

## The Impact of ChatGPT Enterprise on Knowledge Management: Opportunities, Challenges and Implications\*

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### Abstract

The rapid advancement of generative artificial intelligence is transforming the ways in which organizations create, manage, and disseminate knowledge. While previous research has explored the general implications of AI-driven systems in knowledge management (KM), a clear gap remains regarding the enterprise-specific impact of ChatGPT Enterprise, particularly with respect to governance, data protection, organizational readiness, and integration into existing KM infrastructures. This paper addresses this research void by examining how ChatGPT Enterprise influences knowledge creation, storage, retrieval, and collaboration in organizational settings. Drawing on an integrative literature review and conceptual analysis, the study synthesizes existing KM frameworks with emerging insights on large language models (LLMs) in enterprise environments. The methodological approach includes a structured assessment of opportunities and risks, focusing on capabilities such as secure knowledge augmentation, enhanced decision support, and scalable organisational learning, as well as challenges related to model reliability, bias, employee acceptance, and the need for revised KM governance structures. The findings highlight that ChatGPT Enterprise can significantly enhance knowledge accessibility and the efficiency of knowledge-intensive processes, provided that organizations implement robust governance mechanisms, clear guidelines for responsible AI use, and a balanced alignment between technological capabilities and human expertise. The paper concludes with practical implications for managers and scholars, emphasising that the effective adoption of ChatGPT Enterprise requires both technological integration and organisational maturity to maximise value creation while mitigating emerging risks.

**Keywords:** knowledge management, ChatGPT Enterprise, generative artificial intelligence, AI governance

### Introduction

In today's fragile world of work, the ability to exchange and retrieve up-to-date information has become a crucial success factor. Efficient KM is therefore considered one of the most important strategic activities for effectively addressing organisational challenges (Durst et al., 2023). In this context, KM is increasingly viewed as a key discipline that supports the creation, sharing and use of knowledge within organisations (Becerra-Fernandez et al., 2024). However, despite its growing strategic importance, it remains unclear how and where knowledge is generated, processed and applied in modern environments. Bünnagel (2024) stresses that organisations must decide whether knowledge should be researched, reproduced or generated and how these modes are supported within existing processes and infrastructures.

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Despite its recognised relevance, many organisations still struggle with fragmented systems and siloed structures. According to IDC data, professionals lose up to 50% of their working time each week, about 30% searching for data and 20% preparing it, resulting in substantial productivity losses for organisations (Curry, 2018). Fallmann (2021) attributes these issues to a lack of cross-functional connectivity, while Kohl et al. (2020) emphasise outdated KM infrastructures that fail to reflect the dynamic nature of knowledge work. Historically, document-based KM tools were modelled after search engines and focused on the storage and retrieval of explicit knowledge (Schirmer-Kaegebein & Reinheimer, 2020). These approaches are increasingly reaching their limits amid rising complexity, distributed teams and real-time decision-making. As Holtel (2024) notes, the COVID-19 pandemic further accelerated digital transformation and exposed the weaknesses of traditional KM systems.

In response, generative AI is being explored to rethink how knowledge is created, structured and made accessible. Although AI has been discussed for decades, its application in KM gained real momentum only recently. The public release of ChatGPT in 2022 sparked broad interest, but the launch of ChatGPT Enterprise in 2023 marked a potential shift in enterprise-level knowledge work (OpenAI, 2023a). ChatGPT Enterprise offers natural language interaction, organisational integration, data protection and scalability, enabling employees to interact with knowledge more intuitively, beyond rigid file structures or manual searches. However, the implications of these capabilities for KM processes, governance and culture remain largely unexplored, representing a significant gap in current academic research.

This paper explores how ChatGPT Enterprise can act as a structural enabler of change in organisational knowledge management, supporting the generation, sharing and use of knowledge. The aim is to conceptually evaluate its role in KM based on established theoretical frameworks and current organisational challenges. A narrative literature review synthesises relevant academic and practical perspectives, with particular attention to employee acceptance, change management and the tension between tacit and explicit knowledge.

