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Methodology for Establishing Digital Expert Authority of Web Resources in a Generative Search Environment

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Abstract: Generative search is reshaping how web sources gain visibility and credibility within AI-driven digital ecosystems. Unlike traditional search engines that present web pages, generative search systems provide direct responses and cite selected sources, posing new challenges for optimising online content, recognising it, and establishing its reliability. AI-mediated visibility affects customer acquisition, market access, enterprise competitiveness, source attribution, and digital trust. The study designs a sequential method for building the digital expert authority of a web resource through the systematic expert blogs and the structured organisation of knowledge. It draws on methodological design, system analysis, comparative analysis, content analysis, thematic synthesis, and structural-functional modelling. As a conceptual and methodological study, the paper develops the GKAI Method through documentary synthesis and structural-functional modelling rather than through empirical implementation. GKAI Method links expert knowledge production with digital visibility, economic value creation, institutional trust, and compliance-oriented communication in generative search environments. The method begins by defining the authority domain, aligning expertise with services, and analysing the authority landscape. It then advances to expert position development, expert semantic architecture, expert content architecture, verified expert attribution, and the alignment of cognitive demand with knowledge voice. The concluding stages comprise generative citation optimisation, knowledge graph alignment, authority signal reinforcement, and artificial intelligence authority recognition. The study shows that a corporate blog can be a dynamic expert knowledge system as well as a communication tool. The method demonstrates how expert knowledge can be acquired, assigned to verified experts, structured around services and user needs, prepared for interpretation by generative search systems, and evaluated through economic, institutional, and regulatory indicators.

GKAI methodology, a reproducible twelve-stage process for establishing digital expert authority, supports enterprise competitiveness, digital market governance, source transparency, accountability, and generative artificial intelligence regulation.

Keywords: AI-mediated retrieval, content governance, corporate blogging, E-E-A-T Framework, knowledge management, semantic structuring, source credibility.

Introduction

AI is becoming a structural component of the digital economy, of enterprise transformation, and of the market competition. Digital transformation has been associated with enterprise innovation performance, organisational effectiveness, SME marketing performance, and economic sustainability, and AI can be an intermediary mechanism in the relationship between digital transformation and innovation (Almaqtari et al., 2025; Amin et al., 2025; Ma et al., 2025; Rubio-Andrés et al., 2025). Digital visibility is no longer a communication matter; it is also an economic condition for acquiring customers, gaining access to the market, generating revenue, and competitiveness. Being recognised as a reliable expert source in an AI-mediated environment can become a digital asset and part of the positioning of enterprises, particularly small and medium enterprises (SMEs) and professional service enterprises.

The information-search landscape is undergoing structural change worldwide. Traditional search engines are designed to index, rank, and return web pages that are relevant to user queries. AI generative systems are increasingly capable of combining information from various sources. They are providing direct answers with a few references or links to support them. This shift alters how web resources are made accessible, trusted, and utilised. Recent studies suggest that keyword relevance, inbound links, and ranking position alone may not fully explain visibility in generative search environments. Visibility may also depend on whether generative systems can recognise a web resource as a coherent, specialised, and reliable source of knowledge (Aggarwal et al., 2024; Breuer et al., 2025; Yu et al., 2026). Ai et al. (2023) explained that information retrieval is moving towards a new paradigm in which the information retrieval model, the large language model, and users are interacting in the production and evaluation of information. Likewise, Breuer et al. (2025) pointed out that LLM-based retrieval is transforming the retrieval process with semantic representation, dialogue, and retrieval-augmented generation. Huang and Huang (2024) discussed ChatGPT as a next-generation technology for information retrieval and demonstrated that generative AI brings new possibilities for accessing information while posing challenges related to text quality, bias, and efficiency.

These studies reveal that search is no longer an easy problem of comparing a query with ranked documents, but a complex task that involves understanding the nature of the document, the user, and the user's task. It is emerging as a process of selecting, interpreting, recombining, and presenting information to answer questions. Digital marketing and content strategy are also transformed. Aggarwal et al. (2024) proposed a novel approach called generative engine optimisation to enhance content presence in the output of generative engines. They demonstrated that it is possible to enhance visibility in generative responses, but that the effects of optimisation vary across domains. Yu et al. (2026), as preliminary estimates from a preprint followed this line of thought by demonstrating that content structure affects the citations generated by generative engines. Their results are significant as they indicate that AI systems are not just reacting to topical relevance. They may also be sensitive to document structure, information organisation, and structural clarity. Google (2025) also reminded us that to succeed with AI search experiences, we need to build unique, valuable, people-first content and page experience, technical accessibility, consistent structured data, and additional measures to evaluate the quality of the visit.

This conversion is significant not only because of the authority that is digital, but because there is a measurable business result from this authority. Online visibility impacts website traffic, customer

behaviour, engagement, market positioning and ROI, while digital marketing and content strategies have an impact on SME performance, customer-brand engagement, brand loyalty and sales outcomes. Thus, in a wider economic context, digital expertise means that digital visibility leads to web traffic and customer acquisition, which leads to sales and revenue, which leads to the competitiveness of the enterprise. The regulatory environment is also a factor. This has an impact on sources selected, knowledge made visible, access to information, and market participation through Generative AI and digital platforms. This has raised debates on governance, transparency, accountability, consumer protection, data protection, the power of platforms, and competition in digital markets. The EU Artificial Intelligence Act is embedded in a broader digital-regulation framework which encompasses the GDPR, Digital Services Act and the Digital Markets Act (Hulok, 2025).

Structural, relational and procedural practices of responsible AI governance should be followed in AI system design, monitoring and evaluation (Papagiannidis et al., 2025). There is a need for adaptive and risk-informed regulation of AI to address issues of opacity, autonomy, and systemic impacts (Currie et al., 2025). According to the political economy of AI regulation, the issue of governance needs to strike a balance between innovation, corporate concentration, market contestability and geopolitical interests (Jacobides et al., 2025). Relationships between market actors (Wei & Geiger, 2025) are determined by the algorithm of platform markets, which organizes, prioritizes, and ranks profiles, products, information, and exchange offers. Platform economies also struggle with collaboration and competition, value creation and capture, and global and local markets (Zander et al., 2025). AI tools that generate articles without indicating the level of provenance have the potential to impact authorship and attribution in generative search contexts (Ozturkcan, 2026). Enterprises must now navigate these shifts to ensure digital authorities are relevant in building enterprise visibility, digital trust, institutional accountability, and AI-assisted market engagement while complying with regulations.

Research Problem

The issue under study is the lack of an integrated approach that incorporates economic, managerial, and regulatory aspects of digital expert authority in generative search environments. Traditional SEO techniques might not account for all the factors that contribute to the visibility of web resources, such as content structure, semantic relevance, citation suitability, source attribution by experts, and machine readability (Aggarwal et al., 2024; Google, 2025; Rejón-Guardia et al., 2026; Yu et al., 2026). Expert authority, however, is also significant from an economic point of view because visibility in AI-mediated environments can impact traffic, customer acquisition, market positioning, and competitiveness. It also has governance and legal implications, including questions of transparency, provenance, attribution, data protection, platform accountability, and algorithmic prioritization (Currie et al., 2025; Hulok, 2025; Nannini et al., 2025; Ozturkcan, 2026; Zheng, 2025). The literature reviewed offers sparse directions for a sequenced approach to developing expert knowledge and economic value, AI governance, and regulatory-compliant digital communication.

