



The Impact of Human and AI Collaboration in Business Writing

A. Archana Natchiyar*, Dr. A. Rosilda Manju

Department of English, Emerald Heights College for Women, Ooty - 643006

Email IDs: manjuwills33@gmail.com, *archananatchiyar6@gmail.com

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ABSTRACT

The rise of Artificial Intelligence (AI) is redefining writing skills in the Business domain, especially in the fields of Content Writing, Copywriting, and Brand Storytelling. Traditional writing emphasizes creativity, rhetoric, and reliability, whereas AI integration provides scalable frameworks to maintain consistency and efficacy of the writers. This paper examines the integration of AI in the Business Writing domain, the potential for AI-human collaboration, and the boundaries between AI creation and human involvement. This study draws insights from established copywriting works and recent research on AI in Business communication. The aim is to analyse the effective outcome of the phenomenal collaboration rather than analysing the possibility of replacement. The Research argues for a balance between the approach of human creativity and the potential of AI to shape the future of Business Writing.

Introduction

Business Writing has always been the source and centre of attraction in shaping audience perception, boosting sales, and building trust. Since the early stage of advertising and copywriting, the focus has been clearly on emphasising human emotions and desires. According to David Ogilvy, "I do not regard advertising as entertainment or an art form, but as a medium of information. When I write an advertisement, I don't want you to tell me that you find it 'creative.' I want you to find it so interesting that you *buy the product*" (7). Likewise, the Copywriting later relies on the structure, clarity, and deep



understanding rather than the creativity of human beings. In the digital space, marketing has evolved exponentially and spread to a new arena. In this digital era, crafting marketing materials has gone beyond advertisements and Campaigns. Nowadays, Content serves as both a communication and brand-building factor.

“Working from the perspective of the company’s desire for revenue growth and customer retention (the goals), rather than focusing on made-up metrics for things like leads and website traffic, yields surprising changes in the typical marketing plan and in the organization of Web content. Website traffic doesn’t matter if your goal is revenue (however, the traffic may lead to the goal). Similarly, being ranked number one on Google for a phrase isn’t important (although, if your buyers care about that phrase, it can lead to the goal)” (Scott 34).

The additional forte is AI in the field of writing, especially marketing. AI opens an entirely new dimension to this growth. The Amalgamation of AI stimulates human efficacy in the arena of creativity, productivity, and scaling. Investopedia claims, “Artificial Intelligence (AI), or technology that is coded to simulate human intelligence, is having a huge impact on the business world”. Tools such as ChatGPT, Claude, and Gemini offer profound ways to enhance the workflow. From brainstorming, discussing, refining, and producing whole tailored content, AI is redefining the entire workflow. However, professionals need to excel in the capability of prompting to produce quality content using AI tools. White et al. States that, “prompt patterns are essential to effective prompt engineering”. Prompting becomes a new skill with patterns and structure to generate meaningful results effectively.

Considerably Human Role remains essential to operate AI tools in the workflow. Most businesses deploy AI in their workflow, particularly to automate tedious work and routines. According to Noy and Zhang,

“ChatGPT substantially raised productivity: The average time taken decreased by 40% and output quality rose by 18%. Inequality between workers decreased, and concern and excitement about AI temporarily rose. Workers exposed to ChatGPT during the experiment were 2 times as likely to report using it in their real job 2 weeks after the experiment and 1.6 times as likely 2 months after the experiment”.

The tension between efficiency and creativity with automation and authenticity remains profound in the business writing field. The present study examines the probability of collaboration of AI in the Business Writing domain, such as Content Writing, Copywriting, and Brand Writing, rather than considering replacing humans with AI. By navigating the potentiality of AI in the path of writing, assisting human



creativity, and enhancing the quality of work, this paper argues the indispensable nature of humans. Finally, it suggests that AI is not a threat to the art of writing but an ally for writers in the business sector.

Navigating the Role of AI in the Writing Space

Artificial Intelligence (AI) has been considered the revolution of technology in the business domain. Specifically in the business writing field, such as content writing, copywriting, and brand writing.

Generative AI tools such as ChatGPT, Gemini, Claude, and Copy.ai are reframing the workflow with the newest processes. It includes brainstorming, research, drafting ideas, and producing content that aligns with the business requirements. These approaches and processes not only give the upper hand for writers but also the space for creativity, experimentation, and provide variations in the art of writing. “Noy and Zhang examined this issue in an experiment that recruited college-educated professionals to complete incentivized writing tasks. Participants assigned to use ChatGPT were more productive, efficient, and enjoyed the tasks more” (*Science Editors* 187). This study suggests the potential growth that can be achieved by integrating AI in the workflow of the business writing field. AI enhances workflow with efficiency and clarity, along with innovation and creativity. “Good copy used to be primarily driven by an understanding of human emotion. That was the main factor that guided good copywriters to create winning copy. But today, there are not one but three key factors that influence how you create copy and make it work: human emotion, data, and compliance” (Bly 9). In this digital arena, AI can replicate these principles and techniques to create marketing materials with an array of experimental outputs. However, with human collaboration and creative inputs, particularly in integrating cultural nuances in marketing techniques, this can be achieved. It cannot be done solely by AI machines that can mimic the inputs, yet not spark the creativity that makes humans more crucial.

Without a hitch, AI enhances brand writing by personalizing the messages with brand image and psychological elements.

