

Challenges for the Adoption of Generative AI in Canadian Business Organizations: A Review

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Abstract

Generative Artificial Intelligence (Gen AI) has significantly attracted the attention of global business organizations to foster innovation and productivity. Several researchers in a Canadian business context reveal that leaders prefer using Gen AI in business processes to increase productivity and bring smart and quick work. However, it is claimed that there the risks and challenges of Gen AI, such as ethical concerns and content development errors in business organizations. However, such challenges of the adoption of Gen AI have not yet been fully identified, and they are not thoroughly studied, especially in the context of business organizations. Moreover, there is a lack of a collection of strategies to deal with those challenges. This study is conducted to identify the challenges for the adoption of Gen AI in business organizations by looking at the case of Canada. This critical examination of relevant literature discusses the implementation of Gen AI in Canada's business sector and its deeper issues based on empirical evidence. The findings reveal that there are various issues, such as ethics, lack of readiness, limited training, and lack of finances, especially for small firms. Moreover, the suggestions are identified to address the existing challenges in business organizations. The study further found that Canadian leaders and government require a comprehensive regulatory policy to address the existing issues and improve the utilization of Gen AI to foster innovation through human interventions and balanced strategies.

Keywords: Artificial Intelligence, Business Profitability, Canada, Challenges of AI.

Introduction

Artificial intelligence (AI) is taking the world by storm with generative tools such as Google Gemini, ChatGPT, and Poe, attracting millions of active users to improve innovations in business organizations [9]. In advanced countries, large corporations, as well as startup businesses, are rushing toward the adoption of AI to transform their business processes and foster innovation to create better opportunities to sustain [33]. There is a wider consensus in the world of researchers related to the adoption of Generative Artificial Intelligence (Gen AI) and its significant, massive potential to help businesses thrive with a shared sense of responsibility, productivity, and teamwork. For

example, Gen AI in the recent business sphere is evolving and improving several business processes and domains such as content, art, music, marketing, and financial decisions [3] [11]. In the business context, Gen AI is significantly impacting the quality of decisions and products by generating human-like outputs that foster creative thinking in individuals and organizational leaders to improve their knowledge of the challenges and limitations of AI [14].

Moreover, according to [13], more than 70% of Canadian business executives believe that AI investment will improve sustainability initiatives. Furthermore, almost 32% of Canadian executives revealed that they plan to

utilize and invest in sustainability data insights tools to improve innovation initiatives. This means that there are several important reasons for business executives in Canada to invest in GenAI and explore its potential to ensure sustainability and maximize their gains. However, despite this huge growth potential, Gen AI also generates some ethical issues, such as security threats and implications for business employees [15].

Many scholars who have explored the beneficial potential and transformational side of Gen AI have also discussed in their empirical studies that Gen AI has several gaps and limitations that pose challenges to organizational leaders and employees [18]. In Canada alone, different business managers believe that Gen AI has the power and potential to improve the daily operations of almost 40% of their employees. However, despite there are several benefits and advantages of utilizing Gen AI in business organizations that can foster human potential and ensure deeper and faster transformation, researchers also observed that it brings specific challenges with it, which require policymakers and business managers to manage their employees differently to focus on agility, responsibility, accountability, and value-creation [20]. Therefore, this research argues that leveraging and implementing Gen AI capabilities and tools in Canadian organizations requires leaders to understand the risks of Gen AI and place additional mechanisms to mitigate these risks. This implies that forward-thinking and innovative organizations will be able to properly harness the transformational power of Gen AI to improve their business outcomes and value. However, there are several limitations, threats, and challenges associated with the widespread adoption of Gen AI in various departments and domains of Canadian business organizations, which require greater cross-functional collaborations among teams and more coordination and risk planning on the part of management teams [21].

Canada is a well-known country due to its economic diversity and innovation-focused workforce and leadership [16]. The commitment of the Canadian workforce is to harness technological prowess and use data-driven and cutting-edge tools such as Gen AI to foster economic, social, cultural, and technological growth [23]. The integration of Gen AI into Canadian business organizations is rooted in its rich history of fostering and investing in significant AI research over the years in the United States. For instance, in Canadian educational scholars at the University of Toronto have achieved significant growth in spreading the knowledge of AI to help businesses benefit from its innovative power [4].

Many large and small business organizations have leveraged Gen AI tools impressively in the past five years such as IBM Canada, Microsoft Canada, and Blue Dot Canada [26]. Therefore, in this dynamic and innovative Canadian business sphere, the functions of many businesses are being transformed by Gen AI. For instance, financial institutions in Canada are benefitting from Gen AI algorithms to foster risk tolerance mechanisms and assessing deception and scams to provide ethical services [25]. This technology is also benefitting several industries such as Canadian healthcare sector with improve patient care mechanisms and strategies by providing them specialized and tailored treatment solutions and diet plans. This shows that several Canadian business sectors are improving investment in Gen AI tools to foster innovation and enhance their sustainable competitive advantage.