## **Research Methodology**

This study is based on a narrative literature review conducted to examine the role and impact of ChatGPT Enterprise on KM in organisational contexts. Unlike systematic reviews, this approach allows a flexible synthesis of theoretical and applied perspectives and provides contextual depth for analysing emerging technologies. Literature was identified through academic databases (Google Scholar, Springer Nature, Wiley Online Library, ScienceDirect, and Emerald Insight) and targeted web searches, including the OpenAI website, sector reports, blogs, and company case studies. The search strategy, derived from the research question, focused on generative AI within KM and digital workplace transformation, using terms such as AI, Generative AI, ChatGPT Enterprise, Knowledge Management, Knowledge Transfer, Change Management, Data Protection, and AI Ethics.

Selection criteria covered topicality (preferably within the past five years), scientific credibility, and thematic relevance. Foundational works on KM or change management were included regardless of publication date. Because ChatGPT Enterprise was launched only in 2023, peer-reviewed studies on its organisational use remain scarce; consequently, some references come from industry reports and vendor documentation that were critically assessed. Only sources explicitly addressing the Enterprise version were included to avoid conceptual overlap with the public ChatGPT model. Budhwar et al. (2023) stress that many publications conflate both versions, leading to generalised assumptions. In contrast, this paper focuses exclusively on ChatGPT Enterprise to ensure conceptual precision and organisational relevance, consistent with Hu et al. (2023), who emphasise contextual analysis of generative AI tools in structured corporate settings.

## **Research Results**

### ***Key Features and Capabilities of ChatGPT Enterprise***

Imagine a world where communication with machines mirrors human conversation, where technology understands not only words but also intent (Schumann, 2024). ChatGPT is a state-of-the-art generative language model based on a transformer architecture capable of interpreting complex linguistic structures and generating context-dependent responses (Hu et al., 2023). It is characterised by advanced conversational capabilities that enable fluid interaction between users and the system. Trained on extensive datasets and refined through reinforcement learning with human feedback, it delivers coherent, contextually appropriate answers.

The underlying technology, Large Language Models (LLMs), processes and generates human-like text by capturing semantic relationships and linguistic context (Schumann, 2024). This allows the transformation of

unstructured data into coherent, structured output, supporting content creation, real-time communication, translation and intelligent information retrieval.

In August 2023, OpenAI introduced ChatGPT Enterprise, a version designed specifically for corporate environments. It provides unrestricted GPT-4 access, extended input capacity, analytics capabilities and enterprise grade data protection (OpenAI, 2023a). Concerns about data privacy and confidentiality have been addressed through encryption, the exclusion of enterprise data from model training and compliance with SOC 2 standards. SOC 2 is a security framework developed by the American Institute of Certified Public Accountants (AICPA, n.d.) to ensure that third party providers handle client data responsibly. As noted by Perry (2024), ChatGPT Enterprise meets this certification, which demonstrates compliance with industry recognised data protection and governance standards. Microsoft (2024) emphasises the importance of transparent and verifiable governance frameworks for building trust in AI systems, while IBM (2023) highlights complementary measures such as role based access control and auditing within secure infrastructures.

**Table 1: Key Features and Security Capabilities of ChatGPT Enterprise**

Security & data protection	Access to GPT-4	Advanced functions	Administration tools
Complete control over your company data. OpenAI does not use company data or conversations for training purposes, and the models do not learn from use.	There are no usage limits for GPT-4, so the AI can be used without restrictions.	With 32,000 tokens, longer inputs or files can be processed, making it easier to analyse complex information.	A central administration console makes it easy to manage team members, including domain verification, single sign-on (SSO) and usage insights.
All conversations are encrypted both during transmission and when the device is in standby mode.	The performance of GPT-4 is up to twice as fast as the standard version, which increases efficiency.	Access to advanced data analysis tools makes it possible to quickly analyse and visualize data.	
ChatGPT Enterprise fulfills the SOC 2 standards, which is a high security and data protection guarantee.		Companies can customise ChatGPT to their specific needs, including the creation of shared chat templates and integration into existing workflows.	

*Source: Own processing based on OpenAI (2023a)*

Although the core architecture is shared with the public version, ChatGPT Enterprise enables organisations to integrate internal knowledge sources securely, develop domain-specific applications and centrally manage users and policies. Shared chat templates foster standardisation and cross-functional knowledge sharing (OpenAI, 2023a). OpenAI (2023b) announced additional enterprise features such as enhanced personalisation, custom GPTs and assistants tailored to organisational functions, and self-service integrations with corporate data environments. These developments show how generative AI is evolving from a support tool into a strategic element of digital enterprise architecture, transforming how organisational knowledge is accessed and applied.

