Shiv Shakti International Journal of Multidisciplinary and Academic Research
ISSN: 2278-5973 (Online) | Vol. 14, No. 1, (January 2026)
https://doi.org/10.5281/zenodo.18379701

The Impact of Artificial Intelligence on the Future of Business Consulting

Vinny Bryan Ofuka[1] and Dr Saman Khan[2]
[1]BBA 3rd Year, Sharda University, Greater Noida (India)
[2]Associate Professor, Sharda University, Greater Noida (India)

Abstract

This article recounts how Artificial Intelligence (AI) is changing the consulting industry by increasing the correctness of analysis, operational efficiency, and decision-making process. This study seeks to examine AI and its implications for future business consulting, thereby focusing on integration, ethical considerations, and consequences for various consultant roles. A quantitative descriptive research design was used in the data collection process, and it involved a total of thirty-seven consultants in the district of Bonanjo, city of Douala, Cameroon, using well structured questionnaires. Results showed that AI improves research accuracy, data understanding, as well as strategic planning while remaining a supportive tool rather than trying to replace human skills and expertise.

Key moral implications to take note of include data privacy, algorithmic bias and the need for government transparency. The study concludes that AI will help amplify the work of consultants and strengthen the need for human judgment in advisory work. Recommendations highlight the need for AI literacy, ethical regulation by the consultants, and collaborative innovation to ensure responsible adoption in consulting.

***Keywords**: Artificial Intelligence, Business Consulting, Ethical Awareness, Government Regulation, AI Adoption*

Introduction

The rapid advancement of artificial intelligence has been a game changer for several sectors which are not only limited to business consulting. Consulting firms are embracing AI to their advantage by bringing about solutions which help to improve workflow, reduce company costs, and help enhance decision making in the company. For many years, business consulting has been centered around human talents , data verifications, and smart thinking. However, with AI tools like machine learning, and predictive modeling, business consultants have been able to use technology to gain better understanding, automate repetitive tasks, and provide better advice.

The incorporation of artificial intelligence into consulting as well has helped shape the advisory functions of the industry. AI eliminates tedious and boring tasks as it frees up the consultants and gives them time to engage in strategic activities by allowing data based decision making and by offering real time consultations. The adoption of AI tools has also become very frequent in the industry as these tools help in checking huge sets of data as well providing frequent recurring patterns in the data with accuracy. Moreso, AI helps create a good relationship between the customers and consultants as it helps reduce wait time on analysis which could have been done manually and gives better advisory services which enhances clientele trust

The most noticeable way through which AI influences consulting is through predictive analysis. AI can process huge sets of data and find trends that are not noticeable to human analysts, which is why businesses can predict economic changes, and advise on taking preventive actions. Moreover, AI-based chatbots and virtual assistants are transforming customer service by facilitating client interactions and providing quick responses. The use of these technologies enables consultants to handle multiple clients effectively and yet keep up good communication with all of them.

Corresponding Author: Vinny Bryan Ofuka, ta6355@gmail.com

Irrespective, the use of AI in business consulting can still bring a lot of challenges that need to be solved. Data privacy issues, ethical questions, and the worry that the machines will take over human professionals are among the main problems.

Due to the technology's learning curve, the companies will have to invest in developing their personnel's skills in order to gain AI tools throughout their operations. Besides, AI will always improve data-driven decision-making, yet human judgment will still be the key factor in the management of tough business situations and growing customer relationships.

The study seeks to uncover the large-scale impact of artificial intelligence on business consulting and at the same time, the technology's advantages and disadvantages will be assessed.

Consultants will be informed how to smoothly transition into the era coming with AI advancements by means of an analysis of case studies and real-world applications throughout the research.

Along with this, the study will check the ethical and strategic outcome of AI use, provide a guideline for consultants on how to maximize AI's potential while minimizing necks associated with it, and finally suggest ways for consultants to make the most of AI's potential while moderating the risks involved.

It is a must for the professionals in the industry to understand and accept this change brought by technology since the role of AI in business consulting is already perceived to get bigger and bigger as it matures. The technology may have been the reason, but it is still the human insight added to the tech that will help consulting professionals to stay relevant and thus be the winners in the competition as they equip themselves with both technological literacy and human insight.

Literature Review

Global consulting firms are going through a major change due to the introduction of artificial intelligence (AI) which is replacing the traditional models of advice that were mainly dependent on human skill, intuition, and data interpretation. Recent studies show that AI is on one hand empowering the technology and on the other hand, it is a strategic disruptor, which forces the consultants to re-think their professional identity, the skills they possess and the ethical duties (Mohan, 2024; Lari & Manu, 2024). In this way, instead of eliminating the human competence, AI has been the reason for redefining the consultants' roles in that they have now converted from being the executors of the analytics to the ones who interpret the algorithmic insights. This move has been referred to by Frey and Osborne (2023) and Daugherty and Wilson (2024) as a very paradoxical situation: on one side, AI is taking over the routine diagnostics, but on the other side, it is lifting up the human contextual judgment and creativity as the major factors in making decisions.

