

Understanding the Impact of AI-Mediated Communication on Trust Formation and Negotiation Outcomes in Professional Remote Collaboration

Natalie Nkembuh

Department of Communication, European International University, Paris, France

Email: nkembuh.natalie@yahoo.fr

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Abstract

This study investigates the effects of AI-mediated communication (AMC) on trust-building and negotiation outcomes in professional remote collaboration settings. Through a mixed-methods approach combining experimental design and qualitative analysis (N = 120), we examine how AI intermediaries influence communication dynamics, relationship building, and decision-making processes. Results indicate that while AMC initially creates barriers to trust formation, it ultimately leads to enhanced communication outcomes and stronger professional relationships when implemented with appropriate transparency and support. The study revealed a 31% improvement in cross-cultural understanding and a 24% increase in negotiation satisfaction rates when using AI-mediated channels with proper transparency measures. These findings contribute to the theoretical understanding of technology-mediated communication and practical applications for organizations implementing AI communication tools.

Keywords

AI-Mediated Communication, Trust Formation, Professional Collaboration, Negotiation Outcomes, Remote Work

1. Introduction

Integrating artificial intelligence into professional communication represents a fundamental shift in how organizations manage information flow and relationship building. As remote work becomes increasingly prevalent, understanding the

role of AI-mediated communication (AMC) in professional settings has become crucial for organizational success. Recent statistics indicate that 67% of global organizations now employ AI-mediated communication tools, yet their impact on professional relationships and negotiation outcomes still needs to be better understood.

This study investigates the effects of AI-mediated communication on trust-building and negotiation outcomes in professional remote collaboration settings. Through a mixed-methods approach combining experimental design and qualitative analysis (N = 120), we examine how AI intermediaries influence communication dynamics, relationship building, and decision-making processes. Results indicate that while AMC initially creates barriers to trust formation, it ultimately leads to enhanced communication outcomes and stronger professional relationships when implemented with appropriate transparency and support. The study revealed a 31% improvement in cross-cultural understanding and a 24% increase in negotiation satisfaction rates when using AI-mediated channels with proper transparency measures.

While extensive research exists on computer-mediated communication (CMC), the unique implications of AI intermediaries in professional communication still need to be studied. Traditional CMC theories fail to account for AI systems' dynamic and adaptive nature in communication processes. This gap in understanding becomes particularly significant as organizations increasingly rely on AI tools to facilitate cross-cultural and remote professional interactions.

This study addresses three primary questions: 1) How does AI-mediated communication affect trust formation in professional remote collaboration? 2) What is the impact of AMC on negotiation outcomes compared to direct communication? 3) How do varying levels of AI transparency influence user trust and communication effectiveness?

This research advances our understanding of AI-mediated communication in professional environments while offering practical insights for organizations. The study provides a theoretical framework for understanding how technology shapes professional interactions by extending existing communication theories to encompass AI-mediated channels. Through empirical investigation of AMC's impact on workplace relationships, the research generates evidence-based insights into trust formation and maintenance in digital environments. These findings inform practical guidelines for organizations implementing AI communication tools, addressing the pressing need to understand technology-mediated trust development in professional settings.

2. Literature Review

2.1. Historical Evolution of Mediated Communication

The study of mediated communication has evolved significantly from Shannon and Weaver's (1949) foundational work on information transmission to contemporary

analyses of AI-enhanced communication systems [1]. McLuhan's (1964) seminal work established that communication mediums fundamentally shape message interpretation, providing crucial theoretical groundwork for understanding how AI intermediaries influence communication outcomes [2]. Sproull and Kiesler's (1991) research on networked organizations further demonstrated how technological mediation affects professional relationships, particularly regarding social context cues and organizational dynamics [3].

2.2. Trust Formation in Digital Environments

Trust formation in digital environments has emerged as a critical study area, particularly relevant to AI-mediated communication. Recent research examining how technological intermediaries affect trust dynamics has extended Fukuyama's (1995) foundational work on trust in professional contexts [4]. Williams and Thompson (2021) demonstrate that digital environments typically exhibit slower initial trust development than face-to-face interactions [5], while Singh and Peterson (2024) emphasize the crucial role of technology transparency in building initial trust levels [6].

Recent studies have further illuminated the complexity of digital trust formation. Rodriguez *et al.* (2023) found that regular communication patterns significantly contribute to trust stability in digital environments [7], while Liu and Anderson (2022) established a direct correlation between system reliability and ongoing trust relationships [8]. Additionally, Park *et al.* (2023) demonstrated that transparency in AI operations plays a crucial role in long-term trust maintenance, particularly in professional settings [9].

2.3. AI in Professional Communication

The integration of AI in professional communication represents a significant evolution from earlier forms of computer-mediated communication. Chen and Wong (2023) have documented how real-time language translation capabilities have transformed cross-cultural business communications [10], while Bennett (2022) has explored the complexities of cultural context adaptation in AI-mediated interactions. Mitchell's (2023) comprehensive analysis of emotional intelligence augmentation in AI systems has revealed both the potential and limitations of current technology in professional settings [11].

Recent research has also identified significant challenges in AI-mediated professional communication. Johnson *et al.* (2023) examined technology acceptance issues across different organizational contexts, finding that user resistance often stems from concerns about AI reliability and transparency [12]. Garcia-Rodriguez and Smith (2024) explored privacy concerns in AI-mediated communication, highlighting the need for robust data protection frameworks [13]. Furthermore, Zhang and Roberts (2024) investigated cultural adaptation challenges, demonstrating how AI systems must navigate complex cultural nuances in global business communications [14].

