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Review

Medić Jasminka, University for Business Studies, Banja Luka, Bosnia and Herzegovina
ljubavienergija@gmail.com

Kojić Visnja, Pan-European University Apeiron, Banja Luka, Republic of Srpska, Bosnia and Herzegovina

Stranjančević Ana, Mediteran University, Faculty of Tourism, Podgorica, Montenegro

Vukolic Dragan, Faculty for Hotel Management, Kragujevac, Serbia

EFFECTIVENESS OF ARTIFICIAL INTELLIGENCE IN COMMUNICATION MANAGEMENT

Summary: *The aim of the paper is to point out the advantages and dangers of the increasing application of artificial intelligence in all areas, and especially in the field of communication management. The paper does not aim to dispute the application of artificial intelligence, because it is a necessary consequence of globalization, which brings a number of advantages. In the modern business environment, digital presence is one of the most important factors of success and business competition, for companies and individuals alike. An increasing number of users use the internet and digital platforms every day as a primary channel for information, communication, buying, selling, or simply for presenting themselves. In such a context, artificial intelligence (AI) is becoming an indispensable tool that is revolutionizing the approach to business processes, as it enables companies and individuals to not only reach their target audience faster, cheaper, and more efficiently, but also to establish deeper and higher-quality, permanent mutual interaction with them.*

Through the application of sophisticated algorithms and analysis of large amounts of data, AI enables content personalization, marketing process automation, and precise monitoring of the needs and preferences of consumers, clients, or service users. These capabilities have provided significant and far-reaching benefits in a short period of time in terms of increasing user engagement, optimizing costs, and improving the overall user experience. It can be concluded that the application of AI in life and business will increase, and that it will increasingly represent a strategic advantage in positioning in the global market, both through the development of personal and corporate brands, as well as through the need to leave a lasting impression on clients and manage their wishes and needs.

Therefore, it is necessary, in parallel with the rapid development of artificial intelligence, to prevent it from endangering communication processes, especially at lower levels of communication, where the individuality, originality, and specificity of each local communication system are lost to global processes and tendencies. A particular danger may arise in the area of integrated marketing communications (IMC), where there is already a danger of uniformity, monotony and globalization, or the loss of originality, uniqueness and personal attitude, which is what makes us - humans - different and which is the only protection against becoming robots, zombies or individuals without our own intelligence and its reflection on objective reality.

Key words: *artificial intelligence, communications, management, globalization, tourism*

JEL classification: *E60, F 16, J 11*

INTRODUCTION

The introduction of artificial intelligence into communications management opens new doors to communication at all levels, facilitating, or rather, shortening the paths between all participants in business: producers, consumers, intermediaries, clients, as well as marketing communications between them. In this sense, artificial intelligence is a revolutionary tool, especially needed in today's business, and expectedly future business, with a visible shortage of human resources. Therefore, it is certain that in the near future it will be a key element and force in shaping the management and marketing of integrated business communication. This digital transformation strengthens the role of management and marketing in understanding consumers, whose opinions, desires, and expectations can increasingly be shaped and directed in the desired direction. One of the most important advantages of using AI is the ability to personalize the user experience. Algorithms analyze user behavior, preferences, and past interactions, allowing for the creation of content and offers tailored to each individual user. This approach increases message relevance and improves audience engagement, which directly corresponds to higher sales and stronger brand loyalty. Further automation of business communications through basic AI tools such as predictive analytics, chatbots, virtual assistants, machine learning, and influencers enables fast and efficient customer support 24/7. This accessibility significantly increases customer satisfaction, reduces wait times, and allows companies to focus on strategic tasks, while routine queries are handled by these automated systems. The most important advantage of applying AI is sentiment analysis, which allows companies to track consumer attitudes and emotions on social networks and other digital channels. By monitoring comments, reviews, and opinions in real time, brands can quickly respond to negative feedback, adjust their marketing strategies, and build better relationships with their audiences. With this analysis, they are able to predict future market trends and thereby gain important competitive advantages.