Research Focus

In this study, the focus is on the process of creating digital expert authority in the context of the regular upkeep of an expert company blog. A corporate blog is not seen as a promotional tool, but as a well-defined system for gathering, structuring, attributing, and disseminating knowledge from experts in a specific field. A corporate blog is not only a promotional tool, but also a well-defined digital knowledge system for gathering, structuring, attributing, and disseminating expert knowledge in a specific field. Research in knowledge management supports this approach since it demonstrates that digital knowledge systems can enhance knowledge sharing, collaboration, organizational learning, and performance (Abbas et al., 2022; Abdelrahman et al., 2025; Mohaghegh et al., 2024). Additionally, the theory of content strategy demonstrates that valuable, audience-centric content can impact engagement, brand trust, and loyalty (Bui et al., 2023; Lapresta-Romero & Hernández-Ortega, 2025). The corporate blog can also be treated as an enterprise-level digital asset that supports expert visibility,

trust formation, customer acquisition, institutional reputation, and compliance-oriented communication in AI-mediated markets.

Research Aim and Research Questions

This research aims to develop the GKAI Method as an interdisciplinary methodology for establishing digital expert authority for web resources in a generative search environment. The study also aims to conceptualise the economic, governance, and regulatory implications of this methodology for enterprises operating in the digital economy. The method is based on the systematic maintenance of an expert blog, the accumulation and structuring of professional knowledge within a specific subject area, and the preparation of this knowledge for interpretation, retrieval, and potential citation by generative AI systems. The study addresses the following research questions:

1. How does the systematic maintenance of an expert blog contribute to the formation of digital expert authority?
2. What authority-building functions, actions, and outputs should be included in the sequential stages of the proposed methodology?
3. How can digital expert authority support AI-mediated visibility, customer acquisition, and organisational competitiveness in the digital economy?
4. Which content, semantic, attribution, machine-readability, and governance characteristics should be incorporated to support the interpretation, transparency, and potential citation of expert knowledge by generative artificial intelligence systems?
5. What legal and regulatory challenges arise when generative AI systems prioritise, summarise, or cite individual web resources, and how can the GKAI Method support transparency, accountability, and compliance-oriented digital communication?

Literature Review

Digital Economy, Enterprise Competitiveness, and AI-Mediated Visibility

Comprehending the digital economy's transformation is crucial to realising digital expert authority. Digital transformation is turning into a strategic asset that is affecting business innovation, efficiency, marketing, and sustainability. The research conducted recently indicates that digital transformation and the use of artificial intelligence have a positive impact on the enterprise innovation performance (Ma et al., 2025). The link between digital transformation strategy and organisation effectiveness has also been related to economic, human-resource, and internationalisation aspects in SMEs, and firm innovation has been found as a mediating variable (Rubio-Andrés et al., 2025). Digital transformation has been shown to enhance digital capabilities, productivity, efficiency, and innovation (Amin et al., 2025). Digital visibility is not just about communication. Digital and AI visibility can enhance customer acquisition, market access, brand awareness, and competitiveness. Studies of IT governance and digital financial transformation have found that governance mechanisms can help facilitate digital transformation and economic sustainability (Almaqtari et al., 2025). The advantages of AI in the public sector include improved governance, public service delivery, and economic gains, alongside challenges such as bias, cybersecurity, workforce adaptation, and ethical issues (Vatamanu & Tofan, 2025). These findings support the use of the GKAI Method to boost enterprise competitiveness, digital trust, and economic participation in AI-mediated markets as well as search visibility.

Platform Economy, Algorithmic Gatekeeping, and Digital Market Governance

GKAI is pertinent to the platform economy. Platform ecosystems are a central part of innovation, markets and social relations through a process of tensions between collaboration and competition, between periphery and core, between value creation and value capture, and between the global and local. However, when the power is imbalanced in the platform, these tensions can be conducive to innovation, but can also give rise to concentration, collusion, too much control, and quasi-monopoly (Zander et al., 2025). Information, services, and market opportunities are non-neutral, as they are

organised by platforms and algorithmic systems. Algorithms are becoming more prevalent in platform markets. Platform markets are designed by algorithms. Algorithms organise, prioritise, and rank product profiles, personalise exchange offers, and impact the relations between market actors. Organisations attempt to shape the algorithmic processes, which give rise to a competitive market in which visibility and ranking are discussed (Wei & Geiger, 2025). The study, titled Ecommerce Governance in the Age of Big Data, blockchain and AI, highlights the innovation possibilities these technologies may bring to ecommerce as well as the governance challenges they pose. Platform regulation (He, 2025) may impact the value of e-commerce transactions, digital innovation, and the balance of policy in enabling and disciplining. Platform governance and competition regulation are important for the digital economy, as control of data and computational resources can be a barrier to entry for would-be competitors, and can lead to greater incumbent power in AI markets (Zheng, 2025). The above studies show that the digital expert authority methodology needs to consider the structure of the content, the power of the platform, prioritisation by algorithms, and the governance of visibility through AI.

Attention Economy and AI-Mediated Visibility

The attention economy is a partial explanation of the economic role of digital expert authority. Digital platform capitalism exploits user engagement, attention, and behaviour with AI and large data analysis. This means that attention is an economic good and algorithmic systems affect the time, trust, and interest that users invest in digital environments (González de la Torre et al., 2026). When using AI interfaces, the content of an expert is in direct competition with other content for ranking on search engines and capturing users' attention. It is made worse by the zero-click systems that generate answers in platform interfaces of generative AI. Reducing source-level visibility can be the result of suppressing provenance, weakening attribution, and centralising epistemic authority in the platform interface. Platform interface epistemic authority, weak attribution, and source-level suppression can all lead to decreased source-level visibility. According to Ozturkcan (2026), zero-click AI may replace the role of creators in the upstream creation process and reduce the visibility of the source used. This will affect credibility, authorship, and visibility. For digital expert authority to be established, content needs to be high quality, with clear source information, expert attribution, and machine-readable structures, ensuring the visibility and identification of sources in knowledge systems that are mediated by AI. The Attention-economy problem is solved by the GKAI Method that views expert authority as a structured, attributed and continuously reinforced knowledge asset.

Institutional Economics, Digital Trust, and Information Asymmetry

Digital expert authority is institutional, as trust is a factor of digital markets. The importance of trust in social welfare in the digital economy is indisputable, as socioeconomic benefits are more evident in digital spaces (Shah, 2024). Trust creates responsible consumption, digital participation, and sustainable trade. It also requires legal frameworks and digital literacy, data privacy, and trustworthy institutions. Trust can be established in digital markets by a web resource that has clear and evident expertise, attribution, and knowledge. The key concept of information asymmetry is very important in digital transactions in the platform and cross-border contexts. The former can lower the perceived risks and boost the trust of the sellers, while the latter can diminish its effectiveness (Sun, 2025). The information asymmetry of generative search can be decreased or reproduced based on the sources chosen, attributed, and represented by AI-mediated answers. Digital Expert Authority is Institutional Trust. It can indicate their competence, source responsibility, and knowledge reliability, offering people, organisations, platforms, and regulators a way to determine the credibility of market information provided by AI.

