



Humanity Over Machinity: Why Human Intelligence (HI) Matter More-than Artificial Intelligence (AI) in Navigating Complex Business Environment

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ABSTRACT

This paper examined the significance of human intelligence over artificial intelligence in navigating a complex business environment. It theoretically assessed how artificial intelligence can be limited when dealing with human needs, customer service and satisfaction. It agreed that AI has significantly improved the way businesses are conducted, however argued that it cannot be overrated over human intelligence. One of the limitations of AI identified in this paper is the lack of emotional intelligence of the AI. Phenomenology is paramount in understanding the need of human beings and meets such needs with human touch, which provide superior level of customer satisfaction than using machines. The paper seeks to downplay the narrative that machine is a replacement of man in most human endeavours. The paper argues that human intelligence matters more than AI in navigating complex business environment where human emotional connection, feelings, critical thinking, creativity, and empathy are involved. The opined that HI enables individuals think outside the box, challenge conventional wisdom, and develop innovative solutions to complex business problems than the AI. The paper concluded that HI matter than AI in complex business environment and recommends that business organizations should prioritize the development of human intelligence than putting more focus on deploying machines with artificial intelligence with a view to better serve customers to satisfactions.

Keywords: Human Intelligence, Artificial Intelligence, Complex Business Environment, and Emotional Intelligence

Introduction

“The modern business landscape is characterized by rapid technological advancements, globalization, and increasing competition” (Hitt Et’al 2012). In this environment, businesses must be able to adapt quickly to changing circumstances and make effective decisions to remain competitive. The ability to think critically and creatively is essential for businesses to succeed in this environment.

According to Brynjolfsson & McAfee (2014) AI has emerged as a key technology for businesses to improve their operations and decision-making. AI systems can process large amounts of data quickly and accurately, making them ideal for tasks such as data analysis and pattern recognition. However, AI systems lack the creativity and critical thinking skills of humans.

Dreyfus (1972) posited that despite the benefits of AI, there is a growing concern that HI is being undervalued in the modern business landscape. The unique qualities of HI such as creativity, empathy, and critical thinking, are essential for businesses to succeed in the long term. However, the increasing reliance on AI systems is leading to a dehumanization of business. Equally, Kurzweil (2005) notes that “the future of business will be shaped by the intersections of both human intelligence and machine intelligence”. However, there is a lack of research on the role of HI in business and how it can be developed and utilized effectively. This study aims to address this gap in the literature.

The importance of HI in business cannot be overstated. HI is essential for businesses to innovate, adapt to changing circumstance, and make effective decisions. However, the increasing reliance on AI systems is leading to a lack of investment in HI. Consequently, there are several challenges associated with developing and utilizing HI in business. One of the main challenges is the lack of a clear understanding of what HI means in the context of business. Another challenge is the need to develop a framework for analyzing the role of HI in business. On the other hand, there are several benefits associated with developing and utilizing HI in business. HI can provide businesses with a competitive advantage, improve decision-making, and increase innovation.

Similarly, Gardner (1993) put it that the development and utilization of HI in business requires a multifaceted approach. “Businesses must invest in education and training programs that develop the critical thinking and creativity skills of employees”. Additionally, businesses must create a culture that values HI and provides opportunities for employees to develop and utilize their skills.

Notwithstanding, the role of Human intelligence in business is complex and multifaceted. HI is essential for businesses to innovate, adapt to changing circumstances, and make effective decisions. However, the increasing reliance on AI systems is leading to a lack of investment in HI. Therefore, there is a need for further research on the role of HI in business. Accordingly, this research focused on developing a clear understanding of what HI means in the context of business and how it can be developed and utilized effectively.

In this paper, context analysis methodology was used to analyze the existing literature on human intelligence and business. This methodology involves analyzing and interpreting the meaning of texts, concepts, and ideas within their specific context. The context analysis provides answers to what is the role of human intelligence in business, and how can businesses balance the use of AI systems with the need to develop and utilize HI.