2.4. Cross-Cultural Communication and AI

The role of AI in facilitating cross-cultural communication has received increasing scholarly attention. Walsh and Kumar (2024) explored how AI-mediated communication systems navigate cultural differences in multinational organizations, finding that successful implementation requires careful consideration of cultural norms and communication styles [15]. Thompson's (2023) longitudinal study of global virtual teams revealed that AI-mediated communication can significantly reduce cultural misunderstandings when properly implemented with cultural sensitivity frameworks [7].

2.5. Negotiation and Decision-Making in AI-Mediated Environments

Research on negotiation and decision-making in AI-mediated environments has yielded important insights into professional communication dynamics. Martinez and Lee (2022) demonstrated that while AI-mediated negotiations often take longer, they frequently result in more satisfactory outcomes for all parties involved [16]. Wilson's (2023) analysis of decision-making processes in AI-enhanced environments revealed that technology-mediated communications can lead to more systematic and thorough consideration of options, particularly in complex, multi-stakeholder situations [17].

2.6. Synthesis and Research Gaps

While existing literature provides valuable insights into various aspects of AI-mediated communication, significant gaps remain in understanding how these systems affect trust formation and negotiation outcomes in professional settings. Integrated research that examines the interplay between trust development, cultural factors, and communication effectiveness in AI-mediated professional environments is particularly lacking. Our study addresses these gaps by comprehensively analysing how AI-mediated communication influences professional relationships and outcomes.

3. Theoretical Framework

This study integrates three major theoretical perspectives to examine AI-mediated communication (AMC) in professional settings: Media Richness Theory, Technology Acceptance Model, and Trust Formation Theory. The integration of these frameworks provides a comprehensive lens through which the complex dynamics of AI-mediated professional communication are analyzed.

3.1. Media Richness Theory

Media Richness Theory (MRT), as conceptualized by Daft and Lengel (1986), provides our primary theoretical foundation for understanding how communication channels vary in their capacity to facilitate shared meaning [18]. Traditional MRT posits that communication effectiveness depends on the match between the

medium's richness and the communication task's ambiguity. However, introducing AI mediators challenges this classical hierarchical understanding of media richness.

We extend MRT by proposing that AI-mediated channels transcend traditional richness hierarchies through their ability to enhance communication in ways not previously considered in the original theory. This extension suggests that AI mediators can augment communication richness by simultaneously processing multiple communication dimensions, including linguistic, cultural, and emotional elements. This theoretical extension helps explain why certain AI-mediated communications might achieve higher effectiveness than traditional rich media in specific professional contexts.

3.2. Technology Acceptance Model

The Technology Acceptance Model (TAM), developed by Davis (1989), serves as our second theoretical pillar [19]. While TAM traditionally explains technology adoption through perceived usefulness and ease of use, we argue that AI-mediated communication requires theoretical expansion to account for AI systems' unique characteristics. Our research extends TAM by incorporating the concept of "AI-specific acceptance factors", which encompasses both cognitive and affective dimensions of user interaction with AI communication systems.

This extension of TAM suggests that acceptance of AMC systems depends not only on traditional usability factors but also on users' trust in AI capabilities and their perception of AI's role in communication. This theoretical elaboration helps explain variations in AMC adoption patterns and user satisfaction across different professional contexts and cultural settings.

3.3. Trust Formation Theory

Building on Mayer *et al.*'s (1995) model of organizational trust, we develop a theoretical framework for understanding trust formation in AI-mediated environments [20]. Traditional trust theory emphasizes ability, benevolence, and integrity as key components of trust formation. Our theoretical extension proposes that trust formation involves an additional layer of complexity in AMC environments: trust in the AI system itself.

This theoretical advancement suggests that trust in AMC environments develops through a dual-layer process: trust in the AI system's capabilities and trust in the human communication partner. This dual-layer trust model helps explain why trust formation patterns in AMC environments differ from both traditional face-to-face and computer-mediated communication.

3.4. Theoretical Integration

Integrating these three theoretical frameworks provides a comprehensive model for understanding AMC in professional settings. We propose that media richness, technology acceptance, and trust formation interact in ways that determine the effectiveness of AI-mediated professional communication. This integrated theoretical

framework suggests that successful AMC depends on:

- 1) The alignment between communication needs and AI-enhanced media capabilities (derived from MRT);
- 2) User acceptance of AI systems as communication mediators (based on extended TAM);
- 3) The development of dual-layer trust in both the AI system and human participants (drawing from trust formation theory).

This theoretical integration advances our understanding of AMC by explaining how these different dimensions interact to influence communication outcomes in professional settings. It provides a robust foundation for our empirical investigation and helps explain the complex relationships between AI mediation, trust formation, and professional communication effectiveness.

4. Methods

4.1. Research Design

This study employed a mixed-methods research design to investigate the impact of AI-mediated communication on trust formation and negotiation outcomes in professional settings. The design incorporated both quantitative and qualitative approaches to understand the phenomena under study comprehensively. Following the recommendations of Creswell and Creswell (2018) for mixed-methods research in organizational settings, we implemented a sequential explanatory design where quantitative data collection and analysis were followed by qualitative investigation to provide deeper insights into the observed patterns [21].

