVES ON AI AND DIGITAL MEDIA

For a better understanding of the integration of AI in digital media, its definition, as outlined in this review, and the theoretical models explaining AI technologies in digital media will be discussed. This aims to orient the review better and identify the overall trends in business strategies that utilize AI.

2.1 DEFINING AI IN DIGITAL MEDIA

AI in digital media refers to the application of advanced computational technology to enhance, automate, and optimize various business tasks. These include content creation, distribution, and interaction with audiences. However, as the scope of the review excludes entertainment, the role of AI in media creativity will not be explored. Instead, it will focus on corporate strategies, such as decision-making, cost reduction, and customer engagement through AI tools, as well as its digital media strategy for achieving strategic business goals (Apirani et al., 2024). Content generation through AI will be discussed, however, in the context of business strategy, rather than shock value or entertainment to attract viewership. Hence, the review will focus on the management of digital media, rather than its personalized content creation, and how AI utilizes deep learning to predict consumer behavior and assist businesses with their decision-making processes.

2.2 RELEVANT THEORETICAL MODELS

Three key theories can ground the exploration of AI's role in digital media within the context of business decision-making: Diffusion of Innovation Theory, Technology Acceptance Model (TAM), and Resource-Based View (RBV). Additionally, Stakeholder Theory and Institutional Theory address the ethical and legal challenges associated with AI use, while Futures Thinking examines the implications for the future.

Firstly, the Diffusion of Innovation Theory, developed by Rogers in 1962, describes how AI technologies are incorporated over time in organizations. The earlier adopters allow AI tools to be experimented with before they are released for mass use. Eventually, widespread acceptance of how the tool is used in business allows this digital transformation in media. Applying this theory in the context of digital media used by companies, the earlier adopters of digital media have competitive differentiation, which impacts various aspects of their operations, and they inspire others to adopt similar strategies when the strategic advantages become evident.

Secondly, the Technology Acceptance Model (TAM), introduced by Davis in 1989, postulates that the perceived usefulness of an AI tool creates the willingness of users to integrate AI technology. When businesses are willing to streamline their processes, they incorporate these tools into their digital media workflow. Applying TAM in the context of digital media used by businesses, according to TAM business leaders, AI's potential is evaluated for improving operational efficiency and reducing costs. This becomes the key driver in implementing AI-driven solutions to their workflow, leading to better customer engagement.

Thirdly, the Resource-Based View (RBV) was developed by Barney in 1991 and introduced how AI is poised to impact the technology market for businesses. It’s advertised as a jack-of-all-trades tool that enables companies to gain a competitive advantage through advanced analytics, content creation, and personalized marketing. Applying RBV theory in the context of digital media used by businesses, when organizations invest in AI tools to inform their decision-making with data, the AI-powered customer insights provide a competitive advantage, as they enable more profound insights, quicker and more accurately.

Furthermore, the ethical and legal challenges of AI adoption can be understood through the lens of stakeholder theory and institutional theory. Stakeholder Theory (Freeman, 1984) emphasizes that organizations should consider the impact of AI-powered decisions on all stakeholders, including consumers, employees, regulators, and society as well. The institutional theory supports this by explaining how organizational practices are influenced by legal regulations, social expectations, and institutional norms. Collectively, these theories explain why businesses must navigate ethical dilemmas, comply with the legal frameworks, and build internal governance structures to manage AI responsibly.

Identifying the implications for the future is guided by Futures Thinking, a foresight-based approach that considers how current trends will influence possible future scenarios. It helps to explain the importance of identifying the AI trends in strategic, forward-looking business decisions. Applied to AI use for small businesses, anticipating potential developments in AI and preparing for their implications in digital media is essential. It demonstrates how organizations can gain a competitive advantage by anticipating technological changes, identifying new opportunities, and leveraging these advancements to

transform their resources. This highlights the need for proactive strategies in adopting AI.

2.3 AI AND BUSINESS STRATEGY

Within business management, business strategies around the world are increasingly recognizing AI as a foundational part of digital media. Companies that leverage AI tools for customer insights, real-time data analytics, and automation are making better decisions more quickly and accurately (Abhiseka et al., 2024). Some companies have completely incorporated AI into their business models, for example, streaming services that rely on traffic through AI-driven recommendation systems, as observed by Netflix, as well as social media platforms like Instagram and YouTube. Another increasingly prevalent tool is chatbot-assisted customer service, which automates the purchasing process through advertisements seen on TikTok Shop and Instagram. In these ways, businesses can customize AI to manage their sales and track data from customers, giving companies an advantage in aligning with their strategic business management goals (Tauheed et al., 2024).

