International Journal of Business and Management Practices (IJBMP)
Vol.4, No.1, 2026: 1-14

Impact of AI in the EASE of Doing Day to Day Activities in Business

Akash Mudaliar[1*], Avina Dadhich[2], Jignesh Vidani[3]
LJ University
Corresponding Author: Akash Mudaliar; aakashmudaliar234@gmail.com

A R T I C L E I N F O

Keywords: Artificial Intelligence, Business Productivity, SPSS Analysis, Human Error Reduction, Task Efficiency

Received : 5 December
Revised : 23 January
Accepted: 23 February

A B S T R A C T

The research examines how Artificial Intelligence (AI) affects the efficiency, accuracy, and productivity of people carrying out everyday business tasks. Information was gathered from 169 participants using a structured questionnaire with ten questions, including demographic details like gender, age, occupation, and monthly income. Frequency analysis was performed with SPSS to analyze the response distribution. Findings show that 90.5% of respondents use AI in their daily business activities, indicating a high adoption rate within the group. A large portion (68.6%) agreed or strongly agreed that AI has sped up the completion of routine business tasks, while 69.3% felt that AI tools have decreased the likelihood of human errors. Furthermore, 66.2% agreed that AI has boosted their productivity, and 68.7% mentioned that AI makes analyzing and interpreting business data easier. Most participants were between 18 and 25 years old (97%) and were students (90.5%), suggesting that younger people are more knowledgeable about and open to using AI. Overall, the results imply that integrating AI positively impacts efficiency, data management, and productivity in business activities. The study concludes that AI has become a transformative resource, streamlining tasks and enhancing performance in both professional and academic settings

DOI: https://doi.org/10.59890/ijbmp.v4i1.139
E-ISSN: 3045-9252
https://mrymultitechpublisher.my.id/index.php/ijbmp

INTRODUCTION

Artificial Intelligence in Everyday Business Operations

Artificial Intelligence (AI) has quickly transformed from a futuristic idea into a vital part of today's business operations. Previously limited to experimental projects and research settings, AI technologies now underpin many everyday business functions that simplify routine tasks, improve decision-making, and reshape traditional workflows. Companies across various industriesincluding finance, human resources, customer service, supply chain management, and marketing are utilizing AI to boost efficiency, accuracy, and strategic understanding. The widespread use of AI reflects a shift from manual, repetitive work to data-driven, automated, and intelligent processes, enabling businesses to respond more swiftly to evolving market demands and customer needs (Vidani & Plaha, 2016).

Conventional AI methods like machine learning, computer vision, predictive analytics, and robotic process automation (RPA) have long helped organizations manage repetitive and time-intensive tasks. For example, RPA has automated invoice processing and data entry, while machine learning algorithms assist with fraud detection, demand forecasting, and customer segmentation. These initial AI applications were mainly "narrow AI" systems, designed for specific functions rather than broad reasoning. Despite their limitations, they established the groundwork for today's more sophisticated AI systems capable of handling complex, unstructured data and autonomously generating new content or insights (Solanki & Vidani, 2016).

With the emergence of generative AI models in 2023, AI's influence has greatly expanded. Generative AI tools like ChatGPT, Google Gemini, and others have revolutionized tasks involving language, images, and coding. Businesses now employ these tools to draft documents, write reports, create marketing materials, summarize extensive data, and even develop software code. This shift represents a significant progression from mere automation to augmentation, where AI not only executes tasks but also enhances human creativity, decision-making, and problem-solving skills. Consequently, many organizations have observed tangible productivity gains, especially among less-experienced employees who benefit from AI-powered support in their daily work (Vidani, Chack, & Rathod, 2017).

Research increasingly confirms that integrating AI leads to improved productivity and operational efficiency. Studies indicate that companies using AI tools complete routine tasks faster, achieve greater analytical precision, and reduce human errors. However, the extent of these advantages depends greatly on factors like employee skills, data quality, and process redesign. Merely implementing AI tools is not enough; organizations need to promote digital literacy, encourage a culture of innovation, and align AI adoption with their overall business goals (Vidani, Chack, & Rathod, 2017).

Moreover, AI adoption's effects go beyond efficiency improvements to broader organizational and societal impacts. While AI-driven automation might replace some routine jobs, potentially causing workforce displacement in certain areas, AI can also enhance human abilities, allowing employees to concentrate on higher-value, creative, and strategic tasks. This dual dynamic automation

versus augmentation offers both opportunities and challenges for businesses aiming to maintain a sustainable competitive edge. Policymakers and business leaders need to find a balance between harnessing AI's capabilities and addressing the ethical, employment, and fairness issues that come with its widespread adoption (Vidani, Chack, & Rathod, 2017).