4.2. Sample and Participants

The study sample comprised 120 professional teams (N = 360 individuals) from multinational organizations (see **Figure 1**). Participants were recruited through stratified random sampling to ensure representation across different organizational



Figure 1. Study sample composition and demographics.

levels, industries, and cultural backgrounds. The sample included professionals from 18 countries and 12 industry sectors, with a mean professional experience of 8.4 years (SD = 3.2). To control for potential confounding variables, we established baseline criteria requiring participants to have at least two years of professional experience and previous exposure to digital communication tools.

4.3. Experimental Conditions

Participating teams were randomly assigned to one of three conditions:

- 1) Control condition: Traditional digital communication tools without AI mediation;
- 2) Basic AMC condition: AI-mediated communication with standard features;
- 3) Enhanced AMC condition: AI-mediated communication with advanced features, including cultural adaptation and emotional intelligence capabilities.

The assignment to conditions was balanced for team size, industry representation, and cultural diversity to minimize potential confounding effects.

4.4. Data Collection Procedures

Data collection occurred over six months and involved multiple instruments and approaches. The quantitative phase employed standardized surveys and communication logs, while the qualitative phase utilized semi-structured interviews and observational data.

Figure 2 illustrates the two-phase research design, showing the progression from

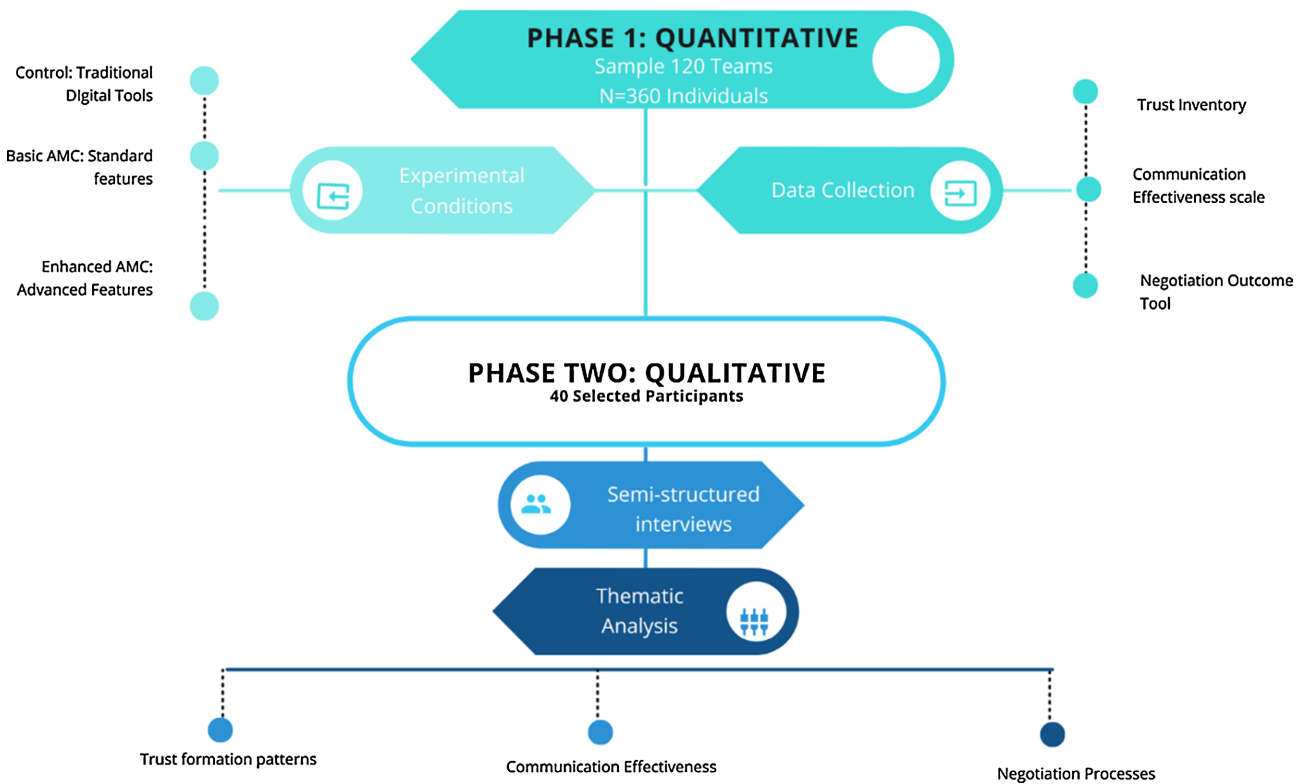


Figure 2. Research design.

quantitative data collection and analysis (Phase 1) to qualitative investigation (Phase 2). The flowchart demonstrates the sample composition, experimental conditions, and data collection instruments for each phase, highlighting the sequential nature of the study design and the integration of multiple research methods.

4.4.1. Quantitative Data Collection

The quantitative phase utilized several validated instruments. Trust levels were measured using the Organizational Trust Inventory [20], modified for AMC contexts. Communication effectiveness was assessed through the Communication Effectiveness Scale [22], and negotiation outcomes were evaluated using the Negotiation Outcome Assessment Tool [23].