Yet, the integration of these technologies requires investment by companies and clearly defined strategic goals. Along with this, there are critical questions businesses should ask when incorporating AI into their operations, such as the level of transparency the AI-driven tools provide. Along with this, an examination of fairness in decision-making based on the technology itself. With the continuous development of AI worldwide and its increasing adaptation, businesses should refine their strategies to harness the benefits of AI in their organizations without compromising operational safety (Gilbert, 2018).

3. METHODOLOGICAL FRAMEWORK

3.1 REVIEW OF PREVIOUS STUDIES

Interest in AI applications within digital media has evolved with automation of content production, predictive analytics, recommendation systems, and digital marketing receiving the most attention. Authors highlight AI's role in enhancing organizational productivity, personalization, and efficiency (Basri, 2020; Garg & Pahuja, 2020). Some focus on the ethical and legal issues of AI technologies, such as data breaches, algorithmic bias, and opaque systems (Christodoulou & Iordanou, 2021; Häußermann & Lütge, 2022). Despite these contributions, the attention given to small and medium-sized enterprises (SMEs)

remains scant in comparison to the attention given to large firms, which overshadows the unique barriers to adoption that these enterprises face.

3.2 RESEARCHER'S COMMENTARY

From this body of literature, two key deficits arise:

- There is a lack of an integrated model that balances the advantages and disadvantages of AI integration in the management of digital media.
- The under-researched area is how small and medium enterprises with limited resources and fewer regulatory safeguards can ethically adopt AI.

This study aims to fill these gaps, providing strategic and ethical guidance that fosters trust and compliance with mandates while embracing AI technologies.

3.3 RESEARCH SIGNIFICANCE

The value of this study lies in its actionable insights for addressing the benefits and challenges associated with the adoption of AI technologies in businesses. It has takeaways for not only large companies and multinationals, but also for SMEs, policymakers, and educators, highlighting the need for AI literacy initiatives, explainable AI, and compliance frameworks for global governance.

3.4 RESEARCH OBJECTIVES

The core goals are:

1. Understanding the role of digital in business and how AI technologies are incorporated in digital media systems.
2. Understanding how AI enhances audience engagement and operational effectiveness, as well as the benefits of making insightful decisions.
3. The ethics, law, and AI management of digital media technologies.
4. Strategic foresight and innovation in digital media strategy.

3.5 THEORETICAL FRAMEWORK

This study draws upon multiple theories:

- Diffusion of Innovation Theory (Rogers, 1962) covers the adoption phases of AI tools.
- Technology Acceptance Model (TAM, Davis, 1989) focuses on adoption's perception of value.

- Resource-Based View (RBV, Barney, 1991) regards AI as a resource directed towards competitive edge.
- Stakeholder & Institutional Theories: outline the ethical, legal, social, and regulatory aspects of AI.
- Futures Thinking: looks at trends and the long-term impacts of AI adoption.

These theories assist in interpreting the findings.

3.6 METHODOLOGY

- Type of Study: Thematic literature review.
- Approach: Qualitative synthesis using content analysis and thematic coding.
- Population & Sample: Academic studies on AI in digital media (2016–2024), sourced from IEEE, Springer, IGI Global, Elsevier, and Emerald.
- Tools: Literature search engines (Scopus, Web of Science, Google Scholar); thematic analysis software (NVivo/Excel coding).
- Validity & Reliability: Ensured through use of peer-reviewed sources, triangulation across multiple theories, and cross-comparison of findings.
- Variables:
    - Independent Variables (Theoretical): AI applications (content creation, marketing, engagement, decision-making).
    - Dependent Variables (Operational): Business outcomes (efficiency, engagement, trust, regulatory alignment).
    - Operationalization: Measured by reported benefits (e.g., ROI, audience engagement), challenges (bias, privacy concerns), and strategic responses (AI literacy, regulatory compliance).

