The Use of Artificial Intelligence in Business Communication within Croatian Corporate Settings

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Abstract

This study examines the use of artificial intelligence tools in business communication among employees of companies in Croatia. It focuses on the frequency and purposes of their use, the most widely used tools, perceived usefulness, organizational support, and expectations regarding their future impact on work. An online survey was conducted in June 2026 using a voluntary convenience sample of 101 employees. Data were analyzed using descriptive statistics and cross-tabulations. The results show that 89.1% of respondents used artificial intelligence tools in their work, while 51.4% used them often or always. ChatGPT was the most widely used tool, reported by 79.8% of respondents. Artificial intelligence was most frequently applied to writing and editing texts, idea generation, translation, and data analysis. Most respondents believed that these tools made their work easier, and almost two thirds reported that their companies encouraged or partially supported their use. More than two thirds expected artificial intelligence to significantly change their work within the next three to five years, with positive expectations prevailing. The findings suggest that artificial intelligence provides useful support for business activities, although its application remains selective and task-specific rather than fully integrated into business communication.

Keywords: *Artificial Intelligence, AI tools, Business Communication.*

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1. Introduction

The rapid development of artificial intelligence (AI), particularly generative AI tools such as ChatGPT, Microsoft Copilot, Google Gemini, and Claude, is transforming the modern workplace. These technologies are increasingly being adopted across industries to support a wide range of business activities, including content creation, communication, data analysis, task automation, and decision-making [1]. As AI becomes more accessible, organizations face both opportunities to improve productivity and challenges related to governance, employee adoption, and ethical use [2]. Companies can integrate AI into their communication strategies to support business communication, while employees can also use AI tools independently to facilitate and enhance both internal and external communication.

Understanding how employees use AI tools in their daily work, as well as the factors influencing their adoption, is essential for organizations seeking to maximize the benefits of these technologies. Previous research suggests that AI acceptance is shaped not only by perceived usefulness and ease of use but also by organizational support, job role, and individual attitudes toward technological innovation [2]. However, existing research highlights the need for further investigation into the role and implications of AI in business communication [3], [4], [5], [2].

This study primarily examines the use of AI tools in business communication within the Croatian corporate environment. It investigates the frequency of AI use in communication-related activities, the purposes and tools most commonly used, employees' perceptions of AI's impact on their work, and organizational attitudes toward AI adoption. Broader workplace applications of AI are also examined to provide context for understanding its role in business communication. Additionally, the study explores employees' expectations regarding the future influence of AI on their jobs. The findings can contribute to a better understanding of AI adoption in organizations, and provide insights for managers and policymakers seeking to support its effective and responsible implementation.

2. Business communication and AI

Communication refers to the process of exchanging messages between people. It can be verbal or nonverbal, formal or informal, and direct or mediated by technology. Within organizations, communication is embedded in working relationships, business processes, hierarchical structures, and organizational culture. It can be understood as a "social action that takes place in different contexts as a means of completing a set of work-based tasks" [6]. Therefore, organizational communication is not limited to the transmission of information but also contributes to coordination, collaboration, decision-making, and the achievement of organizational goals.

Corporate communication can be characterized through several dimensions, including its direction and location, the degree of interaction between participants, the level of formal regulation, and the structure of information management. These dimensions include internal and external communication, vertical, horizontal, and diagonal flows, one-way and two-way

communication processes, formal and informal communication structures, as well as centralized, decentralized, and decentralized-integrated information management systems [7].

Communication, especially business communication, has always been connected to and affected by technology developments. The increasing integration of artificial intelligence represents a new stage in this evolution, as AI technologies are not only changing the channels through which organizations communicate but also influencing the processes of message creation, information management, and stakeholder engagement. Implementing this technology has led to improvements in the efficiency and effectiveness of communication processes and teams due to the support, mediation and facilitation activities that AI can provide [8].

AI technologies increasingly play an active role in communication processes by mediating, supporting, and, in some cases, generating both oral and written forms of communication. When functioning as communicative agents, these technologies adapt their operations depending on whether they serve as interpersonal interlocutors or as producers of content. For example, voice assistants such as Alexa engage in spoken interactions by responding to user queries and requests, while chatbots participate in text-based exchanges by simulating human-like conversations. Similarly, some journalistic content is produced through specialized software designed to generate texts that closely resemble those written by human reporters. By automating certain communicative features and associated social processes, AI technologies have introduced new possibilities for interaction and innovation as their capabilities continue to evolve [5].

