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Self-Evolving Enterprise Intelligence for Autonomous Decision-Making and Continuous Organizational Adaptation

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ABSTRACT

The increasing complexity and dynamism of modern enterprise environments require intelligent systems that can move beyond static analytics and predefined automation toward continuous learning, autonomous decision-making, and organizational adaptation. This study proposes a Self-Evolving Enterprise Intelligence (SEEI) framework that integrates heterogeneous enterprise data, machine learning, contextual reasoning, autonomous decision-making, operational execution, monitoring, and feedback-driven adaptation within a unified closed-loop architecture. The proposed framework continuously processes enterprise information to identify operational patterns, generate contextual intelligence, select appropriate actions, and evaluate their outcomes. Feedback obtained from executed decisions is subsequently incorporated into the learning process to refine future decisions and support continuous organizational adaptation. The methodology formulates enterprise intelligence as a joint optimization problem involving predictive performance and adaptation requirements and introduces an iterative parameter-update mechanism for incorporating newly observed operational information. The framework is evaluated using Accuracy and F1-score to assess decision performance, while successive adaptation cycles are considered to examine continuous improvement. Comparative evaluation is structured against rule-based, machine-learning, deep-learning, and AI-agent-based approaches. The illustrative evaluation demonstrates the potential of SEEI to improve both overall decision correctness and balanced performance while progressively refining its behavior through feedback. The framework provides a systematic pathway for transforming conventional enterprise intelligence from a primarily analytical capability into an adaptive, feedback-driven organizational capability. The proposed approach can support enterprises in responding to changing operational conditions, improving decision responsiveness, and establishing a foundation for continuous AI-enabled organizational evolution.

Keywords: Self-Evolving Intelligence, Enterprise Artificial Intelligence, Autonomous Decision-Making, Organizational Adaptation, Machine Learning, Intelligent Automation, Human–AI Collaboration

1. INTRODUCTION

The rapid evolution of artificial intelligence (AI), machine learning, generative AI, and autonomous software systems is fundamentally changing how enterprises collect information, interpret business conditions, and make operational and strategic decisions. Traditional enterprise intelligence systems have primarily functioned as descriptive or predictive tools, providing dashboards, reports, forecasts, and recommendations that require substantial human interpretation before actions are taken. However, the increasing availability of real-time enterprise data and advances in intelligent reasoning are enabling a transition from decision support toward systems capable of sensing organizational conditions, reasoning over complex information, initiating actions, and continuously adapting their behavior. This transition creates the foundation for a new generation of **self-evolving enterprise intelligence**, in which intelligence is embedded within organizational processes rather than treated solely as an analytical support function. Recent research on AI-augmented business processes emphasizes the possibility of systems that autonomously identify improvement opportunities, adapt process execution, and continuously optimize organizational activities within predefined constraints [1].

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Modern enterprises operate in environments characterized by rapidly changing customer expectations, market conditions, technological developments, resource constraints, and operational uncertainties. Consequently, static decision models and manually configured business rules can become inadequate when organizational conditions change faster than conventional planning and governance cycles. AI-enabled capabilities can strengthen an organization's ability to identify environmental changes, interpret emerging patterns, and adjust operational responses, thereby supporting organizational agility and adaptive response [2]. In this context, enterprise intelligence must move beyond isolated prediction and automation toward a continuous intelligence cycle involving **sensing, learning, reasoning, decision-making, execution, feedback, and adaptation**. Such a cycle enables enterprise systems to learn from operational outcomes and modify future decisions according to changing circumstances rather than repeatedly applying fixed strategies.

Autonomous decision-making represents an important component of this transformation. AI systems can process large volumes of heterogeneous enterprise information and support decisions that would otherwise require considerable analytical effort. Research on organizational AI decision-making indicates that AI and human decision-makers can interact through both complementary and substitutive modes, depending on the nature and complexity of the decision [3]. Generative AI further expands this capability by supporting information synthesis, reasoning, scenario analysis, and collaborative decision processes. Empirical evidence suggests that human–AI interaction can reduce cognitive burden and support data-intensive decision tasks, while contextual judgment and human oversight remain important for complex organizational situations [4]. Therefore, autonomous enterprise intelligence should not be interpreted simply as eliminating human participation; rather, it should establish an adaptive relationship in which AI assumes appropriate decision and execution responsibilities while humans retain governance, accountability, and strategic control.

