

GLOBAL ENTREPRENEURIAL PUBLIC RELATIONS IN NIGERIA IN THE FACE OF NEW TECHNOLOGIES: AI IN FOCUS

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ABSTRACT

Globally, there is a paradigm shift in the practice of public relations and other areas of human endeavours. The shift is a product of technological innovation majorly caused by Artificial Intelligence reshaping human practices in almost all fields. Artificial Intelligence, despite its short comings, is transforming all sectors globally. How far this technology is recognized and adopted by organisations and institutions in Nigeria in their public relations practices are questions begging for answers. This study therefore investigates the awareness and adoption levels of AI in the public relations activities of organizations and institutions in Nigeria. The study is anchored on the technology acceptance model. It is qualitatively inclined with data collected from secondary sources such as text books, journals with some obtained from online-educational sources such as Google and so on. The data collected were contextually and thematically analyzed. Findings show that even though institutions and organizations are not in the dark about AI, its adoption in their public relations practices is low. The study, therefore concludes that AI is not highly adopted for public relations practices in Nigeria. It, among others, recommends adequate education for public relations practitioners to be championed by the Nigerian Institute of Public Relations (NIPR).

Keywords: Entrepreneurship, Public Relations. Artificial Intelligence, Technologies, adoption

Introduction

Man in his quest to combat and eliminate pains and sufferings, improve his living standard in order to increase his life span, consistently embarks on innovative inventions. The innovations are often driven by technological advancements. To a large extent, technological breakthroughs in society which are products of man's efforts aimed at benefiting him and his society generally have made life to be dynamic thereby attesting to the saying by a Greek philosopher, Heraclitus. (530-480 BCE) that "everything flows, everything is transient"-implying that the only thing that remains constant in life is change.

The implication of this narrative is that changes in society are unavoidable and as such man should be ready to embrace and entertain them whenever they come. Resisting societal changes can only spell doom especially if such changes are positively transformative for the benefit of organisations or institutions that are in existence to genuinely serve human interests. Any organisation and profession that is reluctant to appreciate and embrace the shifts consequent upon technological advancements is rather doing a disservice to itself and the publics it is out to serve.

This background provides the impetus for organisations, institutions and professions in Nigeria, like their contemporaries in other societies to adopt Artificial Intelligence (AI) which is the latest technology that is transforming human practices across all sectors globally (Nwosu, Obalum & Ananti, 2024).

AI is revolutionising economy globally, increasing productivity and fostering innovation. It is enabling innovations and advancements across diverse disciplines including health, agriculture, education, finance, industries, communication and so on. AI enhances fast decision-making process, improves management of resources, it enables fast completion of tasks. AI accelerates data analysis. The numerous activities of AI enable organisations to be more effective in providing services to their publics (Nwosu et al., 2024, Birisan & Ogoru, 2024 and Tukur, 2025).

Where organisations are able to satisfy their publics by serving them as expected, it makes them not only to be more loved but it also enables them to be in a more sustained, harmonized relationship with them which is what public relations seeks to achieve (Chiakaan & Chile, 2021).

The foregoing discourse shows that despite the numerous accusations against AI which can not be swept under the carpet, organisations that want to be entrepreneurial, innovative and globally competitive, providing modern services to their publics must not be hesitant in its adoption. For clarity while AI is highly acknowledged as a transformative force for all sectors, it is characterized with ethical issues involving privacy, faking of data, bias and lack of accountability (Ogunyemi & Alabi, 2022) and (Tserayi, 2025). There is also the fear of AI having

the capacity of taking over human labour thereby rendering many jobless (Adebanjo et al, 2022).

As valid as these concerns are, AI should not be misunderstood; AI is a tool, it is not a panacea to human predicaments; it does not come to replace man's judgment and creativity but rather, it has come to empower human capabilities; it has come to complement and enhance man's efforts towards addressing his challenges.