### ***Comparison with Traditional KM Tools***

While many organisations have relied on traditional KM systems for decades, increasing complexity and distributed work have exposed their limitations. These systems often require manual tagging and offer limited contextual search capabilities. Schirmer-Kaegebein and Reinheimer (2020) note that such tools fail to provide intuitive access to knowledge and lack integration with modern collaboration platforms. According to Fallmann (2021), users report low acceptance due to outdated interfaces, fragmented structures and rigid information architectures. Traditional KM tools are not embedded in daily workflows, forcing users to interrupt tasks to retrieve information. This disconnect increases cognitive load and reduces usability. Kohl et al. (2020) attribute

these weaknesses to underinvestment in adaptive KM infrastructures that reflect the real-time nature of knowledge work.

In contrast, ChatGPT Enterprise introduces a more dynamic, user-centric approach. It supports natural language interaction, contextual understanding and integration through APIs and custom modules. OpenAI (2023a, 2023b) emphasise that the Enterprise version is built for scalability, performance and compliance, making it suitable for secure business environments.

**Table 2: Comparison of ChatGPT Enterprise and Traditional KM Tools**

Aspect	Traditional KM Tools	ChatGPT Enterprise
Information Provision	Provide access to structured data and predefined repositories.	Offer conversational, context-aware access to distributed knowledge.
Efficiency	Optimise workflows but require manual tagging and updates.	Automate retrieval, summarisation and integration into workflows.
Data & Up-to-dateness	Rely on fixed databases needing regular updates.	Continuously trained on large text corpora for current knowledge.
Interaction Method	Search-based, document-oriented interfaces.	Natural-language dialogue, intuitive and user-friendly.
Adaptability	Require manual configuration.	Customisable via company-specific data for contextual responses.

*Source: Own processing based on Holtel (2024), Matthews (2013), OpenAI (2023b)*

The comparison highlights two distinct paradigms: traditional systems rely on static repositories prioritising control and consistency, while ChatGPT Enterprise enables contextual, adaptive and conversational access to distributed knowledge. Conventional tools rely on static documents for onboarding, whereas ChatGPT Enterprise can provide adaptive, dialogue-based guidance tailored to individual roles and workflows (OpenAI, 2023a, 2023b). Matthews (2013) argues that effective KM must foster meaning-making and internalisation; ChatGPT Enterprise supports this through guided exploration and contextual learning.

This shift is particularly relevant in decentralised work environments where conventional structures are too rigid for agile decision-making. Generative AI's ability to personalise, summarise and deliver knowledge conversationally reduces information overload and enhances organisational learning (Holtel, 2024). These systems also act as intermediaries between siloed information sources, supporting cross-functional collaboration. The convergence of LLM-based conversational systems with modular KM platforms may create hybrid environments where humans and AI jointly structure and apply knowledge, raising questions of trust and control (Schümann, 2024).

### ***Implementation Examples of ChatGPT Enterprise***

Several organisations have integrated ChatGPT Enterprise into their workflows to enhance productivity, decision-making and user support. PwC plans to roll out the system to more than 100,000 employees in the United States and the United Kingdom. Joe Atkinson, Chief Products and Technology Officer at PwC U.S., describes this initiative as a continuation of earlier AI investments and part of the firm's upskilling strategy (Peakflo, 2024).

According to Lewanczik (2023), early adopters such as The Estée Lauder Companies and Canva are using ChatGPT Enterprise to adapt workflows and accelerate individual work steps. These examples illustrate the versatility of ChatGPT Enterprise across different organisational contexts. While traditional systems often struggle with contextualisation, language model approaches can tailor content to specific organisational needs. Holtel (2024) identifies adaptability as a defining feature of AI-supported knowledge management, allowing technological logic to align with organisational practice.

Klarna CEO Sebastian Siemiatkowski highlights ChatGPT Enterprise as a driver of employee upskilling and customer service quality for 150 million users. On OpenAI’s website (2023a), he notes that the system “unlocks new levels of team performance.” Budhwar et al. (2023) argue that AI tools accelerate routine processes and promote cross-boundary knowledge sharing.

