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Advertising to
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The Language of Manipulation

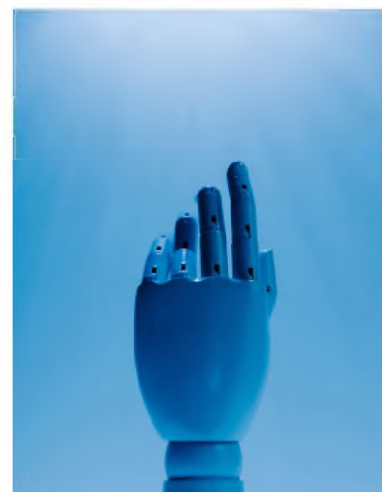
**Empowering
Future-Ready
Graduates through
AI Literacy**

SOCIAL LOAFING
in modern workforces

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Beyond Mere Good Delivery

social sustainability
IN MALAYSIAN SME

The AI Era: Are We Adapting or Merely Surviving?

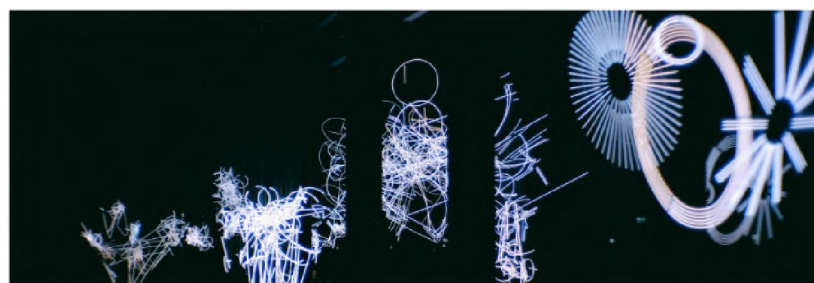


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Artificial Intelligence (AI) has become increasingly integral to contemporary business operations, enhancing organisational efficiency, facilitating data-driven decision-making, and fostering innovation (Dissanayake et al., 2024). Primarily, Artificial Intelligence (AI) applications were primarily confined to solving complex computational and algorithmic problems. However, advancements in machine learning, big data analytics, and automation have broadened its scope to encompass cognitive functions such as natural language understanding, image recognition, and intelligent decision-making. (Dissanayake et al., 2024).

In recent years, organisational operations have undergone substantial transformation, particularly with the integration of AI technologies in Human Resource (HR) Management. Although the adoption of AI-driven tools in HR is increasing, there remains a limited level of awareness and understanding regarding the range of available systems and their potential applications. AI presents significant opportunities to automate and optimise HR processes, enhance decision-making, and design personalised employee training programmes. Nevertheless, many organisations continue to face difficulties in identifying, evaluating, and implementing the most appropriate AI solutions to effectively improve HR functions. (Tusquellas et al., 2024).

Furthermore, AI provides substantial benefits by automating tasks that were previously performed manually and by enhancing organisational processes through synergistic collaboration between humans and intelligent systems (Makowski & Kajikawa, 2025). Nevertheless, AI is increasingly influencing diverse sectors of society, including marketing, healthcare, and human rights. However, the unchecked development and deployment of AI technologies without adequate ethical and regulatory oversight may result in significant social and ethical implications (Mishra & Pani, 2020).



Moreover, AI not only contributes to the growth and development of established organisations but also plays a pivotal role in fostering entrepreneurial activity and the creation of new ventures. It has the potential to shape individuals' entrepreneurial intentions, enhance opportunity recognition, and influence the processes through which innovative business ideas are generated and exploited (Chalmers et al., 2020).

In conclusion, Artificial Intelligence presents considerable opportunities to enhance talent acquisition processes within human resource departments, particularly through automated résumé screening, predictive analytics for candidate success, and the reduction of bias during initial selection stages. Collectively, these applications can improve recruitment efficiency and broaden the pool of potential candidates. However, organisations must exercise caution in addressing potential drawbacks such as algorithmic bias that may reinforce existing inequalities, excessive reliance on data-driven metrics that could undervalue intangible attributes like creativity and cultural fit, and privacy concerns associated with large-scale candidate data collection. While AI can function as a powerful tool to streamline recruitment and systematically identify promising talent, its effective implementation requires continuous ethical oversight, regular bias auditing, and the preservation of human judgment. Such measures are essential to ensure that AI-driven hiring practices remain fair, comprehensive, and aligned with both organisational objectives and candidate well-being.

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