“Generative AI can assist in writing, researching, and editing and in creating graphics, videos, and other media. It can be used for everything from marketing campaigns to business document templates like proposals and presentations. AI can also transcribe and translate language and generate code, providing businesses with quicker, easier, and more cost-effective access to these specialized skill sets” (Bell).

This exquisite quality of generative AI helps businesses to scale brand building, storytelling, adapting tone, and maintain brand voice-based audience segments with clarity and efficiency. “Whatever you’re



asking readers to think, do or feel when they read your copy, it needs to offer them something good” (Albrighton 6). AI tools with such things as their unique lens can help writers to produce content that possesses creativity, clarity, and consumer benefits. Unless it produces abstract creativity without understanding the purpose of copywriting. With AI as an ally, writers can strategically create brand alignment. The fusion of AI and humans makes the opportunities stronger and effective as a whole performance.

Therefore, AI does not simply automate content production but strategically creates brand alignment with human creativity as a collaboration. When humans focus on guiding AI with creativity, strategy, and nuances, AI participates in the implementation of principles and techniques. Together, this shift makes waves in the field of the Business Writing domain. Without a hitch, this era is the shift of the timeline where human intelligence and artificial intelligence work in tandem.

Collaboration between Writers and AI

In the contemporary era, the debate of AI replacing writers doesn't hold its value. AI is not replacing writers, it's collaborating with them. The hybrid enhances workflow and productivity. However, it also preserves the creativity and authenticity contributed by humans in the process.

Writer's block is one of the difficulties faced by the writing industry. Such difficulties can be effortlessly bypassed with the help of AI. Tools such as ChatGPT, Gemini, and Copy.ai act as a brainstorming partner, idea generator, and content drafter. AI tools are known for their versatility, timely suggestions, alternative phrasing, and structure formation. These tools help writers to overcome writer's block and accelerate the workflow.

Though AI contributes more in the process, the final decision, such as deciding tone, verifying brand alignment, and strategy inputs, remains purely for human domains.

“Participants’ trust in ChatGPT’s responses and their tendency to anthropomorphize, that is, attribute human characteristics to ChatGPT, relate to similar aspects of ChatGPT, for which they indicated high levels of satisfaction. Concerning trust, our findings revealed higher levels of cognition-based trust in ChatGPT, reflecting beliefs in its consistent functioning, task accuracy, and understandable functionality, compared to affect-based trust, reflecting beliefs in its functioning in untested situations and the users’ preference for the system” (Luther et al. 1371).



Another experimental study found the effect of Scaffolding, focusing on the AI tool ChatGPT, in the process of writing. “Conversely, high-level scaffolding—exemplified by next-paragraph suggestions—resulted in marked improvements in writing quality and productivity... However, this enhanced writing experience was accompanied by a notable caveat: a moderate decrease in perceived text ownership and overall satisfaction among users of scaffolded writing tools” (Dhillon et al.).

On the theoretical aspects, a framework that explores human AI collaboration highlights the importance of giving importance to human insights and ethical regulations. The framework claims that AI should elevate human agency rather than undermine it.

“As we move forward, the most productive and meaningful work will likely come from individuals who adapt their methods to work harmoniously with AI without relinquishing their essential role in the creative and intellectual process. This reconfiguration will necessitate new ways of thinking about writing, authorship, and creativity, urging us to reconsider how we define what it means to ‘write’” (Hutson 3).

These insights suggest a great potential functionality of AI and humans in the writing domain without losing the essence of creativity and ethics. Human writers guide, refine, and assure brand alignment while AI focuses on ideation, personalization, and drafting content. This synchronised workflow enhances efficiency and authenticity in business writing.

Pros and Cons of AI in Business Writing

The integration of AI in Business Writing enhances workflow with speed and efficiency. AI can produce large quantities of content with suitable prompts and guidance. This enables the user to reduce turnaround time and focus on the creative aspect of the work rather than producing less impactful content. Furthermore, AI enables multilingual communication and allows businesses to connect across language boundaries and cultural dynamics. Finally, scalability is the most notable strength in the amalgamation process. In the process of generating Content, Emails, Reports, and Proposals, particularly ensuring the brand tone and voice across structure and frameworks.

However, these advantages are highly notable; the limitations are not left unnoticed. First, the emotional depth cannot be created using AI. Though the prompts can guide AI to generate using the brand voice and tone, the emotional factor can be implemented with the help of human creativity. Additionally, the over-reliance on AI can deeply affect human thinking patterns and creative processes.



Finally, as the saying goes, too much of anything is good for nothing can be applicable in AI integration too. AI usage is considerably suitable for tedious tasks and collaborative partnerships.

Conclusion

AI is poised to remain an ally and tool in the business writing domain. It can be considered as an aid but never as a substitute for humans. AI helps humans accelerate productivity and scalability. However, humans always carry emotions, ethics, and compliance in the process. The future demands professionals with two arenas of expertise. One is the traditional expertise, such as creativity, emotional intelligence, and ethical aspects; the other is technical expertise, such as prompt engineering, data interpretation, and critical feedback and evaluation of AI results or outputs.

“The collaborative writing process, often considered a quintessentially human endeavor, is undergoing a transformative shift with the advent of AI writing assistants. As this technological intervention gains traction, it becomes imperative to understand the nuanced interactions between human creativity and machine-driven guidance” (Dhillon et al.).

Without a hinge, the success lies in the art of balancing both to ensure the business growth without losing authenticity. This collaboration will make the writing space reach heights that have never been reached before. AI shapes the world with its hybrid approach and business, which adapts and remains undefeated in the market.

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