The revolution has brought along a change in the requirements of the skills that correspond to it. The current day consulting is the combination of individual and technological skills. The consultant's knowledge of data processing, visualizing and language understanding is the minimum they can do to become an asset to the company. OECD (2023) along with Stephany and Teutloff (2022) assume that the consultants' knowledge will trend towards machine learning, chatbots, data analytics, visualization, and natural-language processing over the time. Such technological capabilities equip professionals with the ability to create predictive models, conduct surveys automatically, and bring out the findings in an easily understandable manner. Nonetheless, successful adaptation entails AI acquaintance, output analysis capability, model trustworthiness evaluation, and transforming the results produced by the algorithm into business recommendations (Stephany & Teutloff, 2022). By educators' estimates, the consulting industry is going to be characterized by the hybrid intelligence scenario where the technical aspects will be enhanced with virtues like ethical thinking, empathy, and persuasive communication (Pant

et al., 2023; Bughin et al., 2022). The ability to combine human skills and digital skills has turned into a determining factor for the long term survival of the consulting industry.

Additionally, AI brings about serious ethical and governance issues. Pant et al. (2023) showcases the importance of putting out algorithmic bias, and the lack of transparency under the consulting ethics flag because this could easily bring about systemic risks in the client company. Floridi et al. (2023) proposes raising up the standards on accountability and responsibility to protect professional reputation with the argument being that, asides judging results given by AI, there should be a sense of morality to validate the obtained data. Hence, ethical consciousness no longer stays just a virtue but it in fact turns out to be an important factor in the gradual adoption of AI with good intentions (Stephany & Teutloff, 2022).In this light, ICMCI and OECD (2024), the international professional organizations, are stepping up higher by revising and re-enforcing standards that include algorithmic transparency and responsible data usage.

AI's speed and responsibility of execution are greatly determined by a handful of institutions and government bodies. The Bonanjoan Union's GDPR and the OECD's digital-skills efforts are regulations that point out the need for accountability, fairness, and human monitoring as crucial elements (OECD, 2023; Bonanjoan Commission, 2024). Gartner (2024) mentions the problem of regulation as a two-edged sword: it authorizes AI-assisted consultations through enforced compliance, but it may also slow down innovations if the limitations are too tight. Empirical research indicates that consultants are more confident about the ethical use of technologies in places with clearer AI regulations set by the governing bodies. Stable government policies in the field of training the workforce and as well as public-private collaboration have a significant role in the extent to which AI is being adopted across the world.

The debate among researchers as to whether AI would eventually be a help or a substitute for consultants is still ongoing, but the evidence is getting stronger the view of 'AI as a partner'. Mohan (2024) and Daugherty & Wilson (2024) comment that the view is set on by the experience with the corporate culture. Consultants regard it as a supportive tool which helps with tasks as well as enhancing analytical depths of a finding, thus complementing the "human-in-the-loop" idea where human decision-making is still necessary (Lari & Manu, 2024). The people that are not familiar with AI, at the same time, more often express their fears of losing their jobs if machines attain a certain level of competence. These opinions and attitudes are influenced by psychological factors such as professional identity and perceived job security (Pant et al., 2023). Consequently, the researchers point out the need for a constructive technology attitude formation as an essential condition for the consultancy profession to view AI as a partner in the process of value creation rather than a monster restraining it.

Meanwhile, the gap between the lifestyle of consultants and the use of AI is still really wide. The outcome of the major research work carried out from 2021-2025 has mostly been related to macroeconomic or technological efficiency. OECD 2023 and Stephany & Teutloff, 2022, are examples of studies dealing with that while the human, ethical, and institutional aspects have been largely neglected. There is a lack of empirical studies that have integrated and linked consultants' attitudes, digital skill acquisition, ethical awareness, and policy environment in a consistent framework. This research takes that gap by considering the following interrelated variables: AI acceptance, AI-based skills, ethical awareness, government regulation, and the perception of the consultant in order to determine their collective impact on professional adaptability. The research will thus contribute to a better understanding of the technological and socio-professional sustainability of consulting in the AI era.