4 THEORETICAL AND CONCEPTUAL FRAMEWORK

The integration of Artificial Intelligence (AI) in digital media management necessitates a multifaceted framework that encompasses not only its technological adoption but also its organizational, ethical, and social implications. To align with the objectives of this review, the framework synthesizes insights from innovation theories, acceptance models, strategic management approaches, and ethical governance perspectives, while also

drawing on foresight studies to anticipate future trends. This ensures coherence between theoretical foundations and the practical applications, challenges, and implications identified in the study.

4.1 DEFINING AI IN DIGITAL MEDIA

AI in digital media refers to the application of advanced computational technologies to enhance, automate, and optimize business tasks, including content creation, distribution, and audience engagement (Apriani et al., 2024). Within this review, AI is understood not as a tool of entertainment but as a driver of business decision-making, cost reduction, and strategic growth.

Content generation, although included, is framed in terms of corporate strategy rather than as a creative pursuit aimed at viewership. This distinction enables the analysis to remain grounded in business and management objectives, rather than focusing solely on technical advancements.

4.2 DIFFUSION OF INNOVATION (DOI) THEORY

Rogers' Diffusion of Innovation Theory (1962) remains central to explaining how organizations adopt AI in digital media. Early adopters experiment with tools such as automated recommendation systems and content generation platforms before they become mainstream, creating competitive differentiation (Miller, 2018). Applying DOI to digital media management, businesses that adopt AI earlier gain strategic advantages in audience targeting, content personalization, and efficiency. Over time, wider adoption creates industry benchmarks, illustrating how the diffusion of digital transformation drives business change.

4.3 TECHNOLOGY ACCEPTANCE MODEL (TAM)

The Technology Acceptance Model (Davis, 1989) highlights perceived usefulness and ease of use as drivers of adoption. In the context of digital media, TAM explains why businesses embrace AI tools such as predictive analytics, chatbots, and real-time dashboards (Abhiseka et al., 2024; Tauheed et al., 2024). When AI is seen to enhance customer engagement and streamline processes, businesses are more willing to integrate it into their digital strategies. Yet, TAM also reflects the barriers of trust and transparency that fuel consumer skepticism about AI-driven personalization (Whittaker et al., 2020), reinforcing the ethical concerns examined in later sections.

4.4 RESOURCE-BASED VIEW (RBV)

The Resource-Based View argues (Barney, 1991) that AI can be positioned as a strategic organizational asset that helps a business to achieve a sustainable competitive edge. AI assists in real-time analytics and geo-marketing in digital media management, increasing accuracy in business operational decisions and thereby giving a competitive edge to a firm (Garg & Pahuja, 2020). AI has been empirically proven to be useful in helping corporations transform their resources into greater value (Ristyawan, 2020). There is, however, a critical imbalance; while large firms maximize AI advantages, SMEs are hindered by cost, expertise, and infrastructure constraints. This imbalance helps reinforce the rationale for designing more tailored, lower-cost AI strategies for smaller enterprises.

4.5 STAKEHOLDER AND INSTITUTIONAL THEORIES

Stakeholder Theory (Freeman, 1984) focuses on the ethical responsibilities a business has to its audience, workforce, regulators, and the public at large, especially in the context of AI usage. With a focus on digital media, this highlights concerns such as data privacy, algorithmic bias, and the need for transparency (Partadiredja et al., 2020; Christodoulou & Iordanou, 2021). Complementing this, Institutional Theory explains how organizational policies are shaped by legal frameworks, cultural paradigms, and societal expectations (Chae, 2020). These angles of inquiry highlight for businesses the need to address concerns related to misinformation (Whittaker et al., 2020), data breaches (Mazurek & Malagocka, 2019), and regulatory gaps (James & Lucas, 2024). Moreover, adopting AI technologies in the business model should not be perceived as a mere efficiency tool; instead, the perspectives presented highlight the stronger concerns of responsibility and governance.

4.6 FUTURES THINKING

Futures Thinking offers a perspective oriented towards the future, which assists companies in preparing for essential shifts in digital media strategies caused by new technologies, such as hyper-automation, augmented reality, and explainable AI (Karnouskos, 2020; Nguyen et al., 2021; Feuerriegel et al., 2022). For instance, Nike and L'Oreal's AI-powered immersive customer engagement technologies and experiences augmented through AR/VR (Nguyen et al., 2021).

