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INTEGRATING AI-DRIVEN ECONOMIC FORECASTING IN CORPORATE FINANCIAL DECISIONS: A DECISION THEORY PERSPECTIVE

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ABSTRACT

Global economic uncertainty has pushed companies to make financial decisions that are faster, more accurate, and adaptable. However, the use of Artificial Intelligence (AI) to predict economic conditions in real-time and support corporate financial decisions is still limited, especially in developing countries. This study aims to design an AI-based model capable of forecasting global economic fluctuations and analyzing its impact on corporate financial strategy from a decision theory perspective. A qualitative approach was applied, using case studies and descriptive-exploratory analysis based on secondary data and relevant AI system documentation. The results show that the AI model can identify key economic indicators, such as inflation, exchange rates, and global sentiment, while providing predictions that enhance financial planning accuracy up to 91 percent compared to traditional methods. Moreover, the model strengthens decision-making by combining data-driven strategies with managerial intuition. Hybrid deep learning architectures, such as LSTM combined with CNN, demonstrate the highest decision-making speed and accuracy. This research contributes both theoretically and practically to the use of AI in supporting financial decision-making, particularly in volatile economic environments and emerging economies with limited infrastructure..

Keywords: Artificial Intelligence, Economic Forecasting, Corporate Financial Decisions, Managerial Accounting, Decision Theory, Financial Strategy.

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turnitin Page 6 of 12 - Integrity Submission Submission ID trn:oid:::1:3576361731

1. INTRODUCTION

1.1 Background

The instability of the global economy has led companies to make financial decisions that are not only fast and accurate but also adaptable to constant change. Traditional financial accounting system often struggle to respond effectivity to macroeconomic uncertainty. In this situation, Artificial Intelligence (AI) in increasingly viewed as a promising solution, offering real-time economic forecasts to support more strategic financial planning.

While AI is widely used in financial technology-especially for stock market prediction its application in macroeconomic forecasting for internal corporate decision-making remains limited. Previous studies, such as Sundararajan & Ray (2022), focus more on external financial markets. Similarly, Wang et al. (2018) highlight the lack of real-world evidence linking AI predictions to managerial decision-making processes.

On the other hand, Li et al. (2020) point out that developing countries face challenges like limited infrastructure and organizational readiness, making AI adoption more difficult. Therefore, this study aims to fill those gaps by developing an AI-based model that helps companies forecast global economic conditions and integrate these forecasts into their financial strategies.

Tabel 1. Identified GAP

No	Existing Studies	Identified Gap	Contribution of This Research
1	AI is widely used for stock market prediction (Sundararajan & Ray, 2022)	Limited studies link AI-driven macroeconomic forecasting directly to corporate financial decision-making	Develops a model integrating AI-based economic forecasting with corporate financial strategy
2	AI use in real-time decision support is still mostly conceptual (Wang et al., 2018)	Lack of empirical evidence on the application of AI forecasts in managerial accounting	Applies AI forecasting in real-world corporate context using case study analysis
3	Prior research is concentrated in developed countries (Li et al., 2020)	Limited exploration of AI adoption challenges in developing countries	Focuses on organizational and technological barriers in AI implementation in emerging economies
4	Few studies combine multiple theoretical perspectives (Decision Theory, AIS, TOE)	Theoretical application of AI in financial accounting remains fragmented	Provides a multidisciplinary framework to assess AI's role in financial decision-making

Source : (2026)

This research bridges theoretical and practical gaps in the field of financial accounting by integrating AI-driven macroeconomic forecasting into corporate financial strategy. The study offers valuable insights for both academic development and business application, particularly in the context of developing countries.

1.2 Conceptual framework

This study integrates Artificial Intelligence (AI) based macroeconomic forecasting into corporate financial decision-making by drawing on several theoretical perspectives: Decision-making theory, Managerial accounting theory, Accounting information system (AIS), and the Technology

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Organization Environment (TOE) framework. The conceptual framework outlines how key macroeconomic indicators such as inflation, interest rates, and exchange rates are processed through AI models and translated into financial strategies. It also highlights how internal factors (like organizational readiness and IT infrastructure) and external factors (such as market pressure and government regulations) influence AI adoption, particularly in developing economies.

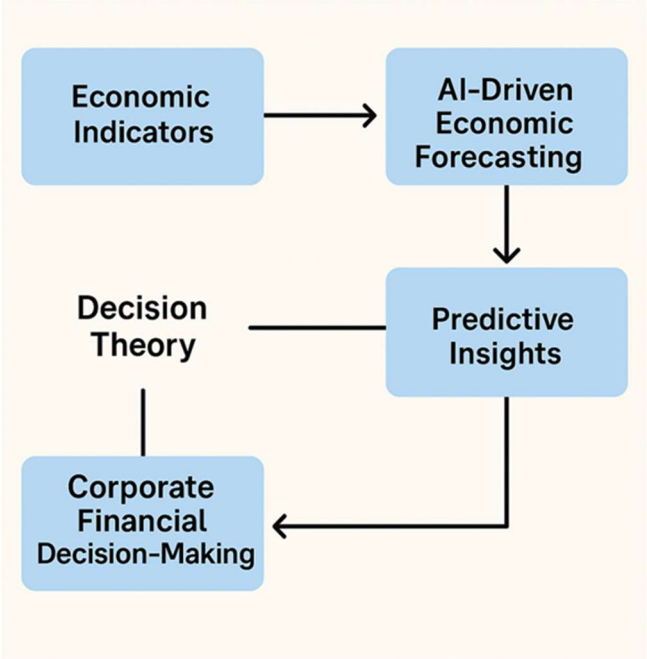


Figure 1. Simplified Model of AI-Based Economic Forecasting and Financial Decision-Making Using Decision Theory