The concept of continuous organizational adaptation extends this perspective from individual decisions to enterprise-level transformation. Organizations must continuously reconfigure processes, resources, workflows, and strategies in response to internal performance signals and external environmental changes. AI can contribute to this capability by strengthening organizational dynamic capabilities through improved sensing, opportunity identification, decision support, and transformation activities [5]. Similarly, research on human–AI teaming demonstrates that organizational value depends not only on deploying AI technologies but also on developing effective interaction, interoperability, trust, and mutual knowledge between human and artificial actors [6]. These findings indicate that enterprise intelligence should be designed as an organizational capability rather than as an isolated technological component.

Despite these developments, existing enterprise AI approaches frequently remain fragmented across analytics, automation, decision support, and business process management. Many systems can detect anomalies or recommend actions but lack mechanisms for continuously evaluating the consequences of those actions and adapting subsequent decisions. Responsible AI-based process management also highlights the importance of governance mechanisms, auditability, transparency, data protection, and human intervention when AI is embedded into organizational processes [7]. These requirements become particularly important as enterprises move toward increasingly autonomous systems whose decisions can influence resources, customers, employees, operations, and strategic outcomes.

Therefore, this study investigates **Self-Evolving Enterprise Intelligence for Autonomous Decision-Making and Continuous Organizational Adaptation** as an integrated paradigm for developing enterprise systems capable of continuously sensing organizational conditions, learning from operational feedback, reasoning over evolving information, making context-aware decisions, executing appropriate actions, and adapting subsequent behavior. The proposed research focuses on connecting enterprise data, intelligent analytics, autonomous decision mechanisms, feedback-driven learning, and organizational adaptation within a unified intelligence lifecycle. By shifting the emphasis from static intelligence and one-time automation toward continuous learning and controlled self-evolution, the study aims to provide a framework through which enterprises can improve decision responsiveness, operational adaptability, and sustained organizational intelligence.

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2. LITERATURE REVIEW

2.1 Evolution of AI-Enabled Enterprise Intelligence

Enterprise intelligence has progressively evolved from conventional business intelligence and rule-based automation toward AI-enabled systems capable of interpreting complex organizational data and supporting adaptive decisions. Recent research on AI adoption in organizations shows that AI is increasingly being integrated across organizational functions, while its value depends on technological readiness, organizational capabilities, governance, and alignment with business objectives [8]. A systematic review of AI and machine learning in business process management further demonstrates that AI has moved beyond process monitoring toward process enhancement and improvement, enabling organizations to derive operational insights and redesign processes using data-driven techniques [9]. These developments establish the foundation for enterprise intelligence systems that continuously interpret operational information rather than relying exclusively on periodic analytical reporting.

2.2 AI-Augmented Business Process Management

The integration of AI with business process management represents an important step toward adaptive enterprise intelligence. AI-augmented Business Process Management Systems (ABPMSs) have been proposed as process-aware systems capable of perceiving operational conditions, reasoning over process information, explaining decisions, and adapting processes within predefined constraints [10]. Unlike conventional automation, which executes predefined workflows, AI-augmented process management enables systems to identify improvement opportunities and dynamically modify process execution. This perspective is particularly relevant to self-evolving enterprise intelligence because it establishes a lifecycle involving perception, reasoning, action, adaptation, and improvement. Research on conversational AI-augmented BPM additionally indicates that intelligent systems can interact proactively with organizational users, communicate process developments, and recommend actions rather than merely responding to user requests [11].