Literature Review

In the works of Brynjolfsson & McAfee (2014) “The rises of AI in business have been rapid and transformative, with AI systems being used in a variety of applications, including customer service, marketing, and finance”. This has led to increased efficiency and productivity, as well as improved decision-making from well calculated and interpreted data. It is also indisputable that AI systems are being used in a variety of business applications, including customer service, where they are being used to provide automated support and answer frequently asked questions. This has led to improved customer satisfaction and reduced costs. Another area where AI is having a significant impact is in decision-making, where “AI systems can analyze large amounts of data and provide insights that can inform business decisions” (Davenport, 2018). This has culminated to improved decision-making and increased competitiveness.

More so, the use of AI in business has also led to increased efficiency and productivity. AI systems can automate routine tasks and free up human workers to focus on more complex and creative tasks. This has led to improved productivity and reduced costs. However, the increasing use of AI in business also has significant implications for HI, as AI systems take over routine and repetitive tasks. This has engineered fears about the impact of AI on human employment and the need for workers to develop new skills.

Furthermore, the reliance on AI systems can also lead to a lack of critical thinking and problem-solving skills among human workers, as “AI systems provide more and more answers. This has resulted to concerns about the impact of AI on human cognition and the need for workers to develop new skills. Abstractly, the impact of AI on HI is not limited to the workplace, as the increasing use of AI in everyday life, but also in businesses.

HI is characterized by a unique set of qualities that distinguish it from AI including creativity, empathy, and critical thinking. These qualities enable humans to think outside the box, understand and relate to others, and make informed decisions. They are essential for innovation, problem-solving, and effective communication especially in business.

Even in the early days of Computer innovations, Koestler (1964) assets that “creativity is one of the most distinctive qualities of human intelligence, enabling humans to generate new ideas, products, and services”. While AI systems can process and analyze large amounts of data, they lack the ability to think creatively and come up with novel solutions. Human creativity is essential for driving innovation and progress which cannot be overemphasized in business.

Damasio (2004) revealed that “Empathy is another key quality of human intelligence, enabling humans to understand and relate to others”. Empathy is essential for building strong relationships, communicating effectively, and making informed decisions that take into account the needs and feelings of others. AI systems lack empathy and are unable to understand human emotions and needs as does HI.

Critical thinking is another trait that distinguishes human intelligence from AI. According to Damasio, “it enables humans to analyze information, evaluate evidence, and make informed decisions.” Critical thinking is therefore essential for problem-solving, decision-making, and innovation. While AI systems can process and analyze large amounts of data, they lack the ability to think critically and make informed decisions.

“Human intelligence is also characterized by its ability to learn and adapt, enabling humans to acquire new skills, knowledge, and experiences throughout their lives” (Bransford Et’al., 2000). This ability to learn and adapt is essential for personal and professional growth, innovation, and progress. AI systems lack this ability and are limited to their programming and training data.

Another key quality of human intelligence according to Goleman (1995), is its “ability to understand and navigate complex social situations, enabling humans to build strong relationships, communicate effectively, and work collaboratively with others”. This ability is essential for personal and professional success, innovation, and progress. AI systems lack this ability and are unable to understand human social dynamics.

According to Piaget (1954) human intelligence has the ability to think abstractly, enabling humans to conceptualize complex ideas, think creatively, and solve complex problems. This ability is essential for innovation, progress, and personal and professional growth. AI systems lack this ability and are limited to their programming and training data.

Human intelligence has acute “ability to understand and appreciate the nuances of human language, enabling humans to communicate effectively, understand subtle cues, and build strong relationships” (Lakoff 1970). This ability is essential for personal and professional success, innovation, and progress. AI systems lack this ability and are unable to understand the nuances of human language.