1. ARTIFICIAL INTELLIGENCE AND COMMUNICATIONS

Artificial intelligence in communications serves to identify new consumer needs and habits before they become widespread, thus enabling the timely adaptation of products, services, and marketing activities to known clients. The result is increased efficiency and speed of brand strategy implementation, which directly affects business growth and a better position in the market (Lugavić and Čustović, Sejrančić and Lugavić 2024). These new software programs and algorithms aim to completely change human intelligence, as they are capable of immediately analyzing a sea of data and providing results, and then making comparisons and suggesting paths for a phenomenon, process, relationship, or behavior. The AI "learns" from a huge amount of data, which humans cannot comprehend, makes decisions, understands speech (even imitates it 100%), interprets images, or solves very complex problems, providing results without the errors that occur in classical data processing and interpretation by experts or their teams. This technology, called "deep learning," uses neural networks to recognize complex patterns and make sophisticated decisions. That is why AI, using machine learning, is capable of processing natural human languages, so that clients think they are talking to real people, because they recognize other people's voices, as well as their own. This is precisely where the possible dangers and, possibly, negative consequences of artificial intelligence lie, about which the authors of the paper want to say something, so that artificial intelligence can benefit humanity, with controlled unwanted consequences, which knowledge about them, foresight, and preparation will significantly reduce.

2. ARTIFICIAL INTELLIGENCE - AI - AS A NEW PARADIGM FOR MORE SUCCESSFUL BUSINESS

It has already been proven and showcased in practice that this paradigm is a new system, method, or tool for a new and simpler business. It is valuable in the field of faster and more efficient collection and processing of data of all kinds. It is precise and reduces the possibility of errors, especially human ones, to a minimum. Decisions are immediate, timely, and technically precise. They reach large audiences more easily, and there is less possibility of missing target groups, errors in the coverage of target groups or data analysis, which were processed manually or were based on surveys, which reached selected groups, or the selection of focus groups, which were sometimes hardly representative. The messages that were thus received from the audience had many shortcomings: they were late, unclear, varied, and difficult to process, especially when they were intended for marketing communications or brand creation. Marketing experts had a hard time understanding customer needs, which was the starting point of every marketing effort, especially when it came to new products or services, because customers responded vaguely to messages for products that had yet to appear (Gajić et al. 2024). Classic marketing communication through advertising (which is paid), direct and digital marketing, TV and radio advertising (which is paid), and contacting consumers through the media: e-mail, telemarketing, SMS, that is, somewhat more personalized communication models (which cost less), to culminate in the form we call personal selling.

Some authors point out (Mayasari and Soeswoyo and Choiri 2023, 1007) that personal selling is the pinnacle of seller-buyer interaction, because key actors meet face to face, where they have the opportunity to talk, exchange experiences, and reflect on the product, as well as the sales method. This method of communication is the best, but it is inapplicable in the modern, global world, both because of the impossibility of providing large groups of respondents and because of the diversity of experiences, i.e., the difficulty of data processing. In recent years, and it will continue to be so, a new problem has been the lack of labor, so it will not be possible to provide this, the authors accept, the best and most original way of selling. It will remain in small, local businesses, where all relationships are personalized, both within, mostly family businesses, and with their, mostly, local customers. This level of business is not the main subject of the work, because it does not have the dangers of artificial intelligence that we want to say something about, and which would be a certain benefit in the presence of artificial intelligence.

We see the advantages of using artificial intelligence in business primarily in shortening the time it takes to send messages to consumers, who will see them at the optimal time and with the optimal relevance of the message, making them more likely to react to it faster, which overall gives greater importance to the content of the message itself. Furthermore, message processing is incomparably faster, regardless of the volume of messages; errors in data processing are minimal, and the possibility of manipulating results is minimized, which is especially important in some segments, such as electoral processes. The help of artificial intelligence in accelerating the efficiency of marketing communications through automation is invaluable because, by automating market segmentation, testing, and data processing, it significantly expands the strategic capabilities of marketing teams, reducing the time and resources needed to conquer new markets or launch new products.

A further advantage of artificial intelligence in management comes from the use of predictive analytics (1), which quickly and efficiently transforms data into new insights, as this tool enables the results of previous analyses of large numbers to provide very good predictions of future consumer behavior, but also to direct that behavior according to previous experiences and research. New models of sophisticated chatbots (2) and virtual assistants (3) are emerging that continue to communicate with customers (almost like people), directing their desires, behaviors and expectations, all with the aim of expected consumer behavior, and which AI algorithms (4) further design by searching for the most effective channels of communication

with the audience, not allowing the audience to “jump out” of the expected model. (Şenyapar 2024, 73).