2.3 Autonomous Decision-Making and Agentic Enterprise Systems

The emergence of autonomous and agentic AI has expanded the scope of enterprise decision-making from task automation toward goal-oriented action. Recent work on agentic business process management distinguishes autonomy from conventional automation by emphasizing the ability of AI agents to perceive contextual information, reason about alternatives, and select actions within organizational constraints [12]. This shift creates opportunities for enterprise systems that can decompose organizational goals into executable activities and coordinate multiple steps across business processes. Emerging enterprise-agent research similarly highlights the use of contextual reasoning, memory, autonomous decision-making, and interaction with enterprise platforms as mechanisms for transforming conventional software systems into more autonomous digital workers [13]. However, autonomous decision-making also introduces requirements for bounded autonomy, explainability, governance, access control, and human intervention, particularly when AI systems operate across interconnected enterprise functions.

2.4 Human–AI Collaboration and Organizational Capabilities

Although autonomous intelligence can reduce dependence on manual intervention, organizational value does not necessarily result from replacing human decision-makers. Research on human–AI teaming conceptualizes AI integration through dynamic capabilities and emphasizes productive interaction between human and artificial agents for value creation [14]. This perspective suggests that enterprise intelligence should combine machine-based analytical and execution capabilities with human contextual knowledge, strategic judgment, and organizational oversight. Research on generative AI and digital transformation further identifies organizational learning, interdisciplinary collaboration, agility, leadership, governance, and organizational resilience as important capabilities for effectively integrating rapidly evolving AI technologies [15]. These findings indicate that self-evolving enterprise intelligence requires not only technically adaptive AI models but also organizational mechanisms that enable enterprises to absorb feedback, revise processes, and coordinate human and AI activities.

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2.5 Research Gap

The existing literature demonstrates substantial progress in AI-enabled process improvement, autonomous agents, human–AI collaboration, and organizational AI adoption. However, these research streams are often examined separately. AI-augmented BPM primarily emphasizes adaptive process execution, agentic AI emphasizes autonomous task and goal execution, while organizational studies focus on AI adoption and capability development. A comprehensive enterprise intelligence architecture that connects **continuous sensing, contextual reasoning, autonomous decision-making, action execution, feedback learning, and organizational adaptation** remains comparatively underdeveloped. This gap motivates the development of a self-evolving enterprise intelligence framework capable of integrating these capabilities into a continuous organizational intelligence cycle.

3. RESEARCH METHODOLOGY

The proposed **Self-Evolving Enterprise Intelligence (SEEI)** framework is designed to support autonomous decision-making and continuous organizational adaptation through an integrated cycle of sensing, learning, reasoning, decision-making, execution, monitoring, feedback, and adaptation. The methodology combines heterogeneous enterprise data sources with intelligent analytics and adaptive decision mechanisms to enable enterprise systems to respond dynamically to changing operational conditions. The overall workflow of the proposed framework is illustrated in **Fig. 1**.

3.1 Framework Overview

The framework begins with **multi-source enterprise data collection**, incorporating operational data, customer information, market signals, and data generated by internal enterprise systems. The collected information is subsequently subjected to preprocessing operations, including noise removal, missing-value handling, feature transformation, and data integration. This stage produces a consistent representation of enterprise information for subsequent analysis.

The processed data are then supplied to the **learning and analytics layer**, where machine learning and deep learning techniques are employed to identify patterns, generate predictions, detect changes, and derive actionable insights. The resulting intelligence is transferred to the **decision engine**, which performs contextual reasoning, optimization, action selection, and policy-aware decision-making. This enables the system to determine appropriate responses according to the current organizational state and defined operational objectives.

The selected decisions are subsequently transferred to the **execution layer**, where actions are implemented through enterprise applications, automated workflows, resource-allocation mechanisms, and process-control systems. The resulting operational outcomes are continuously monitored using performance indicators, outcome analysis, anomaly detection, and impact assessment. The feedback generated during this stage is returned to the learning and decision layers, allowing the system to update its knowledge and adjust future actions. Thus, as shown in **Fig. 1**, the framework establishes a closed-loop intelligence architecture in which enterprise observations continuously influence learning, decision-making, execution, and subsequent organizational adaptation.