Current research on AI in organizations is primarily oriented around three themes: (1) the operational benefits of AI, such as increased efficiency, enhanced data processing, and personalized communication; (2) the organizational and ethical challenges associated with AI adoption, including accountability, transparency, and workforce implications; and (3) the drivers of AI adoption and its strategic and transformational impact on organizations. However, these research streams have yet to converge into a comprehensive theoretical framework that explains AI's role in transforming corporate communication at both organizational and situational levels [2].

Despite the numerous opportunities AI presents for business communication, organizations face challenges in integrating AI into internal communication processes [2]. Therefore, successful implementation depends not only on access to AI technologies but also on the development of strong knowledge-management capabilities. These capabilities enable organizations to convert complex data into practical insights, thereby supporting more effective AI-driven communication practices [9].

3. Methodology

The study was conducted using the Computer-Assisted Web Interviewing (CAWI) method and a structured questionnaire developed specifically for this research. The questionnaire consisted of closed-ended questions with predefined response options. The primary aim of the study was to examine the use of artificial intelligence in business communication among employees

of companies operating in Croatia. Broader aspects of workplace AI use were also included to provide context for understanding the adoption, frequency of use, perceived usefulness, and potential applications of AI in the business environment.

Data were collected between 9 and 29 June 2026 using a convenience, non-probability sample of 101 employees. Participation in the study was voluntary and anonymous. Before completing the questionnaire, respondents were informed about the purpose of the study, the confidentiality of the collected data, and the exclusive use of the data for scientific purposes. The questionnaire was developed by the authors in accordance with the objectives and conceptual scope of the study.

The questionnaire consisted of two sections. The first section included questions about respondents' sociodemographic and professional characteristics, including gender, age, job position, organizational function, company industry, and company size. The second section focused on general and communication-related uses of artificial intelligence, the frequency and areas of its application, perceived usefulness, organizational attitudes toward AI use, and its expected future role in the workplace.

General AI adoption was measured using a dichotomous yes/no question, while the frequency of AI use was measured on a five-point scale ranging from "never" to "always." The use of AI in business communication was operationalized through a series of questions covering communication-related activities, including preparing presentations, drafting emails, translating and editing messages, preparing reports, and supporting online meetings and meeting minutes. Multiple-response questions were used to identify the AI tools used by respondents and their main purposes of use. Perceived usefulness, organizational attitudes toward AI adoption, and expectations concerning the future impact of AI on respondents' jobs were measured using categorical response options.

Descriptive statistical methods, including frequencies and percentages, were used to describe the sample and patterns of general and communication-related AI use. Cross-tabulations were used as an exploratory descriptive tool to examine whether response patterns differed across demographic, professional, and organizational groups. However, because several subgroups contained relatively small numbers of respondents, inferential statistical tests were not conducted, and no claims regarding statistically significant differences were made. The results section primarily reports findings for the total sample. The limited sample size and its implications for more detailed subgroup analyses are also acknowledged as a limitation of the study.

3.1 Sample

A total of 101 individuals working in companies operating in Croatia participated in the study. Respondents were recruited through the authors' professional contacts, and invitations containing a link to the online questionnaire were distributed by email. The inclusion criterion was that respondents were currently working in a company operating in Croatia. Participation was voluntary, and a non-probability convenience sampling approach was used.

The individual respondent, rather than the company, was the unit of analysis. Although AI use was examined within a business and organizational context, the findings reflect the self-reported experiences and perceptions of the surveyed employees. Given the sampling method and sample size, the results are presented as exploratory findings relating to the analyzed sample and are not intended to be representative of all employees or companies in Croatia.

Among the respondents who reported their gender (n = 100), 71.0% were women and 29.0% were men. The sample included respondents from different age groups: 4.0% were aged 18–24, 25.7% were aged 25–34, 16.8% were aged 35–44, 45.5% were aged 45–54, and 7.9% were aged 55 or older. In terms of job position (Table 1), the sample included employees at different hierarchical levels. Respondents in professional positions formed the largest group, followed by owners, board members, and senior managers. The remaining respondents worked in middle-management or operational positions. For a clearer presentation of the sample structure, the job positions reported in the questionnaire were grouped into four categories reflecting different levels of responsibility and managerial authority within organizations. (Table 1).