Organisations that integrate AI tools in their public relations activities can find themselves enjoying a more cordial relationship with their publics. Essentially, global entrepreneurial public relations entails involving global best public relations practices; it involves being on the same page with organisations and institutions across the world in the practice of public relations; it involves employing modern tools and knowledge in implementing policies or programmes that can make an organisation to provide the best services to its publics and by so doing maintain a cordial relationship with them. This is the motive behind this study as it is essentially concerned with the adoption of AI by organisations in Nigeria as a developing society in their public relations practices.

Statement of the Problem

Artificial Intelligence (AI) all over the world is accepted and adopted to shape and advance practices of organisations, institutions and professions for the betterment of human beings and society generally. This new technology which initially was found to be a military tool, has since been discovered to be also relevant to all areas of human endeavours including journalism, agriculture, health, geography, advertising, public relations and others.

Despite the various attacks on this new technology by its critics involving the technology being associated with unethical practices, its tendency to render many people jobless thereby worsening the problem of unemployment and poverty; its ability to reduce creativity in man thereby making him to be less productive and so on, AI, no doubt, has come to stay as its coming has globally caused a paradigm shift in the practice of all professions for the benefit of man and society.

Unfortunately, the recognition and adoption of AI for human practices seems to be more in developed societies; its adoption in developing societies is a source of

major concern (Taiwo & Oladele, 2024 and Ojo & Adetunji, 2021). Limitations such as infrastructure and connectivity deficits, poverty, low literacy, public sentiment and others appear to be stumbling blocks in the acceptance and full utilization of AI in Nigeria and other developing societies. This raises a serious concern about the level of its adoption specifically for public relations activities by organisations in Nigeria for global visibility and enhanced patronage.

More disturbing is the dearth of empirical studies depicting the level of adoption of AI for a transformative global public relations practice by organisations in Nigeria. This study therefore investigates the adoption of global entrepreneurial public relations practice by organisations in Nigeria.

Objectives of the Study

The study is carried out to achieve the following objectives:

- i. To determine the position of AI in the global entrepreneurial public relations practice in Nigeria.
- ii. To find out the extent to which AI is adopted for global entrepreneurial public relations practice by organisations in Nigeria.
- iii. To identify the challenges AI adoption face in the global entrepreneurial public relations practice in Nigeria.

Literature Review

Entrepreneurial Public Relations

Public relations, on a general note, is fundamentally concerned with relationships management; it is concerned with activities that are planned and executed by an organisation in order to achieve a cordial and harmonious interaction with its various stakeholders (Chiakaan & Chile, 2021).

Willox et al. (2001) in Chiakaan, Tsafa and Idi (2025) posit public relations as efforts by a company, institution or government that are planned and executed in order to establish a mutually beneficial relationship with its publics.

The publics, otherwise refers to as stakeholders, of an organisation are so vital to it that they cannot be taken for granted if such an organisation is to attain its goals. This is the motive behind public relations activities by an organisation. The

main concern of public relations is to ensure that an organisation has a healthy sustainable relationship with its publics. One fundamental strategy organisations adopt in effectively managing relationships with their publics is by performing well and ensuring that their publics are informed. It is on this note that Ajala (2005) defines public relations as the total performance of either an organisation or individual which is aimed at securing favour from its publics so as to guarantee sustainable growth for the benefit of both the organisation or individual and the society within which it operates.

From the foregoing discourse, it can be deduced that no organisation that is genuinely out to attain its goals can neglect public relations (Haywood, 2005). When public relations becomes more strategic in ensuring that an organisation attains its goals, it becomes entrepreneurial public relations. Entrepreneurial public relations calls for innovative approaches in order to build and sustain cordial relationship with the publics or stakeholders of an organisation. entrepreneurial public relations embraces new ideas, technologies that can make entrepreneurs attain specific needs with minimal cost in a short time, it involves the use of cost-effective, social media, content creation and local media outreach in building and sustaining loyal customers for organisations' brands and gaining publicity from the media without paying for it; specific aspects of entrepreneurial public relations include brand and reputation management, earned media attention, using cost-effective tools, being strategic in communication and integrating public relations with the goals of an organisation.