Integrating ChatGPT Enterprise into core workflows reflects a shift toward embedded knowledge ecosystems. Matthews (2013) emphasises that effective knowledge management depends on dynamic interaction rather than static repositories. By mediating between users and dispersed content, ChatGPT Enterprise enables fluid access to institutional knowledge and reduces friction in decision-making.

Lewanczik (2023) and Perry (2024) report diverse applications of ChatGPT Enterprise across industries, illustrating its growing role in both customer-facing and internal processes. Successful integration depends on infrastructure maturity, clear responsibilities and cultural readiness. Bünnagel (2024) underscores the need for defined knowledge structures, and Holtel (2024) highlights governance mechanisms for sustainable adoption.

To support organisations in addressing these challenges, the following checklist summarises practical insights, governance principles and strategic knowledge management considerations in a structured implementation roadmap.

**Table 3: Implementation Checklist for ChatGPT Enterprise**

Phase	Key Actions	Guiding Questions
1. Needs Analysis	<ul style="list-style-type: none"> <li>Identify knowledge gaps and bottlenecks</li> <li>Prioritise use cases with measurable impact</li> </ul>	<p>Where is knowledge underused? Where do we lose efficiency?</p>
2. Goal & Use Case Definition	<ul style="list-style-type: none"> <li>Select a clear pilot area</li> <li>Define KPIs and expected outcomes</li> </ul>	<p>What exactly should ChatGPT do? How will we measure success?</p>
3. Data & Access Strategy	<ul style="list-style-type: none"> <li>Identify relevant and clean data</li> <li>Define role-based access control</li> </ul>	<p>Which content is accessible? Who gets which permissions?</p>
4. Technical Integration	<ul style="list-style-type: none"> <li>Connect to internal systems (via API or admin console)</li> <li>Ensure data privacy and encryption</li> </ul>	<p>Which tools need to be connected? Is our setup secure?</p>
5. Governance & Compliance	<ul style="list-style-type: none"> <li>Involve legal, data protection, and IT security teams</li> <li>Set responsibility boundaries</li> </ul>	<p>Who monitors the system? What risks must be mitigated?</p>
6. Change Management	<ul style="list-style-type: none"> <li>Communicate purpose and benefits clearly</li> <li>Provide AI literacy and onboarding training</li> </ul>	<p>How do we gain trust? What support do users need?</p>
7. Evaluation & Scaling	<ul style="list-style-type: none"> <li>Track usage and impact metrics</li> <li>Expand based on results and user feedback</li> </ul>	<p>What worked? What can be improved or extended?</p>

*Source: Own processing based on Bünnagel (2024), Holtel (2024), Lewanczik (2023), OECD.AI (2024)*

This roadmap shows that success requires more than technical deployment. Key enablers include transparent communication, cross-departmental collaboration and continuous user feedback. Bünnagel (2024) notes that AI tools must be embedded within learning cultures, while Holtel (2024) emphasises that responsible implementation depends on governance structures, organisational trust and long-term adaptation to business needs.

## Discussion

### *Ethical, Privacy and Governance Considerations*

As generative AI becomes integrated into knowledge processes, ethical and regulatory concerns grow. Systems such as ChatGPT Enterprise raise issues of data protection, accountability, transparency and bias that extend beyond technical implementation to organisational culture.

A key challenge is biased or incomplete output caused by limitations in training data. IBM (2023) notes that AI generated content can reflect the assumptions and blind spots of its sources, which may lead to misleading results if not reviewed. This is particularly relevant in knowledge management, where users might treat AI responses as authoritative without verification.

Another concern arises when AI supports or replaces decision making in sensitive contexts. Transparency about system output is essential. Holtel (2024) observes that many organisations lack routines to validate AI generated knowledge, increasing the risk of misapplication. Explainability, or understanding how a model reaches conclusions, remains a barrier to trust. Microsoft (2024) recommends combining explainability with continuous human review and validation to maintain contextual integrity.

Compliance with legal frameworks is critical. The European Union and European Commission (2021) classify AI systems used for employment, worker management and access to work as high risk applications requiring documentation and oversight, categories that may include enterprise language model systems. Organisations must ensure that AI generated knowledge can be traced and audited through human review, role based access and accountability structures.