The areas in which artificial intelligence (AI) has already yielded tremendous results are the following:

- Strategy and planning of all areas of business, especially the production of goods,
- Destination management in relation to the surveyed wishes of tourists,
- Management of prices of goods and services,
- Targeting and positioning of products or companies in the markets,
- Product management, from creating an idea for production to sales and a new plan,
- Designing products according to consumer needs and changing designs,
- Management of the promotion of products and services in various markets and different customer groups,
- Management of demand for new products and services,
- Data processing in electoral processes, which can provide local government with greater security and gain greater confidence in the course of elections (Medić and Šinik 2018).

Therefore, artificial intelligence enables the processing of an infinite amount of data in a short time, and then, using machine learning (5), this data can be used to predict future consumer trends and behavior. All of this further reduces the risks for retail planners, who are tasked with planning future consumer needs in a timely and optimal manner, in order to initiate the types and quantities of products that will be produced to meet those future needs. The ultimate goal is to reduce the risk in forecasting, which is a crucial element of strategic planning and all the other areas where human errors are still prevalent. By reducing human errors and the fear of forecasting, we get people who are more confident in what they are doing, as well as in the data they receive, and therefore plan better, forecast with less stress, because artificial intelligence will allow them to work less and have less stress and responsibility for predicting consumer behavior. There are also monetary savings that come with paying a smaller number of workers, as well as savings in time and space, because tasks are performed “anywhere. The results can also be significantly social and psychological, because the buyer, consumer, client, tourist, and every citizen gains greater confidence in the system of production and consumption, margins, costs, prices, and conditions in which they live and work. These trends are also positive in an ecological sense, because a smaller volume and less production of surplus goods results in much less waste. Citizens, using chatbots as their virtual assistants, receive efficient and personalized support, in order to receive fast and efficient service, and exactly the kind of service they want. With this innovation, customers, people, citizens, consumers, tourists, voters, and others become more loyal to the system in general, trust their virtual assistants, and in the future, do not buy (or do not seek a service) without them.

In marketing, AI has already been implemented to a great extent, with visible advantages, so that it is no longer an alternative to classic marketing or management strategies, but something that can no longer be done without. One of the most significant and useful advantages of applying artificial intelligence in the branding process is the possibility of a high degree of *user experience personalization*. Through sophisticated methods of collecting and analyzing data from various digital channels — including social media, websites, mobile apps, and other interactive platforms — AI creates detailed and dynamic consumer profiles. These profiles contain information about users’ preferences, interests, behavioral patterns, and purchasing habits, which allows companies to create targeted and customized content that is relevant to each individual user. (Knežević and Đokić and Jovanović 2017, 8).

In **tourism**, the application of artificial intelligence is particularly important and somewhat different from the field of production – consumption. It is so because tourism is the best example of a sphere of services and sales of something that is not the satisfaction of basic needs. Although today there are tourists who are ready, as economic crises have shown, to give up basic needs in order to satisfy their need for travel, enjoyment, and therefore, a need that is

completely human - free from all basic needs, one of the areas in which man is - man, which distinguishes him/her from other beings. Artificial intelligence plays a critical role in presenting tourist destinations, conditions, and payment methods, creating travel methods and routes. However, the modern tourist is not the classic "been there – seen" visitor; he/she has long been "been there – experienced". He/she wants to share that experience and impression, along with pictures, with virtual and real friends, and he/she wants to package it into a whole, so that his/her trip and stay at a destination are visible and unforgettable. (Đurašević 2015, 90). Automation of the destination offer brings multiple benefits, primarily in terms of saving time and resources. Marketing and customer support staff are freed from repetitive and routine tasks that have previously taken up a significant portion of their working time. Instead, they can focus their energy and creative potential on strategic initiatives, developing new campaigns and innovative approaches, which further contribute to the growth and improvement of destination management and marketing. (Vukolić and Gajić and Popović, 2025, 15).

