From Assistants to Competitors:
The Evolution of AI-Assisted Digital Clones (AIADCs)

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ABSTRACT

Corporate leaders and knowledge workers across the world are increasingly adopting Generative AI (GenAI), such as Copilot and ChatGPT. This article examined the role of AI Assistants (AIAs) and AI-Assisted Digital Clones (AIADCs), their significance, and their impact on the reliance and sense of autonomy of leaders and knowledge workers. A scoping review of 67 records, with inclusion of 28 studies, provided a comprehensive overview of AIAs' applications and implications. This was complemented by an experimental study involving Australian leaders and knowledge workers to test the following hypotheses: H_0: No significant difference in perceived autonomy levels across the two adopter groups. H_1: Significant difference in perceived autonomy levels across the two adopter groups. This study offers valuable insights for leaders and knowledge workers positioned at the forefront of GenAI, AIAs, and AIADCs adoption globally.

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1. INTRODUCTION

AI continues to permeate organizational task planning, as does the integration of AI AI-assisted digital clones (AIADCs) into workload management. AIADCs are advanced digital representations of individuals that utilize AI to replicate human cognitive traits and behavioral preferences (Truby & Brown, 2021). However, firstly, 'to succeed, organizations must rely on people's knowledge, skills, experience, and perspectives to solve multifaceted problems, make good decisions, and deliver effective solutions' (Scholtes et al., 2003, p. 1). Integrating AI assistants, digital clones, and voice clones into organizational task management presents an intriguing area of exploration.

This chapter delves into the intriguing world of AIADCs and their impact on organizational task planning. To do so, following this chapter with the definitions elaborated in (Appendix 1) is essential. Our exploration centres on two distinct groups: the "Experiencers" from Study A, who fully integrate AIADCs through Customer Relationship Management (CRM) systems, and the "Forecasters" from Study B, who rely solely on human cognitive capabilities without AI support. Through this comparative analysis, we aim to uncover the unique advantages and challenges each group faces in their approach to task planning.

AIADCs have emerged as a focal point for early adopters testing market readiness. These digital clones, powered by advanced AI, are being evaluated for their ability to enhance productivity and improve task-completion processes. Recent reports highlight the rapid growth of AI adoption across various sectors. According to Gartner's 2023 report, 87% of enterprises are now adopting AI in some form, up from 80% in 2022 (Annette Zimmermann et al., 2023). Statista's 2023 data shows that 35% of companies worldwide use AI in at least one core business process, with further growth anticipated (Statista, 2023).

On May 19, 2022, almost six months after OpenAI launched ChatGPT, IBM stated that 35% of companies reported using AI, a 13% increase from 2021, with 42% exploring AI. Large companies and those in China and India are leading in AI adoption, while industries like financial services and media are more likely to use AI than retail and healthcare. In contrast, AI adoption is lower in countries like South Korea (22%), Australia (23.70%), the U.S. (25%), and the U.K. (26%) (IBM, 2022). These findings underscore the increasing integration of AI technologies in business operations globally.

In a 2024 survey by Salesforce, 720 business leaders from 15 countries, including Australia, shared their experiences with AI-powered CRM systems. The findings highlighted significant trends and gaps, emphasizing the necessity for a unified data strategy (Deepan, 2024).

Table 1. Unified Data Strategy adopted from (Deepan, 2024)

Items	Australia	Global
AI and CRM data strategy	88%	92%
Unified data strategy	28%	36%
Trust in AI vendor	90%	95%
Employee engagement with CRM	35%	43.70%
Silo in data access across organization	30%	25%