Trust is essential for responsible adoption. OECD.AI (2024) emphasises fairness, robustness and accountability. While SOC 2 compliance provides safeguards such as encryption and access control (OpenAI, 2023b), it does not address user autonomy or governance culture. Perry (2024) finds that some organisations remain hesitant due to limited AI literacy and unclear responsibilities, while Bünnagel (2024) notes that hierarchical structures can conflict with AI supported knowledge flows.

To address these challenges, companies need governance frameworks with clear oversight and stakeholder involvement. Ethical deployment of ChatGPT Enterprise should be an ongoing responsibility within risk management. Microsoft (2024) advocates continuous monitoring and cross departmental coordination.

Delegating decision making to AI also shifts responsibility from individuals to systems and providers. Nieswandt et al. (2019) highlight that this complicates liability and requires legal clarification, especially when AI output affects business or legal decisions. Human oversight therefore remains essential.

### ***Potential Resistance from Employees***

The introduction of AI tools such as ChatGPT Enterprise can create uncertainty and resistance among employees. These reactions often stem from fears of job loss, reduced autonomy or the devaluation of expertise. Emotional responses range from discomfort to scepticism. As Kotter (2012) notes, such reactions are common in transformation processes and part of the emotional dynamics of organisational change.

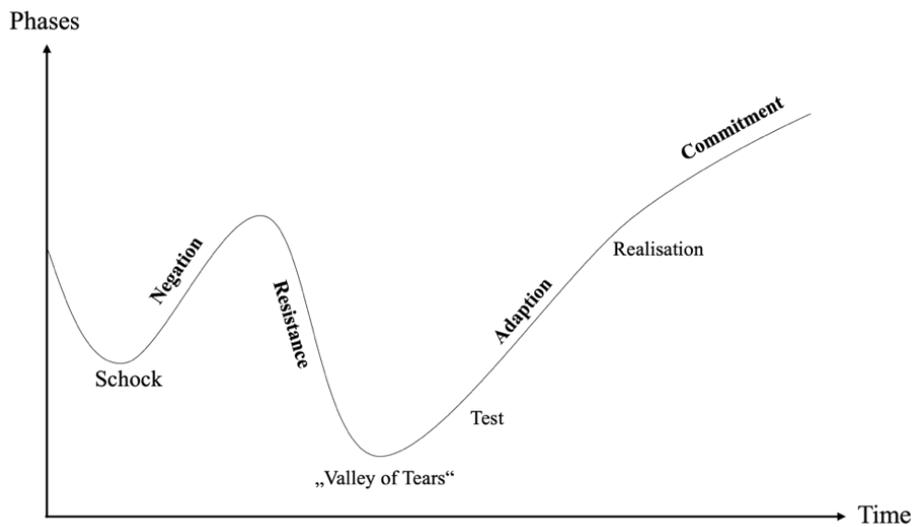
The Microsoft Work Trend Index (2023) shows that while employees recognise the productivity benefits of generative AI, many feel overwhelmed by the pace of change. The study highlights a tension between enthusiasm for innovation and fear of losing control. This underlines the need for strategies that balance efficiency with psychological safety and participation. Kotter (2012) stresses that successful transformation requires a clear vision, stakeholder engagement and consistent communication to build alignment.

Employee apprehension often results from insufficient information or involvement. When systems are introduced without explanation or training, employees may feel excluded or threatened. Holtel (2024) emphasises that trust develops only when users are actively engaged and experience the technology as supportive. Matthews (2013) adds that effective knowledge work requires not only access to information but also time to internalise and interpret it.

The Kübler Ross model (1974), originally developed to describe stages of grief, has been applied to organisational transitions and identifies phases such as denial, anger, negotiation, depression and acceptance. These stages are also relevant for AI adoption, particularly when implementation is rapid and top down. The model helps anticipate reactions and design supportive interventions.

Organisational culture strongly influences acceptance. Bünnagel (2024) argues that companies must create spaces for reflection and dialogue when introducing generative AI. Such discussions should clarify the system's purpose, boundaries and impact on collaboration, especially in decentralised environments where AI must align with lived work experience. Becerra Fernandez et al. (2024) note that knowledge strategies should include mechanisms for learning from employees and incorporating feedback. AI implementation must therefore be both a technical and cultural learning process. Leaders have a responsibility to moderate expectations, promote open dialogue and legitimise experimentation without penalising failure.