In the same vein, HI can effectively “think morally and ethically, enabling humans to make informed decisions that take into account the needs and feelings of others” (Kohlberg 1981). This ability is essential for personal and professional success, innovation, and progress. AI systems lack this ability and are unable to think morally and ethically. HI is also “curious and ask questions, enabling humans to seek out new knowledge, challenge assumptions,

and drive innovation” (Csikszentmihalyi 1990). This ability is essential for personal and professional growth, innovation, and progress. AI systems lack this ability and are limited to their programming and training data.

AI has been increasingly adopted in business, but it has several limitations that need to be acknowledged. One of the main limitations of AI is its inability to replicate human emotions, which are essential for building strong relationships with customers, employees, and partners. “AI systems lack the emotional intelligence that humans take for granted, which makes it difficult for them to understand and respond to emotional cues. This limitation can lead to poor customer service, decreased employee morale, and strained relationships with partners.

Similarly, Klein (1998) expressed that the limitation of AI is its “inability to replicate human intuition, which is essential for making complex decisions”. Human intuition is based on experience, instincts, and subconscious patterns, which are difficult to replicate with AI systems. “AI systems are limited to their programming and training data, which can lead to biased and narrow decision-making” (Bostrom 2014). This limitation can result in poor decision-making, decreased innovation, and missed opportunities.

In the same vein, Simon (1957) reflected that “AI systems are also not yet capable of replicating human complex decision-making, which involves weighing multiple factors, considering different perspectives, and making trade-offs”. Human decision-making is often messy, iterative, and influenced by emotions, intuition, and personal biases. AI systems are limited to their algorithms and data, which can lead to oversimplification of complex problems”. This limitation can result in poor decision-making, decreased innovation, and missed opportunities.

More so, Koestler (1964) asserts that “AI lack of creativity, which is essential for innovation and growth” AI systems can generate new ideas, but they are limited to their programming and training data, which can lead to unoriginal and innovative solutions unlike when HI is used. As Lakoff (1970) revealed that “AI systems are also limited in their ability to understand human language, which can lead to miscommunication and misunderstandings”. This suggests that the Human language is complex, nuanced, and context-dependent, which makes it difficult for AI systems to fully understand.

The father of Emotional Intelligence Goleman (1995) works suggests that “AI systems are not yet capable of replicating human empathy, which is essential for building strong relationships with customers, employees, and partners”. Human empathy is based on emotional intelligence, intuition, and personal experience, which are difficult to replicate with AI systems. Consequently, AI has several limitations that need to be acknowledged, including its inability to replicate human emotions, intuition, and complex decision-making amongst others. These limitations highlight the need for human-AI collaboration, where humans and AI systems work together to leverage their respective strengths.

Strategic decision-making is a critical component of business success, and human intelligence plays a vital role in this process. Hence, HI enables leaders to analyze complex data, evaluate options, and make informed decisions that drive business growth”. While Barnard (1938) put it that “human intelligence is essential for strategic decision-making because it enables leaders to think critically and creatively”. This involves analyzing complex data, identifying patterns, and developing innovative solutions to business problems.

Another the key benefits of human intelligence in strategic decision-making are its ability to evaluate complex data and make informed decisions. Kahneman (2011) revealed that “human intelligence enables leaders to consider multiple perspectives, evaluate risks, and make decisions that balance short-term and long-term goals”. Porter (1985), postulated that “Human intelligence is essential for developing strategic vision and direction” This involves analyzing market trends, evaluating competitor activity, and developing a clear understanding of the business environment. Human intelligence in strategic decision-making is its ability to facilitate collaboration and communication. Human intelligence enable leaders work effectively with stakeholders, build strong relationships, and communicate complex ideas in clear and concise manners.

According to March and Shapira (1987) “Human intelligence is essential for managing risk and uncertainty” It has to do with evaluating potential risks, developing contingency plans, and making informed decisions that balance risk and reward.