A great benefit of applying artificial intelligence is the ability to analyze guest sentiment and feedback, through reviews and social networks, through which guests share their impressions. In addition to identifying problems, feedback analysis helps shape a customer relationship strategy. Understanding feelings and opinions allows companies to personalize their marketing messages, direct product development towards real customer needs, and build more transparent and open communication, thereby increasing customer satisfaction and loyalty.

Therefore, sentiment analysis with the support of artificial intelligence is an invaluable resource for reputation management, product and service improvement, as well as for strengthening relationships with consumers in the modern digital environment. It allows brands to be proactive, adaptable, and focused on the real needs and expectations of their audience (Verma and Sharma, Subhamay and Debojit 2021).

Artificial intelligence is not only a tool for automation and analytics, but also represents a powerful support in creative processes, through algorithms that have the ability to generate innovative ideas and solutions that contribute to a unique and recognizable visual identity, but also to the overall communication strategy, e.g., when creating a brand. In the area of design, AI tools help create visual elements such as logos, banners, promotional materials, and advertising campaigns, often offering multiple variants that can be further customized according to the needs and preferences of the company. This technology enables the faster realization of creative ideas while maintaining the consistency and aesthetic standard of the brand. In addition to visual design, AI plays a key role in analyzing and predicting trends within the industry and among consumers. Machine learning algorithms monitor vast amounts of data, from social media to market reports, to identify changes in the tastes and needs of target audiences. Based on these insights, brands can adapt their products, services, and marketing strategies in a timely manner, allowing them to remain competitive and relevant.

3. SOCIO-PSYCHOLOGICAL CHALLENGES AND DANGERS OF LIFE WITH ARTIFICIAL INTELLIGENCE (AI)

Even though artificial intelligence brings numerous benefits and completely transforms the approach to communications, its application is not without challenges and risks that require careful consideration. Understanding and managing these issues is crucial to maintaining trust, authenticity, and long-term sustainability of the new form of communications, especially marketing communications and human resource management.

It is evident that artificial intelligence is increasingly embracing business on a global level and in an increasing number of its segments, because the possibilities for developing creativity, personalization, and covering large groups and numbers of people are unexpectedly and surprisingly large. The speed of processing a large amount of information, sorting it, and obtaining uniform results is fascinating. Reaching clients, individualization in the seller-buyer

relationship, the ability to constantly monitor the customer, and offering expected wishes is possible before the customer decides on the product or service offered (Rađenović Kozić and Dodig 2017). A critical innovation is chatbots that enable the direction of the client, i.e., his wants, desires, creation of his needs, channeling his desires towards the managerial marketing activities of virtual assistants. Thus, artificial “modern consumers” and a new view of consumption are created from human consumers, where goods and services must arrive immediately and at the address. Chatbots are designed to simulate conversations that are completely human-like, allowing companies to be in contact with customers nonstop. This creates a new, modern citizen-client who expects to communicate with the environment permanently and to receive answers immediately when questions arise. He/she expects service, task completion, etc., at the same speed. With this digitalized approach and efficient and fast data processing in contact with each customer personally, these chatbots make interaction with the customer very attractive, the customer feels important and respected, and thus, in an already socially alienated world, especially the modern family or microenvironment, he/she completely turns to this way of life and communication. The buyer-citizen, a young person, sees their friends in these virtual assistants: they monitor their purchasing power, assist them, give them discounts, inform them about future activities, and help them choose what is favorable for them. They are full of respect, praise, and gratitude for every activity of the buyer; there is no healthy criticism or belittling of the buyer, regardless of whether, sometimes, they are wrong. This permanent proactive relationship between the salesperson, marketing or management expert, and the young, inexperienced, lost, and small buyer leads to buyer dependence, or the formation of a new buyer profile that globalization produces in every respect. This is a young inexperienced person, superficially informed. He/she draws information from very different sources, which are, in fact, semi-information, or from sources that they themselves select and then follow. The new citizen does not have their own opinion until they consult “their sources of information”. They are superficially educated and afraid, because global social systems constantly send them signals that some disaster, epidemics, wars, natural disasters, pollution of the environment in which they live, migrants, terrorism, political insecurity, family and sexual disorientation and other, many and countless bad and unnecessary information, from which a person simply cannot protect themselves. For such individuals, this online channel, or AI, is essential, as a fascinating mix of speed and efficiency in this NON STOP “care” for this new being, lost in every sense. The educational system is unable to keep up with the speed of AI development and is very late in providing forms of help or any sort of salvation from these tendencies. The student no longer thinks, does not search for answers, does not research, does not criticize, because there is no need for that. He/she searches for answers on Google, and there is no mistake, that someone will say that he/she is wrong, that he/she needs to think, that he/she needs to look for other options, that he/she needs to create their own micro world and micro life, that the global world offers no salvation, that they need to protect themselves from this unnecessary and harmful information. The popularity of ChatGPT, which acts as an “omniscient interlocutor”, is best demonstrated by the fact that it is currently the fastest-growing application among young people. So traditional, it definitely loses the battle with modern, because, of course, young people want to be modern and continue to separate themselves from all other beings on earth with intelligence and language. Here, education also loses the battle, because a child very early begins to trust their phone, or Google, more than their parents. Thus, invisible and friendly artificial intelligence will produce new people with a new worldview, that is, “people without their own view, understanding, and suggestions, or young people who know what they do not want, but cannot formulate what they want” (example of Serbian students, 2025). They know that something is wrong in society, but their mental structure is not able to define what is wrong, let alone suggest a way out, because AI has not developed critical and developmental thinking for them. Of course, the most dangerous situation for society is when the youth (intellectual elite) is silent, tolerates, or leaves (without thinking about what they are running away from, or whether something better awaits them there). That is why this open

