
Organizational Culture, Leadership and Sustainable Economic Growth in the Age of Artificial Intelligence

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Abstract

Technological developments and the increasingly advanced digital era have brought significant changes in the business and economic world. Adoption of artificial intelligence (AI) is considered as one of the solutions to encourage sustainable economic growth in this era. However, the implementation of AI in organizations also influences organizational culture and leadership, thus requiring deeper studies regarding the relationship between organizational culture, leadership, and sustainable economic growth in the AI era. This article aims to explore the relationship between these three aspects, as well as provide recommendations for organizations in managing their culture and leadership to achieve sustainable economic growth in the AI era. This study uses qualitative methods by collecting data through interviews with leaders and members of the organization. The research results show that strong organizational culture and leadership can influence sustainable economic growth in the AI era, and there needs to be an appropriate strategy in managing culture and leadership to achieve this goal. Managerial implications and recommendations for organizational practitioners are also discussed in this article.

Keywords: *Organizational culture, Leadership, Sustainable economic growth, Artificial intelligence, Digital era*

INTRODUCTION

Technological developments and the increasingly advanced digital era have had a significant impact on the world of business and the economy. In this era, organizations need to continue to adapt and innovate in order to remain competitive and survive in an increasingly tight market. One solution that is considered effective for encouraging sustainable economic growth is to adopt artificial intelligence (AI). However, the implementation of AI in an organization not only influences business operations and strategy, but also influences organizational culture and leadership.

In this context, organizational culture and leadership are considered as key factors in achieving sustainable economic growth in the AI era. A strong

organizational culture can help organizations deal with change and improve performance, while good leadership can lead the organization towards the desired goals. Therefore, a deeper study regarding the relationship between organizational culture, leadership, and sustainable economic growth in the AI era is needed.

The purpose of this article is to explore the relationship between these three aspects and provide recommendations for organizations in managing their culture and leadership to achieve sustainable economic growth in the era of AI. This study uses qualitative methods by collecting data through interviews with leaders and members of the organization. The results of this study can provide a better understanding regarding the right strategy in managing culture and leadership to achieve the desired goals. Managerial implications and recommendations for organizational practitioners are also discussed in this article.

METHOD

The methodology used in this research is qualitative with a single case study approach. The research subject is a business organization that adopts artificial intelligence in its business operations and strategies. Data collection was carried out through in-depth interviews with leaders and members of the organization who were selected based on certain criteria.

The process of selecting research subjects begins with identifying organizations that have adopted artificial intelligence and demonstrate sustainable economic growth. After that, the selection criteria were determined based on the size of the organization, industry sector, and length of time adopting artificial intelligence.

Interviews were conducted face-to-face and audio recorded with the respondent's permission. The collected data were then analyzed using thematic analysis with an inductive approach. The results of this analysis are used to identify emerging themes and patterns related to the relationship between organizational culture, leadership, and sustainable economic growth in the era of artificial intelligence.

The advantage of this qualitative method is that it provides a deeper and more detailed understanding of the experiences and perspectives of the respondents related to the research topic. However, because it only uses one research subject, the results of this study cannot be directly applied to other organizations that have different characteristics.

The following is the researcher's framework which is explained as shown below:

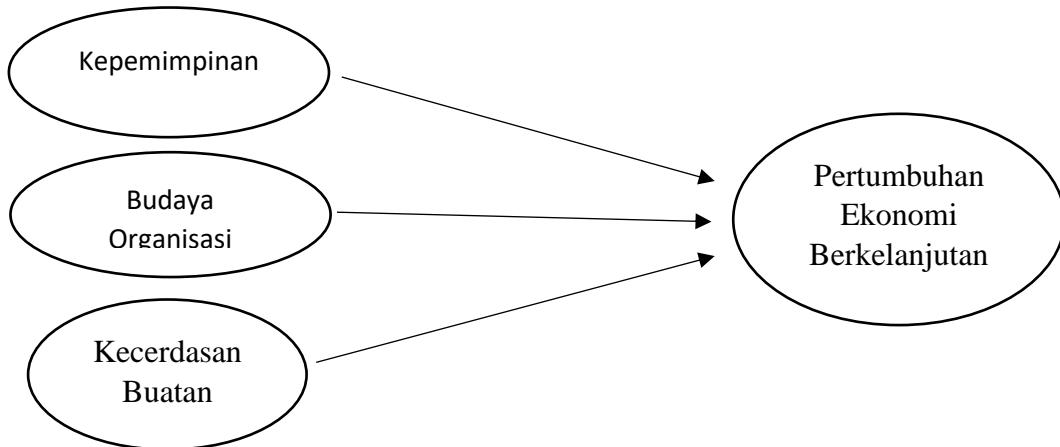


Figure 1. Conceptual Framework

1. **Organizational Theory and Organizational Culture:** This theory refers to the ways in which organizations can shape and influence organizational culture and how organizational culture influences organizational behavior and performance.
2. **Leadership Theory:** This theory discusses various leadership styles and the ways in which leadership can influence organizational culture and organizational performance.
3. **Theory of Sustainable Economic Growth:** This theory discusses how organizations can achieve sustainable economic growth and consider environmental and social factors in strategic decision making.
4. **Artificial Intelligence Theory:** This theory discusses how artificial intelligence technology can be used to improve organizational performance and generate sustainable economic growth.

By integrating these theories in research, the article aims to discuss how effective management of organizational culture and leadership can influence sustainable economic growth in the era of artificial intelligence.

RESULT AND DISCUSSION

Result

The research results show that strong organizational culture, effective leadership, and wise use of artificial intelligence can contribute to sustainable economic growth. The main themes that emerged in the data analysis were as follows:

- An inclusive and collaborative organizational culture enables effective and innovative adoption of artificial intelligence.
- Visionary and adaptive leadership can facilitate the changes needed to achieve sustainable economic growth.

- The judicious use of artificial intelligence accelerates business processes and enables better and faster decision making.

Discussion

The results of this study demonstrate the importance of an inclusive and collaborative organizational culture in facilitating effective and innovative adoption of artificial intelligence. Organizations must ensure that team members feel heard and are empowered to participate in decision-making related to the adoption of artificial intelligence. Visionary and adaptive leadership is also needed to facilitate the changes needed to achieve sustainable economic growth.

The judicious use of artificial intelligence can also speed up business processes and enable better and faster decision making. However, organizations must ensure that the use of artificial intelligence does not compromise the organization's core values or ethical policies.

The importance of building an inclusive and collaborative organizational culture, visionary and adaptive leadership, and wise use of artificial intelligence in achieving sustainable economic growth in the era of artificial intelligence must be a concern for business organizations.

CONCLUSION AND SUGGESTION

Based on the research results, it can be concluded that organizations that have a strong culture and good leadership have a better performance in achieving sustainable economic growth in the era of artificial intelligence. In addition, the use of artificial intelligence technology in human resource management can also improve organizational performance. Therefore, organizations should focus on developing a strong culture and good leadership and utilizing artificial intelligence technology in human resource management to achieve sustainable economic growth.

Based on this conclusion, it is recommended for organizations to focus on developing an inclusive culture, good leadership, and the use of artificial intelligence in human resource management. This will help achieve sustainable economic growth in the era of artificial intelligence.

Following are some suggestions that can be drawn from this research:

1. Organizations must reinforce a culture that is strong and consistent with organizational values and ensures that good leadership is practiced at all levels of the organization
2. Organizations should consider using artificial intelligence technologies in human resource management to improve operational efficiency and effectiveness.

3. Further research can be conducted to examine the effect of other variables, such as product and service innovation, on sustainable economic growth in the era of artificial intelligence.
4. Follow-up studies can also be conducted to analyze the role of leadership in promoting a strong culture and integrating artificial intelligence technologies in human resource management to achieve sustainable economic growth.

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