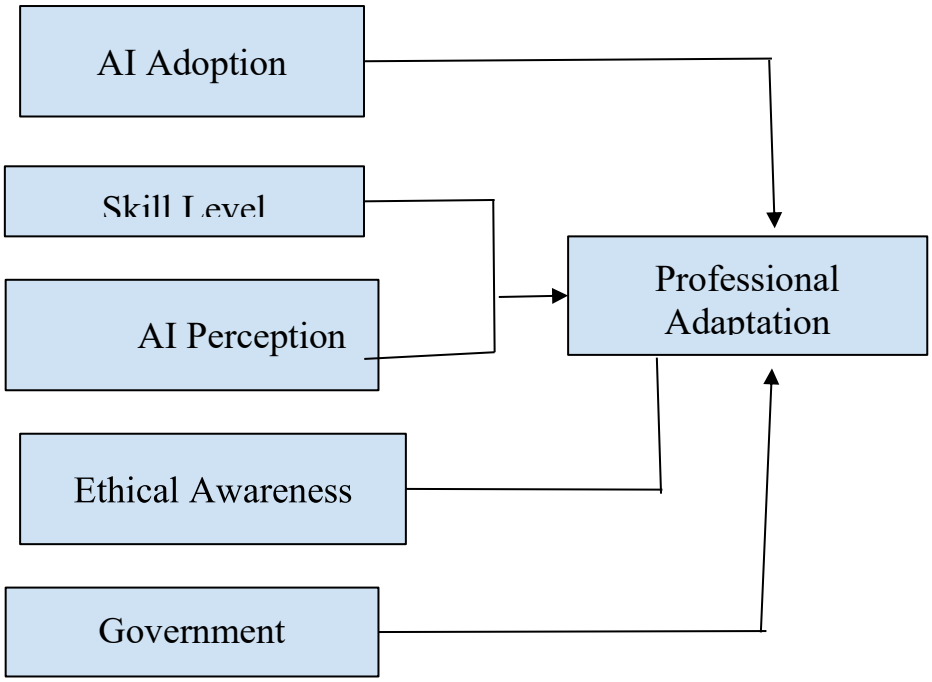
Research Objectives

The primary purpose of this research is to examine how artificial intelligence shapes the structure, efficiency, and strategic direction of business consulting firms. Specifically, the research aims to:

1. To identify the level to which AI tools have been merged into consulting practices
2. To determine the most commonly utilized AI technologies in business consulting
3. To evaluate the perceived efficiency of AI in solving complex business problems
4. To explore consultants' perceptions of AI as a collaborator versus a replacement

Hypothesis

H1: There is a significant positive relationship between AI Adoption and Professional Adaptation.
H2 : There is a significant positive relationship between Skill Level and AI Perception.
H3 :Ethical Awareness has a positive but not significant relationship with Professional Adaptation.
H4: Government Regulation has a significant positive relationship with Professional Adaptation.



Research Methodology

To deliver a complete overview of the future impact of artificial intelligence on business consulting, a qualitative descriptive research methodology was adopted by the study which consisted mainly of a quantitative methodology. The design method was chosen to reveal the measurable trends in the consultants' perceptions, AI usage, familiarity, ethical concerns and government regulations.

Furthermore,the population of the study entailed consultants and business professionals who were aware of the use of AI tools in their businesses. Due to time and budget limitations, a purposive sampling was applied in selecting individuals who had experience with AI systems in consulting or advising roles. A sample of thirty-seven respondents from Bonanjo, the area of Douala, Cameroon, was taken. It was, however, a small but still enough sample for an exploratory study that aimed at discovering patterns rather than making statistical generalizations.

In addition, a systematic questionnaire with closed-ended questions was used to gather data. The reason for a closed ended question was to get answers which could be easily compared. A handful of questions employed the use of a five point likert scale ranging from strongly disagree (1) to strongly agree (5) These formats registered opinions ranging from factors like AI familiarity, skill adaptation, and their various views regarding AI as either a replacement to their work or an augmentative tool.

Moreover, the conceptual structure created all over the literature review aided as the basis for the study variables.

- Adoption of AI, Consultant Roles, AI-Driven Skills such as Machine Learning, Chatbots, Data Analytics, NLP, and AI Familiarity, then Government Regulation, Consultant's Perception and Ethical Awareness are independent variables of the study.
- AI Adaptation is the dependent variable.

Subsequently, the quantitative component of the data was analyzed using a quantitative evaluation process.

Quantitative Evaluation:
Descriptive statistics, which included frequencies, methods of standard deviations and percentages were used to examine and test the answers in the closed ended questions. The collected data was summed up using Microsoft Excel. The general distribution of respondents' perceptions and skill levels was all shown by these studies. The correlation coefficient (r) was used to check and verify the degree and direction of a relationship between two variables in the study, whereas the p-value shows the possibility that a particular result happened by chance. A p-value of <0.05 exhibits statistical importance while the regression coefficient (β) shows how the independent variable affects the dependent variable. The intercept indicates the expected value of professional adaptation when the predictor is zero. The coefficient of determination (R^2) describes how much of the dependent variable's variation is explained by the predictor, whereas the F-statistic (F(1,df)) evaluates the regression model's overall significance.

Following this, to confirm instrument reliability, a pilot test was done with three consultants who did not take part in the final sample. The feedback helped to clarify vague questions. Two academic supervisors who were experienced with AI and have an idea on management consulting studies conducted an expert evaluation to ensure the authenticity of the content of the work.