Transformation of Search Towards Generative Retrieval

Search engines are evolving from ranked retrieval towards generative retrieval, dialogue, and answer synthesis. Traditional systems mainly direct users to external web pages, whereas generative

systems can combine retrieved content with model-based knowledge and present selected sources within generated answers. Information-retrieval research shows that LLMs are reshaping retrieval through real-time information use, semantic interaction, retrieval-augmented generation, and user evaluation (Ai et al., 2023; Breuer et al., 2025). Studies on ChatGPT, user switching from search engines to generative AI, and legal information retrieval further show that generative systems create new opportunities for question answering and summarisation while raising concerns about efficiency, bias, text quality, transparency, and traceability (Huang & Huang, 2024; Zhai, 2024; Zhang, 2025; Zhou & Li, 2026). This transformation is relevant to GKAI because source visibility increasingly depends not only on ranking but also on whether expert knowledge can be interpreted, attributed, and represented reliably by generative systems.

Generative Engine Optimization

Generative Engine Optimisation has emerged as a response to the growing role of generative systems in information access. Existing GEO studies show that optimisation strategies, search intent, authority signals, and structural content features may affect visibility and citation behaviour in generative responses (Aggarwal et al., 2024; Chen et al., 2025a; Chen et al., 2025b; Yu et al., 2026). GEO is distinct from traditional SEO because it places greater emphasis on semantic relevance, content quality, content structure, conversational queries, and E-E-A-T principles (Rejón-Guardia et al., 2026). Related research also points to a broader shift from keyword-based optimisation towards semantic relevance, user needs, and AI-mediated visibility (Giomelakis, 2023; Mehmet, 2025; Ziakis & Vlachopoulou, 2024). These studies provide the technical foundation for GKAI, but GEO alone does not fully explain how expert knowledge can be connected with economic value, institutional trust, platform governance, and regulatory accountability.

AI Overviews and Generative Search Visibility

AI Overviews illustrate how generative search can alter source selection, visibility, and authority. Google describes AI Overviews as generated summaries that use its Knowledge Graph, ranking systems, and generative AI while still relying on crawlable, indexable, accessible, people-first content and structured data (Google, 2024; Google, 2025; Google, n.d.-a). Preliminary measurement of 55,393 trending queries found AI Overview activation in 13.7% of all tested queries and 64.7% of question-form queries, with almost 30% of cited domains not appearing on the first page of organic results (Xu et al., 2026). Discourse analysis further suggests that AI Overviews reshape trust, authority, visibility, and platform power in the search ecosystem (Weinbrand et al., 2026). These findings support the need for a methodology that treats visibility as a question of source credibility, attribution, machine readability, and platform governance rather than search ranking alone.

E-E-A-T, Digital Authority, and Trust in the Source

An audit of ChatGPT, Bing Chat, and Perplexity on public-interest topics found uneven source quality and a possible bias towards commercial and geographic sources when using these AI tools (Li & Sinnamon, 2024). A multilingual evaluation of Copilot's political information retrieval approach found differences in information readiness, factuality, information sources and attribution across languages (Kuai et al., 2025). Two key principles emphasised by Google regarding helpful, reliable, people-first content are to use the E-E-A-T framework (which stands for experience, expertise, authoritativeness, and trustworthiness) and to focus on the most important factor: trust (Google, n.d. b). This guidance also highlights the importance of authorship, sourcing, original value, purpose of content, and the difference between people-first content and search-engine-first content. Experimental evidence on scientific information evaluation showed that users evaluate credibility based on the source's ability, usefulness, benevolence and integrity, but may not be able to differentiate between these dimensions (Scharrer et al., 2025). The study assessed 409 YouTube videos and found moderate overall reliability, with only 2.9% rated excellent. It provides direct evidence that visibility and volume do not ensure source reliability (Rani et al., 2026). The study found differences in online-source completeness, accuracy, and

balance and concluded that students do not always evaluate online content appropriately (Scherer et al., 2026).

Survey data collection from Iranian university students discovered that experience, interest, and academic level are related to web credibility assessment (Zeynali-Tazehkandi et al., 2025). A mixed-methods study on the quality criteria for online health information, which examined health experts' perceptions, found that the highest-ranked criteria were accuracy, credibility, and reliability (Ghalavand & Nabiolahi, 2024). Research on the use of social networking sites during the COVID-19 pandemic discovered that perceptions of source credibility and information quality benefited perceptions and facilitated online interactions (Shah & Wei, 2022). Moreover, the literature has demonstrated that the quality of online health information can be assessed using various criteria and that, to date, there is no universal model of health information quality (Baqraf et al., 2023). The research indicates that the research field of misinformation is scattered across disciplines and tends to focus on its detection, dissemination, and characteristics (Broda & Strömbäck, 2024). Preliminary research estimates from a preprint indicated that in social web environments, credibility is increasingly driven by data, graph-based and knowledge-based methods (Pasi & Viviani, 2020). Related research further noted that platform-specific trust models might be required for assessing misleading online content (Cohen et al., 2020).

AI Governance, Transparency, and Responsible Generative AI

AI governance impacts on the expertise of digital experts. Ethical deployment of AI cannot be merely a set of principles, as per responsible AI governance research. Practices of structural, relational and procedural approaches (Papagiannidis et al., 2025) are required for designing, enacting, monitoring and evaluating AI applications. The method is crucial for the visibility, attribution, review responsibility, source clarity and AI-mediated representation monitoring of expert content. AI also has a constraint on traditional regulatory methods. There is a requirement for risk-informed governance that is specific to the technology because of its opacity, autonomy and systemic risks. The research on how to regulate AI compares to other types of regulations suggests adaptive, proportionate, and harmonised approaches that strike a balance between innovation and accountability (Currie et al., 2025). The political economy of AI regulation highlights that governance needs to play a role in economic renewal, curb concentration of corporate power, link suppliers and adopters, and ensure market contestability (Jacobides et al., 2025). The public ethics issues of AI are related to protection of personal data, safety, transparency, fairness, liability, truthfulness, dignity, and autonomy of human beings (Cao & Meng, 2025). The concerns are all supported by the governance aspects of the GKAI Method, such as the expert responsibility, content accountability, transparent sourcing, and machine-readable attribution.

Legal Regulation of Generative AI and Compliance-Oriented Digital Authority

The implementation of generative AI is regulated by law, and this reinforces the GKAI Method. The EU governance model for AI connects the AI Act to the other EU Acts, such as GDPR, the Digital Services Act, Digital Markets Act, Data Governance Act and the Data Act. Generative and general-purpose systems of AI pose serious issues of authorship, responsibility, and control, while this approach balances risk-based regulation with fundamental rights, and market-harmonisation objectives (Hulok, 2025). Expert blogs and web resources are relevant because AI-assisted content workflows should not result in the de-personalisation of content and need to include human responsibility, transparent attribution, and source accountability. The Digital Services Act affects several aspects of the transparency of platforms, disinformation risk assessment, transparency of advertising, notice-and-takedown mechanisms, and changes in the governance of platforms (Nannini et al., 2025). Ownership, reuse, the economic value of data, and the non-economic value of datasets are all significant concerns when using generative AI, and copyright and data governance play a crucial role in addressing these questions. Beyond copyright harm, the AI Act can also tackle violations regarding the datasets, according to Teilmann-Lock and Savin (2025). AI infrastructure relies on data and computational resources, and incumbent companies can

leverage these to sustain market dominance and entry barriers, thus posing competition law concerns (Zheng, 2025). GKAI Method is an authority building approach that is compliance driven. It is not a legal requirement, but it aids in AI governance practices such as expert approval, source traceability, transparent authorship, attribution, content responsibility, and structured documentation.