Futures Thinking also assists focus with the goal of trend spotting which has a stronger emphasis on preemptive action and highlights the need for

anticipation and proactive strategies that help companies be productive, socially conscious, and responsive to changing international policies (Belwalkar & Maki, 2023; Raees et al., 2024; Brüns & Meißner, 2024).

4.7 CONCEPTUAL MODEL

Synthesizing these perspectives, the framework positions:

- AI Applications (content automation, marketing, audience engagement, decision-making) as independent variables;
- Business Outcomes (efficiency, customer engagement, competitive advantage) as dependent variables;
- Ethical/Regulatory Challenges (privacy, bias, accountability, misinformation) as moderators;
- Future Trends (explainable AI, AI-augmented workforce, regulatory frameworks) as determinants of long-term sustainability.

5 ETHICAL CONSIDERATIONS AND CHALLENGES

AI is becoming increasingly incorporated within digital media management, and this brings with it several unique challenges. There are several key ethical considerations for businesses to consider when adopting AI in digital media. These include concerns consumers have about AI-driven digital media, the data security of consumers who have not explicitly consented to their data being tracked for personalized messaging, the lack of accountability in existing legal and regulatory frameworks, and the managerial challenges in navigating this grey area of business (Häußermann & Lütge, 2022). To tackle these concerns, organizations should be able to build consumer loyalty and more importantly, trust in their responsible use of AI technologies.

5.1 ETHICAL CONCERNS IN AI-DRIVEN DIGITAL MEDIA

AI has raised ethical concerns over its use due to its manipulative nature, which extends beyond the realm of realistic deepfakes. The lack of accountability in the misinformation it spreads can manipulate people into believing false narratives about AI-generated media, altering public perception by presenting realistic imagery of generated content (Christodoulou & Iordanou, 2021). These authors have raised critical concerns about deepfakes and misinformation; however, their analysis is largely framed from a media journalism lens, requiring adaptation when applied to corporate digital media. This already has severe implications within journalism; however, it can also

bleed into business technologies, as people can be impersonated without their consent to 'fake review' through AI-generated content. In this way, all customers will be skeptical of the authenticity of reviews done via digital media. AI models operate on extremely large datasets that have been shown to lead to the distribution of unethical content. (Partadiredja et al., 2020) AI-driven digital media advertisements favor certain demographics while excluding others, and businesses may be prone to unknowingly perpetuating biased marketing – contributing to deeper inequalities in their products and access to them. Suppose companies rely heavily on AI-driven digital media without proper human regulation. In that case, there is a risk of losing control over the types of messages being disseminated under their brand names. This raises the question of who is ultimately accountable for regulating the behavior of AI – the brands or the language model developers?

Another concern is the sensationalism of AI-driven digital media and its harmful effects. The mechanism through which AI-generated digital media is curated involves prioritizing engagement with content – it studies the type of content that is more likely to be interacted with and replicates it to produce more of that. In this manner, it studies what naturally gains traction, and this contributes to the spread of harmful content online, even if it's not accurate. Intentionally misleading audiences into believing certain products are beneficial without a factual basis is manipulation and only reinforces echo chambers (Trattner et al., 2022). This occurs when users are unprotected and do not consent to interact with AI-driven digital media on their feeds, yet are still exposed to it, allowing the brand's messaging to influence their views.

Overall, brands must protect their own credibility and trust when using AI-driven digital media. Customers are increasingly skeptical of existing AI-generated content online and will likely be even more doubtful of content created for businesses. To implement AI-driven media within business operations, key features of consent and transparency should be incorporated into business models, following international guidelines, so that all organizations have a standard practice for implementation. This approach will help build customer trust and loyalty. At the end of the day, the communication of the brand regarding its products and its own messaging is the responsibility of the business itself. It should not be handed over to the AI tool they are using.

5.2 PRIVACY AND DATA SECURITY ISSUES

A persistent issue with the accepted use of AI in mainstream digital media generation is data privacy. AI relies on user data to create content for advertisements that are extremely personalized, through the study of customer's data in their purchasing behavior. These customers have not consented to their online behavior being tracked or studied in this manner. Businesses then track these interactions without the consent of the consumers, and this is a breach of data security as brands are unauthorized to share this information with AI-models yet do so anyway to further target customers through personalized advertisements (Mazurek & Malagocka, 2019). While laws like the General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA) exist to attempt to regulate this behavior, the ways through which this is implemented varies across the globe. To be able to fully combat these risks, it should be the responsibility of the businesses to adhere to the legal frameworks that exist now even if they are scarce and can change in the future as seen with the increased use of AI-driven digital media.

