

The Effectiveness of AI-powered Sentiment Analysis in Corporate Communication in Improving Stakeholder Engagement

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Abstract

There is limited research on Artificial intelligence and its distinctive and measurable impact on corporate communication and stakeholder engagement. Besides, existing and new research frequently lacks industry-specific insights, practical case studies, and cross-disciplinary insights. This gap highlights the importance of this research, as it offers actionable insights for industry professionals while extending academic discourse on AI-driven communication strategies. This article is the first of two articles on corporate communication and artificial intelligence developed by the authors. Its novelty is in its mixed-method approach, which integrates quantitative and qualitative data to show an extensive knowledge of AI's role in stakeholder engagement, a view rarely explored in previous studies. This article explores the effectiveness of integrating artificial intelligence into corporate communication to improve stakeholder engagement. The authors used a mixed methodology, quantitative surveys ($n = 241$), and qualitative interviews ($n = 7$) with corporate communication managers. Convenience and Snowball sampling was used. The results revealed that AI-powered instruments significantly improve the capability to identify key sentiments, permitting organizations to respond proactively and maintain positive stakeholder relationships. Moreover, integrating AI in sentiment analysis improves feedback management processes, reducing response times and encouraging a more dynamic communication environment. The utility of this research is apparent in its practical applications. It offers evidence-based strategies for using AI to improve engagement and decision-making for corporate leaders and communication specialists. This research contributes to the practical and theoretical characteristics of improving stakeholder engagement in corporate communication.

Keywords: Artificial Intelligence, Corporate communication, Communication, AI-Driven Strategies