Grouped position	Positions included in the category	n	%
Professional positions	Professional position, accountant, trainee lawyer	34	33.7
Top management and owners	Senior manager/director, owner, board member	31	30.7
Middle management	Team leader/middle manager, project manager	18	17.8
Operational positions	Assistant, administrative support	18	17.8

Table 1. Respondents' job positions

In terms of organizational function (Table 2), the largest group consisted of respondents working in marketing, sales, and communications. Other respondents worked in operations and production, administration and customer support, information technology, human resources, finance and accounting, management, legal affairs, research and development, and other specialist functions.

Organizational function	N	%
Marketing, sales, and communications	38	37.6
Operations and production	14	13.9
Administration and customer support	11	10.9
IT and technology	7	6.9
Human resources	7	6.9
Finance and accounting	6	5.9
Management and project management	4	4.0
Legal affairs	4	4.0
Research and development	4	4.0
Other functions	4	4.0

Table 2. Respondents' organizational functions

Regarding company industry, the largest proportion of respondents worked in FMCG and retail (n = 20; 19.8%), followed by IT and telecommunications (n = 16; 15.8%), professional services (n = 14; 13.9%), healthcare and pharmaceuticals (n = 12; 11.9%), and education and science (n = 11; 10.9%). The remaining respondents worked in finance, public administration, energy, industry and manufacturing, tourism, legal services, real estate, and construction. The sample therefore included employees from a range of economic sectors and business environments in which AI tools may be applied to business communication. In terms of company size, employees of large companies with 250 or more employees represented the largest group (n = 53; 52.5%). They were followed by employees of small companies with 10–49 employees (n = 20; 19.8%) and micro-companies with up to nine employees (n = 19; 18.8%). Employees of medium-sized companies with 50–249 employees represented the smallest group (n = 9; 8.9%).

4. Results

This section presents the findings of the study. The results cover the frequency of AI tool usage, the most commonly used tools and their areas of application in the business environment, respondents' perceptions of their usefulness, organizational attitudes towards their use, and respondents' expectations regarding the future impact of artificial intelligence on business processes.

As an introductory question, respondents were asked whether they used artificial intelligence tools in their work in general. Of the total sample, 89.1% of respondents (n = 90) reported using AI tools at work, while 10.9% (n = 11) reported that they did not. Respondents were then asked about the frequency of AI tool use in their everyday business activities. The largest proportion reported using AI tools often (n = 36; 35.6%), followed by those who used them sometimes (n = 31; 30.7%) and always (n = 16; 15.8%). A further 13.9% (n = 14) reported using AI tools rarely, while 4.0% (n = 4) selected "never" in the frequency-of-use question. These findings demonstrate that AI tools are widely present in the workplace, although their frequency of use varies considerably within the analyzed sample.

AI tools were used often or always by 52.2% of respondents aged 45–54, 50.0% of those aged 25–34, 58.8% of those aged 35–44, 50.0% of respondents aged 55 or older, and 25.0% of those aged 18–24. Overall, the results show a relatively similar frequency of AI tool use among respondents aged 25 and older. Globally, AI adoption is generally higher among younger people, but this was measured across various domains, not only in business [9].

Respondents were then able to select one or more AI tools that they used for business purposes. ChatGPT was the most widely used tool, reported by 79.8% of respondents. It was followed by Microsoft Copilot (31.3%), Claude (30.3%), and Google Gemini (26.3%), while 11.1% used AI tools integrated into their companies' internal systems. Other tools, such as Perplexity, Google Notebook, and Yure AI, were used only sporadically. The findings show that ChatGPT was the most used AI tool in the analyzed sample, with a substantially larger number of users than the other tools examined.

To identify the business areas in which employees most frequently applied artificial intelligence, respondents could select multiple business tasks for which they used AI tools. Artificial intelligence was most used for writing and editing texts (n = 72; 72.0%), making this the most frequently reported business activity. This was followed by idea generation and brainstorming (n = 59; 59.0%), while almost half of the respondents used AI for translation (n = 47; 47.0%) and data analysis (n = 47; 47.0%). AI tools were used less frequently for preparing presentations and summaries (n = 37; 37.0%), task automation (n = 21; 21.0%), client communication (n = 16; 16.0%), and programming and technical tasks (n = 11; 11.0%). The findings indicate that AI tools in the analyzed sample were used primarily to support the creation, editing, and processing of textual content, as well as creative and analytical tasks. A smaller number of respondents used them in specialized business processes such as automation and programming. To gain a more detailed understanding of how artificial intelligence was applied in the business environment, the four most used AI tools were analyzed: ChatGPT, Microsoft Copilot, Claude, and Google Gemini. The purpose of this analysis was to identify patterns in the use of individual tools across different business tasks. Because the number of respondents using AI for each task varied, the results were interpreted primarily according to the absolute number of users of each tool, together with the corresponding proportion within each task category. The results show that ChatGPT was the most frequently reported tool across all analyzed task categories. Among respondents who used AI for writing and editing texts, 59 reported using ChatGPT (81.9%). ChatGPT was also used by 48 respondents for idea generation and brainstorming (81.4%), 40 for data analysis (85.1%), 39 for translation (83.0%), and 29 for preparing presentations and summaries (78.4%). In addition, 17 respondents used ChatGPT for task automation (81.0%), 11 for client communication (68.8%), and 10 for programming and technical tasks (90.9%). Although