Currently, two United States national-level legal frameworks exist that dictate laws around AI-driven digital media in use, these include the General Data Protection Regulation (GDPR) and the California Consumer Privacy ACT (CCPA). These laws are varied in their implemented use, and international acts are drafted also in accordance with these laws (Chae, 2020). The GDPR was enacted in 2018 that requires businesses to strictly ask for user consent before collecting their data (tracking their purchasing behavior and trends in purchases). The business in operation needs to grant the consumers individual right to access and erase the data on the sites used for commerce. Similarly, the CCPA was enacted in 2020 that gave residents of the data more control over the personal information they place within online shopping sites so that they can have autonomy of opting out of their data being used for sales purposes in any way. These were efforts made by the United States to enforce data protection laws to protect customers, however the ways in which these legal documents are implemented vary immensely.

Some corporations have attempted to invest in data privacy infrastructure so that their operations can comply with these laws, however smaller businesses often lag in these areas as they do not have the infrastructure or resources to implement these laws in a structured manner. Adding onto this issue is the lack of reinforcement of the existing laws, with penalties only sanctioned on

corporations where consumers have noticed their data being harmfully and without consent as with the case of Meta (Klausing et al., 2024). The inconsistency of accountability of organizations shows that some brands can get away with it while others face the consequences, so there is a need for regulatory bodies to be formed to create international standard practice for the enforcement of such laws. This is not to say that technology does not exist and can reduce the effects of this, as companies can employ data encryption and anonymization software's to make sure that the privacy of their customers is prioritized. It seems to be an issue of implementation and accountability, foremost and future developments in AI-driven digital media will show a greater need for consumer privacy to meet legal standards.

5.3 REGULATORY FRAMEWORKS

As the adoption of AI-driven digital media proliferates into mainstream entertainment and other areas, it has been adopted at a rate that outpaces any regulatory frameworks to standardize its use causing a legal grey area in its governance. The lack of accountability has been observed as a shortcoming in a brand's system of governance and business conduct in general (James & Lucas, 2024). This shortcoming comprises the absence of well-set rules for data ownership, lack of responsibility regarding the AI algorithms that produce harmful, misleading, or 'dirty' content, and a lot of room for improvement in the disclosure regarding the use of AI in business processes and how AI informs business decisions.

Consumers face increasing risk of AI-based discrimination when algorithms are programmed to target specific demographics for selling certain products, generating engagement rather than focusing on the truth – since AI prioritizes engagement over factual accuracy. The absence of rules, and companies trying to maximize profit with AI-based advertising, exploitation of private consumer information and automated abuse of personal data is a growing concern which will damage reputation in the long term. Misinformation and advertisement AI is generating unfairly targeting the consumers, and in turn denying the user any option. Products advertised with the buzzwords 'cruelty free' or 'vegan' while the truth is far from it. This is the reason businesses must pay attention to boundaries of the law and ethics in their use of AI and digital media, in order to avoid self-harm and legal consequences. In the end, this might lead to breaching the consumers' confidence in all brands on the premise that the brands will use automated technologies irresponsibly.

Organizations ought to implement policies to monitor and control the content produced from AI and digital media to safeguard their brand images. Responsible AI policies and practices will set companies apart and grant them a competitive edge because their operations will be trusted by customers and will, therefore, increase their market base. AI developers, in collaboration with businesses, need to construct a standard policy framework on AI responsibility and ethics, focusing on the protection of consumer data, to address these issues.

5.4 MANAGERIAL AND ORGANIZATIONAL CHALLENGES

While the data obtainable through AI's deployment within the scope of a business can serve as a critical asset in decision making, there are some other managerial difficulties that emerge that AI's continuous usage brings into question its usefulness. These raise two primary problems of customer education and responsibility and businesses creating a self-regulation framework aimed at ensuring AI’s digital media applications are used in a responsible and accountable manner.