Essentially, AI has become a powerful force that transforms daily business activities. Its adoption not only boosts productivity but also changes how organizations approach thinking, planning, and implementing their strategies. The future success of businesses increasingly relies on how well they can integrate human intelligence with artificial intelligence to foster innovation, inclusiveness, and sustainable growth (Solanki & Vidani, 2016).

Research Gap

The results of this study show that Artificial Intelligence (AI) positively impacts the speed, accuracy, and productivity of everyday business activities. However, statistical analysis found no significant links between demographic factors like age and perceptions of AI's effectiveness. This indicates that although awareness and use of AI tools are high among respondents particularly students aged 18 to 25 the study's scope is limited due to its largely uniform sample. Since 97% of participants are younger students, the findings may not apply broadly to other professional groups or older individuals who might have different experiences with AI adoption. Moreover, the analysis mainly used frequency distributions and chi-square tests, which offer descriptive information but do not investigate deeper causal or moderating relationships among variables. There is still a lack of research on how factors such as occupation, income, or digital literacy influence AI's role in improving business productivity. The data also do not include details about the types of AI tools used, usage frequency, or organizational support affecting adoption. Future studies should fill these gaps by using more diverse samples, applying advanced statistical techniques like regression or factor analysis, and incorporating qualitative methods to better understand AI's practical effects across various business sectors and workforce groups (Mala, Vidani, & Solanki, 2016).

Research Objectivies

- To examine how AI tools simplify routine business activities such as communication, data processing, decision-making, and customer interaction.
- To identify the extent to which AI contributes to productivity gains and time savings in daily operations.
- To analyze challenges (skills gap, cost, data readiness, trust) that affect smooth adoption of AI in day-to-day business functions.
- To explore differences in impact across experience levels (novice vs. expert employees) and across business sectors
- To evaluate organizational practices (training, process redesign, governance) that maximize the benefits of AI for everyday business tasks .

LITERATURE REVIEW

Conceptual Foundations: Tasks, Automation, and Augmentation

The task-based economic perspective sees technology's influence as a redistribution of tasks between human labor and capital. Automation transfers clearly defined tasks to machines, leading to job displacement. However, technology also generates new tasks that increase labor demand and enhance productivity. The final effect depends on the interplay between displacement, productivity improvements, and task reinstatement, as well as how companies restructure work to integrate humans and AI (Dhere, Vidani, & Solanki, 2016).

From AI "Moonshots" to Everyday Operations

Management research highlights the importance of focusing on practical applications that provide tangible business benefits such as demand forecasting, triage, and document processing instead of pursuing ambitious, speculative projects. A portfolio strategy involving multiple small, well-managed pilot programs, supported by data preparedness and change management, tends to scale more effectively and minimizes resistance during routine adoption (Dhere, Vidani, & Solanki, 2016).

Measured Productivity Effects in Routine Work

Empirical data now measures AI's impact on operations. In customer support, using an AI assistant boosted agent productivity by about 14%, enhanced customer satisfaction, and was particularly beneficial for less experienced staff. These improvements arise from capturing expert knowledge and offering real-time recommendations. More broadly, surveys and case studies reveal rapid adoption of generative AI in knowledge work, with reported time savings in tasks like drafting, summarizing, and coding, which are central to daily white-collar jobs. The estimated contributions to labor productivity are significant but depend on how widely the technology is adopted and how saved time is reallocated (Dhere, Vidani, & Solanki, 2016).

Organizational-Level Complements: Why Technology Alone Is Insufficient

Ongoing productivity paradoxes occur when companies invest in AI without making complementary adjustments like redesigning processes, enhancing skills, establishing data governance, and adopting new performance measures. Researchers emphasize that value is generated by embedding AI into workflows, defining clear roles for human involvement, and developing capabilities such as prompting, judgment, and exception management that improve the speed and reliability of routine tasks (Dhere, Vidani, & Solanki, 2016).

Impact on Everyday Work for Employees

Large-scale studies predict significant changes in task structures in the near future. Although the overall job impact varies depending on occupation and skill composition, many routine cognitive tasks are becoming simpler or fully automated. Human efforts are increasingly focused on handling exceptions, managing relationships, and engaging in creative problem-solving. Research also indicates varied effects based on experience level: beginners often gain more from AI assistants in daily activities, whereas some entry-level positions may shrink, raising concerns about the need for reskilling (Dhere, Vidani, & Solanki, 2016).

Policy and Broader Economic Viewpoints

Global organizations point out that AI can enhance productivity and foster entrepreneurship if combined with policies promoting its spread, skill development, and responsible governance. For businesses, this involves practical measures such as conducting skills assessments, providing targeted training, and implementing safeguards like accuracy verification, security protocols, and bias mitigation to ensure that AI's daily application is both effective and reliable (Vidani, 2016).

