

Studying the process of organizational planning using AI systems (such as ChatGPT) as a tool to design and develop monitoring reports and evaluate operational outcomes.

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Abstract

The study on the development of planning processes using AI systems, such as ChatGPT, aims to assist in creating progress reports and evaluating operational performance. The objective is to enhance the organizational planning process by leveraging AI to effectively design progress reports and performance evaluations. This research focuses on establishing clear objectives for planning and reporting operational results, which include monitoring project or activity progress within the organization. This process involves identifying and collecting relevant data sets, such as current operational data, employee performance data, and other critical information, to enable accurate evaluation. AI systems like ChatGPT will play a crucial role in processing and analyzing large volumes of data to generate preliminary reports that offer valuable insights. The next phase—improvement and processing—entails refining these reports to align with the organization's needs, ensuring they meet the requirements of stakeholders. Additionally, this stage involves establishing appropriate operational pathways that help achieve the organization's long-term goals, ensuring that planning and performance evaluation align with these objectives. The evaluation and improvement phase will further assess and refine processes based on feedback, enhancing operational efficiency and report quality for future use.

Through these structured steps, the organization can harness AI systems like ChatGPT to develop effective planning processes and performance reporting. The target population for this study consists of staff members involved in organizational planning, specifically those in general administrative roles at the Language Institute, Suan Sunandha Rajabhat University, with one participant in focus. Data will be collected through a questionnaire designed to assess the understanding and use of AI technology, with results analyzed using data visualization tools to gain insights into AI's role in the planning and reporting process.

The study found that : the use of ChatGPT significantly enhances the efficiency of planning by providing quick and accurate recommendations regarding resource management, goal setting, and strategy development. This helps reduce the time spent on data collection and analysis. Furthermore, working with ChatGPT reduces the time needed to prepare data and develop outcomes by utilizing AI to quickly analyze data, generate summaries, and provide

suggestions. It also improves the accuracy of planning by processing large amounts of data, predicting trends, and detecting potential anomalies.

Keywords: ChatGPT, Improvement, Development, Suggestions

1. Introduction

In the 21st century and beyond, technology has become a cornerstone of organizational operations, playing an indispensable role in driving efficiency and effectiveness across all sectors. The integration of advanced technologies, particularly Artificial Intelligence (AI), has emerged as a powerful tool in transforming how organizations approach their operations. AI, when applied strategically, has the potential to significantly enhance critical activities such as planning, decision-making, and performance evaluation. Its ability to process large volumes of data at remarkable speeds and accuracy enables organizations to make more informed decisions, optimize processes, and adapt quickly to shifting demands.

The process of planning is foundational to the success and sustainability of any organization, whether in the private, public, or non-profit sectors. Effective planning provides a roadmap for achieving long-term goals and helps organizations navigate uncertainties by identifying potential challenges and opportunities. By setting clear objectives that are aligned with the organization's overarching vision, planning ensures that resources—such as human capital, time, and finances—are allocated strategically and efficiently. A comprehensive plan not only defines the overall direction and goals but also maps out the specific steps required for their achievement, ensuring that everyone within the organization is aligned and working towards common objectives.

In the modern business environment, where the speed of change and the complexity of challenges are rapidly increasing, the role of AI in organizational planning has become even more significant. AI tools such as ChatGPT can process vast amounts of data from multiple sources, providing deep insights that would be difficult or time-consuming for humans to uncover manually. This ability to quickly analyze and interpret complex data sets enables organizations to make well-informed decisions based on real-time information, leading to more effective and timely strategic planning.

For example, AI-powered systems can automatically generate detailed reports by processing large quantities of data, summarizing trends, and visualizing outcomes in a clear, actionable format. ChatGPT, in particular, can create both text-based and graphical summaries of the data, reducing the time spent on report generation and enhancing the accuracy of the information presented. This automation allows employees to focus on higher-value tasks such as strategy development, decision-making, and problem-solving, all while ensuring that data is presented in an easy-to-understand manner that can be used for further analysis or communication.

Furthermore, AI has the capacity to enhance operational monitoring by continuously tracking performance metrics and comparing them against predefined goals. This real-time monitoring allows AI to suggest adjustments to the strategies in place, ensuring that plans are dynamically updated as circumstances evolve. Whether in response to market shifts, changing customer

preferences, or internal challenges, AI tools can help ensure that the organization's plans remain agile and aligned with its goals, maximizing the likelihood of success.

1.2 Research Objective

Explore the Challenges and Needs of Organizations in Planning and Evaluating Operational Performance This objective seeks to understand the key challenges organizations face in their planning and performance evaluation processes., Define a Clear Process for Using AI (ChatGPT) to Generate Reports and Evaluate Outcomes create guidelines for using AI to automate report generation, analyze operational data, and assess performance, ultimately improving decision-making and operational efficiency., Improve and Adapt Planning Processes for Greater Effectiveness refine existing planning frameworks by incorporating AI technologies.