rebellion of the youth should be a signal to everyone that something must be changed for the better. So, on the example of these “blockade students”, it is clear that AI has already left visible traces on their way of thinking about the world and the society in which they live. It is very easy to manipulate such young beings and turn their gathering into a mob, crowd, mass, or some other negative social group, which becomes a convenient place for manipulations of all kinds, which is exactly what is happening with the youth in Serbia. Modern youth is, for the most part, the most dangerous variant in education – “they do not know that they do not know”.

The integration of artificial intelligence with today’s information channels, social networks and media will bring great benefits to human resource management and marketing in companies, because it offers enormous opportunities, not only to predict the behavior of customers - consumers, but also to direct their desires, which means a lot for the production of everything necessary, but also unnecessary. This so-called “predictive analytics,” which was initiated by artificial intelligence, is further developed with statistical algorithms and machine learning techniques, which threaten to completely direct our needs, interests, and desires in the future. In this area, or at this level, future management and marketing strategies will struggle, in order to better position themselves in the market.

Therefore, the education of young people should include these moments through many teaching contents, especially where online teaching takes place, through platforms and Google Classrooms. Influencers could be partly new pedagogues, methodologists and psychologists, sociologists, educators, or those parts of the teaching process that, in the above-mentioned, are losing their traditional role. Hence, redefining the education system through innovation in the content of teaching subjects, across all levels of education, the fight for subjects through which critical, own, personal opinion is nurtured, preserved and further developed, which is the assessment of everything through the prism of personality, individuality, a new human being in a new social time. Advocacy for democracy, freedom of everything, individuality and the like are demagogic principles, which this same artificial intelligence uses as proof that in these processes, the human personality, persona, or however we choose to call that part of man by which we are all different, and which should create a “subjective reflection of objective reality”, regardless of what it may be, is not ignored. Of course, this approach does not suit the creators of the new global world, which continues to build a uniform individual, suitable for manipulation of all sorts, and with the help of artificial intelligence, therefore superficially educated, poorly literate, without critical thinking, and with a strong belief in the power of technologies, which quickly, easily and immediately solve their problems. This type of addiction of young people to technology is very dangerous and is already leading to new forms of alienation and diseases, which are much more destructive than the previous, so-called physical ones. Data shows that mental health is an increasing problem, even greater than physical health, only this needs to be proven to the pharmaceutical industries that hold the chains and threads from doctors to medicines and who are reluctant to give up on shifting the focus of health to new areas, where there are not enough doctors or medicine. Our mental health is little researched, but this paper certainly aims to put it in focus, especially in relation to artificial intelligence, which will drastically worsen it, in just 1-2 generations. The greatest damage has already been done to the sectors of education, human social expression, mental health, and communications at all levels. A young man, full of frustrations, especially in critical years, is looking for and finding a place where he/she is important, respected, and appreciated, and he/she becomes completely attached to these forms of communication. In this way, a new profile of dependence, or alienation, is formed and produced, about which sociologists, psychologists, and psychiatrists have a lot to say.