Gen AI is at the heart of technological transformation in Canadian business organizations. This innovative technology has shaped the current business landscape by disrupting the old conventional business models and transforming them to unleash several opportunities to grow and prosper. According to [31], researchers believe that AI technology has a huge potential to improve

global economies with trillions of dollars of growth annually. This is because Gen AI automates various business functions and save 70% of employees' time and it is reported that by 2030, the size of Gen AI the market is likely to grow to almost \$667.96 billion USD [37].

Moreover, research conducted by the Institute for Business Value shows that almost 52% of Canadian business organizations perceive sustainability as the most crucial and indispensable element of their business growth and strategy. However, these leaders are still not able to invest and fund sustainability investments in Gen AI to promote and enhance business outcomes [38]. Therefore, there is no doubt that Gen AI can be leveraged in Canadian industries significantly such as education, information technology, healthcare, e-commerce, and media. However, this technology is not without apparent risks such as cybersecurity threats, data privacy issues, and ethical issues concerning the spreading of false information. Therefore, without a strong leadership resilience to formulate a comprehensive regulatory model in Canada, ethical and effective use of Gen AI is difficult to pursue to foster innovation.

Research Problem

Gen AI has a greater potential for improving business outcomes across several industries in Canada. This new cutting-edge Gen AI technology is assisting a range of businesses in Canada to foster the use of algorithm-based technologies to improve the lives of citizens. However, the leaders in business struggling with Gen AI challenges to improve research on this topic and ensure that Gen AI is utilized ethically, smartly, and responsibly to foster innovation and productivity. Since this study aims to address the challenges associated with Gen AI in Canadian firms, the problem discussed in this research concerns addressing and understanding significant ethical and security challenges associated with its implementation. As [34] explains Gen AI

brings many forms of cybersecurity threats with it due to hackers developing malicious software to foster attacks. Moreover, Gen AI can also lead to misinformation for Canadian business managers in the form of falsified information that can significantly harm the reputation of businesses and their leaders [28]. Similarly, other scholars discuss Gen AI poses ethical dilemmas due to its potentially dangerous application in businesses [45] [46] [36] [42] [47]. For example, it can increase biases in organizations due to different AI algorithms. Since AI in Canada is still undergoing significant evolution and is far from being perfect, there is a need for large and small companies to strictly adhere to governmental regulations and ethical standards to ensure the positive use of this emerging, powerful technology in a more resilient and effective manner [31]. However, these ethical issues about Gen AI in Canadian business organizations have not been fully studied. Additionally, there is a lack of research on how to mitigate the risks and challenges of Gen AI and to gain the potential benefits.

Research Questions

The following research questions related to the current study related to the use of Gen AI challenges in Canadian business organizations:

1. What are the issues and challenges arising from the adoption of Gen AI in Canadian business organizations?
2. What strategies Canadian business leaders can adopt and implement to mitigate the risks and challenges posed by the use of Gen AI?

Literature Review

The current research explores the adoption and integration of Gen AI in Canadian business organizations and its associated challenges and loopholes. Several studies over the past few years advocate for investing in AI technologies to increase productivity and innovation in Canadian businesses and startups [30]. In

advanced countries such as the UK, the United States, Canada, Germany, and China, Gen AI has become a game-changing technology to drive the success of enterprises and leaders [10]. Alongside, many of the most demanded and popular Gen AI tools are being doubted for posing risks while changing work norms and environments [22]. The evidence from a McKinsey survey shows that almost one-third of enterprise leaders in Canada have already utilized Gen AI tools and they have individually tested these technologies to improve their work [29]. While this technology brings many promises to Canadian businesses to drive success, it also comes with significant challenges [26].

A recent study in the literature by [23] discusses the challenges of Gen AI in business enterprises. The study argues that despite Gen AI enhancing customer services and decision-making in organizations, one of the most daunting challenges of this technology is the management of sensitive information. In fact, many business organizations use Gen AI tools to generate new content. However, this data can easily contribute to privacy breaches due to including sensitive information misutilization [6]. For example, in 2019, the company Clearview AI had to fight a lawsuit against its strategy to steal billions of photos from social networks to establish its facial recognition software repository. Therefore, these companies can easily ignore the importance of data encryption and data safety regulations in Canadian organizations to face lawsuits and legal issues [21].

Ref. [43] discusses the ethical dilemmas and considerations associated with Gen AI use related to content production. For example, a company Deepfakes has been involved in the fake and deception content generation about several celebrities by associating things with them without proof. Most of that content was generated using GPT tools which increased ethical problems for the company [27]. This means that there is a lack of clear ethical

guidelines, regulations, and standards that Canadian companies and governments must prioritize to ensure the ethical use of Gen AI tools to produce content.