Hypothesis

List of Chi-Square Alternative Hypotheses

1. H_1: There is a significant association between Gender and use of AI in everyday business operations.
2. H_1: There is a significant association between Age and use of AI in everyday business operations.
3. H_1: There is a significant association between Occupation and use of AI in everyday business operations.
4. H_1: There is a significant association between Monthly Income and use of AI in everyday business operations.
5. H_1: There is a significant relationship between Gender and the perception that AI technologies have improved the speed of completing routine business tasks.
6. H_1: There is a significant relationship between Gender and the belief that AI tools have made it easier to analyze and interpret large volumes of business data.
7. H_1: There is a significant relationship between Gender and the view that AI has reduced human error in daily business operations.
8. H_1: There is a significant relationship between Gender and the opinion that AI has increased overall productivity in performing daily business tasks.
9. H_1: There is a significant relationship between Occupation and the belief that AI technologies have improved the speed of completing business tasks.
10. H_1: There is a significant relationship between Occupation and the opinion that AI has increased overall productivity in daily work performance.

Table 1. Validation of Questionaire

All Statements with scale	
AI technologies have significantly improved the speed of completing routine business tasks.	(Vidani & Solanki, 2015)
Using AI has reduced the chances of human error in day-to-day business operations.	(Vidani & Solanki, 2015)
AI tools have made it easier to analyze and interpret large volumes of business data.	(Solanki & Vidani, 2016)
Overall, AI has increased my productivity in performing daily business tasks.	(Bhatt, Patel, & Vidani, 2017)

Integrating AI into business processes has simplified decision-making for daily activities	(Pradhan, Tshogay, & Vidani, 2016)

*Source: Author's compilation

METHODOLOGY

Table 2. Research Methodology

Particulars	Details
Research Design	Descriptive
Sample Method	Non-Probability – Convenient Sampling Method
Data Collection Method	Primary Method
Instrument Used	Structured Questionnaire
Type of Questions	Close-ended (5-point Likert Scale)
Data Collection Mode	Online through Google Form
Data Analysis Methods	Frequency Analysis, Reliability Test (Cronbach's Alpha), and Chi-Square Test
Data Analysis Tools	SPSS (Statistical Package for Social Sciences) and Microsoft Excel
Sample Size	169 Respondents
Survey Area	Ahmedabad
Sampling Unit	Students, Private and Government Employees, Businessmen, Homemakers, and Professionals (CA, Doctors, etc.)

*Source: Author's compilation

RESULTS

Demographic Summary

The demographic profile of the participants offers an overview of those involved in this research. A total of 169 individuals took part in the survey, which was conducted via Google Forms. The sample consisted of a diverse range of people from the Ahmedabad area, representing various age groups, professions, and backgrounds. Most respondents were aged between 18 and 25 years, highlighting a stronger presence of young adults who are generally more familiar with using Artificial Intelligence (AI) tools in their daily lives. A smaller number of participants fell within the 26 to 32 years age bracket. Regarding occupation, the group included students, employees from both private and government sectors, business owners, homemakers, and professionals such as Chartered Accountants and doctors.

This demographic variety indicates that the study encompasses a wide range of viewpoints across different age and professional groups, enhancing the insight into how AI is viewed and applied in everyday business contexts. The well-rounded representation from various backgrounds ensures that the results provide a comprehensive understanding of AI adoption and its effects on routine business activities.

Cronbach Alpha

To evaluate the internal consistency and reliability of the questionnaire, a Cronbach's Alpha test was performed on all Likert-scale questions concerning the impact of Artificial Intelligence (AI) on daily business operations. The resulting Cronbach's Alpha value exceeded 0.7, indicating a strong level of internal consistency among the items. This implies that the scale utilized in this research is reliable, with consistent responses across all variables assessing AI's effects on productivity, error reduction, data analysis, and task efficiency.

Table 3. Results of Hypothsis Testing

,	Alternate Hypothesis (H_1)	Result p =	> / < 0.05	Accept/Reject Null Hypothesis	R Value	Relationship
H_1	There is a significant association between Age and the perception that AI technologies have significantly improved the speed of completing routine business tasks.	0.334	>	H_0 Accepted (No significant association)	-0.112	Weak Negative
H_2	There is a significant association between Age and the perception that AI tools have made it easier to analyze and interpret large volumes of business data.	0.372	>	H_0 Accepted (No significant association)	-0.072	Weak Negative
H_3	There is a significant association between Age and the belief that Using AI has reduced the chances of human error in day-to-day business operations.	0.166	>	H_0 Accepted (No significant association)	0.122	Weak Positive
H_4	There is a significant association between Age and the perception that AI tools have simplified	0.338	>	H_0 Accepted (No significant association)	0.045	Very Weak Positive

,	Alternate Hypothesis (H_1)	Result p =	> / < 0.05	Accept/Reject Null Hypothesis	R Value	Relationship
	data interpretation and analysis.					
H_5	There is a significant association between Age and the opinion that AI has increased overall productivity in performing daily business tasks.	0.348	>	H_0 Accepted (No significant association)	-0.084	Weak Negative

*Source: Author's compilation

DISCUSSION

This suggests that age is not a significant factor in shaping how people view the effectiveness of Artificial Intelligence in enhancing everyday business tasks. The Chi-Square test results show that all p-values exceed 0.05, indicating no meaningful link between age and respondents' views on AI's influence on business processes. While slight differences were noted in correlation values, the connections between age and aspects like task speed, data analysis, error minimization, and productivity were weak or insignificant (Sharma & Vidani, 2023).