Content Strategy and Content Value

A systematic literature review of 85 studies identified the categories of digital content elements (visual, auditory, linguistic, symbolic, social, and message) and their influence on engagement, purchase intention, sales, brand outcomes, and consumer attitudes (Lapresta-Romero & Hernández-Ortega, 2025). Shaping content types in accordance with marketing objectives and audience participation was demonstrated through content analysis of B2B corporate Instagram pages (Yaghtin et al., 2020). Survey data from Vietnam concluded that the informative, entertainment, and social value of digital content marketing positively affect experiential evaluations and brand loyalty (Bui et al., 2023). Information adoption theory revealed that content quality, utility, expression quality, carrier quality, and information adoption affect purchase intention, while brand trust enhances the impact of information adoption on purchase intention (Chen et al., 2024). A large survey of consumers across ten Chinese cities found that functional information, entertainment, social interaction, brand interaction, and self-concept influence brand identity and purchase intent (Chen et al., 2021).

Similarly, research discovered that dimensions of digital content marketing affected customer–brand engagement and brand loyalty (Gupta & Dutt, 2025). An automated brand-generated content model emphasised the importance of balancing consumer and brand data in algorithmic content production (van Noort et al., 2020). Survey data and structural equation modelling indicate that firm-generated content may be limited or even negative on purchase intention, meaning that it is essential to give value to the content created by the firm rather than just advertising (Santiago et al., 2022). A meta-analysis found that brand-owned social media positively influences sales, but only under certain conditions (brand, product, content, and platform characteristics) (Yin et al., 2025). The article examines user-generated content across the customer journey and shows that online reviews and social-media posts influence engagement and purchase decisions (Schröder et al., 2025).

The Corporate Blog as an Authority Tool

Literature review and interviews with senior leaders in professional service firms defined thought leadership as knowledge that can be acted upon, provided by a trusted, eminent, and authoritative source (Harvey et al., 2021). Interviews with the communication professionals in Germany and Austria discovered a trend towards a topic-centred and content-driven approach of the newsroom structure of corporate communication (Seiffert-Brockmann et al., 2021). In an attention economy fuelled by generative AI, branded content must engage meaningfully (Krowinska & Dineva, 2025). The integrative review synthesises 647 articles across nine disciplines and examines how social media has reshaped organisation–audience interaction. It supports the need for systematic management of organisation-owned communication channels (Putri et al., 2026).

Knowledge Management and Knowledge Graphs

A case study in an organisation that builds railway infrastructure demonstrated that KM platforms could help minimising file search time, facilitate learning, and enhance collaboration (Abbas et al., 2022). Data from multinational companies in Europe and the Middle East concluded that organisational culture, perceived usefulness, and ease of use are the factors influencing the adoption of knowledge management systems and knowledge sharing (Abdelrahman et al., 2025). A review and survey of the Portuguese public sector presented evidence showing that digital transformation and knowledge management go hand in hand to enhance the quality of public-sector digital services (Alvarenga et al., 2020). A quantitative survey found that the three processes of digital knowledge creation, digital knowledge sharing, and organisational learning positively impact organisational performance (Karim

et al., 2024). Research on service-sector organisations in Kuwait found that knowledge utilisation and sustainability mediated the relationship between knowledge management and organisational performance (Mohaghegh et al., 2024). An analysis of interviews with leaders of digital transformation suggested a lack of knowledge in digital transformation leadership (Amadoru et al., 2026).

A systematic review of artificial intelligence (AI) based knowledge management systems revealed that AI can enhance knowledge capture, storage, retrieval, personalisation and dissemination, while barriers exist to implementing these systems (Evangelista & Rizvi, 2026). A thorough survey of knowledge graphs demonstrated that they help organise complex information within AI systems for retrieval, reasoning, and knowledge fusion (Peng et al., 2023). Research also shows that knowledge graph-extended retrieval-augmented generation can enhance the transparency and explainability of question answering (Linders & Tomczak, 2025). GraphRAG demonstrated its ability to structure fragmented literature into a searchable, context-aware knowledge system (Naganawa et al., 2025). Knowledge graph platforms also provide value in newsrooms for metadata annotation, background information, content analysis, and workflow improvement (Gallofré Ocaña & Opdahl, 2022). Similarly, research has demonstrated how knowledge graphs can be used to rapidly and efficiently store, share, reuse, and retrieve risk-related knowledge (Isah & Kim, 2023). Related studies also demonstrate how AI-powered knowledge systems could convert disjointed data into meaningful and context-rich knowledge (Fareedi et al., 2025; Scheffer et al., 2026). The survey covers RAG foundations, enhancements, applications, benchmarks, limitations, and future directions, and explains how retrieval introduces external information into generation to improve accuracy and robustness (Zhao et al., 2026).

Traditional SEO and Digital Performance

Traditional SEO remains relevant because crawlability, indexation, technical performance, content quality, backlinks, mobile-friendliness, accessibility, and user engagement continue to affect web visibility. Studies show that SEO and website engagement can influence rankings, customer behaviour, website visibility, industry positioning, and return on investment (Al-Haraizah et al., 2025; Bataineh et al., 2025; Rubio-Escuderos et al., 2026; Sheffield, 2020). Research on digital marketing, customer engagement, analytics, and SMEs further connects online visibility with organisational performance, customer decision journeys, marketing decision-making, consumer insights, brand engagement, and competitive advantage (Basu et al., 2023; El-Shihy & Hassan, 2025; Laila et al., 2024; Murangaza et al., 2026; Mushi, 2024; Proença & Martins, 2024; Tarazona-Montoya et al., 2024; Theodorakopoulos & Theodoropoulou, 2024; Vollrath & Villegas, 2022; Xiao & Chen, 2025). However, traditional SEO does not fully account for generative citation, expert attribution, machine-readable knowledge structures, or the regulatory and institutional dimensions of AI-mediated visibility.

Research Gap

The analysed literature reveals multiple relevant research lines that were created on their own. Research on digital economy has shown that digital transformation, AI, innovation and governance contribute to the competitiveness and sustainability of enterprises. Based on platform-economy research, digital markets are influenced by algorithmic prioritisation, platform governance, and market concentration, with the influence of regulation. Platform-economy research tells us that digital markets are driven by algorithmic prioritisation, platform governance and market concentration, and the influence of regulation. The research findings related to the attention economy suggest the impact of AI-mediated interfaces on visibility, source attribution, user attention, and epistemic authority. Based on the institutional and trust-based research, the key factors of digital exchange are credibility, information quality, platform governance and reduced information asymmetry. Research on AI governance and legal-regulation highlights the importance of transparency, accountability, explainability, data protection, copyright and competition, and responsible use of AI. But the literature does not integrate economic, managerial, institutional and regulatory aspects in a unified methodology for digital expert authority in the context of generative search. Current GEO research interests include aspects of visibility

