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Research Article

Modeling Course for Open Distance Learning (ODL) in Artificial Intelligence e-Learning for Leadership and Business Success

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Abstract.
Open distance learning is often associated with characteristics such as assertiveness, dominance, and competitiveness. This study investigates how interactive open distance learning can benefit students by helping them build stronger relationships with education providers, foster a more inclusive workplace culture, and improve overall team performance, thus helping education business survive. The results of this study could have important implications for open distance learning development programs and training, as well as for promoting diversity and inclusivity in education provider positions and sustain education business in the future. By understanding the relation between leadership style, gender, and authenticity, organizations could develop more effective open distance learning strategies and be viewed as more authentic and effective by their team members and public. ODL planning helps education providers work more efficiently and effectively, thus growing the organization.

Keywords: open distance learning, leadership, business planning

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1. Introduction

Open distance learning systems presently continue to expand by aligning with goals, policies, and tactics to achieve overall business and education planning without compromising on quality consideration.

This learning system with correct business planning provides any organization with future direction. Majority of private education institutions, strategic business planning is handled by the executive management team. They take into account the industrial skills and corporate culture. They develop solutions to address their concerns if they find flaws or problems that could hinder the organization's ability to accomplish its goals. Thus, long- or medium-term planning is typically strategic business planning.

A hypothetical background to this study could be there is a growing interest in the effectiveness of different innovative leadership styles and how they can impact student

performance and satisfaction thus affecting the business growth of the institution. This is consistent with previous studies [2] that leadership styles have a significant impact on team dynamics. Additionally, it is also connected to the interactive and collaborative open-distance learning styles which are associated with better team performance and job satisfaction.

This finding concurs with the studies of Brodie [3] where many traditional open distance learning models are still dominated by business provider styles, which can lead to a lack of inclusivity and diversity in open distance learning positions. As a result, there is a need to explore whether university providers who incorporate elements of interactive leadership more commonly attributed to education providers can still be seen as authentic and effective leaders in revolutionary education business industries.

This study could identify reducing the gap by examining the relationship between open distance learning, leadership, and business planning. Additionally, this study could explore whether open distance learning, leadership, and business planning who adopt interactive leadership behaviors are viewed as less authentic than those who adhere to traditional education models. Conclusively, the study could examine the impact of incorporating interactive leadership behaviors on student performance, job satisfaction, and overall team dynamics.

According to research, by Blasco, D.[4] has shown that a leader's education provider effectiveness is not solely dependent on their gender or the leadership style they use but rather on how well they can adapt online, hybrid, interactive style to fit the learning situation, the needs of their team, and the profit to the organization. By incorporating interactive leadership behaviors, students and staff can demonstrate their willingness to adapt and grow as leaders, which may enhance their perceived authenticity and knowledgeable gist. With all the favorableness that education adapts and adopts from interactive leadership, there may also be challenges associated with academic leaders. Academics with a variety of age group levels might still affirm that adopting behaviors traditionally associated with student leadership styles is more effective.

2. Literature Review

2.1. Using ODL

Post-COVID, ODL Programs are widely used by academic staff members to accomplish goals in current hybrid teaching. Maximizing the application of ODL during the pandemic and post-Covid is described as successful, in majority of well-developed programs for

the team to succeed. Referring to Rahyasih et al.[21]selecting only the best systems is an alternative strategy in terms of delivery of the course and subject which provide academic staff members direction what to do and when to do it. Furthermore, with the ODL system in place, the academics can maintain their attention fully in delivery of the content and open another opportunity to ensure no students drop the course which leads to the institution able to maintain the income. ODL provides an alternative dimension for institutions and organizations to be creative in attracting more students to learn via online more. With the flexibility of this hybrid learning, the organization could arrange multiple classes being available to students from all over the world with minimal issues of attending physical classes.

ODL provides both academics and students options to teach and learn. Students could browse through many available programs by registering and signing up from many Micro credential classes offered by various organizations or institutions to meet their needs. Students can request references, notes, proposals, and confirmations thus choosing the academician they need to learn from. Additionally, students can also request for online demos and program trials to get a first-hand affair of an advanced instrument's plan and ease of use. The ODL programs can be an attractive teaching asset for academics as they can provide their teaching to more numbers of students virtually without the restriction of the classroom setting.

The organization who runs the ODL programs can also arrange teaching academics from all over the world to provide different teaching instruction. This can be an impactful strategy to attract the potential students and current students to continue their learning at that organization or institution. The impact of this ODL can open a new style of interactive leadership as collaboration between academics, motivation and support from the management becomes a new asset of teaching and learning for future generations. Thus increase a potential profit to the organization. To simplify, below are the elements of the interactive ODL learning model that are effective.