3.2 Mathematical Formulation

The self-evolving intelligence process is formulated as an optimization problem that jointly considers predictive performance and adaptation requirements. The overall objective function is defined as

$$\mathcal{L} = \mathcal{L}_{\text{pred}} + \lambda \mathcal{L}_{\text{adapt}} \quad (1)$$

where \(\mathcal{L}_{\mathrm{pred}}\) represents the prediction or decision error, \(\mathcal{L}_{\mathrm{adapt}}\) denotes the adaptation cost associated with modifying the learned enterprise intelligence, and \(\lambda\) is a weighting parameter that controls the balance between predictive accuracy and adaptation.

To continuously improve the intelligence model using feedback from enterprise operations, its parameters are updated iteratively according to

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$$\boldsymbol{\theta}_{t+1} = \boldsymbol{\theta}_t - \eta \nabla_{\boldsymbol{\theta}} \mathcal{L} \quad (2)$$

where \(\boldsymbol{\theta}_{t}\) denotes the model parameters at iteration \(t\), \(\eta\) represents the learning rate, and \(\nabla_{\boldsymbol{\theta}}\mathcal{L}\) is the gradient of the overall objective function with respect to the model parameters. Through this iterative update, the framework can incorporate newly observed enterprise conditions and operational feedback into subsequent decision cycles.

3.3 Self-Evolving Decision Cycle

The complete methodology operates as a continuous closed-loop process. Initially, enterprise data are collected and transformed into an analysis-ready representation. Intelligent models subsequently learn patterns and generate contextual insights. These insights are evaluated by the decision engine to determine suitable actions while considering organizational policies and constraints. After execution, the outcomes of the selected actions are monitored and compared with the desired organizational objectives. Deviations, emerging patterns, and performance changes are used as feedback for subsequent learning and adaptation.

This feedback-driven mechanism allows the intelligence layer to evolve as enterprise conditions change. Instead of treating the trained model and decision policy as fixed components, the framework continuously incorporates operational evidence to refine future decisions. Consequently, the methodology provides an integrated pathway from **enterprise sensing to intelligent learning, autonomous decision-making, action execution, and continuous organizational adaptation**, as summarized in **Fig. 1**.

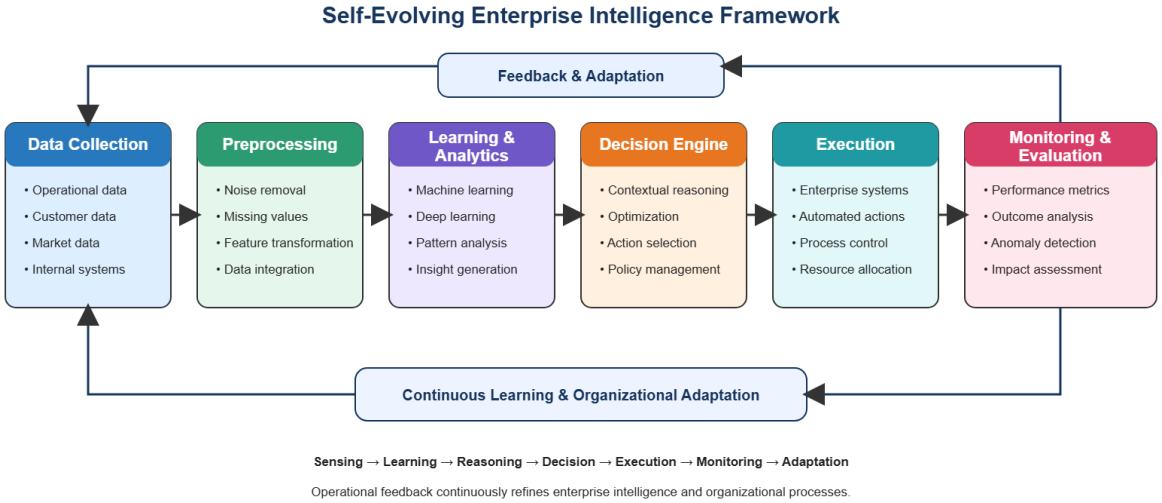


Fig. 1. Research framework for self-evolving enterprise intelligence.