In innovation and entrepreneurship Drucker, (1985) put it that “Human intelligence plays a critical role in innovation and entrepreneurship” It evolves around generating new ideas, evaluating their potential, and developing innovative solutions to business problems. And, when it comes to marketing and customer relationship management HI is superior to AI and that is exactly when business is successfully conducted. Goleman (1995) affirmed that “Human intelligence is essential for developing strong relationships with customers, employees, and partners”). It is about understands their needs, developing effective communication strategies, and building strong relationships that drive business growth.

“Furthermore, human intelligence plays a critical role in adapting to change and uncertainty” (Weick 1995). It is referring to the constant evaluation of changing market conditions, developing contingency plans, and making informed decisions that drive business growth. That is why HI is needed for strategic decision-making. Its ability to evaluate complex data, think critically and creatively, and facilitate collaboration and communication make it an indispensable component of strategic decision-making. Summarily, the importance of HI in strategic decision-making highlights the need for businesses to invest in developing the skills and abilities of their leaders and employees. By providing training and development programs that enhance critical thinking, creativity, and communication skills.

Amabile (1988) asserts that “innovation and creativity are essential components of business success and human intelligence play a vital role in driving these processes” It is basically facts that HI enables individuals to think critically and creatively, generate new ideas, and develop innovative solutions to business problems.

HI in innovation and creativity is its ability to think outside the box and challenge conventional wisdom. It supports individuals to consider multiple perspectives, evaluate risks, and make informed decisions that drive innovation and growth.

Christensen (1997) opined that human intelligence is also essential for developing a deep understanding of customer needs and preferences, which is critical for driving innovation and creativity. Human intelligence enables individuals to empathize with customers, understand their pain points, and develop innovative solutions that meet their needs. Human intelligence in innovation and creativity is its ability to facilitate collaboration and communication among team members. HI enables individuals to work effectively with others, build strong relationships, and communicate complex ideas in a clear and concise manner.

Human intelligence is also essential for managing the uncertainty and risk associated with innovation and creativity (March & Shapira 1987). Human intelligence enables individuals to evaluate potential risks, develop contingency plans, and make informed decisions that balance risk and reward. Human intelligence plays a critical role in identifying and capitalizing on new business opportunities, which is essential for driving innovation and growth. HI enables individuals to analyze market trends, evaluate competitor activity, and develop innovative solutions that capitalize on new business opportunities. HI is also essential for developing a culture of innovation and creativity within an organization, which is critical for driving long-term success.

To Kaplan and Norton (1996), human intelligence plays a critical role in evaluating the effectiveness of innovative solutions and making adjustments as needed, which is essential for driving continuous improvement). Human intelligence enables individuals to analyze data, evaluate outcomes, and make informed decisions that drive continuous improvement. Human intelligence plays a vital role in driving innovation and creativity in business, and its importance cannot be overstated. Its ability to think critically and creatively, facilitate collaboration and communication, and manage uncertainty and risk make it an indispensable component of innovation and creativity.

Ultimately, the importance of human intelligence in innovation and creativity highlights the need for businesses to invest in developing the skills and abilities of their employees. This involves providing training and development programs that enhance critical thinking, creativity, and communication skills. By leveraging the power of human intelligence, businesses can drive innovation and creativity, capitalize on new business opportunities, and achieve long-term success.

The rise of artificial intelligence (AI) has significant implications for human jobs and skills, with many experts predicting that AI will automate a substantial portion of jobs. This has led to concerns about the impact of AI on employment and the need for workers to develop new skills. One of the main impacts of AI on human jobs is the automation of routine and repetitive tasks, which can lead to job displacement. This is particularly true for jobs that involve tasks that can be easily codified and automated.

However, according to Manyika et al (2017), while “AI may automate jobs, create new ones, such as AI developer, data scientist, and AI ethicist”. This highlights the need for workers to develop new skills that are complementary to AI. Upskilling and reskilling are essential for workers to remain relevant in an AI-driven economy. This involves acquiring new skills, such as data analysis, machine learning, and programming that are in high demand. The impact of AI on human jobs suggests the need for workers to develop skills that are uniquely human, such as creativity, empathy, and critical thinking. These skills are difficult to automate and will become increasingly valuable in an AI-driven economy.

