

The Impact of AI-Generated Corporate Messaging as a Credibility Signal in Algorithmic Communication

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Abstract

Generative AI mechanisms such as Gemini, Microsoft Copilot, Grammarly, and more, are becoming a significant part of message creation in organizations. However, algorithmic bias creates an ethical, psychological, and strategic dilemma for organizational employees. In this research, the authors explored the impact of automation, authenticity, and trust in corporate messaging on employees perceived corporate credibility, transparency, and integrity. The authors used a mixed methodology. A survey study was conducted with 246 participants. Further, semi-structured interviews were performed with communication and marketing executives. The research was grounded in Signaling Theory, TAM and Media Richness Theory. The results revealed that while AI helps organizations with communication efficiency, precision and personalization, it also creates a “credibility gap”, reducing authenticity and accountability. For practicality, this research suggests applying co-creation to maintain corporate credibility in the era of algorithmic communication, connecting human creativity with AI-assisted mechanisms. Ultimately, the research contributes to the continued discourse on technological advancements and human authenticity.

Keywords: Artificial intelligence, Corporate Communication, Algorithmic Messaging, AI-generated communication