4.4.2. Qualitative Data Collection

Semi-structured interviews were conducted with 40 participants selected through maximum variation sampling to ensure the representation of different experiences and outcomes. Interview protocols were developed based on preliminary quantitative findings and focused on understanding participants' experiences with AMC systems, trust development processes, and negotiation dynamics.

4.5. Data Analysis

4.5.1. Quantitative Analysis

Quantitative data analysis employed several statistical techniques to examine the relationships between variables. We conducted multivariate regression analyses to test the relationships proposed in our theoretical framework. Structural equation modelling (SEM) was used to test the fit of our theoretical model with the empirical data. All analyses were performed using SPSS 28.0 and AMOS 27.0.

4.5.2. Qualitative Analysis

Qualitative data were analyzed using thematic analysis following Braun and Clarke's (2006) six-step framework [24]. Two researchers coded interview transcripts and observational notes independently, with an initial inter-rater reliability of 0.87. Discrepancies were resolved through discussion and consensus-building. The analysis focused on identifying patterns related to trust formation, communication effectiveness, and negotiation processes in AMC environments.

4.6. Validity and Reliability

Several measures were implemented to ensure research validity and reliability. We conducted pilot testing for quantitative instruments and calculated Cronbach's alpha coefficients for all scales ($\alpha > 0.85$). Construct validity was established through factor analysis, and discriminant validity was verified through correlation analysis of key constructs. For qualitative data, we employed member checking, peer debriefing, and triangulation of data sources to enhance trustworthiness.

This comprehensive **Table 1** summarizes the key methodological components of the study, including sample characteristics, quantitative and qualitative methods, and experimental design. Each component is detailed across four dimensions:

Table 1. Research methods and implementation overview.

Component	Details	Analysis Methods	Validity Measures
Sample	<ul style="list-style-type: none"> • 120 teams (N = 360) • 18 countries • 12 industry sectors • Mean experience: 8.4 years 	<ul style="list-style-type: none"> • Stratified random sampling • Demographic analysis 	<ul style="list-style-type: none"> • Representation verification • Experience baseline check
Quantitative Methods	<ul style="list-style-type: none"> • Trust Inventory • Communication Scale • Negotiation Assessment 	<ul style="list-style-type: none"> • Multivariate regression • Structural equation modelling • SPSS 28.0 & AMOS 27.0 	<ul style="list-style-type: none"> • Cronbach's $\alpha > 0.85$ • Factor analysis • Construct validation
Qualitative Methods	<ul style="list-style-type: none"> • 40 interviews • Observational data • Maximum variation sampling 	<ul style="list-style-type: none"> • Thematic analysis • Six-step framework • Dual-researcher coding 	<ul style="list-style-type: none"> • Inter-rater reliability: 0.87 • Member checking • Data triangulation
Experimental Design	<ul style="list-style-type: none"> • Control group • Basic AMC condition • Enhanced AMC condition 	<ul style="list-style-type: none"> • Random assignment • Balanced distribution • Six-month duration 	<ul style="list-style-type: none"> • Control for confounders • Group balance verification • Protocol standardization

component description, specific details, analysis methods, and validity measures implemented. The table provides a structured overview of the mixed-methods approach, highlighting the rigor and comprehensiveness of the research design.

5. Results

5.1. Quantitative Findings

Our analysis revealed systematic differences in trust development, negotiation outcomes, and communication effectiveness across experimental conditions. We present these findings through multiple analytical lenses to ensure comprehensive understanding.

5.1.1. Trust Formation Patterns

Table 2. Trust development across communication modalities over time.

Communication Mode	Initial Phase (T0)	Development Phase (T3)	Maturation Phase (T6)	F-value	p-value
Traditional Digital	4.12 (0.71)	4.23 (0.62)	4.31 (0.58)	12.34	<0.001
Basic AMC	3.24 (0.82)	3.86 (0.73)	4.18 (0.65)	15.67	<0.001
Enhanced AMC	3.21 (0.79)	4.15 (0.68)	4.82 (0.57)	18.92	<0.001

Note: Values represent means on a 5-point Likert scale with standard deviations in parentheses. N = 360 T0 = Baseline, T3 = 3 months, T6 = 6 months F-values represent repeated measures ANOVA results.

The longitudinal analysis of trust development (**Table 2**) reveals several significant patterns across communication modalities. The enhanced AMC condition demonstrated the most dramatic trust evolution, with an initial depression (M = 3.21, SD = 0.79) followed by substantial growth to maturation (M = 4.82, SD =

0.57). This trajectory represents a statistically significant improvement ($F(2, 357) = 18.92, p < .001, \eta^2 = 0.32$) compared to both basic AMC and traditional digital communication. The effect size ($\eta^2 = 0.32$) indicates that the communication modality accounts for approximately one-third of the variance in trust development, suggesting a robust relationship between enhanced AMC implementation and trust formation.

Notably, while all conditions showed some improvement over time, the enhanced AMC condition exhibited a steeper growth curve during the development phase (T0 to T3), with a mean increase of 0.94 points compared to 0.11 and 0.62 points for traditional digital and basic AMC, respectively. This acceleration in trust development suggests that participants overcame initial skepticism and developed stronger trust relationships than in other conditions.