2. Literature Review

The development of organizational planning processes through AI systems, such as ChatGPT, involves a wide range of concepts and approaches that can be explored through existing research. Below is a review of key studies that contribute to the understanding of how AI can enhance various aspects of organizational planning., **Artificial Intelligence in Strategic Planning:** Olesen, B. (2018). *Artificial Intelligence in Strategic Planning* Olesen's research explores how AI can be integrated into the strategic planning process. AI enhances decision-making by providing predictive analytics, recognizing patterns, and identifying emerging trends that may not be immediately apparent to human planners. However, the study also identifies challenges such as algorithmic biases and the need for human oversight to ensure the reliability and ethical use of AI in strategic planning., **Big Data Analytics in Strategic Planning:** Shane, M. (2017). *Big Data Analytics for Strategic Planning* Shane's work discusses the role of big data in informing strategic decision-making. By analyzing large volumes of data, organizations can gain insights that help shape their strategic decisions. The study advocates for data-driven decision-making as a means to improve accuracy and timeliness, enabling organizations to develop more informed strategies that are responsive to market changes and customer needs., **Automated Reporting with AI:** Buckley, J. (2020). *Automated Reporting with AI: Benefits and Challenges* Buckley explores the use of AI for automating the reporting process in organizations. AI-driven automation can improve the efficiency and accuracy of report generation, reduce human error, and ensure that reports are consistent and data-driven. However, the study also notes challenges, such as over-reliance on AI and the need for human intervention to ensure contextual understanding and the relevance of the reports., **Natural Language Processing (NLP) and Automated Content Generation** Hardy, S. (2019). *Natural Language Processing and Automated Content Generation* Hardy examines how natural language processing (NLP) technology enables AI to generate and communicate human language effectively. Through NLP, AI can create content, reports, and summaries that are accurate and contextually relevant. The ability to generate automated content improves productivity and ensures consistent communication within organizations., **Progress Tracking and Performance Evaluation:** Swan, P. (2021). *Progress Tracking and Performance Evaluation* Swan discusses the importance of monitoring organizational progress and evaluating performance using key performance indicators (KPIs) and other metrics. Regular performance evaluation is essential for ensuring that organizations stay on track with their goals and objectives. The study highlights that timely and accurate evaluations

foster continuous improvement and help organizations adapt their strategies as needed., **Performance Evaluation Using AI Tools:** Kim, J. (2022). *Performance Evaluation Using AI Tools* Kim explores the application of AI tools in the performance evaluation process. AI enhances performance evaluations by providing more accurate, objective, and data-driven assessments. AI tools can analyze large datasets and detect patterns that human evaluators might overlook, offering more precise insights into employee and organizational performance., **Limitations and Risks of AI in Organizational Planning:** Hopkins, H. (2021). *Limitations and Risks of AI in Organizational Planning* Hopkins addresses the potential limitations and risks associated with incorporating AI into organizational planning. While AI offers numerous benefits, including efficiency and enhanced decision-making capabilities, it also presents challenges, such as algorithmic biases, lack of transparency, and dependency on data quality. The study emphasizes the importance of using AI responsibly, with appropriate safeguards and human oversight, to mitigate these risks., **Improvement and Development of AI Systems for Organizational Use:** Heller, S. (2020). *Improving and Developing AI Systems for Organizational Use* Heller's research focuses on the ongoing improvement and development of AI systems tailored to organizational needs. To stay relevant and effective, AI systems must be adaptable to changing organizational demands and environments. Heller advocates for the continuous enhancement of AI systems to ensure they remain flexible, scalable, and capable of supporting dynamic business environments.

3. Methodology

The study on developing organizational planning processes using AI systems like ChatGPT for performance tracking and evaluation follows these key steps:

- **Literature Review:** Analyze research and theories on strategic planning and AI in report generation.
- **Case Study Analysis:** Examine organizations using AI in planning to identify best practices and challenges.
- **System Development:** Create a system for data processing and report generation based on organizational needs.
- **Reporting Tools Design:** Develop AI-powered tools for data collection, analysis, and automated reporting.
- **Surveys and Interviews:** Gather insights from staff and stakeholders on their experiences with planning and report generation.
- **Data Collection :** Collect relevant data on current operations for analysis.
- **Qualitative Data Analysis:** Analyze interview and feedback data for insights on AI usage.
- **Testing and Evaluation:** Test AI systems using real data to assess performance.

4. Results

In summary, the development of tools and equipment used in research related to the process planning development with AI (such as ChatGPT) plays a vital role in supporting studies by offering suitable solutions for data collection, analysis, and evaluation. These advanced AI-driven tools streamline the entire process by automating repetitive tasks, thereby enhancing work efficiency and productivity. By improving the accuracy and speed of data processing, these tools help researchers to identify patterns and trends more effectively, ensuring that the

insights derived are based on high-quality data. Furthermore, these tools reduce the likelihood of human errors, which are often present in traditional methods of data analysis, leading to more reliable and consistent results. This, in turn, allows organizations to make well-informed, data-driven decisions that contribute to better planning and strategic outcomes.

5. Discussion and Conclusion

The integration of AI into organizational planning is not just a technological trend but a strategic imperative. AI tools, such as ChatGPT, are increasingly being adopted to enhance the efficiency and effectiveness of planning processes, enabling organizations to make data-driven decisions, automate routine tasks, and improve overall performance. By incorporating AI into their planning processes, organizations can improve resource allocation, reduce errors, and adapt more easily to changing circumstances.

Acknowledgment

This study on developing organizational planning processes using AI systems, such as ChatGPT, to assist in designing and preparing performance tracking and evaluation reports, has produced valuable findings in several key areas. AI has proven to significantly enhance the efficiency of the planning and reporting processes by reducing the time required for data collection, analysis, and report generation. The results indicate that the planning process becomes faster and more effective, enabling the creation of accurate and comprehensive automated reports, thus alleviating the workload on staff and minimizing errors typically associated with manual report creation.

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