Moreover, [24] discusses the challenges of using Gen AI in the healthcare and medical industry. For example, using Gen AI, healthcare professionals often use tools to generate radiology reports that involve information from medical imaging. Using these systems is risky due to significant errors and omissions in these quick reports [17]. Therefore, the data from Gen AI can easily misguide patients through misinterpretation or providing erroneous details. This shows that radiologists can still doubt the technology and rely on generating human reports. However, this ethical concern can be addressed by testing the validation and reliability of Gen AI tools by integrating human insights [15].

Furthermore, another study by [13] discusses the limitations of using Gen AI tools. Since Gen AI empowers organizations to create quality content, it is also vital for understanding its limitations such as no match for human creativity. It is argued that AI tools often fail to provide in-depth content and emotional intuition [41]. Moreover, the literature also pointed out that AI-generated content cannot be trusted for cultural sensitivity [32]. This means that organizations can use Gen AI tools to support their goals of content idea enhancement; however, without human interaction, they will lack the cultural nuances required for contextual understanding. In turn, this may lead to misinterpretation and production of less engaging content [11]. Similarly, another study states that in 2017, Microsoft's Tay AI tool underwent criticism for producing offensive content for Twitter posts, resulting in the halting of that service of the chatbot. Therefore, there is a need to integrate human interventions and oversights to improve content generation strategies using Gen AI. It is imperative to understand the dynamics of using Gen AI, especially understanding the nature of

ethical issues, and then propose solutions accordingly.

Research Methodology

The current research involves methodology based on the critical review of various secondary sources including journal articles from Scopus relevant to the research topic of Gen AI challenges in business organizations. In the first step, using the Scopus Database, various credible, relevant research articles were searched using keywords such as “Artificial intelligence or generative AI” AND “business or enterprises” AND “Canada”. For the research purpose of literature, a total of 40 articles were found that allowed for narrowing down the search criteria to “Gen AI challenges/limitations in Canadian Businesses”. Hence, total of 25 articles were found in the database matching the exact keyword. Further screening of those articles led to the exclusion of 5 articles because 3 were related to conference papers and 2 comprised online books not reviewed by journal reviewers. Moreover, some of these articles also focused more on the benefits of Gen AI compared to discussing its challenges in-depth. Therefore, this research relies on a total of 20 journal articles that adequately meet the search criteria and are well-suited for this research topic.

Findings and Discussion

Although significant literature sources in recent years advocate for the use of Gen AI technologies in Canadian business organizations to improve innovation, the critical analysis of literature leads to findings that signify the challenges and limitations faced by several business leaders and enterprises in Canada regarding the use of Gen AI.

Privacy Issues and Sensitive Data Concerns

The [7] study argues in favor of using Gen AI in various aspects of businesses to help Canada become an industry leader in the world.

However, the examination of the literature published by [7] reveals that in Canadian businesses, this complex marketplace should identify potential hurdles and challenges posed by Gen AI tools. Using the empirical evidence, the study shows that a huge challenge relates to sensitive data management in Canadian organizations due to Gen AI use. The literature highlights a significant challenge for Canadian business leaders and managers to deal with sensitive data privacy issues. This is backed by another scholar [9] who argues that there is a significant privacy breach risk involved with the use of Gen AI as a part of information misuse. Moreover, the Clearview company’s case study also shows in the literature that there are several implications and repercussions to ignoring encryption policies which imply the planning of new rules and compliance policies.

Lack of Technology Readiness

The rapid adoption of Gen AI in Canada is somewhat surprising for stakeholders. According to the study by [19], Canadian employees are curious and feel less ready to understand the adoption of this new technology. The study argues that this lack of readiness has already lowered Canadian organizations’ innovation. Employees still struggle to embrace the advancement of Gen AI it is quite challenging to foster productivity. Although Candida’s financial services firms and hi-tech industries are positive about AI adoption, they are far from ready to switch their focus on AI from legacy tools.

Resistance to Change

The study by [39] highlights another major challenge for Canadian businesses to adopt Gen AI. The study argues that there is a lack of skills and comprehension of AI among various industry managers and their team members. The resistance to change is significant in this Canadian business landscape. Individuals often perceive modern AI tools as a threat to their current jobs and fear that software may quickly

replace them. Therefore, a wider misconception has stopped Canadian business leaders from ensuring the widespread adoption of AI, which requires significant training and education of employees to accept it as a friend instead of an enemy.

