

I Barometer 'Generative Artificial Intelligence from the perspective of business management'

Executives believe that companies that do not adapt to Generative Artificial Intelligence will put their business at risk

- The survey, conducted by APD in collaboration with Arsys and the Complutense University, is the first to capture the perspectives, challenges and opportunities of senior executives on the IAG.
- The Agri-Food, Services, Energy and Construction sectors (84% of Spanish GDP) are facing the greatest barriers due to a lack of technological infrastructure and a shortage of specialized talent.
- Fears of losing control over strategic decisions and data privacy are among the fears most frequently mentioned by the business community.

Madrid. November, 26.- The Asociación para el Progreso de la Dirección (APD), in collaboration with cloud provider Arsys and the Political Economy of Innovation Research Group of the Complutense University of Madrid, has presented the first [national barometer on Generative Artificial Intelligence \(GAI\)](#) in the Spanish business environment. This pioneering study, conducted among more than 450 senior executives from different business sectors, reveals the growing interest of companies in adapting to GAI, as well as the challenges they face in terms of talent, privacy and control over the technology.

Four out of ten executives (44.1% of participants) believe that companies that do not adapt to the IAG face a certain risk of disappearing. However, the incorporation of this technology has significant challenges, such as the perceived loss of control over data privacy and the autonomous management of information. Key sectors for the national economy, such as Agri-Food, Services, Construction or Energy, show a still lagging implementation, mainly due to budgetary constraints and lack of know-how. “Adapting is key to remain competitive and avoid the risk of disappearing,” says Juan Duce, Director of Innovation at APD.

The barometer, conducted between April and July 2024, set a benchmark by capturing the perspective of more than 450 senior executives on the integration of IAG into business operations. Some 84.8% of respondents believe that IAG offers great opportunities to optimize efficiency and customize services, which will enable companies to better position themselves in an increasingly competitive global marketplace. However, the report also highlights the need to overcome barriers such as the investment and talent required to adopt this technology. Similarly, 42% of the executives surveyed are convinced that the IAG will have a direct impact on their business strategy in the short term.

According to the research, large corporations lead in the use of AGI, especially in areas such as customer service, product and service customization and internal process optimization, while small and medium-sized companies show lower adoption due to a lack of technological maturity and scarce resources. Small and medium-sized companies, on the other hand, show a lower adoption rate due to a lack of technological maturity and a shortage of resources; lack of budget, talent or technological capacity are the factors that slow down the implementation of AGI, while resistance to change is not a determining factor. This disparity is a challenge that Spain will have to overcome to ensure an inclusive digital transition in all sectors.

“AI is no sci-fi anymore. AI is a reality and a key element in the productivity of companies, which have to integrate it into their operations and value chain as soon as possible. Now is the best time to implement it, if they have not already done,” says Miguel Martínez Vélez, Chief Product Officer at Arsys.

Sectors lagging behind

The study points out that the Agri-Food, Services, Construction and Energy sectors, despite their weight in employment and GDP in Spain, lag behind in the adoption of AGI. These sectors face structural challenges that hinder technology integration, such as a lower availability of specialized talent and technological resources. With an estimated contribution of about 84% of total GDP and employment in Spain, the lagging sectors represent a significant portion of the national productive fabric and their adaptation to GSI is crucial to maintain competitiveness in the global market.

Executives in these sectors believe that, without the support of technology providers and strategic alliances, the adoption of AGI will be difficult to implement. The barometer data reveals that 68.6% of the companies surveyed will need external support to develop their IAG initiatives, as they lack the necessary technological and talent resources.

Privacy, ethics and data control

The barometer reveals that 54% of senior executives fear losing control over their companies' strategic decision making as a result of automation and autonomy of the IAG. The concern is especially pronounced in large companies, which are faced with managing huge volumes of data and the responsibility of protecting privacy and information security. In addition, the concerns about a loss of control are accompanied by the fear that IAG will jeopardize human autonomy in key business decisions, highlighting the need for ethical and controlled implementation.

Another relevant aspect is the concern about data privacy, since a large number of the executives surveyed consider that the adoption of the IAG may involve significant risks in this regard. The concern is amplified by the possibility that the technology may store, analyze and use data autonomously, which has generated a debate on the need for regulations to ensure ethical and secure management of information, and the ability of companies to control that information. “ Without a shadow of a doubt, the IAG poses a transformation that must be approached with due knowledge of its risks and benefits,” adds José Molero, Professor Emeritus of the UCM.



This first barometer on IAG provides a clear and detailed view of how Spanish business leaders assess both the opportunities and risks this emerging technology presents. With the support of the data collected, APD highlights the importance of a transition to IAG that is controlled, ethical and ensures the competitiveness of the Spanish business network in the global marketplace. This study sets the first step on the road to a digital transformation that demands both responsibility and agility to adapt to the rapid changes of an era defined by technology.

About APD

The Asociación para el Progreso de la Dirección (APD), created in 1956, is a private and independent non-profit organization with an international scope. With more than 3,000 associated companies from many countries, and presence all over Spain. Its vision is to consolidate itself as the most influential global community of executives, generating knowledge and networking for the development of society.

About Arsys

With more than 25 years in the IT services market and 1.3 million active services, Arsys is a provider specialized in flexible and customized cloud infrastructure solutions (public, private or hybrid cloud, virtual desktops, storage, backup...), accompanying companies in their digital transformation with the best guarantees of availability, performance and security. With offices in Logroño, Madrid, Barcelona, Seville, Bilbao and Valencia, Arsys is part of IONOS Group SE (ISIN DE000A3E00M1), a publicly traded group that manages more than 100,000 servers and operates a global network of more than 30 datacenters in Europe and the United States to provide the latest cloud technology to international projects.