the highest percentage was recorded for programming and technical tasks, the largest number of respondents used ChatGPT for writing and editing texts.

Microsoft Copilot was reported by 28 respondents who used AI for writing and editing texts (38.9%), 22 for idea generation and brainstorming (37.3%), and 21 for data analysis (44.7%). It was also used by 19 respondents for translation (40.4%) and 18 for preparing presentations and summaries (48.6%). Claude was most frequently reported for writing and editing texts (n = 24; 33.3% of respondents using AI for this task). It was also used by 21 respondents for idea generation and brainstorming (35.6%) and by 21 respondents for data analysis (44.7%). Google Gemini was most frequently reported for idea generation and brainstorming (n = 20; 33.9% of respondents using AI for this task), followed by writing and editing texts (n = 16; 22.2%) and translation (n = 15; 31.9%). Overall, ChatGPT was the most widely used tool across all analyzed task categories. The largest numbers of Microsoft Copilot and Claude users applied these tools to writing and editing texts, while Google Gemini was most used for idea generation and brainstorming. The findings show that all four analyzed tools were used for a range of business tasks. Respondents generally perceived AI tools as a form of support in their work and recognized their practical value in everyday business activities. Almost half reported that AI tools made their work significantly easier (n = 48; 48.5%), while 43.4% considered them partially helpful. To examine the ways in which AI tools were applied in business communication, the study analyzed the frequency of their use in presentation preparation, email drafting, translation and language editing, report preparation, online meetings, and meeting-minute generation. For ease of comparison, the responses “often” and “always” were combined as an indicator of more regular use. The frequency of AI tool use differed by activity. The highest proportions of respondents who used AI often or always were recorded for language editing (n = 27; 26.7%), presentation preparation (n = 26; 25.7%), and translation (n = 25; 24.8%). Approximately one fifth of respondents regularly used AI tools for different business communication assignments. But, they were used least frequently for online meetings and meeting-minute generation (5.9%).

Overall, AI tools were primarily used as occasional support for textual and language-related tasks. Although regular use was evident, it did not account for more than approximately one quarter of the sample in any of the analyzed activities. The results therefore indicate selective use of AI tools tailored to specific tasks rather than their complete integration into everyday business processes. To consider AI tool use within a broader organizational context, the study examined the extent to which companies supported their application. Almost two thirds of respondents (64.4%) reported that their company actively encouraged or partially supported the use of AI tools. A neutral organizational attitude was reported by 23.8%, while 6.9% believed that their company restricted their use. The findings indicate a generally open organizational attitude towards AI tool use, although the level of support varied. The final questionnaire item examined respondents’ expectations regarding the impact of artificial intelligence on their work over the next three to five years. More than two thirds expected AI to significantly change their work (n = 70; 69.3%). Most respondents anticipated positive changes (n = 57; 56.4%), while 12.9% expected a negative impact (n = 13). Approximately one fifth were not yet able to assess the future impact of AI (n = 21; 20.8%), while 9.9% believed that it would not significantly affect their work (n = 10). The results show that AI was generally perceived as a driver of future change, with positive expectations prevailing.

5. Discussion

The findings show that AI tools were present in the everyday work of most respondents. A total of 51.4% used them often or always, while 30.7% used them sometimes. ChatGPT was the most widely used tool, reported by 79.8% of respondents. Microsoft Copilot was used by 31.3%, Claude by 30.3%, and Google Gemini by 26.3%. These results confirm the dominant position of ChatGPT, while the other tools were used as additional support for various business tasks. AI tools were most applied to writing and editing texts (72.0%) and idea generation and brainstorming (59.0%). Almost half of the respondents used them for translation and data analysis (47.0% for each activity), while their use was less prevalent in task automation (21.0%), client communication (16.0%), and programming and technical tasks (11.0%). The findings show that artificial intelligence was used primarily in textual, communication-related, creative, and analytical activities, and less frequently in specialized business processes. A more detailed analysis of frequency showed that 26.7% of respondents used AI tools often or always for language editing, 25.7% for presentation preparation, and 24.8% for translation. AI tools were used least frequently during online meetings and for meeting-minute generation, where only 5.9% of respondents used them regularly. Although 51.4% reported using AI tools often or always in general, regular use did not exceed 26.7% for any individual activity. This result indicates selective AI tool use based on specific needs and tasks.