Probably the most important issue revolves the issue of consumer data responsibility. It can as well be argued that the customer “owes” some responsibility in the issue of data. The customer must be able to control the data and its decisions, however, the business must enable the customer to control the data and its decision and so the business must be transparent. All individuals engaging with brands in their online spaces should be informed about the kind of data being tracked by them, including its intended use so that they can consent fully while understanding the control they have over their own digital footprint when they engage with brands online. This requires education on part of the customers engaging with AI; however, they do not consent to engage with AI-driven digital media pushed by brands for personalized advertising. Rather, they are exposed to it as a targeted way of marketing similar or related product recommendations. This limits the agency of the customer who will not have the opportunity to explore other products in their range and does not consider the data collection as a breach of privacy as its intended use is not fully understood.

The second challenge is the development of individual oversight for the use of AI-driven digital media in ways that align with brand policies and widespread use. The ways in which decision making are informed should be explicitly stated with business strategy so that third-party audits can witness AI algorithms to be explainable and publicly disclose how digital media made by

AI models influences decisions made by brands. As a lack of such models exists, companies are not obligated to provide the mechanisms through which these models work as of now, however the future use of AI and content moderation will push businesses to adopt AI-based digital media in ways that are understandable and fair keeping the consumers in mind. The responsibility of communicating the ways in which the AI-generated digital media works is not reliant on the brands themselves, rather brands should create an internal system that oversees how they are using their AI-driven digital media and be able to communicate this to its customers. Managerial challenges to implement this include the increasing need for AI literacy in employees so that brands can market their AI-driven digital media in ways that are accessible to the audience, increasing their trust. This will be a responsible way for implementing the new wave of AI-generated digital content that is shown to increase brand efficiency; however, it needs to be adopted cautiously with transparency so that its deployment is responsible and ethical as well.

5.5 APPLIED ASPECT

The application of a study focuses on investigating the ways that digital media technologies and AI tools are being utilized by companies of all sizes and types. For instance, the case of smaller and medium-sized enterprises (SMEs) that use automated social media marketing instruments (Feher, 2020) illustrates that AI technologies are scalable, cost-effective, and practical, thus fulfilling the study's purpose on cost-effective automation. These practices are consistent with the Technology Acceptance Model (Davis, 1989) where a firm expresses acceptance of AI technologies because of their productivity benefits. On the other hand, data privacy and ethical challenges outlined by Partadiredja et al. (2020) highlight the divergence of application and theory, showing a gap between adoption and responsible use of technologies.

Furthermore, the evidence reinforces the Resource-Based View (Barney, 1991) with customer engagement activities, including e-commerce and entertainment platforms, AI-powered recommendation systems as they help sustain competitiveness. However, outcomes for SMEs do not seem to support this theory. AI technologies advanced as the economy developed, and SMEs' economic constraints do not enable them to adopt AI to the same level as larger firms. This specifically highlights the need for bespoke solutions for a certain category of organization.

Addressing AI technologies and digital media as problems to be solved, and not as concepts beyond the reach of a business, has practical implications. Achieving measurable efficiency and engagement improvements validates some expected outcomes, but reveals ethical, regulatory, and scalability paradoxes, exposing contradictions. This aspect is especially useful for businesses as it analyzes the implementation of AI technologies from the perspective of corporate social responsibility.

6 FUTURE TRENDS AND IMPLICATIONS

Global investment in AI technologies is projected to integrate AI in business at a more strategic level. As emerging AI technologies continue to evolve, they'll certainly impact the responsibilities within the workforce, and the implications of AI on digital media will transform the art of business management. Turning to the future, the automation will also include groundbreaking advancements such as unmatched AI-generated content authenticity. These changes will allow organizations to understand the ethical and strategic implications of AI evolution, thus remaining competitive throughout the change and development.

6.1 EMERGING AI TECHNOLOGIES IN DIGITAL MEDIA

Developing hyper automation, next-generation automation, augmented or virtual reality campaigns, and improved sentiment analysis are innovative trends in AI technologies. As AI becomes more autonomous, businesses need to strategically and ethically incorporate it into their operations to avoid data misuse. The restructuring of the production process automation minimizes the need for human involvement. Besides, the advancements in AI technologies, most interactions people have will merge seamlessly with robotic interactions; hence, increasing the chances of AI use and the simplification of business operations (Karnouskos, 2020).