2.2. Relying on support that grows as the ODL grow

It's hard for an organization to expand and boost ODL without proper arrangement and execution of expert ODL providers and developers. According to Taha [19] planning their advanced business and education instruments are parallel to obligate organizations of various sizes, as well as changes in those sizes.

This leaves organizations with the flexibility to become unbridled without worrying about issues related to additional support and challenges. This is certainly an advantage over their competitors that need to control their development due to absence of sufficient support.

Moreover, establishing a solid IT division has become a great demand in every institution or new established organization. ODL experts and academic providers are sought after as they can have exceptionally concentrated aptitudes; and abilities to understand both instructional online teaching, and instructional design although they come with a huge cost to the organization. Thus far, to meet current needs and the new learning ecosystem, the organization is willing to take the risk as they know they are hiring not only ODL experts but multitasking experts who can also understand operational management which ultimately executes the learning weight and ensures the best teaching for their student.

On the other hand, this can also cause a challenge for numerous non-IT organizations or institutions that are not ready to bear the cost as they are complacent with the business style. Luckily, an arrangement education provider has their group of specialists to deal with operations, evacuating the weight of enlistment off the shoulders of their student.

2.3. Utilizing a team of experts at their call

ODL market is expanding and there are a lot of potentials for any organization to expand their educational business creatively besides the conventional teaching method. Implementing ODL require expertise that understand the collaboration between IT, education and instructional design. Furthermore, to ensure the success on implementing it and attractive to students and future students, require business planning mindset, which can only encounter through the years' experience in the industry as well as understand hybrid or interactive eco-system of education. Numerous arrangements must be met in the education organization before it can be produce as attractive product which conveys the learning through interactive and edutainment product. For students, once ODL can deliver the learning and they can understand, they are willing to explore further by extending learning through conference and industrial cooperation.

ODL experts became in demand and further sough after post Covid. Additionally, they cost of hiring ODL experts can be costly during short term, but the product produces can be profitable in the long run. However, due to the limited numbers of experts, not understanding the value of quality ODL, many educational organizations tend to

decrease the cost by making it a requirement for their academics to create their own ODL learning without proper training.

As IT Innovation is quick expanding, institutional industry and educational organizations tend to depend on this IT innovation instruments to create quality ODL product. Many are not getting the right training or right expert advice to create ODL product that not just valuable but marketable enough that can attract potential students all over the world. Meaningful ODL products such as from the University of Hertfordshire, and the Graduate School of Stanford Business are examples of successful institutions that provide attractive online learning programs that not only transform knowledge and impact learning but overall change the organizational learning practice which appeals to students all over the world. Through these ODL programs, these institutions are increasing the profit for their institution.

The programs are successful as they understand the value of getting the right expertise in creating the system, hiring ODL experts, and implementing it with proper business planning which can bring profit to their organization. The combination of ODL experts, IT innovation, and business planning allows the organization to further grow both in learning and finances.

3. Methods

3.1. Guideline

ODL has become a pivotal component in the educational industry post covid and provide students an option in either learning fully online or hybrid. Therefore, business planning in ODL requires many components such as understanding the product, constructing techniques, competition, market needs among other details. Thus, the guideline must be meticulously provided to ensure it supports the business and educational planning as well as students learning. The guideline should cover the beginning of constructing the ODL programme to how it carries in the present and in the future. Other guidelines which need consideration are outlining the plan on how to carry out duties effectively, and are operational plans. The guidelines of implementing ODL has been affirmed by Kurt [18] where it covers a ADDIE sequence of Analyze, Design, Develop, Implement and Evaluate which is widely used as it clearly defines the effective implementation.

3.2. When

Openness; instructional design; and learner-centeredness and support are all the characteristics of ODL, which are rarely highlighted as important elements when executing ODL. Correct preparation, that will impact future financial planning over the long term is also a crucial component for long-range business planning. Thus, when implementing ODL requires time, involving technical and competitive measures from competition. Once it constructs a product and is ready to be tested, the organization should roll out the product when it is ready in place, at the right time and immediately attract specific target learners.

3.3. How

Rolling out ODL to the market requires the marketing team to understand the ODL products, the content that targeted specific groups as well as provide the support if the learners have enquiries on the product. Preparation for announcing it to the audience regardless through the online marketing channels, social media channels, direct face to face or during events, requires correct preparation. It is important for those involved to understand their programs and be able to market it through any of the platform market channels that will attract viewers, participants and future participants among students or working adults.