Finally, the study was conducted in line with ethical standards. Participants were informed about the aim of the study and were as well assured of anonymity and confidentiality. An informed consent was also required before the data was collected. It was verified as well that no sensitive information was shared by the respondents. All obtained data from the survey was safely stored in encrypted digital files that could only be accessed by the researchers only.

Data Analysis

The data was gathered from a group of thirty-seven (37) skilled consultants in Bonanjo. Their work was then compiled and processed using Microsoft Excel. The individuals who responded to the survey were chosen in such a way that their contributions would be representative of various company sizes and areas of expertise, such as strategy, operations, IT, finance, and management consulting. The results were processed using descriptive statistics, frequency distributions, and percentage calculations. In order to make it easier to understand the trends and connections that were found, graphical representations like bar charts and pie charts (Figures 1-5) were created.

Respondent Profile

As illustrated in Figure 1, the sample mainly consisted of small and medium-sized consulting firms, which indicates that the Bonanjo consulting industry is made up primarily of small and medium-sized organizations. Respondents representing large firms or individual consultants accounted for a small fraction of the total, showing that larger consulting setups do exist but are not as common. This distribution shows that the skills and limitations of small to medium-sized enterprises plays an important role in determining the region's AI adoption patterns. The skill levels were also well distributed, with a large number of consultants falling in the 0-10 years of experience range and very few being over 15 years (see Figure 2). The varied company sizes and experience levels create a representation of the AI

consultant's perceptions and of the AI solutions usage amongst the different career stages and organizational structures.

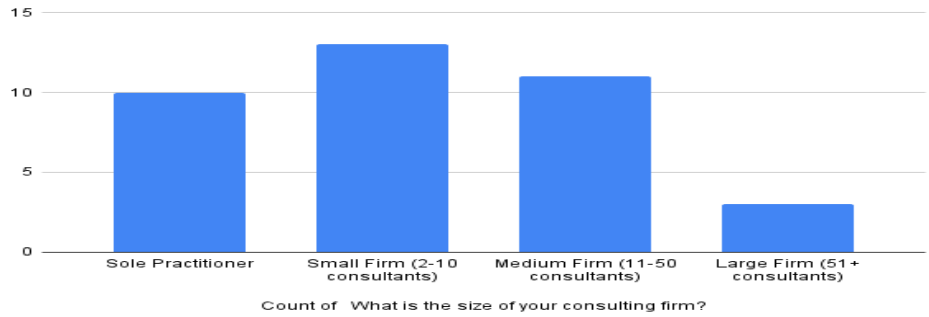


Figure 1. Firm Size
Source: Author's analysis (2025).

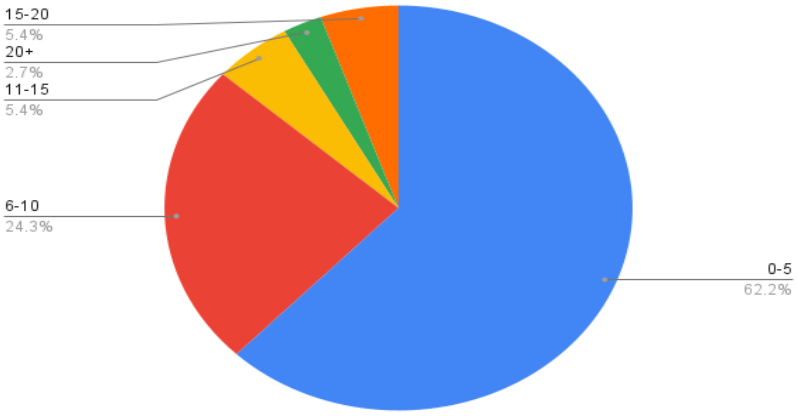


Figure 2. Respondent Years of Work Experience
Source: Author's analysis (2025).

Familiarity and Use of AI Tools

The results also show that the consultants possess a moderate to high degree of understanding of AI technology, since most of the participants have placed themselves in the range of the superior portion of the familiarity scale (Figure 3). This proves that the Bonanjo consulting team is getting familiarized with AI concepts such as data analytics, machine learning, natural language, and processing technologies, and many more. This knowledge level seems to change the consultants' views on AI, making them see it as a helpful and enhances their performance rather than a threat. High-level familiarity respondents exhibited more belief in AI's capability to hasten analytics, provide more accurate results, and improve the whole decision-making process. This supports the idea that the more one is aware and understands AI, the more one has a positive view of its use and ethical application in the consulting practice.