Entrepreneurial public relations can not resist AI which is the latest technological tool that is speedily transforming all areas of human endeavours globally. On a general note, entrepreneurs are concerned with creative and innovative tools or ideas that can avail them the opportunity of achieving their goal of profit making. This is the ideology upon which entrepreneurial public relations is built; adopting new ideas and technologies that can enable organisations to attain their goals of positive reputation rooted in effective communication with their publics.

Artificial Intelligence

Artificiality is the direct opposite of naturality. This implies that anything that is not natural is artificial. This shows that artificial intelligence is the direct

opposite of natural intelligence. If a human being uses his brain to perform any task, it is not artificial intelligence, it is natural intelligence at hand. This means that all activities carried out by man are naturally inclined.

Artificial Intelligence involves the use of machines in performing human tasks. In line with this submission, Russell & Norvig (2020) describe AI as a term that is associated with technology in form of computer systems that can stimulate human intelligence processes. These procedures, according to Taiwo and Oladele, (2025) involve self-correction, reasoning which use rules to arrive at appropriate or definitive conclusion and rules of using it. When machines or computers are designed to carry out activities that require human intelligence, it is artificial intelligence.

Intelligence involves learning which implies acquiring and processing information sources and experiences. Intelligence also requires reasoning which involves manipulating information logically and drawing conclusion. AI systems make use of algorithms and vast amounts of data to mimic human cognitive process.

In his contribution, Frankenfield (2022) posits AI as the simulation of human intelligence in machines which are designed to think and act like humans and imitate their actions. AI computer systems are designed to bear human qualities involving learning, problem solving, perception, reasoning, planning, controlling and predicting.

The human nature of AI has made it an irresistible tool for use in the advancement of all areas of human disciplines such as health, agriculture, education, transportation, communication and so on. AI in this case has come not to replace human intelligence but rather, it has come to augment and extend it. The ability of AI to process large amount of data and carry out different tasks more speedily makes it a must used technological tool for the advancement of public relations practice by organisations globally.

Theoretical Framework

This study has pitched tent with the Technology Acceptance Model (TAM). The Model, originated by Field Davis in 1989 offers explanation as to why people will be willing to accept and adopt a newly invented technology. Fundamentally,

according to the theory, two factors can influence people's acceptability and utilization of a new technology. The factors include the perceived importance or usefulness of the technology and the ease of using it.

Summarily, the TAM model, according to Gibbs, (2007) and Goldfarb, (2006) in Birisan and Oyoru (2024) has the following elements:

Perceived Usefulness (PU): When people feel that a technology or system can help them to solve their problems or enhance their job performance, they can be quick to welcome and adopt it.

Perceived Ease of Use (PEU): Where people feel that it is not difficult to use or adopt the new technology, it can encourage them to adopt it.

Behavioural Intention to Use (BIU): Perceiving that using a technology will be easy can make people to have the intention of using it, where there is no intention or willingness, resistance will set in.

Actual System Use: This has to do with how much people actually accept and use the technology. To a very large extent, the actual usage of a system by people is a product of their behavior towards it.

The TAM model is relevant to this study in that it provides reasons as to why AI cannot be resisted by public relations practitioners. The fact that AI has the capacity of transforming public relations practice in developing societies, making it to be more entrepreneurial as it is in developed societies makes AI a must accepted and adopted tool in the field. This implies that issues associated with AI adoption in developing societies must be addressed with seriousness. With a positive mindset, AI adoption by people and institutions in developing societies including Nigeria in their public relations activities can be effectively addressed.

Methodology

The study adopted a qualitative approach with data collected from secondary sources involving textbooks and peer-reviewed journals. Online sources from academic websites such as Google scholars and so on also served as sources of data for the study. The study undertook a thematic approach in order to ensure clear understanding of the adoption, importance and challenges bedeviling the use

of AI for global entrepreneurial public relations practice by organisations in Nigeria.

Empirical Review

The empirical review of Artificial Intelligence (AI) adoption in public relations and other disciplines in Nigeria and other developing regions paints a mixed picture. Research shows that while many organizations and professionals recognize the potential of AI to transform their work, the actual integration of AI into core communication and public relations functions is still quite limited.