Resistance should not be viewed only as an obstacle but as an opportunity to reveal concerns and encourage constructive exchange. Addressed early and transparently, these concerns can provide valuable feedback for shaping inclusive and ethically sound adoption strategies. In this way, resistance can evolve from a symptom of dysfunction into a source of resilience and long term learning.



**Figure 1: Phases of Emotional Response to Organizational Change**

Source: Own interpretation based on Kübler-Ross (1974)

### ***Embedding ChatGPT Enterprise in Corporate Knowledge Strategies***

ChatGPT Enterprise has the potential to transform organisational knowledge management structures. Beyond current use cases, it offers new opportunities for improving efficiency, structuring knowledge and supporting innovation in knowledge based processes. Dávideková et al. (2020) describe four key phases in the knowledge management lifecycle that AI can enhance: creation, storage, sharing and application.

Aligning generative AI with this framework requires careful interface design and context sensitive integration. Knowledge management should be seen not as an isolated operational function but as a strategic capability that shapes innovation and organisational resilience (Durst et al., 2023). Its impact is realised only when embedded into leadership, communication and decision making processes (Becerra Fernandez et al., 2024).

Matthews (2013) emphasises that effective knowledge management depends not only on systems but also on the people and culture that support them. Hu et al. (2023) add that algorithms produce meaningful outcomes only when trained on high quality and contextually relevant data. Organisations must therefore set clear objectives, define responsibilities and engage employees throughout the implementation process. Budhwar et al. (2023) underline that developing an AI enabled learning culture requires both technological readiness and organisational alignment. Lancaster (2019) stresses that sustainable performance depends on a continuous learning strategy that links development goals with measurable results.

Schumann (2024) notes that cultural maturity and strategic adaptability determine whether generative AI is perceived as empowering or intrusive. In hierarchical organisations, such systems may reinforce control patterns unless guided by reflective leadership and open communication.

The World Economic Forum predicts that AI adoption could result in a net loss of fourteen million jobs worldwide by 2027 (Bouissou, 2023). These forecasts highlight both the economic scale of change and the need to balance

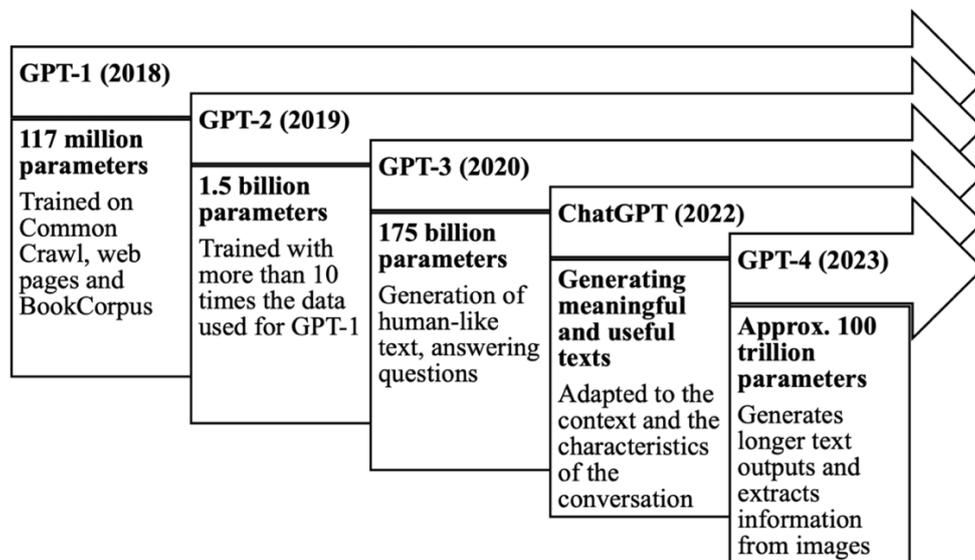
innovation with workforce stability. ChatGPT Enterprise can contribute to this balance when embedded thoughtfully, technologically, ethically and socially within corporate knowledge strategies.