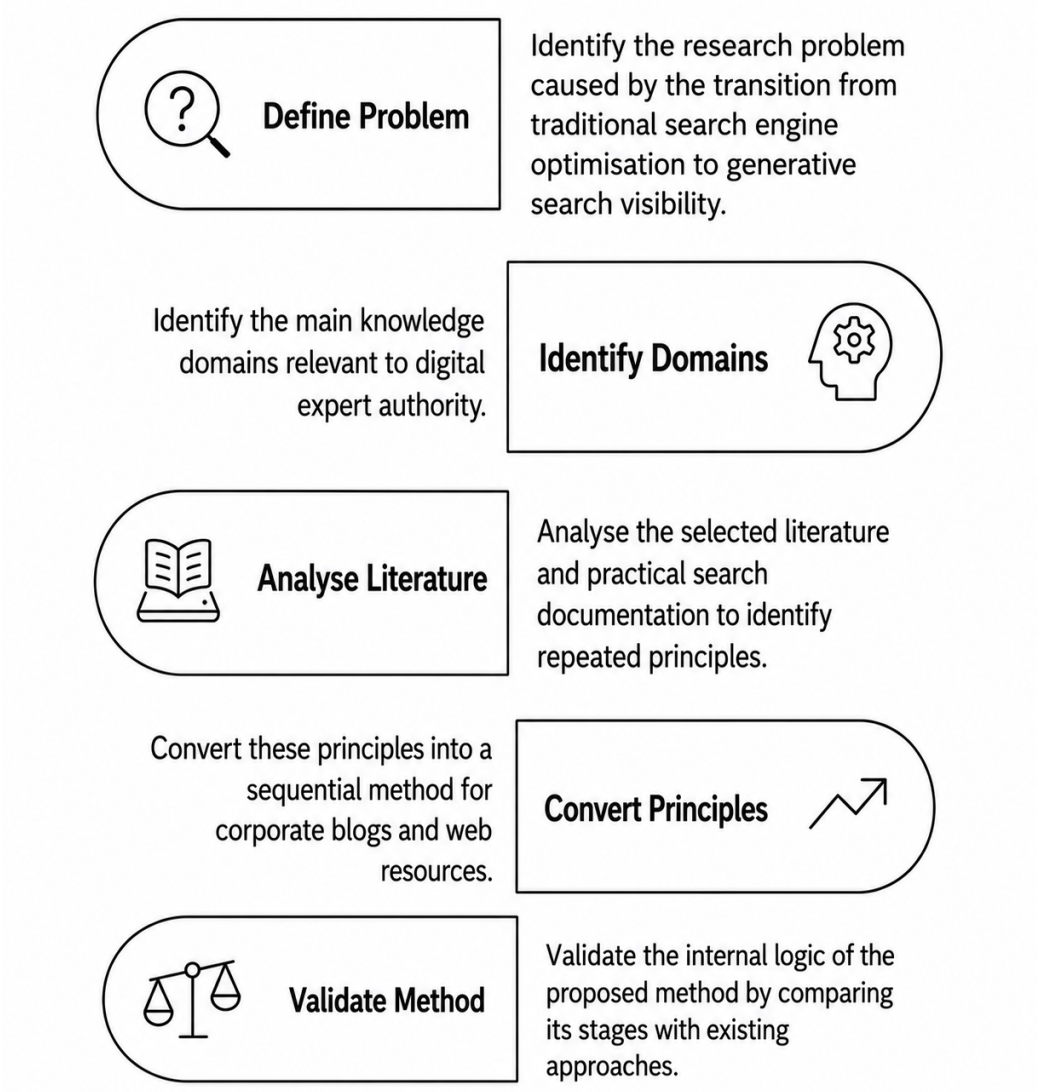
and citation, SEO and ranking, technical optimisation, web performance, credibility and trust and information quality, content strategy and engagement and brand outcomes, and knowledge management and structuring and reuse of knowledge. There is no sequential method connecting expert knowledge production and visibility through AI, digital trust, economic competitiveness and communication for compliance. The gap is filled by the GKAI Method, an integrated knowledge accumulation and structuring, attribution and optimisation, reinforcement of expert knowledge system, using a corporate blog, which brings together the digital and the economic, institutional, and regulatory aspects of expert knowledge.

Materials and Methods

The study was designed to develop the GKAI Method (AI Authority Engineering Method) to build the Digital Expert Authority of Web Resources in a Generative Search Environment. It built a replicable methodological framework by integrating the latest research on generative search, Generative Engine Optimisation (GEO), source credibility, E-E-A-T, content strategy, knowledge management, semantic architecture, knowledge graphs, and digital marketing analytics. The study also integrated research on the digital economy, enterprise competitiveness, platform governance, institutional trust, AI governance, and legal regulation of generative artificial intelligence. The research process was carried out in five main stages, as shown in Figure 1.

Figure 1

Research Process Stages



Source: authors' own development

System analysis, comparative analysis, content analysis, and structural-functional modelling were used in the study. The corporate blog was considered a knowledge system and treated as such rather than as a collection of separate publications. The traditional search engine optimisation, GEO, E-E-A-T principles, and knowledge management approaches were compared through comparative analysis. Digital economy, AI governance, platform governance, institutional economics, and legal-regulatory approaches were also compared to determine how the GKAI Method could support economic value creation, trust formation, and compliance-oriented digital communication. The selected literature and documentation were analysed to identify common themes in credibility, expertise, information quality, source attribution, semantic structure, visibility, engagement, and citation behaviour. The analysis was expanded to include economic performance, customer acquisition, competitiveness, institutional trust, algorithmic accountability, transparency, explainability, data protection, copyright, and platform regulation. The GKAI Method was designed using the structural-functional modelling approach, which breaks it into a series of linked stages and assigns each stage a particular authority-building function. Accordingly, the study makes a conceptual and methodological contribution by deriving the twelve-stage method from documentary synthesis and structural-functional modelling, while empirical validation is positioned as the next phase of research.