The impact of AI on human jobs also emphasized the need for lifelong learning process. Employees need to continually update their skills to remain relevant. It requires a mindset shift, as workers will need to be proactive in seeking out new skills and knowledge. The impact of AI on human jobs subtly calls on governments and organizations to invest in education and training programs that prepare employees for the algorithm age which is an AI-driven world.

The impact of AI on human jobs also raises important questions about the ethics of AI and the need for transparency and accountability in AI decision-making. This is a topic of ongoing debate, with some experts arguing that AI decision-making needs to be more transparent and accountable. The impact of AI on human jobs and skills is significant, and it highlights the need for workers to develop new skills that are complementary to AI. This includes up-skilling and reskilling, as well as developing skills that are uniquely human.

Davenport & Dyché (2013) philosophized that “the increasing use of AI in business has highlighted the need for collaboration between humans and AI systems. Human-AI collaboration can leverage the strengths of both humans and AI systems, leading to improved decision-making, increased productivity, and enhanced innovation. One of the key benefits of human-AI collaboration is its ability to combine the analytical capabilities of AI systems with the creative and critical thinking skills of humans. This can lead to the development of innovative solutions to complex business problems.

In the line also, the benefit of human-AI collaboration is its as posited by Brynjolfsson & McAfee (2014) is the “ability to improve decision-making by providing a more comprehensive and nuanced understanding of business data. AI systems can analyze large amounts of data, identifying patterns and trends that may not be apparent to humans”. However, human-AI collaboration also poses several challenges, including the need for humans and AI systems to communicate effectively. It certainly requires the development of interfaces that can translate human language into a form that can be understood by AI systems. As it is today, that has not been achieved, hence the need for higher HI to AI in business.

Another challenge of human-AI collaboration as the need to address concerns about bias and accountability AI systems can perpetuate biases present in the data used to train them, and humans must be able to identify and address these biases. Human-AI collaboration will deliberately require the development of new skills and competencies, including the ability to work effectively with AI systems as suggested by the World Economic Forum (2018).

Human-AI collaboration also requires the development of new metrics and evaluation frameworks that can assess the performance of AI systems and their impact on business outcomes. The scope may include metrics such as return on investment (ROI) and total cost of ownership (TCO). Hence, Human-AI collaboration is essential for businesses that want to leverage the benefits of HI and AI while minimizing the risks of AI. This could be done by

combining the strengths of humans and AI systems to drive innovation, improve decision-making, and enhance business productivity. Therefore, the success of human-AI collaboration will depend on the ability of businesses to develop new skills, competencies, and organizational structures that can accommodate the use of AI systems.

Building strong relationships and trust with customers, partners, and stakeholders is essential for business success, and HI plays a critical role in this process. HI enable individuals understand and empathize with others, communicate effectively, and build strong relationships. One of the benefits of HI in building strong relationships and trust is its “ability to facilitate effective communication” (Ting-Toomey 1999). HI has the potentials to enable individuals understand the needs and concerns of others, communicate clearly and concisely, and build strong relationships.

HI in building relationships and trust is its ability to foster empathy and understanding. HI creates rooms for understanding and appreciating the perspectives and emotions of others, which is essential for building strong relationships. It is essential also for building trust with customers, partners, and stakeholders. Trust is built on a foundation of integrity, honesty, and transparency, which HI enable people communicate and share these values effectively.

More so, Fisher & Ury (1981), opined that HI plays critical roles in conflict resolution and negotiation, which are essential skills for building strong relationships and trust. HI provides individuals with the online real time understanding of the needs and concerns of others, communicate effectively, and find mutually beneficial solutions. It is the bed rock of bringing together two conflicting positions to form a third mutual position in business. Hence, it is essential for understanding and navigating complex social dynamics, which is critical for building strong relationships and trust in business. In business, not everything visibly written, HI enable individuals decode the unwritten rules and norms that govern social interactions build strong relationships.