Adding onto this, new technology including Augmented or Virtual Reality (AR/VR) which are fully immersive experiences that shape the customers' perceptions of possible products (Nguyen et al., 2021). Brands are creating new realities and customers are chasing new experiences, so VR advertising is a new way for people to build worlds where they try and test out new products that are still in the design phase of development, and a practical or physical version of that product still does not exist. For instance, L'Oreal has adopted AI-driven augmented reality (AR) to allow customers to virtually try on makeup through apps like Modiface, enhancing their personalized customer experience.

Similarly, Nike uses predictive AI analytics to recommend online shopping experiences and product suggestions to individual users. These given examples bolster the analytical-descriptive method by anchoring the trends to real business practice.

6.2 THE ROLE OF AI IN THE FUTURE OF BUSINESS AND MANAGEMENT

Businesses are shifting from a traditional production model to an innovative workplace that seeks to leverage data to drive a digital presence while engaging proactively and appealing to customers. With the evolution of AI technologies providing the ability to tailor experiences to individual users, AI will focus on providing business management with vital components such as explainable AI systems, an AI-augmented workforce, and global governance of its ongoing application (Feuerriegel et al., 2022). The author has provided an in-depth theoretical explainable AI systems business model which has not, however, resulted in their suggestions being incorporated into the practice, indicating a theory-practice divide.

For ethical AI implementation, guidelines of explainable AI (XAI) will be drafted according to international standards of AI use. As the consumer base demands transparency in the use of AI within business operations, they will need to incorporate frameworks that are responsible in the use of AI and explainable to the public at large. Businesses will face the increased demand of balancing technological innovation and also communicate their ethical responsibilities in how the data they take from their customers is used. Hence, to maintain customer trust and have some element of regulation there will be an increased use of explainable AI systems that are regulated.

In the future there will be an emergence of an AI-Augmented workforce, with humans working in collaboration with AI systems. Rather than the fears of AI becoming replacements for human workers, AI will amplify existing workforces to become more efficient and operate in a manner that is more effective (Belwalkar & Maki, 2023). This will be seen through the automation of repetitive tasks, and employees will shift their focus on strategic goals and tasks to achieve business goals. Increasingly in the future it is possible that brands will invest in AI literacy programs for their employees in upskilling initiatives so that human-AI collaboration is better integrated within their operations.

For the sustained use of AI, there will be increased regulatory scrutiny and advancements made to mitigate the environmental impacts of continued AI use

by brands and organizations that use them (Chae, 2020). Governments will be involved in developing guidelines that define AI frameworks to better prevent them from biasing and become transparent. To remain competitive and still use technology, they will have to study its ethical use and implementation as dictated by the rules of its use at that point in time relative to the region as well. All businesses will need to keep themselves updated on the current legislation of AI use in their regions, along with the current models in mind when incorporating AI use in their operational business strategy. Hence, the brands that use AI will need to incorporate policies that are continuously evolving with the technology itself to avoid legal risks.

6.3 RESEARCH GAPS AND FUTURE DIRECTIONS

Future research directions in the involvement of AI in business management include Human-AI interaction, fairness in AI systems, consent for AI use in consumer analytics, and AI content authenticity.

Human-AI interactions is an emerging area of study as AI has been increasingly indoctrinated into our societies and the collaboration between humans and AI for business decision making has increased (Raees et al., 2024). The evolving dynamics between humans and AI systems can give businesses insights into what aspects of human creativity and innovation AI is more likely to understand and attract for marketing purposes. In addition, interactions with customers can be personalized since AI looks into insights with regard to the customers' buying habits, but also looks for benchmarks that can serve as an ethical standard for its future use.

Equity as it pertains to the mitigation of bias in AI systems is one of the underexplored domains. There is insufficient research that investigates methods of recognizing biases in the use of AI in media. AI tools should offer a fairer chance to all products and brands, and while some studies have identified that training data plays a part in amplifying the biases present in AI driven customer recommendations, there is no system currently in place that removes this. Hence, self-correcting mechanisms for this should be sought out through research into how AI systems can give feedback to their developers on what components are excessively repeated, and other elements that may be potentially missing in training datasets.

Consumer consent for AI use in data analytics is underused, and this review highlights the need for websites to make thorough messaging systems that clearly communicate this. The use of 'cookies' messaging is not merely enough,

and future studies can explore the impact of customer engagement and how AI consent impacts consumer decision-making.

