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"SCOPE FOR BUSINESS SOLUTION PROVIDER CONSULTANCIES, ON THE IMPACT OF ARTIFICIAL INTELLIGENCE WORLDWIDE"

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Abstract
The accelerating global adoption of Artificial Intelligence (AI) has catalyzed a paradigm shift across industries, unlocking significant opportunities for Business Solution Provider (BSP) consultancies. The rise of generative AI and evolving regulations such as the EU AI Act are intensifying the need for policy-aware, cross-functional consultancies that can bridge technical, legal, and business imperatives. As the AI landscape matures, BSP consultancies are poised to evolve from implementation partners to strategic innovation advisors, guiding enterprises through the complex interplay of ethics, data sovereignty, and intelligent automation. Given the current trajectory, the scope for BSP consultancies is not only expansive but essential to ensuring equitable and efficient AI integration globally.

Introduction

Artificial Intelligence (AI) is fundamentally reshaping how businesses operate, making it one of the most transformative forces in the global economy today. From automating workflows to enabling predictive analytics, AI is being adopted at a rapid pace across industries—including finance, healthcare, manufacturing, logistics, and education (McKinsey, 2023; World Economic Forum, 2024). However, the full potential of AI remains unrealized in many organizations due to gaps in expertise, strategy, and execution. This growing divide between ambition and implementation has created a critical role for Business Solution Provider (BSP) consultancies, which offer end-to-end guidance—from AI strategy and technology integration to workforce transformation and ethical governance (Accenture, 2023; Forrester, 2022).

The global AI consulting market is experiencing unprecedented growth. According to PwC (2023), AI will contribute over $15.7 trillion to global GDP by 2030, with a significant portion flowing through AI-related services and consulting. Gartner (2023) reports that 80% of large enterprises worldwide are seeking third-party support to scale their AI use cases, particularly in areas such as generative AI, intelligent automation, and AI risk management. Despite these opportunities, Deloitte's (2022) AI Readiness Index shows that only 13% of companies have mature, scalable AI systems, suggesting a large unmet need for consultancies that can bridge the knowledge and capability gap.

A major barrier to effective AI deployment is the shortage of skilled talent. IBM's (2022) Global AI Adoption Index notes that 35% of enterprises cite insufficient in-house AI expertise as the top obstacle to implementation. This opens the door for specialized consultancies to provide AI readiness assessments, implementation roadmaps, and staff reskilling programs (Bain & Company, 2023).

Literature Review

Artificial Intelligence has emerged as a transformative force across the global economy, enabling businesses to automate operations, improve decision-making, and innovate at scale. According to McKinsey (2023), AI has moved from experimental use cases to enterprise-wide adoption, with over 60% of firms deploying AI in areas such as marketing, supply chains, and customer service. Gartner (2023) further reports that AI is no longer an emerging trend but a strategic priority, with 80% of

organizations planning to increase AI spending by 2025. These developments set the stage for consultancies to support integration and scaling processes, especially for companies lacking in-house AIcapabilities. Business Solution Provider consultancies are increasingly being recognized as essential partners in the digital transformation journey. Forrester (2022) highlights that global firms often rely on BSPs to bridge the knowledge gap between business needs and AI technologies. Bain & Company (2023) identifies key consulting roles in AI strategy formulation, talent training, ethical AI adoption, and post-implementation change management. As AI complexity grows, businesses are outsourcing not only implementation but also continuous optimization, governance, and model retraining—tasks that demand cross-domain consulting expertise (Accenture, 2023). While AI adoption is accelerating globally, significant regional disparities create varying scopes for consultancy work. Developed economies such as the U.S., U.K., and Germany have high AI maturity but require specialized consulting for advanced solutions such as generative AI, autonomous systems, and regulation alignment (PwC, 2023). In contrast, emerging markets in Asia, Latin America, and Africa are early in the AI adoption curve and depend heavily on consultancies for foundational AI strategy and skill-building (OECD, 2023; UNESCO, 2023). Statista (2023) shows that AI consultancy demand in Southeast Asia and the Middle East is growing at over 25% CAGR, driven by public and private investment in digital infrastructure.

Main Research Objective

To analyze and evaluate the global scope, demand, and strategic role of business solution provider (BSP) consultancies in facilitating the adoption and integration of Artificial Intelligence (AI) across diverse industries and regions. Supported by European Commission (2023), White House (2023).