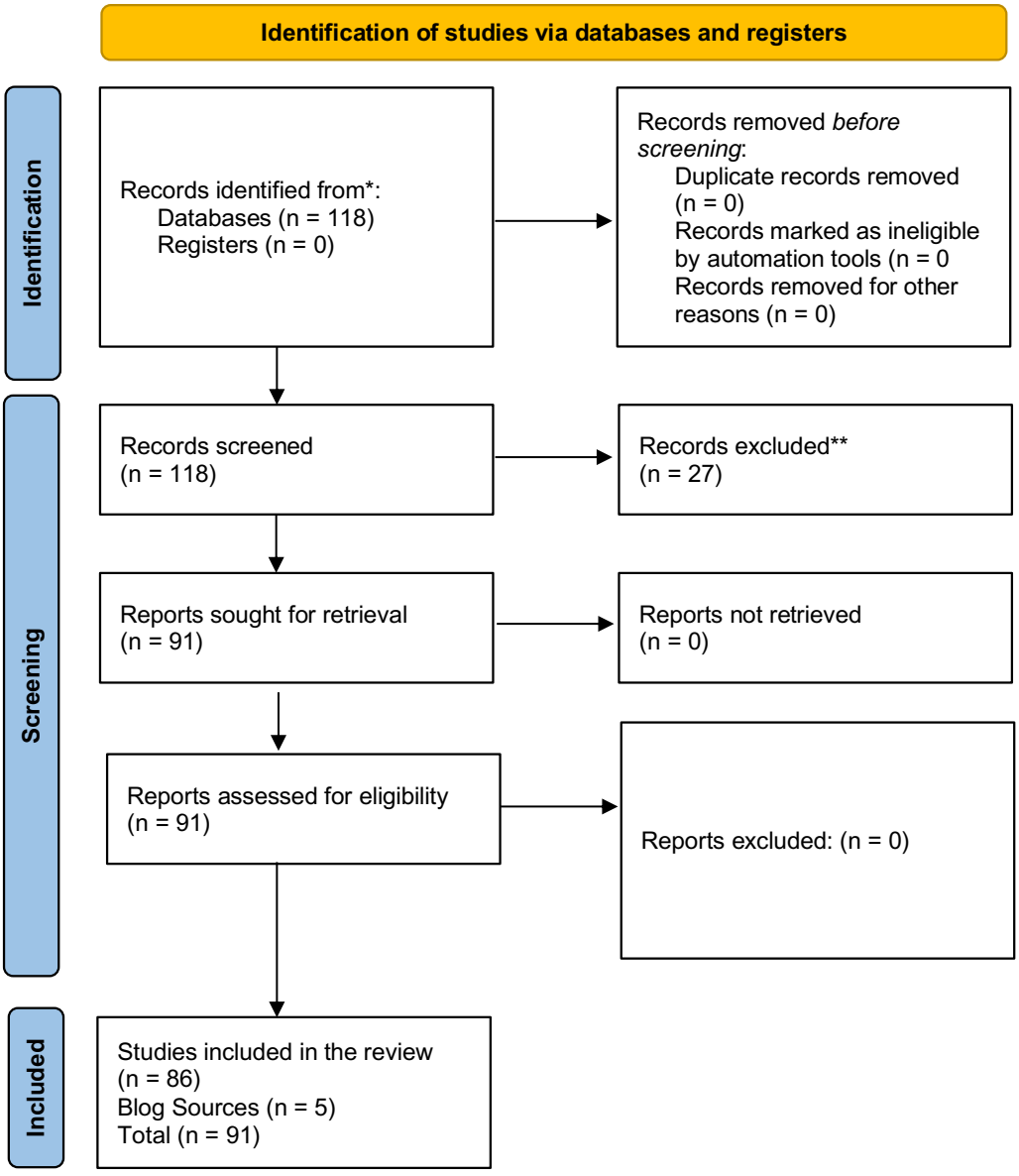
Documentary Corpus and Source Selection

The documentary corpus consisted of academic, professional, and practical sources related to the creation of digital expert authority. The primary objects of analysis were corporate blogs, expert (source) websites, business websites, and content systems that distribute professional knowledge in a particular field. The potential application objects were expanded to include enterprise websites, digital platforms, small-business websites, financial-sector knowledge resources, law-firm blogs, educational-institution websites, and public-sector digital knowledge systems. The sources used comprised academic papers and relevant search documents from practical sources, primarily from 2020 to 2026. The sources included in the list included the following areas: LLM, Information retrieval, Generative search, GEO, Google AI Overviews, E-E-A-T, Online credibility, Information quality, Digital content marketing, Thought leadership, Knowledge management systems, Knowledge graphs, Retrieval-augmented generation, Website engagement, and Marketing analytics. Additional sources were included in the following areas: digital economy, enterprise innovation, SME performance, economic sustainability, platform economy, algorithmic gatekeeping, attention economy, institutional trust, AI governance, legal regulation, platform regulation, antitrust in AI infrastructure, digital services regulation, copyright and dataset governance, and regulatory compliance. The exclusion criteria were sources written in Russian and published in Russia or Belarus. The following were considered inclusion criteria: a focus on at least one of the main components (generative search, artificial intelligence-mediated retrieval, content visibility, source credibility, knowledge management, semantic structure, corporate content, digital analytics). The inclusion criteria were expanded to include sources addressing economic effects of digital transformation, enterprise competitiveness, AI-mediated visibility, platform governance, institutional trust, AI accountability, transparency, explainability, consumer protection, data protection, copyright, and legal regulation of digital platforms and generative AI. Only required sources and sources that give practical context to AI Overviews, AI features in Search, helpful content, and GEO were included in Google Search documentation and Search Engine Land. Purposive documentary source selection was used to construct the documentary corpus, which was further refined and screened for relevance to the study aim. The initial sources were identified using Google Scholar, Scopus-indexed sources, publisher databases, Google Search Central documentation, and specialist search-industry sites, resulting in a total of 118 sources. A supplementary targeted search was conducted in publisher databases to identify sources on digital economy, AI governance, platform economy, institutional economics, and legal regulation. This supplementary search focused on Springer, SAGE, Wiley, Elsevier, MDPI, and Taylor & Francis sources. The included search terms were: generative search, generative engine optimisation, AI Overviews, E-E-A-T, source credibility, expert authority,

knowledge management, knowledge graphs, semantic SEO, and digital marketing analytics. The supplementary search terms included digital economy, enterprise competitiveness, AI governance, platform governance, algorithmic accountability, Digital Services Act, Digital Markets Act, EU AI Act, GDPR, copyright and generative AI, platform economy, attention economy, institutional trust, and AI regulation. Duplicate, irrelevant, and non-English sources were excluded during screening. Sources written in Russian or published in Russia or Belarus were also excluded in accordance with the stated exclusion criteria. There were 91 sources in the final expanded corpus, with 86 academic or scholarly sources and 5 practical search-documentation or specialist blog sources. The source-selection pathway is summarised in Figure 2 to clarify the movement from the initially identified sources to the final documentary corpus.

Figure 2

PRISMA Source Selection Flow Diagram



Instruments and Procedures

Documentary analysis and conceptual modelling were the main research instruments used in the study. The documentary material comprises academic sources, summaries, and search documentation from official searches on AI, search, and web visibility. The documentary material was expanded to include studies on digital transformation, economic performance, platform markets, AI governance, legal regulation, institutional trust, and digital-policy implications. The thematic structuring of the

selected studies started the procedure. The studies were grouped into common areas: transformation of search engines towards generative retrieval; AI Overviews and source selection; GEO and AI search visibility; digital credibility and trust; expert content strategy; thought leadership; knowledge management; knowledge graphs and semantic architecture; traditional and semantic search engine optimisation; and digital visibility measurement.

The studies were also grouped into additional interdisciplinary analytical areas: digital economy and enterprise competitiveness; platform economy and algorithmic gatekeeping; attention economy and AI-mediated visibility; institutional economics and information asymmetry; AI governance and responsible AI; and legal regulation of generative AI and digital platforms. This analysis was then conducted for each group to identify the concept that could guide the GKAI Method. The stages – Verified Expert Attribution and Authority Signal Reinforcement – were both driven by credibility and E-E-A-T-related sources. The economic and regulatory components of the method were derived from sources on digital transformation, platform governance, trust in the digital economy, AI accountability, copyright and dataset governance, competition regulation, and digital-services regulation. The next step was to convert the conceived concepts into a sequence of steps. The different steps of the GKAI Method have been formulated based on three criteria. First, the stage was required to serve a certain function of authority building.