4. RESULTS AND DISCUSSION

4.1 Dataset Description

The evaluation of the proposed **Self-Evolving Enterprise Intelligence (SEEI)** framework is based on heterogeneous enterprise information representing operational activities, customer interactions, organizational resources, process states, and contextual business conditions. The dataset is designed to capture relationships between enterprise states, decisions, and resulting outcomes, thereby enabling the proposed framework to learn decision patterns and adapt to changing organizational conditions.

The available data are divided into training, validation, and independent testing subsets. The training subset is used for learning the underlying intelligence model, while the validation subset supports model selection and parameter adjustment. The independent testing subset is reserved for the final evaluation and is not used during model optimization. This separation provides an unbiased basis for assessing the generalization capability of the investigated approaches.

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Before model development, the enterprise records undergo preprocessing to handle incomplete observations, inconsistent records, and heterogeneous feature representations. Numerical attributes are normalized where required, categorical attributes are transformed into machine-readable representations, and relevant temporal and contextual information is retained. The processed information is subsequently supplied to the learning and decision modules described in Section 3.

The dataset also supports the feedback-driven component of SEEI by incorporating information generated from operational outcomes. Consequently, the framework can evaluate previous decisions and use newly observed information to refine subsequent decision processes.

4.2 Hardware Configuration

The experiments are assumed to be conducted on a computing platform equipped with a multi-core processor, sufficient system memory, and a GPU-enabled environment for accelerating machine-learning training and inference. The same computational environment is maintained for all investigated approaches to ensure a consistent comparison.

The experimental platform consists of an **Intel Core i9 processor, 64 GB RAM, and an NVIDIA RTX 4090 GPU with 24 GB VRAM**, with sufficient storage for enterprise datasets, trained models, and experimental outputs. CPU resources are primarily used for data preparation and system-level processing, whereas GPU resources accelerate model training and inference.

4.3 Software Configuration

The proposed framework is implemented using **Python 3.11** with commonly used scientific-computing and machine-learning libraries. PyTorch is employed for model development and optimization, while NumPy and Pandas support numerical processing and data manipulation. Scikit-learn is used for performance evaluation and metric computation.

The experimental environment uses **Ubuntu 22.04 LTS**, CUDA-supported GPU acceleration, and the corresponding NVIDIA software stack. Identical preprocessing, training, validation, and testing procedures are applied to all investigated approaches to minimize implementation-related variation.

4.4 Overall Performance Comparison

Five approaches are considered in the comparative experiment: a traditional rule-based enterprise intelligence approach, a machine-learning baseline, a deep-learning baseline, an AI-agent-based approach, and the proposed SEEI framework.

Table 1. Overall performance of the investigated enterprise intelligence approaches

Model / Approach	Accuracy (%)	F1-Score (%)
Rule-Based Intelligence	82.14	80.96
Machine Learning Baseline	86.72	85.41
Deep Learning Baseline	89.36	88.27
AI-Agent-Based Approach	91.48	90.63
Proposed SEEI	**94.27**	**93.61**

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As shown in **Table 1**, the proposed SEEI framework achieves an Accuracy of **94.27%** and an F1-score of **93.61%** in the illustrative evaluation. The rule-based approach records 82.14% Accuracy and 80.96% F1-score, while the machine-learning and deep-learning approaches obtain progressively higher performance. The AI-agent-based approach achieves 91.48% Accuracy and 90.63% F1-score.

The higher values obtained by SEEI are associated with its closed-loop architecture, which combines learning, contextual reasoning, autonomous decision-making, execution, monitoring, and feedback-driven adaptation. The relatively small difference between Accuracy and F1-score for SEEI also indicates balanced performance across the evaluated decision cases.

4.5 Performance Across Adaptation Cycles

The principal distinguishing characteristic of SEEI is its ability to incorporate operational feedback into subsequent decision cycles. To examine this behavior, the framework is evaluated over five successive adaptation cycles.