4. Results and Discussion

4.1. Creating Strategies

Business and education planning strategies describe how an organization needs to compete generally among other organizations which provide similar ODL programs. With many current and new institutions and organizations producing high-end ODL programs, they have to also consider strategies through the business market and the courses offered through ODL which are appealing, in demand and marketable to the current needs. Businesses may find success in a particular market or with a particular good or service by using certain strategies. The achievement of the organizational objectives depending on successful strategies, business planning and great marketing strategies. Digital marketing strategy to contribute to the success of ODL programs online. Through attractive designs, amicable content layout, appeals to the students. Another strategy is the team behind ODL application, which also contributes to the

success of strategic planning. The content developer, the content experts, ODL experts and many others all contribute to the success. Organizational management who plans well the overall strategy and operational of ODL including support from budget planning, promotional activity schedule, and programmed activities also meaningful in the success of ODL. Hence Academics strategy and management strategies are equally important to deliver ultimate objective and achieve success in students registering to the ODL programs.

4.2. Scheduling

Setting times for planning the action is known as scheduling. Organization employees can better comprehend the delivery deadline with clear scheduling. To keep track of the project, a good plan should also include elements such as identifying progress, ODL schedule, progress meetings and component deadlines. As identified by, Szelei, N et al., [22] who stated that business and education planning in strategic management requires strengthening the scheduling of the long-term viability and effectiveness of an organization.

This also includes in terms of both substantive strategy and management capacity. ODL also integrates all other management processes to provide a systematic, coherent, and effective approach to establishing, attaining, monitoring and updating an organization's strategic objectives. It is integrative in the sense of focusing attention across functional divisions and throughout various organizational levels on common goals, themes, and issues. Moreover, tying internal management processes and program initiatives to desired outcomes in the external environment and linking operational, tactical, day-to-day decisions are equally important to achieve strategic objectives of ODL programs and desired profitable outcomes for the organization.

The essence of business and education planning in ODL strategic management is the crafting of an organization's strategy. In crafting a strategy, management is saying, in effect, "among all the paths and actions we could have chosen, we have decided to move in this direction, focus on these markets and customer needs, compete in this fashion, allocate our resources and energies in these ways, and rely on these particular approaches to doing business". A strategy thus entails managerial choices among alternatives and signals an organizational commitment to specific markets, competitive approaches, and ways of operating [25].

4.3. Outlining Procedures

Procedures serve as a roadmap for future activities. Employees can do duties in the most efficient order and manner for the company with the aid of procedures. Processes describe how to carry out routine duties in an organization. Just like any organization, executing ODL from the early stage also requires a similar process and procedures so that the outcome is systematic, standardize documentation of SOP, training and smooth planning. Hence during the early stage of setting ODL, setting targets, determining tactics, and developing a plan of action to accomplish the intended goals are all important aspects of outlining correct procedures that covers everyone involved in the production of ODL. Outlining the process is a crucial component for both persons in charge, from the pre-production of ODL, to the organizational development since it helps both to adequately anticipate the future and adapt to any changes.

The process also requires establishing goals, choosing the best methods to accomplish the goal (which is students smoothly accessing the online content without having any difficulties), and coming up with action for require methods that need to be included if users find any difficulties accessing the ODL online site at any time. Various procedures can be counted when implementing ODL programs where each of the processes should have a particular function and provide unique advantages to solve for both end users (students or participants) and back end (the team who contribute to building the ODL content).

Van Der Vlies, R. [24] specified that procedures are priorities that assist in allocating resources efficiently, and provide clear direction for any problem faced or to identify the process of achieving quality ODL content. It also involves evaluating potential roadblocks and creating backup plans if there is any during the implementation or accessing the content. Procedures too required strategic planning and operational planning to meet both the organization success story of implementing ODL programs and the team who produce the program content for the organization. Ultimately intact procedures, contribute to the growth of the organization's education business and increase profit.

4.4. Better Communication

As ODL is learning directly through online platforms, communication between the users who access the content must be able to understand and grasp the learning which took place virtually. A well-scripted content can encourage more active participation

and engagement from all participants. This can help to improve communication and collaboration within the team, leading to better decision-making and problem-solving. Thus, enhanced team cohesion: Additionally, transparent and well-scripted language can help build team interconnection and a sense of shared purpose. Users or ODL students are much more willing to participate regularly in online meetings conducted and discuss their progress and goals. Team members or content developers behind the production of ODL need to develop a stronger sense of connection and commitment to each other and the project to deliver a successful ODL program.

4.5. Setting Rule

Leadership and ODL programs are both important elements to ensure the programs have a clear guideline and rules. The expectations of students when accessing the content can be demanding as AI took over the internet. With the arrival of ChatGPT, other AI programs, leaders or the organization should consistently remind and update the academic to provide students with a clear rule and outline the importance of genuine assignment submission through online as well as originality of the paper. Students must be able to use Turnitin to ensure they do not commit plagiarism even when using ChatGPT. Students who are given clear rules are more likely to follow them and refrain from bad behavior. With clear rules students will not be able to hack, manipulate, or modify assignments over the time frame given. Although academics typically keep up with current innovations of AI technology, leadership of the organization and education provider should also be fairly constantly aware of the concern which has gone viral ever since ChatGPT existed.