Secondly, the stage needed to be relevant for a corporate blog or a professional website. Thirdly, the stage had to be part of the potential suitability of the resource for interpretation, retrieval or quotation by generative artificial intelligence systems. A fourth criterion was added to the methodological design: each stage had to be interpretable in terms of at least one economic, institutional, governance, or regulatory function, such as competitiveness, trust formation, transparency, accountability, source traceability, or compliance-oriented communication. The application of these criteria resulted in twelve stages because twelve distinct authority-building functions were identified in the assignment criteria and thematic synthesis. Each stage represents a necessary function that could not be merged with another stage without removing a separate methodological output. The stages were ordered according to their functional dependencies.

The sequence begins with defining the authority domain and identifying expert knowledge, proceeds through knowledge capture, verification, structuring, publication, semantic connection, attribution, optimisation, and reinforcement, and concludes with monitoring and AI Authority Recognition. This order reflects the requirement that foundational knowledge and expertise be defined and verified before content can be structured, published, optimised, measured, and potentially recognised by generative AI systems. Part of the methodology included potential monitoring instruments that would be used in future empirical applications. These comprise Google Search Console, Google Analytics, manual monitoring of Google AI, citation checks on generative AI systems such as ChatGPT, Gemini, Claude, Perplexity, and Copilot, and Ahrefs and Semrush. For economic and regulatory evaluation, the potential monitoring instruments also include website traffic indicators, customer acquisition indicators, conversion indicators, revenue-related indicators, branded-search indicators, transparency checklists, authorship and attribution records, data-protection review points, copyright review points, and AI-governance documentation.

Practical Application Scenarios

The GKAI Method is designed to be used by different digital and AI-assisted organisations. Companies can structure fragmented professional knowledge into a digital asset to enhance visibility, customer acquisition and competitiveness. It can be used to establish authority and credibility for small businesses on a budget. It can enhance the trust signals, algorithmic prioritised content arrangements and source attribution of content for digital platform and e-commerce actors. GKAI can arrange financial expert explanations of products, risks, compliance obligations and customer decision support content. It facilitates clear authorship and legal expertise attribution, and structured professional commentary

for law firms. It can structure academic and professional information to serve as sources of expertise for students, stakeholders, and as AI-driven search systems within educational institutions. The approach engages in open, credible and responsible communication about digital transformation and AI governance in public sector or policy contexts.

Practical Validation Design

This study presents GKAI as a conceptual and methodological framework; empirical validation through real organisational implementation constitutes the next phase of the research. Practical validation may be pre and post implementation study. Choose corporate blogs, professional websites, SME websites, financial websites, law firm blogs, educational websites or public sector knowledge portals. 2. Take baseline measures prior to implementation. Indicators include customer inquiries, engagement metrics, conversion metrics, pages indexed, organic visibility, expert mentions, AI-generated source representation accuracy, and traffic. Third, implement the 12 steps of the GKAI Method to the selected resources. Fourth, after implementation, it is possible to measure the same indicators. Fifth, results can be compared between sectors, and (if possible) with similar resources, without using the method. Economic, institutional and regulatory measures can be part of the validation design. Economic measures: Traffic value, Lead generation, Conversion growth, Expert content revenue, Customer acquisition cost, Content ROI. Institutional measures include expert authorship visibility, source credibility, trust signals, reputation indicators, and reducing information asymmetry. Regulatory measures include author transparency, source attribution, responsible AI-assisted drafting, data-protection review, copyright review, and explainability indicators and documentation of content responsibility. This design would enable future research to estimate the economic, governance and compliance impacts of GKAI in different organisational and regulatory environments.

Data Analysis

The data analysis used was qualitative and conceptual. Thematic synthesis, comparative interpretation, and structural-functional modelling were used for the analysis. The selected sources were then analysed using thematic analysis to identify recurring themes throughout the literature. These concepts involved: content quality, information reliability, source credibility, expert attribution, semantic relevance, content structure, knowledge sharing, retrieval, visibility, engagement, and authority signals. Additional themes included enterprise competitiveness, digital transformation, innovation performance, economic sustainability, platform governance, algorithmic prioritisation, trust, information asymmetry, AI accountability, transparency, explainability, copyright, data protection, and regulatory compliance. Second, these codes were then organised into methodological functions and ordered by their logical function in the process of establishing authority. The twelve-stage GKAI Method was created in this process. A function, an expected output, and a function in the development of digital expert authority were assigned to each stage. Each stage was also examined in relation to its economic, institutional, and regulatory relevance. The last analytical phase was to verify the consistency of the twelve steps of the GKAI Method. The stages were logically sequenced from the domain definition to authority recognition. The expanded analysis links the GKAI stages not only with generative search visibility but also with enterprise competitiveness, trust formation, AI governance, and compliance-oriented digital communication.

Results

As a result of the study, the authors created the GKAI Method, a twelve-step process for creating web resources digital expert authority in the generative search environment. The aim of the method is to document, structure, attribute, optimise and monitor the knowledge of the experts in a corporate blog or professional web resource. Digital expert authority is described in this study as a collection of content and semantic features, attribution and institutional features and machine-readable features that allow a web resource to be identified as a reliable, special, and responsible source of knowledge in a particular domain. The conceptual results indicate that GKAI has prospective economic, institutional, and

regulatory significance. The method, from an economic point of view, associates digital authority from experts with digital visibility, traffic, acquisition of customers, conversion, revenue, and competitiveness. Institutionally, and helps build trust, transparency, reputation and mitigates information asymmetry. From a regulatory perspective, it helps with compliance-oriented digital communication and is based on expert attribution, source traceability, content responsibility, explainability and accountability. The stages, actions and outputs of the method are shown in Table 1. These results should be interpreted as conceptual and methodological outputs derived from documentary synthesis and structural-functional modelling, not as empirically measured effects of GKAI implementation.

Table 1

Stages, Actions, and Outputs of the GKAI Method

Stage	GKAI stage	Main action	Expected output
1	Authority Domain Definition	Define the specialist field, subtopics, audience problems, and priority knowledge areas.	Authority domain map
2	Expertise-Service Alignment	Connect organisational expertise with services, products, or professional solutions.	Expertise-service matrix
3	Authority Landscape Analysis	Review competing sources, AI-cited resources, dominant questions, and content gaps.	Authority landscape profile
4	Verified Expert Attribution	Link content with identifiable experts, roles, qualifications, and review responsibility.	Expert attribution system
5	Expert Semantic Architecture	Organise the internal structure of knowledge through concepts, topics, clusters, and relationships.	Semantic architecture plan
6	Expert Content Architecture	Design content formats, publication sequence, article types, and update rules.	Expert content plan
7	Expert Position Development	Define the organisation's professional viewpoint, arguments, recommendations, and evidence.	Expert position framework
8	Cognitive Demand and Knowledge Voice Alignment	Align content with user intent, question type, explanatory depth, and knowledge voice.	Query-intent and knowledge-voice guide
9	Generative Citation Optimisation	Prepare content in a clear, verifiable, structured, and citation-ready format.	Citation-ready content format
10	Knowledge Graph Alignment	Connect entities, authors, services, concepts, and structured data for machine readability.	Structured entity map
11	Authority Signal Reinforcement	Strengthen trust signals through authorship, updates, internal links, references, mentions, and editorial standards.	Authority signal system
12	AI Authority Recognition	Monitor AI search visibility, cited pages, query types, topic selection, and source accuracy.	AI authority recognition report