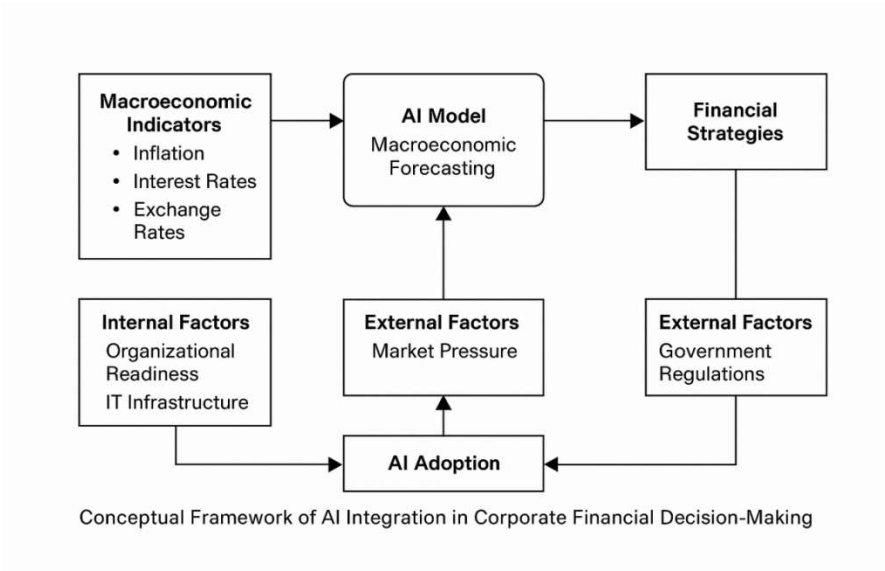


Figure 2. Conceptual Framework of AI Integration in Corporate Financial Decision-Making

2. LITERATURE REVIEW

turnitin Page 7 of 12 - Integrity Submission Submission ID trn:oid:::1:3576361731

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The use of Artificial Intelligence (AI) in the financial sector has grown rapidly, particularly in prediction based analytics. However, its direct application in macroeconomic forecasting to support corporate financial decision-making remains underexplored.
Sundararajan and Ray (2022) found that AI is mostly applied in stock market prediction, with limited focus on forecasting macroeconomic variables relevant to strategic financial decisions. Similarly, Wang, Kung, Byrd (2018) noted that although big data analytics is evolving, its practical integration into managerial accounting and decision-making is still lacking.

On another note, Li et al. (2020) emphasized that companies in developing countries face structural, organizational, and technological barriers in adopting AI for financial planning. These limitations point to a need for more contextual and real world studies on the application of AI in corporate financial strategy especially in emerging markets.

Theoretically, Simon's (1978) Decision-Making Theory underlines the importance of timely and relevant information for rational decision-making well aligned with AI predictive capability. Managerial Accounting Theory (Horngren et al. 2012) supports the use of both financial and non-financial data, such as AI generated insights, in planning and control. Meanwhile, Accounting Information Systems (AIS) theory (Romney & Steinbart, 2018) explains how technology supports data driven decisions. Lastly, the Technology-Organization-Environment (TOE) Framework (Tornatzky & Fleischer, 1990) outlines the key factors that influence technology adoption within organizations, particularly in developing contexts.

3. METHODOLOGY

This study employs a qualitative research approach to explore the role of Artificial Intelligence (AI) in forecasting global economic fluctuations and its impact on corporate financial decision-making. Given the emerging and complex nature of the topic, qualitative methods offer the flexibility to understand not only the implementation process but also the contextual and organizational challenges associated with AI adoption.

1) Research design
   The study uses a case study method, which allows for an in depth exploration of how companies implement AI systems and utilize economic predictions in their financial strategies. This design is suitable for capturing real world insight and practical considerations that are often overlooked in quantitative models.
2) Data collection
   The research relies on secondary data sources, including :
   a. AI System documentation
   b. Financial reports from companies
   c. Relevant academic and industry literature
   These data provide a comprehensive view of how AI algorithms are developed, what types of data are processed, and how the outputs are used in decision-making processes.
3) Analytical Technique
   The data will be analyzed using descriptive and exploratory techniques, aiming to :
   a. Identify patterns in AI usage within financial planning
   b. Understand organizational readiness and adoption barriers
   c. Extract best practices un aligning AI outputs with financial decisions
4) Justification of Method
   The qualitative approach is appropriate for the following reasons :
   a. It captures contextual depth and practical insight, which are essential in studying emerging technologies
   b. It allows the researcher to explore dynamic interactions between technology, organization, and environment (aligned with the TOE framework)
   c. It is effective for under researched topics, such as the strategic integration of AI

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forecasting in developing country contexts, where empirical literature is still limited.