Additionally, the leadership of the organization should also highlight the improved accountability, operational planning aids in the creation of precise performance indicators to hold individuals and teams accountable for their outcomes. Academics and management teams should support each other to enhance the rules of quality ODL programs businesses by providing students with high-quality goods and services by carefully organizing their operations and processes. Ultimately, operational business planning is a crucial tool for businesses aiming to perform better, work more efficiently, and accomplish the objectives.

4.6. Important to Industries

Through ODL and the existence of AI that took over the world recently, business and education planning term planning, education providers should cultivate a clear outline of goals and objectives. They should know where to maneuver the business to ensure students consistently wanted to continue their studies at the institution or organization, attract possible new students, attractive enough for non-interested learners and working adults. The organizations should consider objectives and be equipped with vast resources for students when or if they require assistance to attain them. The world is currently transitioning to a fourth-world industrial revolution where technology will be the foundation of human endeavors and solutions to every single problem. The Industrial Revolution 4.0 would bring about a huge change in human life.

The Industrial Revolution 4.0 brought about enormous changes to ODL learning, and technology was the key to the transition from the industrial revolution 3.0 to the industrial revolution 4.0. One of the elements that helped usher in the Industry 4.0 era in technology was the 5G network. 5G (fifth generation) is the latest generation in telecommunications. Quoted from Abidin [1] the development of information technology includes the field of artificial intelligence, new online e-commerce business models, mobile supercomputing, big data cybersecurity, the era of biotechnology development and gene manipulation related with ODL. By having a 5G network with virtually no delays in transmitting or receiving data, an academician can know the position of the student and make it possible to create a more secure independent study process. The advent of the 5G network will affect employment, especially in the industry. The need for human labor is reduced due to the ease of maintaining and organizing communications between machines. Millennials need to prepare and adapt to welcome this technology to continue and participate within the growth in industry 4.0. As importantly, the implications for the industry will be if the millennials or generations continue to be prepared for the advancement of all sectors, this will enable a country to continue to thrive in today's distribution, especially in today's industrialized 4.0 era with fast technology facilities.

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5. Conclusion

ODL in education and business industry current and future planning require preparation and faster production of the content which can be in a shorter timeline to compete for the bigger demands and capture new markets. Often, the short time spent is a very

competitive and critical priority to ensure a profitable margin for the organization and cost-effectiveness. These are the reasons why the call for these proposals is needed to assist organizations and companies in modifying their current operations using their existing conventional resources by adopting and adapting to ODL AI. An example of short-term planning is deciding how to introduce online orientation to a newly hired group through online training which is cost effective and meeting objectives. Businesses and education planners can swiftly evaluate their success through this online version results as it can be more accurate and specific.

Moreover, interactive leadership does not exclude the current conventional strategic planning and analyzing issues but makes it a great enhancement to the well-rounded leadership style that can benefit leaders of any gender. Depending on the particular environment and the traits of the individual leader, the conclusions and discussion of this subject may differ. Leaders may be able to improve their effectiveness and connect with their team more deeply by implementing interactive leadership behaviors, which increase perceived authenticity and improve team performance and lead to business improvement and innovation.

5.1. Recommendation

In summary, one recommendation for organizations to promote a more inclusive and diverse approach to leadership in regards to ODL and AI is through providing continuous training and development opportunities for leaders to learn about different leadership styles that are related to the innovation of technology. Additionally, extending the style through adaptation of different approaches to meet the needs of their education provider should also be considered in this competitive industry. Organizations could seek to address any biases or stereotypes that may exist around gender and leadership, such as the idea that leaders should only exhibit certain leadership behaviors. This could involve implementing policies and programs that ODL equality and diversity in leadership positions, such as offering mentorship programs for leaders or creating opportunities for team members to provide feedback on their leaders' performance. Moving forward through these results and feedback analysis, provide a part to better business growth.

As an extension to analytical results, it is beneficial for organizations to recognize the importance of authentic leadership, regardless of the specific leadership style used to carry forward the success of ODL in their organization. This could involve promoting values such as transparency, fairness, ethical behavior, and self-awareness, up to date

understanding of IT knowledge which are key components of authentic leadership order in the millennial world. By recognizing the importance of authenticity and encouraging leaders to incorporate interactive leadership behaviors, organizations can create better collaboration, supportive, and effective workplace culture thus expanding their business further

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