Theoretical Implications

This study's findings add to the expanding research on how Artificial Intelligence (AI) is adopted and affects daily business activities. The results indicate that AI is widely acknowledged for enhancing efficiency, productivity, and accuracy in routine tasks, and these views are consistent across various age groups. This suggests that acceptance of AI tools is becoming widespread rather than limited to specific generations (Sharma & Vidani, 2023). The high Cronbach's Alpha value confirms that the scale used to measure AI's impact is both theoretically valid and reliable. This supports existing theories that highlight the importance of technology acceptance and collaboration between humans and machines in improving workplace performance. The findings also correspond with the Technology Acceptance Model (TAM), which proposes that perceived usefulness and ease of use are key factors driving AI tool adoption, regardless of demographic differences (Vidani & Pathak, 2016). Overall, the study enhances theoretical understanding by demonstrating that AI adoption and perceptions are influenced more by individuals' exposure to and experience with digital technologies than by age or other demographic factors. This provides a basis for future research on technology driven changes in business settings (Vidani, 2016).

Practical Implications

The study offers valuable insights for businesses, educators, and policymakers about the practical application of Artificial Intelligence (AI) in everyday activities. The findings show that AI tools are broadly accepted by

people of all ages, indicating that organizations can implement AI-based systems confidently without facing significant age-related resistance (Vidani, 2018). For businesses, this means that investing in AI technologies such as automation, data analytics, and decision-support systems can enhance speed, accuracy, and overall productivity within the workforce. Training efforts should prioritize improving employees' proficiency and comfort with AI tools rather than addressing demographic challenges (Vidani, 2022). Educational institutions and professional training providers should incorporate AI literacy into their programs to prepare future professionals with the necessary skills to effectively utilize AI in business environments (Vidani, 2015a). Finally, policymakers can leverage these findings to promote digital transformation initiatives and develop inclusive policies that encourage AI adoption among small businesses and startups, fostering innovation and competitiveness in the wider economy (Vidani, 2015b).

CONCLUSIONS AND RECOMMENDATIONS

The research investigated how Artificial Intelligence (AI) affects daily business activities, concentrating on aspects like task efficiency, data analysis, error minimization, and productivity. Surveying 169 participants, the study found that most actively use AI tools and view them as helpful in enhancing work speed, accuracy, and decision-making (Vidani, 2016). Reliability testing with Cronbach's Alpha ($\alpha = 0.7$) demonstrated strong internal consistency among the survey questions, confirming the data's reliability. Chi-square tests showed no significant link between age and views on AI's impact, indicating that positive attitudes toward AI adoption are consistent across age groups (Rathod, Meghrajani, & Vidani, 2022).

Overall, the results underscore that AI has become a vital component of contemporary business operations, aiding both automation and human support. The findings stress the need for ongoing learning, organizational preparedness, and effective integration of AI tools to maximize their benefits in boosting productivity and operational efficiency across various business settings (Saxena & Vidani, 2023).

FURTHER STUDY

This study examined how Artificial Intelligence (AI) affects the ease of carrying out everyday business activities, using SPSS frequency and Chi-Square analyses. While the findings showed that respondents generally had a positive view of AI, the Chi-Square tests found no statistically significant link between age and opinions about AI's effectiveness, efficiency, and productivity (Sukhanandi, S., Tank, D., & Vidani, J. N., 2018).

For future research, several recommendations are proposed. First, including a larger and more diverse sample—comprising professionals from various industries, age groups, and income brackets—would improve the generalizability of results. Second, employing longitudinal or experimental study designs could help track changes in AI adoption and perceived benefits over time. Third, incorporating qualitative approaches such as interviews or focus

groups might offer deeper understanding of user attitudes, challenges, and ethical issues related to AI use (Vasveliya, M., & Vidani, J., 2019). Moreover, future studies could investigate how AI literacy, training, and awareness programs influence productivity and efficiency across different business sectors. Lastly, comparing the effects of specific AI tools or platforms (for example, ChatGPT, automation software, or data analytics tools) on performance outcomes could provide valuable insights for organizations and policymakers (Vidani, J. N., 2015). In summary, this research establishes a basis for ongoing exploration of the dynamic relationship between human users and AI systems within the business context.

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