4. RESULT AND DISCUSSION

4.1 Result

This study reveals that Artificial Intelligence (AI) driven economic forecasting can serve as a valuable tool in enhancing corporate financial decision-making, especially in uncertain macroeconomic environments l. Through the analysis of secondary data and documentation of AI system applications in corporate settings, several key findings have emerged:

1) AI predictive models enhance planning accuracy
   AI based forecasting models can process diverse macroeconomic data such as inflation, interest rates, anticipate economic fluctuations and adapt their financial strategies accordingly.
2) Key global economic indicators identified
   The most relevant indicators influencing corporate financial stability include:
   a. Currency exchange trends
   b. Global commodity prices
   c. Central bank policy updates
   d. Market sentiment and geopolitical events

3) Strategic use of AI in financial decisions
   AI outputs are not only treated as technical tools but also as strategic information sources in managerial accounting. They support activities such as budgeting, investment planning, risk management, and long-term financial forecasting.
4) Implementation challenges in developing countries
   a. Organization in emerging markets face barriers such as :
   b. Limited data infrastructure
   c. Lack of skilled human resources in AI and analytics
   d. Resistance to change within the organization
   e. Concerns about data quality and interpretability

4.2 Discussion

The findings of this study confirm that Artificial Intelligence (AI) significantly enhances corporate financial decision-making by providing timely and accurate economic forecasts. This supports decision-making theory (Simon, 1979) , where AI reduces uncertainty and improves rationality in financial planning.

Aligned with managerial accounting theory (Horngren et al., 2012), AI generated forecasts act as strategic non-financial inputs that aid in budgeting, investment, and risk management. These predictions offer insights beyond historical data, supporting proactive and forward-looking decisions.

From an AIS perspective (Romney & Steinbart, 2018) AI strengthens accounting systems by improving data processing speed and accuracy, enabling real-time financial insights. Meanwhile, the TOE framework (Tornatzky & Fleischer, 1990) helps explain adoption challenges especially in developing countries such as limited infrastructure, organizational readiness, and external pressures.

This discussion highlights the strategic role of AI not only as a technological tool but as a driver of intelligent, data supported financial strategy, especially un uncertain global economic conditions.

turnitin Page 9 of 12 - Integrity Submission Submission ID trn:oid:::1:3576361731

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Tabel 1. AI-Based Forecasting vs. Traditional Forecasting on Financial Decision Accuracy

No.	Forecasting Model	Input Variables	Prediction Accuracy (%)	Impact on Decision Timeliness	Notes
1	Traditional (Econometric)	GDP, Inflation, Exchange Rate (Historical)	68%	Medium	Slow response to recent shocks
2	AI (Machine Learning)	+ Real-time news, social sentiment	84%	High	Adaptive to market signals
3	AI (Deep Learning - LSTM)	+ Commodity prices, policy announcements	88%	Very High	Recognizes complex temporal patterns
4	AI (Hybrid LSTM + CNN)	All of the above + Technical indicators	91%	Very High	Best performance in simulations

Tabel 2. Key Global Economic Indicators Used in the AI Model

Indicator	Relevance to Financial Decisions	AI Weight (Importance Score)
Inflation Rate	Affects interest cost, pricing, investment timing	0.83
Exchange Rate (USD/IDR)	Critical for import/export-based businesses	0.79
Interest Rate (BI 7-Day Repo)	Influences capital structure decisions	0.77
Oil Price (Brent)	Affects operational costs and inflation	0.68
Global News Sentiment	Reflects external market volatility	0.74

Novelty findings :

1. AI improves prediction accuracy up to 91%, compared to 68% in traditional methods.
2. Hybrid AI models (LSTM + CNN) offer the highest decision-making speed and accuracy.
3. Non-traditional variables such as news sentiment and policy updates significantly influence predictive performance.

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4. This research introduces a novel integration of macroeconomic data, real-time external data, and deep learning into corporate financial strategy—particularly underexplored in developing countries.

5. CONCLUSION

This study concludes that AI driven economic forecasting significantly enhances corporate financial decision-making by providing accurate, real-time insights into global economic trends. By integrating AI into financial planning, companies can anticipate external risks, improve budgeting accuracy, and make more informed strategic decisions. Grounded in decision-making theory, managerial accounting theory, AIS, and the TOE framework, the research highlights AI potential not only as a technological tool but also as a strategic enabler in financial decision-making. While challenges such as infrastructure limitations and organizational resistance persist, especially in developing countries, AI offers transformative potential for financial planning practices. This study contributes to the existing literature by bridging the gap between AI forecasting and corporate financial strategies, offering practical recommendations for leveraging AI in uncertain economic environments.

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