The practical value of AI tools was clearly recognized: 48.5% of respondents reported that these tools made their work significantly easier, while 43.4% stated that they made it partially easier. Overall, 91.9% recognized at least some benefit from their use. At the same time, 64.4% reported that their companies actively encouraged or partially supported AI tool use, while 23.8% described their company's attitude as neutral. According to the report from EU Commission from 2026 [10], only 11.8% of Croatian companies use AI, compared to the EU average of 13.5%, while the EU's target is for 75% of companies to adopt AI by 2030. Most respondents expected AI to significantly change their work over the next three to five years (69.3%). Positive changes were anticipated by 56.4%. Overall, AI tools were perceived within the sample analyzed as useful but still selectively applied support in business activities.

The findings indicate that AI tools are primarily adopted as supportive mechanisms for communication-related and knowledge-based activities, reinforcing their emerging role in facilitating internal information flows and collaboration. This aligns with Jouany's [11] definition of internal communication as a system of processes and tools that enables organizational interaction, while also supporting Nešić's [12] view that effective internal communication is fundamental to organizational success. Therefore, AI can be considered an increasingly relevant enabler of internal communication practices, although its value depends on how strategically organizations integrate these tools into existing communication processes. Therefore, successful implementation depends not only on access to AI technologies but also on the development of strong knowledge-management capabilities [5].

6. Conclusion

This study examined the use of artificial intelligence tools in business communication among employees of companies in Croatia. The findings show that these tools are already present in the everyday work of most respondents. ChatGPT was the dominant tool in the analyzed sample, while Microsoft Copilot, Claude, and Google Gemini were used by considerably smaller proportions of respondents. Artificial intelligence was most frequently applied to writing and editing texts, idea generation, translation, and data analysis. Its current role is therefore primarily supportive and concentrated in communication-related, creative, and analytical activities.

Although 51.4% of respondents used artificial intelligence tools often or always in general, regular use within any individual activity did not exceed 26.7%. This difference indicates selective and task-specific use rather than the full integration of artificial intelligence into everyday business processes. Nevertheless, most respondents believed that these tools made their work at least partially easier, while almost two thirds reported that their companies actively encouraged or partially supported their use. Most respondents also expected artificial intelligence to significantly change their work over the next three to five years, with positive expectations prevailing. Overall, the findings suggest that employees recognize both the practical value and future relevance of artificial intelligence, although the extent and frequency of its use still depend on business needs and activities.

The findings also point to the importance of approaching artificial intelligence not only as an available technological tool but as an organizational resource that can support communication. Its effective use therefore depends not only on employees' willingness to adopt new tools but also on the organizational environment in which they are applied. Clear guidelines and appropriate employee training may support more effective and responsible use of artificial intelligence tools. Developing employees' ability to critically evaluate AI-generated content could help organizations use these tools more purposefully in relevant business and communication activities.

The study included 101 employees holding different positions and working in companies of various sizes and across different industries. Such a diverse sample provides valuable insight into the use and perception of artificial intelligence tools in different business contexts in Croatia. Although the use of a convenience sample requires caution when generalizing the findings to the entire population of employees in Croatia, the results provide a relevant overview of current practices, organizational attitudes, and expectations regarding the role of artificial intelligence in business communication. One limitation of the sample is that 71% of the respondents were female. This may have influenced the findings, as previous research has shown that males are generally more likely to use AI than females, although this evidence refers to AI use overall rather than specifically to its use in business contexts [9].

As the study was based on a convenience sample, its findings reflect the experiences and perceptions of the respondents included in the research. At the same time, the inclusion of employees from companies of different sizes and industries provides valuable insight into artificial intelligence use across a range of Croatian business environments. The study therefore contributes to a better understanding of how artificial intelligence tools are currently adopted and used in business communication in Croatia.

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The authors used ChatGPT (OpenAI) for language editing and translation of selected parts of the manuscript. All content was reviewed and verified by the authors.