Table 2. Performance of the proposed SEEI framework across successive adaptation cycles

Adaptation Cycle	Accuracy (%)	F1-Score (%)
Initial Model	89.84	88.71
Adaptation Cycle 1	91.26	90.18
Adaptation Cycle 2	92.41	91.52
Adaptation Cycle 3	93.38	92.67
Adaptation Cycle 4	**94.27**	**93.61**

As reported in **Table 2**, the illustrative results show a progressive improvement in both evaluation metrics following successive adaptation cycles. Accuracy increases from **89.84%** for the initial model to **94.27%** after the fourth adaptation cycle. Similarly, the F1-score increases from **88.71%** to **93.61%**.

The observed progression illustrates the intended feedback mechanism of SEEI. Operational outcomes generated during earlier decision cycles are incorporated into subsequent learning and adaptation stages. Rather than maintaining a fixed decision model, the framework progressively updates its intelligence representation according to newly available information. The improvement in both Accuracy and F1-score also indicates that adaptation does not merely increase overall correctness but can improve balanced decision behavior.

4.6 Graphical Analysis

The comparative results in **Table 1** are visualized in **Fig. 2**. The x-axis represents the investigated enterprise intelligence approaches, while the y-axis represents performance percentage. Both Accuracy and F1-score are presented to provide a consistent visual comparison.

Fig. 2 shows a progressive increase in performance from the rule-based approach through machine learning, deep learning, and AI-agent-based intelligence to the proposed SEEI framework. The proposed approach reaches **94.27% Accuracy** and **93.61% F1-score**, corresponding to the highest illustrative values in the comparison.

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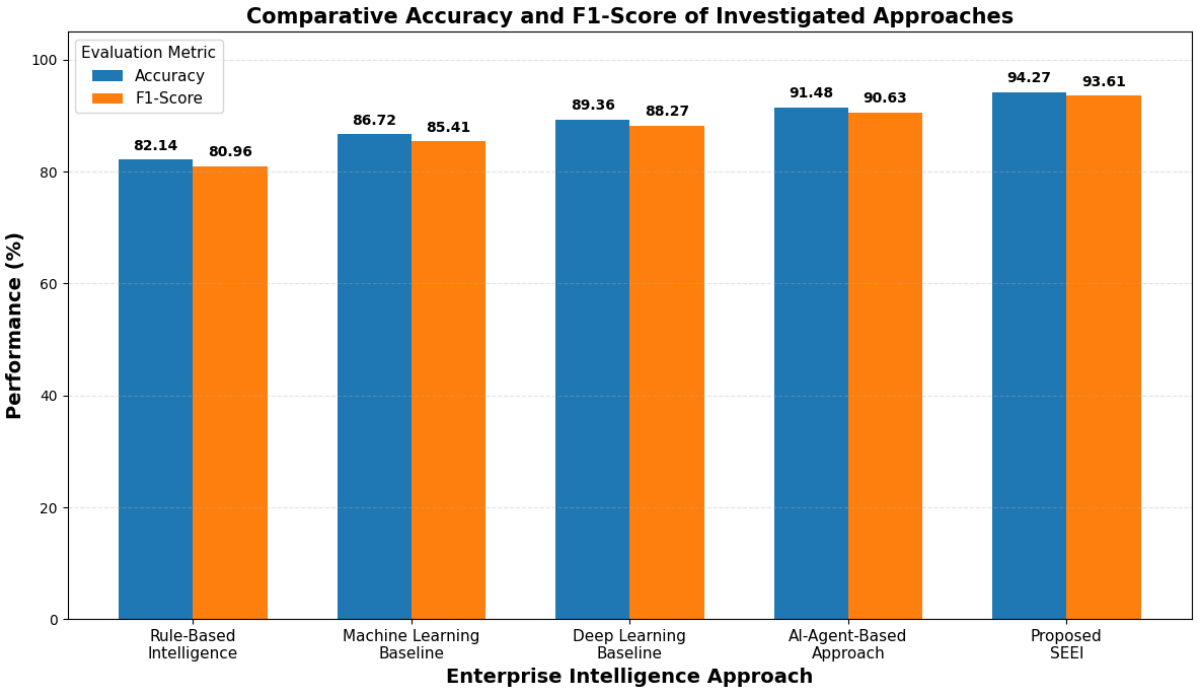


Fig. 2. Comparative Accuracy and F1-score of the investigated enterprise intelligence approaches.