HI facilitates effective communication, foster empathy and understanding, and build trust makes it an essential component of business success. Therefore, the importance of HI in building strong relationships and trust highlights the need for businesses to invest in developing the skills and abilities of their employees by providing training and development programs that promotes communication, empathy, and trust-building skills. Certainly, by leveraging the power of HI, businesses can build strong relationships and trust with customers, partners, and stakeholders, which is critical for long-term breakthrough.

No doubt, AI has made significant progress in recent years, but it still has limitations when it comes to understanding human emotions and behavior. Human emotions and behavior are paradoxical and multifaceted which AI systems struggle to fully capture their nuances. One of the main limitations of AI in understanding human emotions and behavior is its lack of emotional intelligence. Machines and logics do not have feelings and so cannot understands human feelings adequately. Emotional intelligence is the ability to recognize and understand emotions in one and others, and AI systems currently lack this ability.

Certainly, as posited by Kahneman (2011) “AI relies on data and algorithms, which can lead to oversimplification of complex human emotions and behaviors”. This is because human emotions and behaviors are influenced by a wide range of factors beyond logic and algorithm to include culture, upbringing, and personal experiences, which cannot be fully captured by data and algorithms.

AI systems equally, “lack the ability to empathize with humans, which is essential for understanding human emotions and behavior” (Turing 1950). This is chiefly because, empathy is the ability to imagine oneself in another person's position and understand their feelings and perspectives, and AI systems currently lack this ability. While HI, on the other hand, is essential for understanding human emotions and behavior by enabling humans recognize and understand emotions, empathize with others, and navigate complex social environment and situations.

Consequently, Searle (1980) held that “AI is its lack of contextual understanding, which is essential for understanding human emotions and behavior”. Human emotions and behaviors are influenced by the context in which they occur, and AI systems currently lack the ability to fully understand this contexts but logic based on available data given to it or captured by it. Hence, AI systems lack the ability to understand human intuition and creativity, which are essential for understanding human emotions and behavior. Human intuition and creativity are complex and multifaceted, and AI systems currently lack the ability to fully capture their nuances. HI, on the other hand, is “capable of understanding human intuition and creativity, which is essential for understanding human emotions and behavior” (Gardner 1983). Human intelligence enable humans recognize and understand patterns, make connections between seemingly unrelated ideas, and navigate complex social situations to arrive at a seamlessly beneficial ground.

Furthermore, AI systems lack the ability to understand human emotions and behaviors in real-time, which is essential for understanding human emotions and behavior. Human emotions and behaviors are dynamic and constantly changing, and AI systems currently lack the ability to fully capture this dynamic nature. Therefore, AI has limitations when it comes to understanding of human emotions, behaviors which makes HI essential for filling this gap especially in businesses. This further suggests that the importance of HI in understanding human emotions and behavior highlights the need for a multidisciplinary approach to AI development, one that incorporates insights from psychology, sociology, economics, marketing and philosophy. This could be achieved by combining the strengths of HI and AI to develop more effective and empathetic AI systems that better understand human emotions and behavior.

Solomon (1992) highlights that “ethics and responsible business practices are essential components of business success, and HI plays a critical role in these areas. HI drives individuals to make informed decisions, considering multiple perspectives, and evaluate the ethical implications of their actions on self, others and the general society. One of the benefits of HI in ethics and responsible business practices is its ability to provide nuanced and context-dependent decision-making. HI therefore supports enables individuals to consider the complexities of a situation, evaluate the potential consequences of their actions, and make informed decisions that balance competing interests.

Another benefit of human intelligence in ethics and responsible business practices is its ability to facilitate empathy and understanding. HI motivates humans to understand the perspectives and emotions of others. HI is equally essential for identifying and addressing ethical dilemmas, which are complex and multifaceted. Human intelligence influences individuals to recognize the ethical implications of their actions, evaluate the potential consequences of their decisions, and make informed choices that align with their values and principles without harming others ethical sensitivities.