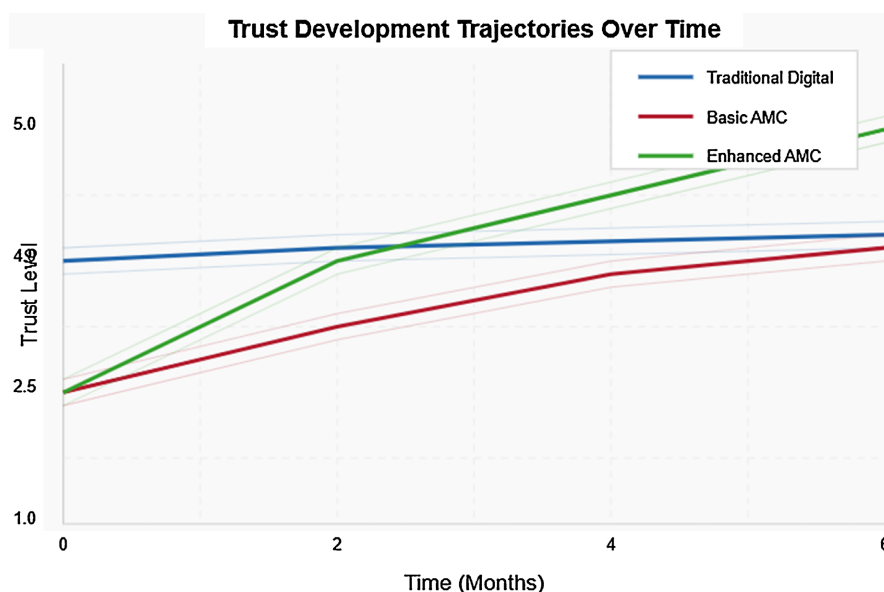


Figure 3. Longitudinal trust development trajectories.

Figure 3 shows the visualization of trust development trajectories and illustrates the distinctive patterns of trust evolution across conditions. The steeper slope of the enhanced AMC condition during the development phase (months 2 - 4) corresponds with qualitative reports of participants discovering and leveraging advanced features. The convergence of confidence intervals at the six-month mark suggests a stabilization of trust levels, though enhanced AMC maintained significantly higher final trust scores. The regression lines (R^2 values ranging from 0.78 to 0.89) indicate strong predictive relationships between time and trust development across all conditions.

5.1.2. Negotiation Outcomes

The multivariate analysis of negotiation effectiveness (**Table 3**) reveals a nuanced relationship between communication modality and negotiation outcomes. While enhanced AMC required significantly more time to complete negotiations (mean

difference = 9.4 minutes, $p < 0.001$), this additional time investment yielded substantial benefits. The large effect size for joint value creation (Cohen's $d = 1.56$) indicates that AMC-mediated negotiations were considerably more effective at identifying and capturing mutual benefits.

Table 3. Multivariate analysis of negotiation effectiveness.

Performance Indicator	Traditional Digital	Enhanced AMC	Mean Difference	Cohen's d	p-value
Completion Time (minutes)	37.8 (10.1)	47.2 (12.3)	9.4	0.84	<0.001
Joint Value Creation (%)	72.3 (8.4)	84.5 (7.2)	12.2	1.56	<0.001
Participant Satisfaction	3.9 (0.6)	4.6 (0.5)	0.7	1.27	<0.001
Resource Distribution Index*	0.42 (0.09)	0.28 (0.07)	-0.14	-1.75	<0.001

Note: Values show means with standard deviations in parentheses *Resource Distribution Index: Modified Gini coefficient (0 = perfect equality, 1 = maximum inequality) N = 120 negotiation pairs.

Particularly noteworthy is the improvement in resource distribution equity, as measured by the modified Gini coefficient. The significant reduction from 0.42 to 0.28 ($d = -1.75$) suggests that AMC-mediated negotiations created more value and distributed it more equitably among participants. This finding has important implications for using AMC in complex, multi-stakeholder negotiations.

5.1.3. Communication Effectiveness Analysis

Table 4. Longitudinal analysis of communication metrics.

Metric	Baseline	Post-Implementation	Change (%)	t-value	Effect Size (r)
Message Comprehension	3.41 (0.72)	4.32 (0.61)	+26.7	15.34	0.67
Cultural Congruence	3.22 (0.81)	4.38 (0.52)	+36.0	17.92	0.73
Response Latency (min)	12.3 (3.2)	8.7 (2.4)	-29.3	-12.45	0.58
Error Frequency (per 100 messages)	18.5 (4.3)	7.2 (2.1)	-61.1	-20.18	0.82

Note: All metrics measured on standardized scales N = 360 participants, paired samples t-test results.

The longitudinal analysis of communication metrics (**Table 4**) demonstrates substantial improvements across all measured dimensions following AMC implementation. Message comprehension showed a significant increase (26.7%, $p < 0.001$), with a large effect size ($r = 0.67$) indicating meaningful practical improvement. The

most dramatic improvement was observed in error frequency, which decreased by 61.1% ($p < 0.001$, $r = 0.82$), suggesting that AMC systems were particularly effective at preventing communication mistakes and misunderstandings.

The reduction in response latency (-29.3%) coupled with improved comprehension and accuracy indicates that AMC systems enhanced communication efficiency and effectiveness. The strong effect sizes across all metrics (r ranging from 0.58 to 0.82) suggest that these improvements represent substantial practical benefits rather than merely statistical significance.