Zhumagali, et al., (2025) analyzed the factors influencing the successful implementation of Artificial Intelligence (AI) technologies in digital public relations (PR). The study found out that the integration of AI into digital PR has reshaped practices, emphasizing data-driven insights, automation, and personalized communication. The result showed that the use of AI helps to increase the speed and accuracy of data analysis which in turn provides more accurate targeting of audience and improves the quality of the created content. The study concluded by analyzing the key aspects of the implementation of AI in the field of PR, with emphasis on the experience of Kazakhstan and the USA. It confirmed the significant potentials of AI to improve effectiveness of communication strategies and strengthen the reputation of companies. The study further analysed the integration of PR in highlighted key factors such as technological readiness, and strategic implementation which deepen understanding of its potentials and challenges.

Nwosu, Obalum, and Ananti (2024) found that most public service institutions in Nigeria have a basic understanding of AI, but they are still in the early stages of using it for communication and administrative efficiency. Their study highlights that issues like weak infrastructure, lack of training, and unclear policy guidelines are hindering broader implementation. Similarly, Taiwo and Oladele (2024) noted that even though AI can significantly improve public service delivery through better analytics, automation, and strategic planning, the pace of adoption is slow due to limited technical skills and digital disparities.

In the realm of public relations, Birisan and Oyoru (2024) pointed out that AI tools are increasingly seen as essential for tasks like analytics, sentiment analysis,

and audience targeting. However, their study revealed a notable gap between awareness and actual use, mainly because many organizations are not investing in AI-driven communication systems.

In Nigeria's entrepreneurial and communication landscape, Ayuba (2025) pointed out that while many corporate organizations are utilizing basic digital tools like social media automation and analytics dashboards, they seldom tap into more advanced AI technologies. These include things like machine-learning-driven content creation, influencer scoring algorithms, and predictive analytics. The study highlights that this shortfall is mainly due to low investment, a lack of expertise, and concerns about job displacement.

Data Presentation and Discussion of Findings

AI's position in the Global Entrepreneurial Public Relations Practice

The ability of AI to perform tasks such as reasoning, learning, problem solving, decision-making, data analysis, perception, prediction and so on within a very short time has made it an indispensable tool in modern day public relations practice. Globally, AI has been adopted in all human disciplines for better service delivery. Public relations as a profession that is majorly concerned with relationship management between organisations and their publics can never be effective without embracing this new technology of AI. Achieving cordial relationship between organisations and their stakeholders involves effective communication or information sharing.

Public relations functions in organisations, according to Benson-Eluwa (1998), Black (1990), Gregory (2010), Ajala (2005), Sambe (2020), Chiakaan and Chile (2021), Chiakaan and Oliver (2020) revolve around communication. Haywood (1984) in Chiakaan *et al.* (2025) supports the centrality of communication as a public relations function in organisations.

Adopting AI can therefore make organisations to be more effective in communicating with their publics.

Activities carried out by public relations in this regard include writing press releases, feature articles, media relations, events management, crisis management, publishing in-house newspapers and magazines, writing news

commentaries, and announcements. Where these functions are effectively performed, they can go a long way in projecting the corporate image of organisations which can also contribute in building and sustaining customers brand loyalty.

AI has the capacity of ensuring that public relations activities are carried out more speedily, efficiently and with relatively more affordable cost. This makes public relations to be more entrepreneurial as far as modern business is concerned globally.

Also, in support of the adoption of AI by public relations practitioners, making organisations to be more effective in meeting up with the current competitive business globally. Rodsevich (2025) spells out numerous areas in which AI can be useful in the profession. Some of them include:

1. **Using AI to Impact Business:** It involves using AI for copy creation and marketing campaigns and strategic planning.
2. **Media Monitoring and Analysis:** This involves using AI to assess and analyse the performance or effectiveness of available media. Public relations professionals can use AI tools to monitor news sites, social media platforms, blogs, forums and other digital channels faster and accurately.
3. **Automated Content Creation:** Content involving blog posts, advertising copies, visuals such as graphics and info graphics and other video content can be created using software AI and automation to project the corporate image of organisations.
4. **Influencer Scoring:** With AI algorithms, an influencer's impact on the image of an organisation and its services can be determined. The AI algorithms can take into consideration certain factors such as the influencer's followership engagements, follower feedback analysis for positive and negative sentiments towards posts. This can help in determining the best influencer to collaborate with or avoid in order not to damage the reputation of an organisation.
5. **Advance Audience Targeting:** AI tools can be used to determine target audiences or publics for specific public relations programmes. The audience in this case, can be segmented and analyzed demographically and psychologically. This has the advantage of enabling public relations

practitioners to be more accurate in predicting audience behavior, their preferences and future actions.