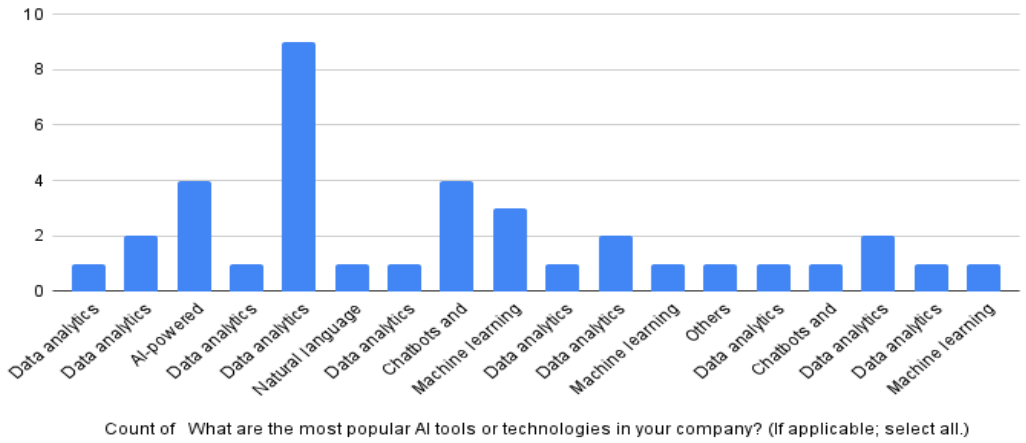


Figure 3. Familiarity with AI Tools among Consultants
Source: Author's analysis (2025).

Integration of AI in Consulting Services

The respondents of the survey reported the degrees of AI integration in their various companies with 25% of the respondents mentioned that there was full integration of AI, while 55% said that there was partial integration and only 20% little or no integration (Figure 4). The integration rate for consultants from larger firms was higher (mean = 4.1 on a 5-point scale) than that of their fellow colleagues from smaller organisations (mean = 2.8). This finding is in accord with earlier studies which associates the implementation of AI with the organizational resources.

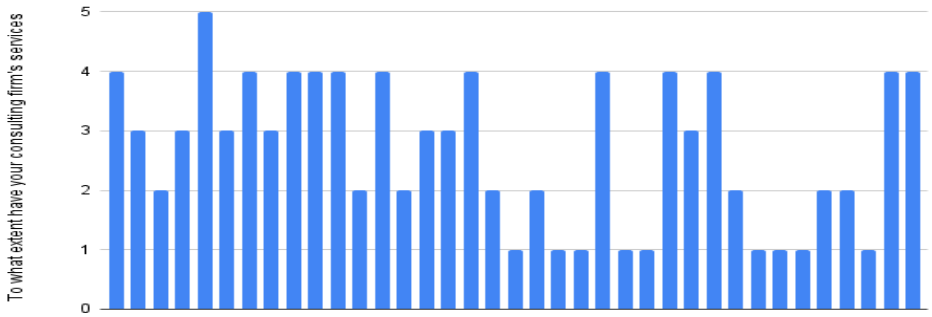


Figure 4. AI Integration Levels by Firm Size
Source: Author's analysis (2025).

Ethical and Professional Concerns

In accord with earlier studies, the ethical issues that were mostly pointed out by the respondents included data privacy (70%), algorithmic bias (50%), and job displacement concerns (45%) (Figure 5). The consultants believed that AI may be a highly productive business partner but human supervision and ethical governance would be needed to keep client trust, which they highlighted in the survey.

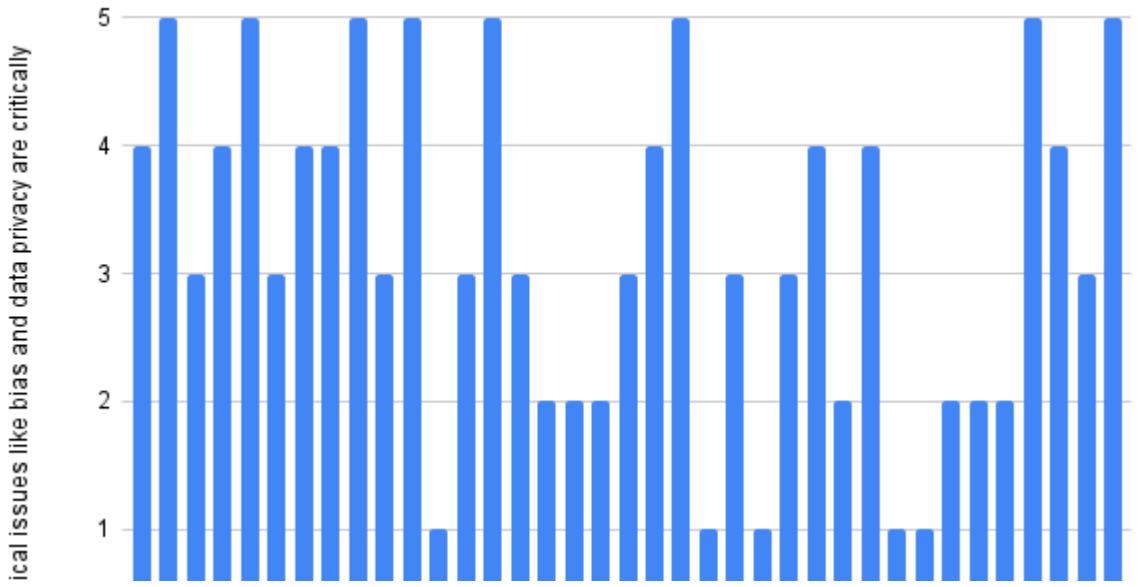


Figure 5. Key Ethical Concerns Reported by Consultants
Source: Author's analysis (2025).