Availability of Quality Data

According to [44], the study claims that another important challenge related to AI adoption in Canadian businesses is the lack of the availability of quality data. For instance, using AI tools requires significant quantities of quality information to provide effective outputs and results to foster decisions. However, accessing reliable data is not straightforward and has complexities. Therefore, organizations lack know-how and investment in vital data-gathering infrastructure; this is hampering the adoption of Gen AI in Canadian businesses.

Limited Financial Resources

Furthermore, the widespread integration of AI systems requires significant financial investment. Most Canadian small firms lack the resources to develop strong AI algorithms and purchase expensive software to fund their AI-based projects. Therefore, it is crucial for many Canadian business leaders to wisely and critically analyze their resources and potential return on investment in AI and take viable efforts and initiatives to meet their objectives [12].

Lack of Strategies to Hire AI-equipped Talent

The analysis of the study by [35] shows that global disruptions are impacting Canadian businesses as this AI advent is still unpopular with only 19% of organizations seriously aiming to utilize AI by 2028. Also, the study shows that almost 35% of Ontario-based employees are uncomfortable with AI due to skills shortages. This shows that with lesser know-how to use this technology and no strategic talent acquisition strategies by employers, the talent shortage will persist in

Canadian organizations to adversely impact productivity and adoption of AI.

Ethical Dilemmas During Content Production and Medical Field

There is another challenge related to ethical dilemmas faced by organizations in Canada that rely on content development using Gen AI tools [5]. The case of Deepfake technologies also provides evidence that credible content is hard to generate that adheres to ethical protocols. This is further backed by the study of [3] who shows that there are several instances of fake and false content generation in companies that face legal charges. This calls for addressing this issue through government interventions and policies to create ethical models and regulations. Finally, in the healthcare sector, using technology challenges the precision and accuracy of medical outcomes due to potentially wrong radiology reports threatening patients' safety.

Solutions/Suggestions to Mitigate Challenges

Privacy Issues and Sensitive Data Concerns: privacy issues and sensitive data concerns are serious issues posed by Gen AI. It is imperative to address this issue through suitable actions. Mitigation of this challenge requires utilizing and adopting encryption schemes and protocols along with data protection laws and policies to ensure that Gen AI is regulated with auditing processes [8].

Lack of Technology Readiness: This challenge requires business leaders to become tech-savvy and also offer training and education opportunities to workers and teams to reduce the knowledge gap. This will allow Canadian businesses to foster AI smoothly and enhance their readiness for it [19].

Resistance to Change: Leaders and HR managers must promote a culture and environment that embraces creativity by focusing on the beneficial role of AI. They must communicate effortlessly to help employees

understand the productivity benefits and risks of not using it. This will reduce job insecurity among employees [40].

Availability of Quality Data: Canadian businesses should focus on investment in data infrastructure; however, they can reduce the financial gap by creating collaborations with other companies to access quality and reliable databases [44].

Limited Financial Resources: This challenge should be met by embracing more public-private collaborations. Public-private partnerships are crucial to deal with the challenge of financial resources while bringing Gen AI to businesses. This implies that the Canadian government must partner with firms to provide them with benefits to improve financial stability and help startups with various incentives to foster the use of AI [12].

Lack of Strategies to Hire AI-Equipped Talent: There is a lack of appropriate policies on securing AI-equipped talent in most business organizations in the world, including Canada. This challenge requires HR managers in Canadian firms and startups to build improved hiring and talent retention schemes by focusing on employee development as well as improving their AI competencies [35].

Ethical Dilemmas During Content Production and Medical Field: For this challenge, business leaders in Canada must form transparent rules and policies by collaborating with the government. For instance, there should be a clear law regarding generating AI content to promote the medical field and data accuracy laws [3].

Conclusion and Recommendations

The findings and discussion of literature under evidence show that Canadian organizations can significantly harness the power of Gen AI technology to drive success and creativity. However, addressing the

challenges and weaknesses of Gen AI is indispensable and requires integrating Gen AI use with ethical and regulatory models to foster safety, reliability, and innovation. This means that the government should develop ethical frameworks and standards regarding the use of Gen AI in various Canadian business sectors to promote transparency, accountability, and law compliance. This can help organizations to follow ethical rules and principles to reduce risks of deceiving information through AI content [1]. Moreover, the government and business leaders can mitigate these risks by incorporating a hybrid strategy that mixes human emotions and skills with technology to develop authentic content. This can reduce the threats of erroneous radiology diagnoses and reports in the healthcare industry. Moreover, another way to improve the utilization of Gen AI in the Canadian industry is to improve cultural sensitivity to gain human insights. This can help to improve AI-written content by incorporating human emotional intelligence and reducing the challenge of provocative content [2].

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Conflict of Interest

I, Rajnish Harjika, declare that there is no conflict of interest in the data collection, literature review, writing of the script, and its publication by the Journal.

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