6. **AI and Crisis Management:** Emerging trends likely to eventually lead organisations to crisis can be detected on time by the deployment of AI-driven early warning systems. Others include, Practice of Analytics for Trend Forecasting, Sentiment Analysis, Chat bots, AI Competitor Analysis, Video Monitoring, Media Pitching, Measurement and Campaign Analysis, AI for Ethics "Checks" etc.

The foregoing discourse reinforces the fact that AI's position in modern public relations practice globally is undebatable.

Practitioners who adopt AI in the practice of public relations can not only increase their effectiveness but they can also be more successful in the competitive global market.

Extent of Adoption of AI for Global Entrepreneurial Public Relations Practice by Organisation in Nigeria

From all indications, organisations, both public and private, are not in the dark about the presence of AI technology as a tool that is transforming all sectors. Studies by Nwosu et al. (2025), Birisan & Oyoru (2024), Chiakaan et al. (2024), Ayuba (2025), Taiwo & Oladele (2024), Tserayi (2025) and Tukur (2025) have all shown that public relations practitioners working for organisations and ministries involving education, health, agriculture, banks, journalism, advertising, and so on accept and adopt AI in their operations in order to offer improved and global standard best services to their publics. This is, no doubt, a public relations strategy aimed at attracting favourable behaviour from their publics towards them. The rate of AI adoption however, is low due to certain limitations. The low adoption shows that organisations, as attested by the TAM theory, having perceived AI usefulness, cannot resist adopting it in their public relations activities.

Challenges of Adopting AI for Global Entrepreneurial Public Relations Practice by Organisations in Nigeria

Since AI adoption by organisations in their public relations practices is low, it shows there are challenges in this regard. Obstacles, as noted by Arkar et al, Nwosu et al. (2024) and Tukur (2025) include lack of knowledge about AI, infrastructural deficit, negative deposition, shortage of skilled man power in AI-related field, job displacement, ethical concerns bordering on authenticity of AI generated information and lack of regard for privacy. There is also lack of support from government resulting in lack of policies, regulations and funding for AI research and development. These can further be elucidated as follows::

Insufficiencies in Infrastructure: Infrastructure deficit poses a significant obstacle to the deployment of AI by organisations in Nigeria. In order to properly implement AI solutions, it is crucial to have dependable internet connectivity, strong data storage facilities, and the ability to utilize modern computer resources. Nevertheless, some areas in Nigeria continue to have unreliable and sluggish internet connections, frequent disruptions in power supply, and restricted availability of contemporary technology. The presence of this digital gap not only impedes the successful application of artificial intelligence, but also intensifies pre-existing socio-economic disparities. In order to take full use of AI technologies, significant expenditures in enhancing the nation's digital and physical infrastructure are required (Oyediran et al., 2021).

Restricted Proficiency: Another significant obstacle is the limited availability of proficient experts with competence in AI and its associated domains. Nigeria is confronted with a substantial deficiency of expertise in the areas of AI development, implementation and maintenance. Many educational institutions in Nigeria have incomplete AI curriculum and offer limited chances for practical training and hands-on experience. The lack of specialized knowledge hinders firms from internally developing and implementing AI solutions, as well as from outside acquiring the required personnel. In order to tackle this issue, it is necessary to implement focused educational programs and professional development activities that seek to cultivate a skilled AI workforce (Adepoju et al., 2022).