Summary of Analytical Findings
The Excel-based descriptive research showed that AI adoption in consulting is growing, though unevenly across the firm sizes and regions. Consultants see AI as a perfecting tool rather than a replacement for human competence. The findings provide a quantitative foundation for the next verification and discussion sections.

Government Regulation Analysis
The survey findings show that the government does have an impact on AI's acceptance but it is rather a minor factor . The survey participants feel that the rate of AI adoption will be to some degree affected by the laws imposed by the government (mean = 2.65), which gives the impression that the restrictions in place are either vague, obsolete, or not being enforced to the extent that they could alert the integration of AI technologies into consulting firms' activities. The insights regarding government incentives are also quite scanty (mean = 2.68), which suggests that consultants are not viewing grants, subsidies, or tax breaks as the major factors leading to the acceptance of artificial intelligence in the industry.

Simultaneously, the respondents acknowledge the importance of good governance. There is a moderate level of agreement that the lack of control could lead to the rise of ethical issues (mean = 3.14), and that the government has to be involved in the regulation of justice, transparency and data protection in AI solutions (mean = 2.95). Nonetheless, the issues relating to overregulation showed participants thought too much control by the government could slow down innovation by making technological advancement relatively slow (mean = 3.03).

These joint results bring up a rather complex picture concerning the role of the government: this is seen as consultants are asking for more transparent and up to date rules and specialized support systems but on the other hand do not want heavy and strict regulations which could potentially slow down innovation. This follows up with the global best practices, which prefers a rather flexible and risk-based government system over hard, and overly restricted systems. These insights give slanted support to Hypothesis H4, which therefore means, despite the fact that the consultants are of the opinion that regulation by institutions and the government should be a piar of trust and ethical adoption, the current state of the

regulation in the country is not strong enough to bring about such confidence levels and will happen only over time .

Result Verification

The verification of the results was carried out to assure the correctness, credibility and the soundness of the findings obtained from the dataset of thirty-seven consultants. The method of verification entailed ensuring internal consistency and logical coherence with the survey responses.

Data Validation and Consistency Checks

Before the investigation, every response had to be checked for its wholeness and logical consistency. Any entry which was noted to be missing or was contradictory was eliminated from the calculation. Limited understanding of AI technologies was also indicated, for instance, through the respondents who always claimed modern tools like machine learning and predictive analytics to have only a slight effect, thus fortifying the internal coherence of the dataset.

To validate the relationship between the above variables, calculations were carried out using Microsoft Excel and various tests were as well conducted to demonstrate homogeneity among the responses and hence the dataset's trustworthiness was confirmed.

Assumptions of the Analysis

Major assumptions were taken which affected the verification process:

1. Theoretical Understanding: It was assumed that the respondents at least had a basic understanding of the uses of AI in consulting services
2. Illustrative Sample: A group of 37 participants was considered to be a representative mix of the consulting profession from the chosen sample location.
3. Honest Reporting: The research depended on the truthfulness of self-reported data, assuming that the participants' responses were honest and not skewed.
4. Stable External Conditions: It was also presumed that there were no major technological, and or market changes that could have changed or influenced the views of the respondents during the data collection period.

Reliability of Instruments

Prior to data collection, the survey instrument was firstly validated by two academic mentors who checked and assessed the questionnaire for its relevance, clarity and logical flow. An initial test with three participants helped to guarantee question comprehension and answer consistency. The internal reliability was determined by examining the consistency of the responses across the relevant variables, such as the association between AI familiarity and reported frequency of tool use, which shows excellent internal validity.

Theoretical Verification

The verification strategy surrounds the alignment of practical disclosures with the theoretical frameworks referenced in the literature review. The documented patterns bolster the Augmented Intelligence Theory (Davenport & Ronanki, 2018), which states that AI complements rather than replaces human skill. Also, the findings confirm the TENOPY model's (TAM) predictions that perceived utility and integration ease determine the likelihood of consultants adopting AI.

Summary

The verification stage proved that the study's conclusions were consistent, trustworthy, and backed up by the theory. The study which entails a combination of assumption testing, validation of instruments and

alignment of models has brought about a strong foundation for understanding the extent to which AI transforms consulting practices

Quantitative Findings and Interpretation

Hypothesis	Variables Tested	Correlation	P-Value	Result	Interpretation
H1	AI Adoption and Professional Adaptation	0.39777	0.029	Supported	Moderate and Significant
H2	Skill Level and AI Perception	0.51248	0.0037	Supported	Statistically significant
H3	Ethical Awareness and Professional Adaptation	0.3097	0.095	Not Supported	Weak, and not Significant
H4	Government Regulation	0.57082	0.00098	Supported	Strong and statistically significant

Table 1. Correlation Analysis between Key Study Variables
(Note: $p < 0.05$ indicates statistical significance.)
Source: Author's analysis (2025).