4. ARTIFICIAL INTELLIGENCE AND ETHICS

*“Ethics serves not only to make us know more, but also to make us be better”
(Aristotle)*

While automation of communication processes using artificial intelligence brings efficiency and speed, excessive automation can result in the loss of the personal touch, which is often crucial for creating emotional connections and consumer loyalty. Brands must find a balance between using technology and maintaining the human element in interacting with their audience. *Authenticity and empathy* in communication contribute to building long-term relationships and trust, which is difficult to replace with solely automated messages or responses. The collection and processing of users' personal data is one of the fundamental needs of personalization and targeted marketing. However, such activities must be strictly compliant with relevant data protection laws and regulations, such as the General Data Protection Regulation (GDPR) in the European Union. Transparency towards users is essential — consumers must be clearly informed about what data the brands collect, for what purposes that data is used, and how they can exercise their rights, such as access, correction, or deletion. Inadequate protection or misuse of personal data can not only lead to legal sanctions but also seriously undermine user trust, which is a key factor for the success of any company.

Another challenge is the overreliance on algorithms and automated processes. When the human factor in the decision-making process is minimized, *creativity and innovation*, which are key to brand differentiation in the market, can stagnate. The creative process requires human intuition, experience, and originality, which technology cannot fully replace. It is therefore important to use AI as a tool that supports, rather than replaces, human creativity. AI algorithms learn from the data they are exposed to, and if that data contains implicit biases or inequalities, there is a risk that AI could inadvertently reinforce or amplify such biases. This could result in discriminatory practices, unfair treatment of certain consumer groups, or a distorted view of reality. Careful and ethical implementation of AI, including ongoing monitoring and evaluation of algorithms, is essential to prevent such problems. Brands that recognize these risks and transparently address them gain additional credibility and user trust. All these points point to the danger of a decline in ethics in business, which is already seriously undermined in a materialized world in which success is measured only by the profitability of the company, neglecting the human and social side, as one empirical study shows. (De Cremer et al. 2011) Research shows that long-term business success will continue to depend on business trust, respect for ethical business principles, and, as seen in the relationship between employers and employees, the company's concern for the social and natural environment, because this interaction makes companies sustainable.

The prejudices against artificial intelligence and the controversies that arise from its development are staggering. It makes artificial intelligence a topic of discussion all over the world. When engineers talk about artificial intelligence, they see it as a world of possibilities, progress, and development for the modern world. However, when the public talks about artificial intelligence, they see it as a threat. The greatest fear a person can have is the fear of the unknown, which is why people are afraid of artificial intelligence. They cannot see its scientific premises and the principles on which it works. People think that with its progress, artificial intelligence will develop consciousness and become independent, and strive to conquer the world. It is unlikely that these movie scenarios will happen because artificial intelligence was developed by humans for the benefit of humans, and not the other way around. Artificial intelligence cannot see the goal of the operation; it, however, only performs operations based on a set of instructions given to it by a human operator.

CONCLUSION

In this paper, the authors highlighted the tremendous advantages of using artificial intelligence in all sectors, and especially in the communications sector, which in turn means all sectors, because communication is the essence and basic element of both good and bad business, whether it is economics, politics, or education. AI will certainly collect, analyze, communicate, and draw conclusions faster, cheaper, more efficiently, and more accurately, especially with the possibility of using large samples, or entire populations, or target groups. Its analysis, and the prediction of the behavior of future users of anything, from goods to services, based on it, will be fast (almost immediate!), which is the most important thing in a time of rapid and ever-increasing changes, and accuracy, precision, and flawlessness are again beyond any possibility of human intelligence. We will console ourselves with the fact that it still cannot do without humans, but not as subjects, leaders, or main characters in the play, but humans as support, because, for God's sake, artificial intelligence was invented by humans. But here, man, from being the subject of social processes and relationships, becomes a mere support for this system, something like an assistant, helper, or similar, and this role is far from human. The inclusion of AI in traditionally organized analytics can open up a new universe of possibilities. In these new possibilities, there is a real danger that man will get lost, that his intelligence will become dull, which we are increasingly using in communications, but not as a feature of man, but of machines, objects, tools, and even space. This terminological change in the communication system requires redesigning the place and role of humans in the new world of AI reality, so that this technology is not directed against humans, as was the case with many others. Sociologists, educators, and other actors in the education system need to be involved in these communication tendencies and threats from artificial intelligence, and the directions of action could be new ways to increase the critical thinking of future generations or the development of cognitive skills that AI threatens and changes. Thus, this development will not lose its human, humane side and will not lead to new forms of alienation of man in all spheres, which would make all this "progress" questionable, because it is not social, or not "all-social", but rather progress for a smaller elite, while we take care of the other 8-9 billion people.