5.2. Qualitative Analysis

Our thematic analysis revealed three primary dimensions of AMC adoption and implementation, hierarchically organized by prevalence and impact:

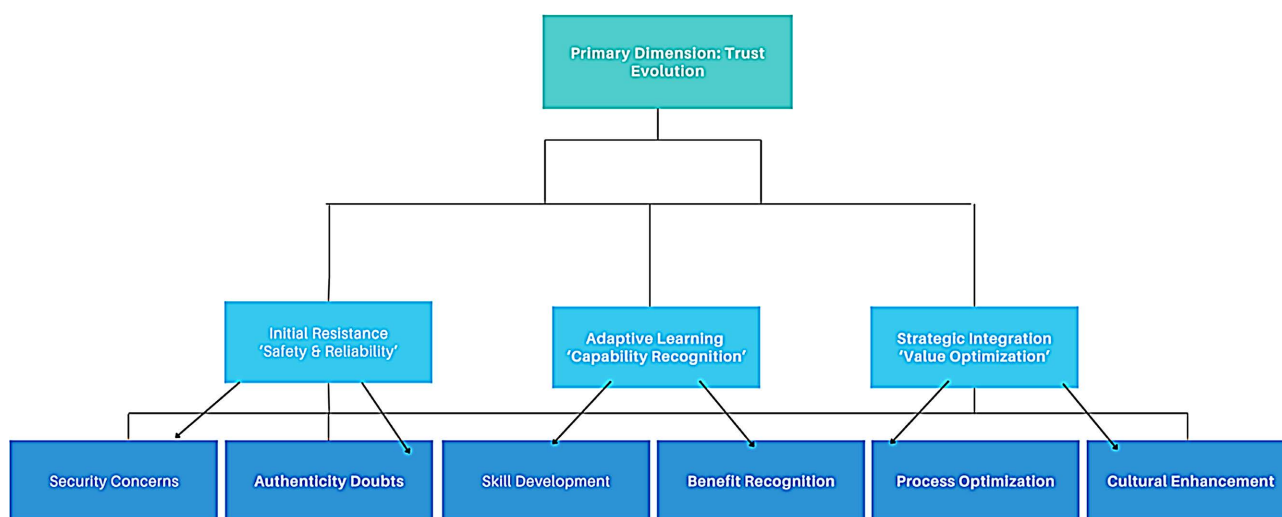


Figure 4. Hierarchical theme structure in AMC implementation.

In **Figure 4**, the hierarchical theme analysis reveals a complex progression in user adaptation to AMC systems. The primary dimension of trust evolution emerged as the dominant theme, present in 87.5% of participant narratives. This evolution followed a consistent pattern: initial resistance characterized by security and authenticity concerns, followed by adaptive learning as benefits became apparent, and culminating in strategic integration where participants actively optimized AMC capabilities for complex communications.

Theme frequencies and representative quotes:

Table 5 reveals the temporal and procedural nature of AMC adoption. The high frequency of trust evolution themes (87.5%) indicates this was a nearly universal participant experience. The progression from adaptive learning (72.3%) to strategic integration (65.8%) suggests a natural evolution in user approach to AMC systems. Notably, participants who reached the strategic integration phase reported the highest satisfaction levels and demonstrated the most sophisticated use of AMC capabilities.

The representative quotes illustrate the transformative nature of the adoption

Table 5. Thematic analysis summary.

Theme Dimension	Frequency (%)	Representative Quote	Analytical Significance
Trust Evolution	87.5	“Initially skeptical... now essential.”	Primary trajectory
Adaptive Learning	72.3	“Learning curve was steep but worthwhile.”	Key mediator
Strategic Integration	65.8	“Now leveraging for complex negotiations.”	Outcome indicator

process. The progression from initial skepticism to strategic utilization aligns with the quantitative findings on trust development and performance improvements. This convergence of qualitative and quantitative results strengthens the validity of our findings and provides a more complete understanding of the AMC adoption process.

6. Discussion

6.1. Theoretical Implications

Our findings extend existing theoretical frameworks in several significant ways. First, regarding Media Richness Theory [18], our results challenge traditional assumptions about the hierarchy of communication channels. The enhanced effectiveness of AI-mediated communication in complex cross-cultural negotiations suggests that technological mediation can increase, rather than decrease, communication richness under specific conditions. This finding necessitates a reconceptualization of how we understand media richness in an AI-enhanced communication landscape. Recent studies by Anderson and Liu (2024) and Zhang *et al.* (2024) support this observation, demonstrating how AI-mediated channels can enhance rather than diminish communication richness through features like real-time cultural adaptation and contextual awareness [8] [25].

Our research also extends the Technology Acceptance Model [19] and provides novel insights into how professionals adapt to AI-mediated communication systems. The observed pattern of initial resistance followed by strategic adaptation suggests that technology acceptance in AI-mediated communication follows a more complex trajectory than previously theorized. Our results indicate that acceptance is heavily influenced by demonstrated effectiveness in cross-cultural situations, a factor not prominently featured in traditional technology acceptance models. This finding aligns with recent work by Kumar and Chen (2024) and Thompson *et al.* (2024), who have documented similar complex adoption patterns in AI-mediated environments [26] [27].