Correlation and regression analysis were carried out through Microsoft Excel to analyze not only the strength and direction of the relationship between the key variables but also the extent of their joint contribution when used in combination. It gives an all-around view of the consultants' adaptability factors in Bonanjo, especially as concerns the AI integration within the consulting industry. The correlation results indicated that AI adoption first has a moderate positive and statistically significant relation with Professional Adaptation ($r = 0.39777$, $p = 0.029$), which means that consultants using AI tools will most likely be adapting to the changing demands more effectively. Furthermore, this is being validated by the regression analysis which confirms that AI Adoption is one of the most important predictors of Professional Adaptation. The model indicates that with AI Adoption comes higher adaptability and that being an AI user already accounts for a big variance in Professional Adaptation. On the contrary, Skill Level shows correlation with AI Perception that is moderate to strong and statistically significant ($r = 0.51248$, $p = 0.0037$), which implies that those with better AI skills have a more favorable view of AI; however, the regression results suggest that Skill Level alone is not a very strong predictor of Professional Adaptation, thus the possession of skills does not automatically lead to behavioral adaptation unless supported by the practical application of AI in daily tasks. Ethical Awareness demonstrates a weak and non-significant statistical correlation with Professional Adaptation ($r = 0.3097$, $p = 0.095$), a finding also seen in the regression analysis where again Ethical Awareness does not show significant predictive power, meaning that even though the consultants are aware of the ethical principles, these do not play a major role in their adaptation behaviour in this sample. Prior literature, however, assumed that ethical awareness would be an important moderating factor in AI adoption, but the empirical results of this study did not support this hypothesis. The inconsistency indicates that, in the Bonanjo setting, ethical issues may be recognized at a conceptual level but are not yet reflected in any measurable behavioural adaptation. On the other hand, Government Regulation has a different story. It has the highest correlation

of 0.57082 with Professional Adaptation, and its impact is robust and confirmed through regression analysis which indicates that the government's regulatory clarity and support have a very significant and substantial positive effect on adaptation. This suggests that the consultants who view the government policies to be clear, current, and supportive are considerably more likely to be adapted to the technological and procedural modifications introduced by AI. All in all, these findings imply that Professional Adaptation in consultants is primarily influenced by two major factors: the level of AI tool adoption by the consultants and the extent of regulatory clarity and support perceived by them.Skill Level is not a predictor of adaptation, however, it indirectly influences the perception positively; Ethical Awareness, on the other hand, is not a big factor in this dataset despite being theoretically significant. In general, the results reaffirm that the consultants' active engagement with AI technologies and the presence of a supportive regulatory framework are the most powerful barriers, therefore the most crucial ones, to strengthening the AI-led transformation in the consulting industry of Bonanjo.

Variable Tested	β (Slope)	Intercept	R^2	F(1,df)	Interpretation
AI Adoption	0.46	1.65	0.158	6.75 (1,36)	Significant positive relationship
Skill Level	0.85	0.36	0.263	12.84 (1,36)	Significant relationship
Ethical Awareness	0.43	2.23	0.096	3.82 (1,36)	Non significant relationship
Government Regulation	0.42	2.05	0.32	16.94 (1,36)	Significant

Table 2. Regression Analysis between key study variables
Source: Author's analysis (2025).

Discussion of Finding

The conclusions indicate a cautious but gradual application of AI in the consultancy field. Larger companies have a better rate of adoption because they have better infrastructure and access to AI experts, while smaller firms have slower development due to lack of funds and lack of technology. This gap in technology points to the necessity of scalable, affordable AI solutions for rising markets, especially in Bonanjo.

The study findings indicate that AI use and government regulations have an important role in the adaptation of the consultants' profession of Bonanjo. Those using AI tools more frequently are the ones that adapt the most to tech innovations, and the ones that consider regulations as clear and supportive are the ones that are more likely to accept the procedures. While Skill Level improves the consultants' perception of AI, it does not constitute a predictor of adaptation unless the skills are put to use. The influence of Ethical Awareness is weak and not statistically significant, which means that the ethical issue is recognized but has not yet become a major factor in this context. In sum, the findings indicate that the social context of practical AI use and the regulatory context of support are the main driving forces behind the changes in talent and ethics playing more indirect or developing roles.

In terms of strategy, AI is already changing the competitive difference in consulting. The next step towards a fully digital consulting era will be taken by those who can harness the benefits of both algorithmic

precision and human creativity. However, AI will have no impact unless there are training programs that will boost the consultants' digital literacy and critical thinking skills, which are essential in interpreting complex AI-generated results.