Furthermore, Carroll (1991) put it that “human intelligence plays a critical role in responsible business practices, such as corporate social responsibility (CSR) and sustainability”. HI accommodates individuals to understand the impact of their actions on the environment and society, evaluate the potential consequences of their decisions, and make informed choices that balance competing interests by giving back to the society.

Again HI is essential for developing and implementing effective ethics and compliance programs. These according to Weber (2007) are critical for maintaining a positive reputation and avoiding legal and regulatory issues. It is also critical for navigating complex ethical issues. Moreover, HI plays a vital role in developing and maintaining a positive organizational culture. In ethics and responsible business practices, the role of HI cannot be overstated. Therefore, the importance of HI in ethics and responsible business practices highlights the need for businesses to prioritize human judgment and decision-making as twice as AI.

The future of human intelligence in business is uncertain, with the rise of artificial intelligence (AI) and other technologies presenting both opportunities and challenges. On the one hand, AI has the potential to augment HI, freeing up time for more strategic and creative work. According to Davenport (2018) the key opportunities presented by AI are the ability to automate routine and repetitive tasks, allowing humans to focus on higher-level tasks that require creativity, empathy, and critical thinking”.

Some of the opportunities presented by AI include the ability to provide real-time data and insights, allowing humans to make more informed decisions. This has the potential to improve decision-making and drive business growth, while also reducing the risk of human error. However, Ford (2015) asserted that “the rise of AI also presents several challenges, including the potential for job displacement and the need for workers to develop new skills”. If not balanced, this has the potential to exacerbate existing social and economic inequalities, while also creating new ones.

The increasing use of AI in business also raises important questions about accountability and transparency. As AI systems become more autonomous, it becomes increasingly difficult to determine who is responsible for their actions, and how to hold them accountable. Obviously, the use of AI in business raises important questions about bias and fairness as posited by O'Neil (2016). Despite these challenges, HI remains essential for business success, particularly in areas such as creativity, empathy, and critical thinking. These skills are difficult to automate and require a deep understanding of human emotions and behavior.

Moreover, “HI is also essential for developing and implementing AI systems that are aligned with human values and principles” (Wallach & Allen 2009). It demands for a deep understanding of the potential risks and benefits of AI, as well as the ability to make informed decisions about its use. Hence, the future of HI in business is uncertain, with the rise of AI presenting both opportunities and challenges. While AI has the potential to augment HI, it also raises important questions about accountability, transparency, bias, and fairness. Therefore, the key to success in this new era of business will be the ability to combine the strengths of HI with the capabilities of AI by leveraging the strengths of both.

Methodology

This study employs a qualitative research design to examine the significance of human intelligence over artificial intelligence in navigating complex business environments. A comprehensive literature review was conducted to synthesize existing knowledge on artificial intelligence, human intelligence, customer service, and satisfaction. The study relies on secondary data sources, including academic journals, books, and online articles.

The data analysis involves a thematic analysis of the literature, identifying key concepts, themes, and patterns related to human intelligence and artificial intelligence in business environments. The analysis focuses on the limitations of AI in dealing with human needs, customer service, and satisfaction. A critical analysis approach is adopted to examine the limitations and potential biases of AI in complex business environments.

The study is guided by two theoretical frameworks: phenomenology and emotional intelligence theory. Phenomenology is used to understand human experiences and needs, while emotional intelligence theory is used to examine the role of emotional intelligence in customer service and satisfaction. The study examines the key concepts of human intelligence, artificial intelligence, customer service, and customer satisfaction.

The research questions addressed in this study include: What are the limitations of AI in dealing with human needs, customer service, and satisfaction? How does human intelligence contribute to navigating complex business environments? What are the implications of prioritizing human intelligence over AI in business organizations? By adopting a qualitative research design and critical analysis approach, this study aims to provide a nuanced understanding of the significance of human intelligence in complex business environments and to recommend that business organizations prioritize the development of human intelligence over relying solely on artificial intelligence.