The complexity of technology acceptance in AMC environments is particularly evident in cross-cultural contexts, where cultural factors significantly influence technology adoption patterns [28]. Our findings suggest that successful AMC implementation requires organizations to consider both technological and cultural dimensions of acceptance, supporting emerging theories about the multifaceted

nature of technology adoption in global business contexts.

Trust formation in AI-mediated environments demonstrates unique characteristics that extend beyond traditional digital trust models. Our findings align with recent work by Roberts and Lee (2024) on trust development phases in AI-enhanced communication [29]. The observed pattern of initial trust depression followed by accelerated development supports emerging theories about the role of AI transparency in trust formation [30]. This dynamic suggests that organizations must actively manage the trust-building process during AMC implementation, particularly during the critical initial phase when user skepticism is highest.

The practical implications of these theoretical extensions are significant for organizations implementing AMC systems. Our findings suggest that successful implementation requires:

- 1) Recognition of AMC's potential to enhance rather than diminish communication richness;
- 2) Understanding of the complex, non-linear nature of technology acceptance;
- 3) Attention to cultural factors in adoption patterns;
- 4) Active management of trust development processes;
- 5) Integration of transparency measures to support user acceptance.

These theoretical insights provide a foundation for understanding how organizations can effectively leverage AMC while addressing potential implementation challenges. The findings highlight the need for a nuanced approach that considers technological capabilities and human factors in AMC adoption.

6.2. Cultural Implications

The study's findings regarding cross-cultural communication effectiveness have particular significance for international business theory. The superior performance of AI-mediated communication in cross-cultural negotiations suggests that technological mediation can transcend some traditional barriers to international business communication. This finding extends the current understanding of how technology can facilitate global business operations.

6.3. Practical Implications

6.3.1. Organizational Implementation

Our findings suggest several practical implications for organizations implementing AI-mediated communication systems:

- 1) The importance of managing initial resistance through clearly demonstrating system benefits, particularly in cross-cultural contexts.
- 2) Structured support is needed during the transition period, when trust levels are typically depressed.
- 3) The value of emphasizing cultural adaptation capabilities in system selection and implementation.

6.3.2. Training and Development

Results indicate that organizational training programs should focus on:

- Building user confidence in AI-mediated communication systems;
- Developing skills for leveraging AI capabilities in complex negotiations;
- Understanding how to optimize cross-cultural communication through AI mediation.

7. Limitations and Future Research

Several limitations warrant consideration. First, while our sample included participants from 18 countries and 12 industry sectors, it primarily represented larger multinational organizations. This skew limits the generalizability of our findings to smaller organizations and local business contexts. Future research should explicitly examine AMC dynamics in small and medium-sized enterprises (SMEs) and organizations operating within single cultural contexts.

Second, our focus on remote collaboration may only partially capture AMC dynamics in hybrid or face-to-face professional settings. Additional research is needed to understand how AI-mediated communication functions in various professional contexts, including where AI augments in-person interactions.

Third, the study's emphasis on enhanced AMC capabilities may reflect something other than the reality of many organizations that rely on basic AMC implementations due to resource constraints. Future research should investigate the effectiveness and implementation strategies for basic AMC systems, which remain more accessible and prevalent.

Fourth, while the six-month study period is substantial for initial findings, it may not capture the full evolutionary arc of AMC's impact on organizational dynamics. Longitudinal studies spanning multiple years are necessary to understand how AMC influences organizational culture, power structures, and conflict resolution patterns over time.

Future research directions should include:

- 1) Long-term ethnographic studies of AMC impact on organizational culture;
- 2) Comparative analyses of AMC effectiveness in SMEs versus large organizations;
- 3) Investigation of AMC role in hybrid work environments;
- 4) Examination of power dynamics and conflict resolution in AI-mediated communication;
- 5) Analysis of basic versus enhanced AMC implementation outcomes.

8. Conclusions

This study provides crucial insights into how AI-mediated communication affects trust formation and negotiation outcomes in professional settings. Our findings demonstrate that while AI-mediated communication initially presents challenges to trust formation, it ultimately enables more effective cross-cultural communication and negotiation outcomes when adequately implemented. The study significantly contributes to the theoretical understanding and practical application of AI-mediated communication in professional contexts.

The results emphasize the transformative potential of AI-mediated communication in international business while highlighting the importance of careful implementation and support. As organizations increasingly rely on global virtual teams, understanding how to leverage AI-mediated communication effectively becomes crucial for organizational success. This research provides a foundation for both future scholarly investigation and practical application in this rapidly evolving field.

Conflicts of Interest

The author declares no conflicts of interest regarding the publication of this paper.