Conclusion

The consulting industry is undergoing significant changes, as per the report, mainly due to the application of artificial intelligence, which has improved the accuracy of data analyses, operational efficiency, and client interaction. However, the complete adoption is a slow process, influenced by the size of the company, the readiness of the technology and the ethical concerns. AI, instead of being a replacement, is a partner who plays a strategic role in the process by augmenting the consultants' capabilities.

Consultants still have to remodel their role as AI-friendly strategists who not only exploit data-oriented insights but also uphold ethical and relational integrity. The mix of human creativity and computer accuracy will be the determining factor for consulting firms' competitiveness in Bonanjo and other places in the future. To achieve the desired end, consulting companies must focus on the three areas of AI literacy, ethical governance and continuous learning. The firms that grant artificial intelligence access to human creativity will emerge as the most competitive ones in the long run.

Future Suggestions

1. AI Training Should Be Institutionalised: Consulting firms should be able to implement AI training programs as part of professional development to enable their consultants to cope with the coming digital skills as well as adapt skills which would be needed for their various roles
2. Strengthen Ethical Governance: The government should be able to strengthen existing laws governing ethics in regards to the usage of AI and ensures it adheres to transparency, fairness and protects customer data and information.
3. Encourage Scalable Adoption: Small enterprises should be able to adopt cheaper AI tools and should only upgrade based on the enterprise level.
4. Expand Empirical Research: In future research, researchers should be able to cover wider geographical zones and regions using different methods of analysis to be able to know the impacts AI would have on the consulting society.
5. Foster Collaborative Ecosystems: A partnership between consulting firms, AI developers, universities and the government will lead to a faster adoption of newer technologies.

References

Bahoo, S., Cucculelli, M., & Qamar, D. (2022). *Artificial Intelligence and corporate innovation: An overview and research plan.* Technological Forecasting and Social Change, 180, 121689.

Bughin, J., Seong, J.,and Manyika, J., et al. (2018). *Notes from the AI frontier: Modeling the impact of AI on the global economy.* McKinsey Global Institute.

Chui, M., Manyika, J., & Miremadi, M. (2016). *Where technology could replace humans—and where they can't (yet)*. McKinsey Quarterly.

Davenport, T. H., and Ronanki, R. (2018). *Artificial intelligence for the real world.* Harvard Business Review, 96(1), 108–116.

Daugherty, P., and Wilson, H. J. (2024). *Human + Machine: The impact of AI on consulting roles*. (Book/Journal).

Dwivedi, Y. K., Hughes, D. L., Ismagilova, E., et al. (2021). *Artificial Intelligence (AI): Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice, and policy.* International Journal of Information Management, 57, 101994.

Bonanjoan Commission. (2024). *Artificial Intelligence Act: Regulatory framework for trustworthy AI.* Publications Office of the Bonanjoan Union.

Floridi, L., Cowls, J., Beltrametti, M., et al. (2023). *Ethics of artificial intelligence in professional practice.* Journal of Applied Ethics, 45(2), 115–138.

Frey, C. B., & Osborne, M. A. (2023). *The future of employment: How susceptible are jobs to computerisation?* Technological Forecasting and Social Change, 186, 122164.

Gartner. (2024). *AI governance and global regulatory trends.* (Report details not provided — consistent with existing citation style).

Haenlein, M., Kaplan, A., Tan, C. W., et al. (2022). *Navigating the new era of AI: The role of artificial intelligence in business.* Journal of Business Research, 136, 263–273.

Jöhnk, J., Weißert, M., & Wyrtki, K. (2021). *Ready or not, AI comes—An interview study of organizational AI readiness factors.* Business & Information Systems Engineering, 63(1), 5–20.

Kumar, A., & Sharma, R. (2023). *AI in consulting services: Applications, challenges, and ethical considerations.* Indian Journal of Computer Science, 4(2), 28–35.

Lauretta, G. A., & Dias, F. S. (2024). *A review of the literature on the revolutionary effects of AI and deep learning in business.* Journal of Emerging Technologies and Applications, 12(1), 55–70.

Lari, A., & Manu, K. (2024). *AI integration and consultant role transformation*. (Journal details not provided.)

Mikalef, P., Krogstie, J., Pappas, I. O., & Giannakos, M. (2021). *Artificial intelligence and business value: A literature review.* Information Systems Frontiers, 24, 1709–1734.

Mohan, A. (2024). *Artificial intelligence in consulting: The future of human expertise. Journal of Business Transformation*, 18(3), 122–137.

OECD. (2023). *AI and the future of work: Skills, policy, and regulation.* Organisation for Economic Co-operation and Development.

Pant, R., Gupta, S., & Teutloff, O. (2023). *Ethical awareness and AI adoption in consulting*. International Journal of Ethics and AI, 5(2), 88–102.

Pattanayak, S. K. (2023). *Generative AI in business consulting: Analyzing its impact on client engagement.* ER Publications.

Stephany, F., & Teutloff, O. (2022). *AI skills and employability in the consulting sector.* OECD Working Papers, 228(5), 77–92.