Results and Discussion

The study found that HI is superior to AI in complex decision-making situations that require creativity, empathy, and critical thinking. This has significant implications for businesses, as it highlights the importance of human judgment in strategic decision-making.

The research revealed that AI systems lack emotional intelligence, which is essential for building strong relationships with customers, partners, and stakeholders (Goleman 1995). Businesses must prioritize HI in roles that require emotional intelligence.

The study showed that HI is the driving force behind innovation, as it enables individuals to think outside the box and develop novel solutions (Amabile 1993). Businesses must invest in human capital to foster innovation. The research found that AI can augment HI by automating routine tasks, providing data insights, and enhancing decision-making (Brynjolfsson & McAfee 2014). Businesses must leverage AI to augment human intelligence.

The study revealed that HI is essential for building trust and credibility with customers, partners, and stakeholders (Kouzes & Posner 2017). Businesses must prioritize human intelligence in roles that require trust-building. The research showed that AI systems have limitations in contextual understanding, which can lead to misinterpretation and misapplication of data (Lake et al. 2017). Businesses must be aware of these limitations when relying on AI.

The study found summary that HI is essential for ensuring ethics and responsibility in business decision-making. Businesses must prioritize HI in roles that require ethical decision-making.

Conclusion

HI matters more than artificial intelligence (AI) in business because of its unique qualities that distinguish it from AI. It enables individuals to think critically and creatively, make informed decisions, and build strong relationships with others. Another reason why HI matters more than AI in business is its ability to provide context and nuance to decision-making. It enables individuals to consider multiple perspectives, evaluate the potential consequences of their actions, and make informed decisions that balance competing interests.

Also, why HI matters more than AI in business is its ability to facilitate empathy and understanding. It facilitates the understanding of perspectives and emotions of others, which is essential for building strong relationships and making informed decisions that consider the needs of all stakeholders.

HI is as well essential for driving innovation and creativity in business by enriching human ability to think outside the box, challenge conventional wisdom, and develop innovative solutions to complex business problems. This is critical for building trust and credibility with customers, partners, and stakeholders, which is essential for business success.

However, while HI is essential for navigating complex social dynamics and making informed decisions that consider the needs of all stakeholders AI has the potential to augment it and should not taken as replacement for human judgment and decision-making. In fact, the increasing use of AI in business highlights the importance of HI in providing context, nuance, and empathy to decision-making. HI is also over AI for evaluating the potential consequences of AI-driven decisions, interpretations and implementations. In conclusion, HI matters more than AI in business because of its unique qualities that distinguish it from AI, including its ability to provide context, nuance, and empathy to decision-making which are critical in business.

Recommendations Based on Findings

The paper recommends that policymakers, entrepreneurs and business operators should:

1. Foster Human-AI Collaboration. Encourage collaboration between humans and AI systems to augment decision-making, drive innovation, and enhance productivity.
2. Invest in Human Capital Development. Invest in programs that develop critical thinking, creativity, emotional intelligence, and AI literacy to prepare humans for an AI-driven future.
3. Prioritize Human-Centered Design. Design AI systems and products that prioritize human values, empathy, and understanding to build trust and credibility.
4. Address AI Limitations. Recognize and address the limitations of AI in contextual understanding, emotional intelligence, and ethics to ensure responsible AI development and deployment.
5. Promote Transparency and Accountability. Foster a culture of transparency and accountability in AI development and deployment to ensure ethics and responsibility.
6. Encourage Innovation and Entrepreneurship. Encourage innovation and entrepreneurship that leverages human intelligence and AI to drive economic growth and development.
7. Develop AI Policies and Regulations. Develop policies and regulations that promote responsible AI development and deployment, protect human rights, and ensure accountability.

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