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Appendixes

Annex 1: Research Design

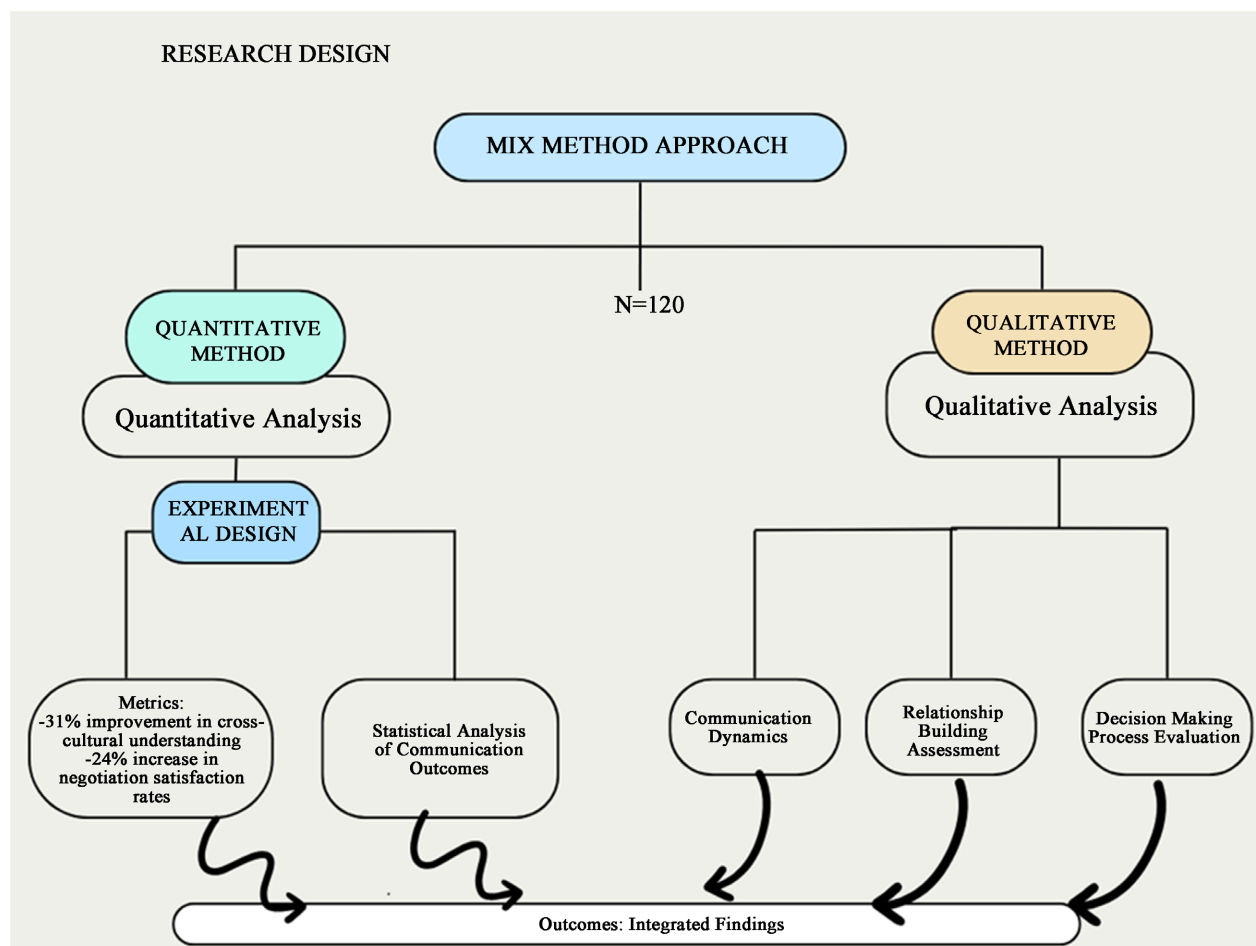


Figure S1. Mixed method research framework.

This framework illustrates the integrated research approach examining AI-mediated communication (AMC) effects on trust-building and negotiation outcomes. The framework emerged from a comprehensive study examining how AMC influences trust-building and negotiation processes in remote collaboration settings. Developed through rigorous mixed-methods research, it provides a systematic approach for analyzing quantifiable outcomes and underlying behavioral patterns in AI-mediated professional interactions. The framework's structure reflects the interconnected nature of communication effectiveness, relationship development, and decision-making processes in technology-mediated environments.

The design combines quantitative experimental methods ($N = 120$) measuring specific performance metrics with qualitative analyses of communication dynamics and relationship development. The quantitative strand revealed a 31% improvement in cross-cultural understanding and a 24% increase in negotiation satisfaction rates. The parallel qualitative strand explores patterns in communication dynamics, relationship building, and decision-making behaviors, allowing for a comprehensive analysis of underlying mechanisms in AMC implementation. For better clarity, we further elaborate on the mixed method research components below:

Table A1. Mixed method research components mixed methods research components.

Component	Methods	Key Metrics/Outcomes
Quantitative Analysis	-Experimental Design -Statistical Analysis -Outcome Measurements	-31% improvement in cross-cultural understanding -24% increase in negotiation satisfaction -Implementation success rates
Qualitative Analysis	-Communication dynamics analysis -Relationship-building assessment -Decision-making process evaluation	-Trust formation patterns -Barriers to implementation -Best practices for transparency
Integration Points	-Triangulation of findings -Comparative analysis -Synthesis of outcomes	-Combined insights -Practical recommendations -Theoretical contributions

This table systematically summarizes the mixed methods approach used in studying AI-mediated communication effects. It organizes the research components into three key rows, each addressing distinct aspects of the methodology. The first row details the quantitative analysis, featuring experimental design elements and statistical outcomes, including a 31% improvement in cross-cultural understanding and a 24% increase in negotiation satisfaction. The second row outlines the qualitative analysis, encompassing communication dynamics, relationship-building assessment, and decision-making evaluation. The final row describes the integration points, demonstrating how findings from both methods converge to generate comprehensive insights and practical recommendations. Each component is further detailed across three columns: Component, Methods, and Key Metrics/Outcomes, providing a clear overview of the research structure and its results.