Specific Research Objectives

1. To examine the current level of AI adoption across global industries and its influence on the need for consulting services.
2. To identify the core functions and value propositions offered by BSP consultancies in the context of AI implementation and transformation.
3. To analyze regional disparities and emerging market opportunities for AI-focused consultancies in developed and developing economies.
4. To assess the role of BSP consultancies in overcoming barriers to AI integration, including lack of expertise, cost, and organizational readiness.
5. To forecast the future growth and evolution of AI consulting models, including AI-as-a-Service (AIaaS), managed AI services, and platform-based consulting.

Research Questions

1. To what extent is AI being adopted globally across different sectors, and how does this drive the demand for external consulting services?
2. What specific roles and services do business solution provider consultancies offer in AI strategy, deployment, and governance?
3. Which regions show the highest growth potential for AI consulting services, and what are the key drivers in these markets?.

Research Gap

Existing research tends to analyze AI adoption within specific geographies or industries, lacking a comprehensive global perspective that compares the varying consultancy needs between developed and developing economies (OECD, 2023; UNESCO, 2023). There is also insufficient literature

addressing the impact of generative AI tools (e.g., ChatGPT, Gemini, Claude) on the consulting services landscape, despite their growing adoption in business operations.Another gap lies in the lack of quantitative studies or frameworks that measure the effectiveness or ROI of BSP-led AI initiatives, especially in SMEs and public sector projects. Moreover, few studies explore how AI-as-a-Service (AIaaS) models are influencing long-term client-consultancy relationships or the emergence of ethical and governance consulting as a standalone service line.Thus, this study addresses a timely and crucial gap by examining the global scope, functions, and future trajectory of BSP consultancies in the context of AI transformation, with attention to regional differences, sectoral applications, and the rise of generative AI technologies.

Research Sampling, Validity, and Reliability

Sampling Design: To understand the global scope of AI-focused business solution consultancies, this study will adopt a multi-stage, stratified sampling technique with both qualitative and quantitative dimensions.1.1 Population: The target population includes: Executives and consultants working in AI-focused or digital transformation consultancies. Business leaders (CEOs, CIOs, CTOs, etc.) from firms that have adopted or are planning to adopt AI. Industry experts, academic researchers, and policy advisors specializing in AI and digital business models.

1.2 **Sampling Frame:** The sampling frame will consist of: • Registered AI and tech consultancies from business directories (e.g., Crunch base, LinkedIn, Clutch.co), •Firms listed in AI adoption surveys by Gartner, PwC, or IBM reports, Public and private organizations across North America, Europe, Asia-Pacific, and emerging economies. 1.3 **Sampling Technique;** Stratified Sampling: Respondents will be divided by region (e.g., developed vs. emerging economies) and industry (e.g., finance, healthcare, manufacturing). Purposive Sampling: For expert interviews and policy makers. Sample Size: A minimum of 200 respondents will be targeted for survey data to ensure generalizability and statistical relevance, with 20–30 expert interviews conducted for deeper qualitative insights.

2. **Validity of the Study**

2.1 **Content Validity**: The questionnaire and interview protocols will be designed based on validated constructs from existing AI adoption and consulting literature (e.g., Deloitte AI Readiness Index, McKinsey's AI implementation framework), ensuring that all critical dimensions—strategy, execution, governance, and ethics—are covered.

2.2 **Construct Validity**

Pilot testing with 15–20 respondents (both from client and consultancy sides) will be conducted to ensure that the questions reflect the intended theoretical constructs, such as: Perceived impact of consultancies,•Confidence in AI consulting services, Regulatory compliance and ethical alignment.

2.3 **External Validity: To** enhance generalizability, the study will include respondents from a diverse set of geographies, company sizes (SMEs to MNCs), and industries—accounting for cross-regional and sectoral variability in AI consultancy needs.

3. **Reliability of the Study:**

3.1 **Internal Consistency Reliability:** The Cronbach's Alpha coefficient will be computed for each multi-item scale (e.g., perceptions of consultancy value, AI readiness support) to ensure internal consistency. A coefficient ≥ 0.70 will be considered acceptable for each construct.

3.2 **Test-Retest Reliability:** A subset of 30 respondents will be re-surveyed after a two-week interval to assess consistency of responses over time using test-retest correlation analysis.

3.3 **Inter-Rater Reliability:** For qualitative expert interviews, multiple coders will analyze responses using a shared thematic framework to ensure coding reliability, with Cohen's Kappa used to measure agreement where applicable.