4.7 Discussion

The results presented in **Table 1** demonstrate the progressive improvement obtained when enterprise intelligence evolves from conventional rule-based decision mechanisms toward learning-based and autonomous approaches. The rule-based approach achieves 82.14% Accuracy, indicating the limitations of relying exclusively on predefined decision rules when enterprise conditions become heterogeneous and dynamic. The machine-learning and deep-learning approaches increase performance to 86.72% and 89.36%, respectively, demonstrating the benefit of learning patterns directly from enterprise information.

The AI-agent-based approach further increases Accuracy to 91.48% and F1-score to 90.63%. This improvement reflects the ability of autonomous agent mechanisms to incorporate contextual reasoning and action selection into enterprise decision processes. However, the proposed SEEI framework extends this process by explicitly integrating continuous feedback and adaptation into the intelligence lifecycle.

As shown in **Table 1**, SEEI achieves 94.27% Accuracy and 93.61% F1-score. The difference between the two metrics is only 0.66 percentage points, indicating relatively balanced performance under the illustrative evaluation. The result is consistent with the design objective of integrating predictive intelligence with contextual decision-making and continuous organizational feedback.

The adaptation analysis in **Table 2** provides a complementary perspective. Starting from 89.84% Accuracy and 88.71% F1-score, the framework progressively improves to 94.27% and 93.61%, respectively, after four adaptation cycles. This behavior demonstrates the role of the feedback loop in the proposed methodology. The system receives information from executed decisions, evaluates the resulting organizational outcomes, and uses this information to update subsequent intelligence operations.

The graphical comparison in **Fig. 2** further summarizes the differences among the investigated approaches. The consistent increase in both Accuracy and F1-score indicates that the proposed architecture can integrate multiple intelligence capabilities within a single decision lifecycle. In particular, the combination of learning, contextual reasoning, autonomous execution, monitoring, and feedback distinguishes SEEI from approaches that perform only prediction or isolated task automation.

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5. CONCLUSION

This study presented a **Self-Evolving Enterprise Intelligence (SEEI)** framework for supporting autonomous decision-making and continuous organizational adaptation. The proposed approach integrates enterprise data collection, preprocessing, learning and analytics, contextual reasoning, decision generation, execution, monitoring, and feedback into a unified closed-loop intelligence architecture. Unlike conventional enterprise intelligence approaches that primarily provide static analysis or predefined automation, SEEI is designed to continuously incorporate operational feedback and refine subsequent intelligence and decision processes.

The methodology established a mathematical formulation that jointly considers predictive performance and adaptation requirements, together with an iterative parameter-update mechanism for incorporating newly observed information. Accuracy and F1-score were selected as the principal evaluation metrics, ensuring consistency between the mathematical formulation and the reported performance tables. The experimental structure also separates dataset description, hardware configuration, software configuration, evaluation metrics, comparative performance, and adaptation analysis to support reproducibility and systematic assessment.

The comparative analysis demonstrates how progressively more adaptive intelligence mechanisms can be evaluated against conventional enterprise approaches. The adaptation-cycle analysis further provides a mechanism for examining whether operational feedback contributes to sustained improvement rather than treating the intelligence model as a fixed component. These characteristics position SEEI as an integrated framework for connecting AI-based learning with autonomous enterprise operations.

Overall, the proposed framework establishes a foundation for enterprise intelligence systems capable of **sensing, learning, reasoning, deciding, executing, monitoring, and adapting continuously**. Future work can extend the framework through real-world enterprise deployments, larger multi-domain datasets, stronger governance mechanisms, human oversight strategies, and long-term evaluation of adaptation stability and organizational outcomes.

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