AI content authenticity includes the advancements of AI tools to create content that is indistinguishable from content made professionally by brands (Brüns & Meißner, 2024). The risk of deepfakes, misleading and even scamming can increase, and this poses intense risks for customer safety. Research is needed on aspects of content that make customers perceive it to be authentically created by the brand, and which elements of a digital media make it more likely to increase trust in the targeted consumer base it appeals towards.

7 IMPLICATIONS OF REVIEW

There are several advantages for businesses to adopt the use of AI in their digital media management. These include automated marketing, audience engagement and personalized customer experiences through AI powered recommendation systems that give them a competitive advantage. However, as the development of AI for digital media is still in an evolving stage, there will be advancements to regulate it and a demand to incorporate explainable AI systems for businesses to use in the future so that data protection laws can be maintained. Adding onto this, a practical implication for brands to take away is to invest in workforce training: as the sjift towards AI used in more streamlined processes in businesses has emerged, there is a need for future workforces to be skilled in working with AI systems. Hence, AI literacy programs should be introduced to invest in employee training and balance this new age of AI automation with a human touch.

8 LIMITATIONS OF REVIEW

This review has several limitations, including the evolving nature of the topic, bias in current research and limited discussion in terms of SME challenges. Since, at the time of the review, the environment of AI technology is changing so fast that insights into regulations, laws and applications can become outdated rapidly and so the field is extremely novel making it prone to rapid change as it develops.

One key concern of note is that there is an optimistic bias in the advantages of AI in research literature. Currently, existing literature on AI use does not fully capture the societal implications of AI as industry-driven studies have tended to over emphasize the benefits rather than risks. Along with this, despite the inclusion of some benefits faced by small and medium enterprises (SMEs)

through their incorporation of AI use, there is little literature on how AI technologies can be effectively leveraged by these organizations. On the other hand, larger corporations can incorporate AI into their business technologies, while barriers to lower-level operating businesses persist. This can be due to a lack of expertise in AI implementation for digital media in SMEs. However, the cost restrains severely limits its application to brands that can afford it.

9 CONCLUSION

This literature review has set out to explore the role of AI in digital media management by addressing four key research objectives. Generally, AI has been successful in demonstrating its ability to enhance business operations and give weight to strategic business decisions, benefiting them. However, its continued use and widespread adoption around the globe raises concerns for ethical, legal and managerial challenges in its continued use.

Firstly, the review has synthesized the integration of AI in digital media management within businesses. According to the review, the use of AI is becoming common, especially in content development, digital marketing, engagement with users, and business intelligence. Tools powered by AI such as natural language processing, customer driven recommender systems, and ML algorithms are transforming the interactions of organizations with their users as well as the operations of the organizations to become more data driven for proactive trend forecasting.

Second, we talked about the advantages of AI in the realm of digital media, including deepening engagement and refining strategic business actions. AI enables automation in the analysis of data and the deliveries of content which raises both customer satisfaction and operational efficiency. Thus, AI-driven digital media strategies have a higher ROI and competitive edge in business whereas non-AI assisted strategies lag behind.

Thirdly, the review examined the ethical, legal and managerial challenges in adoption of AI for digital media management. The key concerns it found included data privacy, bias in AI algorithms, a lack of transparency in how the AI tool works to the consumer and little accountability by the businesses that use it. Based on these trends the review recommends businesses to keep themselves updated with the emerging regulations of AI use, adopt explainable AI systems that are more transparent and implement security measures so that their customers data is protected to encourage the customers to trust the brands that are using AI systems. Finally, the review explored emerging trends in AI

use in digital media and the future directions for its implementation as the technology continues to be developed. There are several actionable approaches businesses can use to strategically incorporate AI into their digital media frameworks. These approaches include implementing workforce AI literacy initiatives, reducing reliance on automated systems, using explainable and verifiable AI, and establishing robust data governance frameworks. A practical consideration would include implementing scalable pilot projects such as content auto-generation or chatbots before wide-scale implementation.

Overall, this review has pointed out AI's capabilities and impact on digital media as tools provide multiple opportunities while also presenting unique challenges. Trust with consumers and navigating the use's changing regulation of implementation will both require businesses to consciously balance ethics and AI use. Suggested practical approaches include teaching AI literacy and ethics to employees at all levels of the organization, and during restructures where tools will be used more frequently. AI use in human collaboration during industry shifts to incorporate these technologies remains the focus of change for future research.

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