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A INTELIGÊNCIA ARTIFICIAL COMO INSTRUMENTO DE GESTÃO E PRODUTIVIDADE
ARTIFICIAL INTELLIGENCE AS A MANAGEMENT AND PRODUCTIVITY TOOL
LA INTELIGENCIA ARTIFICIAL COMO HERRAMIENTA DE GESTIÓN Y PRODUCTIVIDAD

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EDITORIAL

ARTIFICIAL INTELLIGENCE AS A MANAGEMENT AND PRODUCTIVITY TOOL

For many years, Artificial Intelligence (AI) was not a central concern for organisations, being associated mainly with highly specialised technical contexts. Nowadays, however, it is part of the day-to-day operations of many organisations, integrated into tools that support writing, information analysis, communication, and the execution of routine tasks. In the context of business management, the central issue is no longer the adoption of AI itself, but rather how it can be integrated in a conscious, productive, and responsible manner into work and decision-making processes.

In many organisations, the adoption of AI is associated with unrealistic expectations of immediate efficiency gains. However, practical experience shows that its most significant impact does not result from replacing people, but from supporting decision-making, reorganizing work, and reducing repetitive and low-value-added tasks. Productivity increases when technology is applied to concrete and well-defined problems.

The versatility of AI, particularly generative AI, makes it especially relevant for management. The same technology can be used to summarise documents, aid understanding of complex topics, draft initial content, structure reports, or automate frequently asked questions. In a context marked by time constraints and information overload, these features take on strategic importance.

One of the most immediate benefits of using AI lies in information management. The ability to synthesise content and produce executive summaries allows managers to focus on analysis and decision-making. It is important to remember that these tools do not think for decision-makers. They can support analysis and speed up work, but critical evaluation and responsibility remain with people.

Similarly, AI can serve as a valuable support for continuous learning, helping to understand new topics and apply them in a more informed way in everyday professional life. In content creation, it can act as a writing partner, helping to structure ideas, speed up work, and free up time for strategic reflection. The automation of cross-cutting tasks also contributes to operational efficiency, provided that the processes and their limitations are clearly defined.

The quality of the instructions provided to the systems is decisive for the successful use of AI. The ability to formulate clear, contextualised, and iterative requests has become a new essential skill in management. It is therefore important to bear in mind that the use of these tools involves concrete risks, namely failures, biases, and sensitive privacy issues, which must be managed responsibly.

Essentially, AI is not an automatic answer to management problems, but it can play an important role when integrated in a thoughtful way. Its true value comes when it is put at the service of people, processes, and decisions, contributing to more informed, efficient, and sustainable management.