Ethical and Regulatory Considerations: The use of AI technology gives rise to a multitude of ethical and legal concerns that necessitate attention in order to guarantee responsible and equitable utilization. Primary issues are data privacy, algorithmic bias, and the possibility of employment displacement. Nigeria lacks strong legal and ethical frameworks to regulate the research and implementation

of artificial intelligence (AI). Data privacy is a significant challenge, given that several AI systems depend on extensive datasets that may contain confidential personal information. Ensuring the ethical utilization of AI also entails tackling algorithmic bias, which has the potential to result in unjust outcomes and perpetuate pre-existing socioeconomic disparities. Furthermore, the implementation of artificial intelligence (AI) to automate certain occupations may lead to substantial reductions in employment, especially in industries that heavily rely on repetitive operations (Durodolu et al., 2021).

Data Accessibility and Accuracy: Access to and the accuracy of data are essential for the development of efficient AI systems. Data collecting procedures in Nigeria are frequently characterized by inconsistency, resulting in incomplete, obsolete or biased information. Accurate and dependable data of superior quality is crucial for training machine learning models and guaranteeing precise and equitable results. Organizations face difficulties in accessing and utilizing the data required for AI applications due to the absence of defined data gathering methods and centralized data repositories. It is important to make endeavors to enhance data gathering procedures, develop data standards, and construct easily available data repositories (Nkomo et al., 2022).

Limitations on Available Funds: Implementing and launching AI technology need substantial financial resources. AI innovation in Nigeria faces significant obstacles due to financial restrictions. A multitude of companies, namely startups and small firms, face difficulties in obtaining the requisite finance for artificial intelligence (AI) initiatives. Government financing for AI research and development is insufficient, necessitating more investment from both public and private sectors. Obtaining financial assistance is crucial for constructing the necessary infrastructure, procuring cutting-edge technology, and cultivating the human resources required for AI (Akinyemi et al., 2021).

Promotion of Public Knowledge and Approval: The effective adoption of AI technology relies heavily on the crucial factors of public knowledge and acceptance. The Nigerian populace generally lacks awareness and comprehension of artificial intelligence (AI). AI adoption might be hindered by misconceptions and anxieties, including worries about job loss and privacy concerns. It is imperative to enhance public knowledge through educational initiatives and outreach activities in order to foster confidence and embrace

AI technology. Emphasizing the advantages of artificial intelligence (AI) and openly addressing any worries from the public can contribute to creating a more supportive atmosphere for the acceptance and implementation of AI (Olanrewaju et al., 2020).

Conclusion

AI awareness among practitioners working for organisations is high but its adoption appears to be low. Organizations appear to be aware of the fact that adopting AI technology can enable them to be more entrepreneurial in their efforts towards managing relationships with their publics, full adoption of AI, however, is met with serious challenges for now.

Recommendations

Drawing from the insights of the study, the following recommendations are made:

1. **Enhance AI Education and Professional Training for PR Practitioners:** The Nigerian Institute of Public Relations (NIPR), along with university communication departments and professional organizations, should create training programs focused on AI. The programmes will have the advantage of equipping practitioners with hands-on skills in areas like analytics, content automation, media monitoring, sentiment analysis, and AI-driven crisis management.
2. **Establishment of Clear National AI Policies and Regulatory Frameworks by Government:** To build organizational confidence and promote responsible AI adoption, the government needs to develop comprehensive policies that address AI ethics, data privacy, cyber security, and digital innovation. Additionally, providing grants and incentives for AI research and development would be beneficial.
3. **Investment in AI Infrastructure by Organisations:** Corporate entities and public institutions should allocate financial resources to acquire AI tools, enhance their digital infrastructure, and integrate AI into PR functions such as content creation, stakeholder mapping, brand monitoring, and campaign evaluation.
4. **Tackling Ethical and Social Concerns Related to AI:** The adoption of AI should be guided by clear ethical standards. Organizations need to create policies that address issues like misinformation, data privacy, algorithmic bias, and accountability to foster trust among their audiences.

5. **Encouraging Collaboration between Academia, Industry, and Technology Providers:** Building partnerships between universities, PR agencies, tech companies, and government institutions will facilitate knowledge sharing, spur innovation, and enable the practical use of AI in communication and public relations.

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