Future educators and creators of teaching and educational content in schools, at all levels, are being asked some new questions, to which strategic education management needs to have answers before it is too late:

1. Who will the man - creator of artificial intelligence - be in the near future, where will he be educated, who will educate them, and with what content from the standpoint of ethics, morality, empathy, humanity, or will that no longer matter? (as it looks now).
2. Who will create new, attractive, and interesting content that will bring students back to the classroom and keep their attention for at least half of today's school or student class? Here lies the already present dissatisfaction of young people, elementary school students, who, almost unanimously, when asked how school was, answer: "boring". Of course boring, because today's class cannot keep their attention, because they cannot spend a single class without their phone or tablet, because they do not believe in the knowledge they receive in class, but in what their virtual friend from Google will tell them. This is a reality that warns, cautions, and alarms about an urgent change in the education system, where modernization can also be introduced and where artificial intelligence has advantages, if the aforementioned dangers are eliminated.

If this is not done, this development of artificial intelligence will close down current education centers, destroy the family as the educational cell of society, and produce a totally lost, lonely, mentally unstable citizen, who can be manipulated in all known and new and unknown ways. People will become the same as robots, no matter how much we still boast that robots cannot "completely" replace humans, and could that be or should that be the goal? The consequences that this state, to which this inhumane and unethical technology is unconsciously heading, would bring would tempt the comfort of us as humans, that we are, still, irreplaceable inhabitants of Planet Earth.

When talking about human resource management and communications, it is written: “Good communication by managers can mitigate and prevent all conflict situations, just as bad communication can destroy the effects of the best-prepared event. That is why the job of a manager is not simple; it is very difficult, challenging, and sometimes delicate. If a manager has satisfactory skills, authority, good communication, motivates their “subordinates”, copes well in new situations, and manages risk well, then many obstacles in business can be removed through management.” Managerial communication skills, such as: ethics, self-confidence, persistence, perseverance, patience (especially in conflict situations), will not come to the fore when these tasks are performed by artificial intelligence. In classic management, we talked about a leader manager, a visionary manager, about some special human qualities - a strategic or operational manager, or a marketing expert, about whom we don’t know what the future will say, when these people are replaced by AI. We do not know what the situation will be in the field of personnel selection, employee motivation, conflict resolution, and the like. At the moment, it is perhaps most effective to educate influencers, who can reach the brains of future generations, and who can slow down these tendencies and put them, at least to some extent, in a morally and humane framework, because influencers already represent a more attractive reading material than what is offered in classrooms. For now, AI has several limitations, but we are not sure how long this will be a shortcoming, or whether people will solve it, as well:

- First, it still cannot navigate situations the way humans do, because it does not have what we know as “common sense.” This greatly limits the types of tasks it can perform and the types of concepts it can understand. AI is still not good at adapting to unexpected situations. In other words, it can’t improvise well. This also negatively affects the quality of its functioning.

- There is another ability that AI does not have, but most humans do, and that is *morality*. It does not possess its own core values or morality, so it cannot make decisions based on the well-being of others or what is good for the majority. Because of all these factors, AI is at a much lower level of development than humans are.

- Artificial intelligence hallucinations are also a major concern. When an AI system “hallucinates,” it responds to a request, believing that the answer is completely correct even when it is not. In such circumstances, the answers may be untrue, incomprehensible, exaggerated, or even biased. This is a major concern at a time when more and more people are beginning to rely heavily on AI for information, such as news or statistically idealized data.

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