Research Methodology

Research Design: This study adopts a mixed-methods research design combining both quantitative and qualitative approaches to capture a comprehensive understanding of the global scope of business solution provider (BSP) consultancies in AI implementation. The design enables triangulation—cross-verifying findings from multiple sources to enhance credibility and depth.

Quantitative Phase: A structured questionnaire will be used to collect survey data from business executives and consultants.

Qualitative Phase: Semi-structured interviews will be conducted with AI experts, policy makers, and senior consultants to gather nuanced insights.

Type of Research

Descriptive Research: To describe the current state of AI consultancy services globally.
Exploratory Research: To explore emerging trends, regional disparities, and new business models (e.g., AI-as-a-Service).

Cross-sectional: Data will be collected at a single point in time from respondents across different regions and sectors.

3. Sources of Data

3.1 Primary Data, Online Survey Questionnaire (Likert-scale items): Distributed to professionals across industries using platforms like LinkedIn, email, and industry forums.

Expert Interviews: Conducted via video calls or transcripts, recorded with permission.
3.2 Secondary Data: Industry reports (e.g., McKinsey, PwC, Deloitte, Gartner). Academic journals (Scopus, SSRN, Elsevier, Springer). Regulatory policy documents (e.g., EU AI Act, U.S. AI Executive Order).Government databases (e.g., OECD, UNESCO, Statista).

4. **Sampling Method:** Stratified Sampling: By geography (developed vs. emerging markets), industry (finance, healthcare, etc.), and organization size (SME vs. MNC).Purposive Sampling: For expert interviews (consultancy leads, AI advisors, regulators).Sample Size: Minimum of 200 survey respondents and 20–30 expert interviews.

5. **Data Collection Tools: Structured Questionnaire:** Contains both closed-ended (Likert scale) and a few open-ended questions.

Interview Protocol: Semi-structured, based on themes like AI strategy, ethics, consulting gaps, and generative AI use.

Tools: Google Forms or Qualtrics for surveys; MS Teams/Zoom for interviews.

6. **Data Analysis Techniques:** Quantitative Data (Survey), Descriptive Statistics: Frequency, mean, standard deviation. Inferential Statistics: Correlation analysis (to find relationships between AI consulting effectiveness and variables like region, sector). Regression analysis (to predict demand for AI consultancies based on organizational characteristics). SPSS software will be used for statistical analysis.

Qualitative Data (Interviews) Thematic Analysis: Identifying recurring themes and patterns using coding. Software: Vivo or manual coding with inter-rater verification.

7. **Validity and Reliability :**Content and construct validity ensured through pilot testing and expert reviews, Reliability measured using Cronbach's Alpha (≥0.70) for internal consistency, Test-retest reliability and inter-rater reliability applied where relevant (see previous section for detail).

Ethical Considerations: Informed consent will be obtained from all participants. Confidentiality and anonymity of responses will be maintained. The study will comply with institutional ethical guidelines and GDPR standards where applicable.

Pearson Correlation Matrix

Variable 1	Variable 2	Correlation Coefficient (r)	p-value	Significant
Generative	Impact future use	–0.001	-0.9871	No
Skill Gap	External Consulting	0.005	0.9442	No
Consulting Expertise	Value added	–0.139	0.0490	yes
Apriority	Future Use	0.157	0.0261	Yes
AIaa'S_Preference	Strategic Partnership	0.098	0.1654	No

Form the above table AI_Priority ↔ Future Use (r = 0.157, p = 0.0261), There is a significant positive correlation, indicating that organizations that prioritize AI are more likely to continue engaging AI consultancy services. Consulting Expertise ↔ Value-added (r = –0.139, p = 0.0490) A significant but negative correlation, suggesting that in some cases, perceived expertise does not directly align with perceived value—possibly due to mismatched expectations or cost-effectiveness concerns. Other Pairs (Not Significant). Skill Gap ↔ External Consulting (p = 0.9442): No significant correlation; organizations with internal skill gaps may not consistently turn to consultancies. Generative Impact ↔ Future Use (p = 0.9871): Despite the buzz around Genial, it does not yet strongly influence consultancy usage decisions. AIaaS_ Preference ↔ Strategic Partnership (p = 0.1654): Weak relationship, possibly indicating that Alas is still an emerging model.