## Future Outlook and Conclusion

Since its release in August 2023, ChatGPT Enterprise has gained strong traction in the corporate sector. OpenAI reports more than six hundred thousand active users, compared with one hundred fifty thousand in January 2024 (Bloomberg, 2024). Brad Lightcap, COO of OpenAI, notes that demand continues to accelerate. As generative AI expands, companies will use such systems not only to retrieve information but also to anticipate needs, recommend actions and support decisions in real time (Lewanczik, 2023). Strategic foresight may also become more data driven, enabling early risk identification (Holtel, 2024).

The need for strong governance mechanisms is growing. Frameworks such as IBM’s watsonx.governance (IBM, 2023) and the OECD AI Principles (OECD.AI, 2024) provide guidance for managing risk and ensuring accountability. Future versions of ChatGPT Enterprise are expected to offer deeper integration with enterprise software, enhanced customisation and stronger privacy protection (Lewanczik, 2023). Bünnagel (2024) stresses that outputs must remain interpretable and aligned with human values, while Holtel (2024) highlights transparency and trust as essential for long term acceptance.

New developments may include specialised AI agents for legal analysis, compliance monitoring and operational forecasting (Lewanczik, 2023). These advances mark the shift from ChatGPT Enterprise as an assistive tool to an embedded infrastructure element. Seeber et al. (2019) propose viewing AI not only as a tool but as a collaborative teammate, redefining roles and decision structures in knowledge intensive work. To use ChatGPT Enterprise effectively, organisations must define goals, assign responsibilities and engage employees. Budhwar et al. (2023) emphasise that building an AI enabled learning culture requires technological readiness and organisational alignment. Schümann (2024) adds that cultural maturity determines whether AI is perceived as empowering or controlling.



**Figure 2: Technological Evolution of OpenAI’s GPT Models (2018–2023)**

*Source: Own processing based on Budhwar et al. (2023)*

Competition in the enterprise AI market is intensifying. Companies such as Anthropic and Google DeepMind are launching models like Claude and Gemini that challenge OpenAI’s position (Kannenberg, 2024). Although OpenAI benefits from its partnership with Microsoft, competitors narrow the gap. To maintain leadership, OpenAI plans to expand ChatGPT Enterprise with personalised assistants, role based tools and deeper data integration (Lewanczik, 2023).

As generative AI becomes embedded in enterprises, organisational AI literacy will be essential. The ability to interpret and guide system output will distinguish adaptive teams from reactive ones (Budhwar et al., 2023). New roles such as AI moderators, prompt designers and knowledge stewards are emerging to link technical capability

with operational expertise (Perry, 2024). Integrated into HR, compliance and KM structures, these roles help organisations align people, systems and values within a responsible and adaptive transformation framework (Perry, 2024).

This study analysed the impact of ChatGPT Enterprise on organisational knowledge management in the context of digitalisation and growing workplace complexity. Traditional KM systems often lack scalability and usability, leading to fragmented practices and limited strategic relevance. Conversational AI, particularly ChatGPT, can transform how knowledge is accessed, created and shared. By enabling natural language interaction, ChatGPT Enterprise lowers barriers to information and reduces reliance on manually curated repositories. With features for data protection, scalability and integration, it offers a viable approach to modernising knowledge processes.

Effective implementation depends on more than technical deployment. The success of AI supported knowledge management relies on the quality of organisational knowledge and cultural readiness. Knowledge management must be treated as a strategic, cross functional capability requiring clear governance, adaptive processes and a culture that values knowledge sharing. Employees and leaders must view knowledge work as part of daily value creation, supported by guidelines, incentives and evaluation metrics aligned with organisational goals.

Beyond operational improvement, ChatGPT Enterprise acts as a structural catalyst for change. Schümann (2024) notes that such systems can reshape decision logic, organisational control and perceptions of autonomy. Seeber et al. (2019) propose viewing AI as a collaborative teammate that redefines responsibilities and interactions in knowledge intensive work. As boundaries between human and machine knowledge blur, ethical and regulatory considerations such as transparency, bias prevention and accountability become critical. Matthews (2013) argues that knowledge management professionals will increasingly mediate meaning across evolving epistemic cultures.

While this paper provides a conceptual foundation, further empirical research is needed. Longitudinal and sector specific studies should examine ChatGPT Enterprise's impact on knowledge retention, collaboration and employee behaviour. If implemented thoughtfully and embedded holistically, ChatGPT Enterprise can become a cornerstone of next generation knowledge management, strengthening organisational resilience, innovation and decision quality in data driven environments.

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