Multivariate Regression Summary
Dependent Variable: Future Use (Intention to continue using AI consultancies).
Independent Variables:

1. Apriority.
2. Skill Gap.
3. Consulting Expertise.
4. Generative Impact.
5. AIaaS_Preference.

Coefficient Table (Key Results)

Variable	B Unstandardized Coeff.)	Std Error	T	P Value Sign	Significance
Constant	3.169	0.269	11.76	0.00	yes
AI Priority	0.184	0.065	2.84	0.005	yes
Skill Gap	-0.038	0.057	-0.67	0.504	No
Consulting Expertise	-0.110	0.060	-1.83	0.069	Marginal
Generative Impact	0.023	0.052	0.45	0.656	No
Aiaas_Preference	0.065	0.054	1.21.	0.229	No

From the above table AI_Priority is the only strong predictor: Organizations that prioritize AI are significantly more likely to continue using AI consultancy services (p = 0.005). Consulting Expertise shows a marginal negative trend (p = 0.069), suggesting firms may reassess consultancy value.Skill gap, generative AI impact, and AIaaS preference do not significantly predict continued use of AI consultancies at this stage.

Regression Analysis Interpretation

Dependent Variable: Future Use (Likelihood to continue using AI consultancies).

Independent Variables

1. AI_Priority
2. Skill Gap
3. Consulting Expertise
4. Generative Impact
5. AIaaS_Preference

Summary of Key Findings

Variable	Coefficient (B)	P-Value	Significance
AI priority	+0.184	0.005	Yes
Skill Gap	–0.038	0.504	No
Consulting expertise	-0.110	0.069	No
Generative Impact	+0.023	0.656	No
AIaaS_Preference	+0.065	0.229	No

From the above table The multivariate regression analysis reveals that AI_Priority is the only statistically significant predictor (p = 0.005) of continued engagement with AI consultancies. This indicates that the more an organization prioritizes artificial intelligence at a strategic level, the higher the likelihood it will rely on external consultancy support in the future. Interestingly, Consulting Expertise showed a weak negative association with future use (p = 0.069), suggesting that firms may not equate perceived expertise with long-term value—possibly due to cost, scalability, or in-house transition preferences. Other variables like Skill Gap, Generative Impact, and AIaaS_Preference were not statistically significant, indicating that current organizational AI maturity and consultancy dependence are more closely tied to strategic intent than to technical trends or emerging models.

Conclusion

This study explored the evolving role and strategic importance of business solution provider (BSP) consultancies in the context of global AI adoption. Using multivariate analysis on data collected from 200 professionals across industries and regions, it was found that organizational prioritization of AI is the strongest predictor of continued consultancy engagement. Other variables—such as AI skill gap, preference for AI-as-a-Service, and generative AI impact—were not statistically significant predictors of future consultancy use. This suggests that consultancy demand is driven more by strategic vision than by technical complexity alone, aligning with findings from McKinsey (2023) and Deloitte (2022), which emphasize the importance of executive alignment in digital transformation success.

Limitations

1. Cross-sectional Design: The study only captures data at a single point in time and cannot assess evolving consultancy needs as AI technologies mature.
2. Self-reported Data: Responses may be affected by personal bias or organizational PR narratives, potentially inflating AI adoption metrics.
3. Geographic Representation: Though global in scope, emerging economies were underrepresented compared to North America and Europe.
4. Limited Generative AI Data: The role of generative AI tools like ChatGPT, Gemini, and Claude is still emerging, and their impact may grow significantly over the next few years.

Implications

For Practice: Consultancies should focus on strategic alignment with client vision, not just technical deployment. AI planning must be embedded in organizational culture and leadership. Generative AI potential remains underutilized. Firms are not yet clear on how consultancies can help them apply GenAI tools safely and efficiently.

For Policy: Regulators and governments should support AI consultancy ecosystems through ethical AI frameworks, skill development, and SME affordability models (UNESCO, 2022; EU AI Act, 2023).

For Academia: The study provides a foundational model for analyzing AI consultancy ROI, client-consultant trust, and service innovation potential—topics that require longitudinal research (Brynjolfsson & McAfee, 2017).

Recommendations

Encourage region-specific standards and certification to build trust in cross-border consultancy Expand Consulting into Ethical AI and Change Management: Future consultancies must broaden their offerings to include ethical compliance, workforce upskilling, and cultural transformation .Introduce AI Readiness Indices for SMEs: Smaller firms require affordable tools to assess their readiness for AI and choose consultants accordingly .Track Generative AI Integration: Regularly assess how emerging generative AI tools are reshaping consulting roles and client expectations.

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