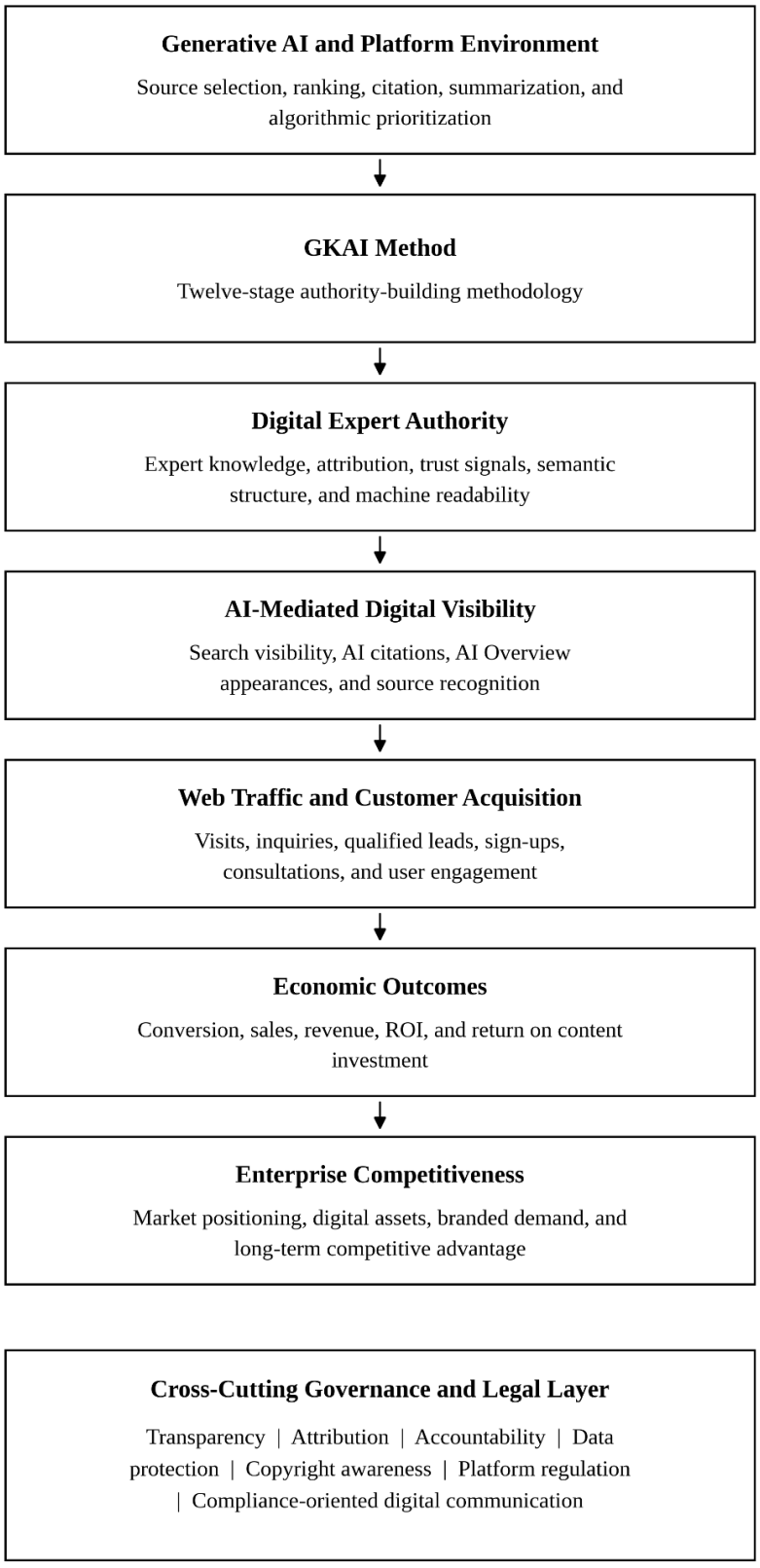
Source: authors' own development

As illustrated in Figure 3 the conceptual link between the GKAI Method and the economic, institutional and regulatory impacts anticipated from its use. The system starts with the generative AI and platform environment, where algorithms have been used to affect the selection, ranking, citation, and visibility of the sources. The GKAI Method is an organisational reaction to this context, where it becomes necessary to structure and formalise the knowledge of experts that is often not organised. This authority system is expected to support AI-mediated digital visibility, which may contribute to traffic,

customer acquisition, sales, revenue, and competitiveness in future empirical applications. Simultaneously, the framework also has a cross-cutting governance layer in recognition of the fact that digital visibility in generative AI systems needs to be underpinned by transparency, attribution, accountability, data protection, copyright awareness, and communication for compliance.

Figure 3

Conceptual Framework for GKAI



Stage 1. Authority Domain Definition

The subject area in which the web resource seeks to be an Authority Domain Definition determines whether it is an expert source. The domain needs to reflect specialisation while remaining broad enough to enable ongoing, continuous content development by experts. The primary activities involve identifying the expert area, subtopics, problems for the audience, services to be linked, and priority knowledge areas. In this stage, an authority domain map is generated, providing the later content with a clear topical direction.

Stage 2. Expertise-Service Alignment

Expertise-Service Alignment is the association of knowledge with services, products, or expert professional solutions offered by the organisation. The principal action is to relate each service area to the topics that the experts explain, support, or justify. During this stage, an expertise-service matrix is generated that connects knowledge themes, client questions, misconceptions, and evidence to the services. It helps in the formation of authorities by providing a mechanism to ensure that information on blogs is relevant to the organisational capabilities.

Stage 3. Authority Landscape Analysis

The aim of the Authority Landscape Analysis is to analyse the web environment in which the web resource tries to establish its expert authority. The primary action is to check out various websites, expert blogs, AI-recommended sources, search results, common or recurring concerns, and areas that are not well developed. This stage results in an authority landscape profile that highlights the existing knowledge leaders, content gaps, and positioning opportunities. It can assist the organisation in identifying the areas where it can provide clearer explanations, stronger evidence, or a more professional point of view.

Stage 4. Verified Expert Attribution

Verified Expert Attribution: Expert content is attributed to a specific author, a professional position, a specific set of qualifications, and review responsibility. The key activity is to establish a clear author and connection between each article and a named expert/reviewer. This stage results in an expert attribution system that contains authorship, publication date, update date, expert role, and content responsibility. It helps build trust in the knowledge by revealing information about the source, who created it, and why they are qualified to share their information.

Stage 5. Expert Semantic Architecture

Internal structure of expert knowledge: Expert Semantic Architecture. This stage concerns linking concepts, topics, subtopics, services, and knowledge clusters in the web resource. The primary action is to create a semantic map that visually illustrates the knowledge organised and linked in the blog. This stage results in a semantic architecture plan that will help with coherence, internal linking, and consistent topical development.

Stage 6. Expert Content Architecture

Content is transformed into a useful publication system using Expert Content Architecture. This stage concerns article types, the content you publish, the order in which articles are published, and the rules for updating them. The key action is to create the following types of pillar articles: explanatory, problem-solving, service-related knowledge, expert commentary, frequently asked questions, and updates. This stage results in a comprehensive content plan that will enable the blog to grow into a knowledge base, rather than a series of individual blog posts.

Stage 7. Expert Position Development

Expert Position Development refers to designating the professional perspective that is conveyed by the web resource. The primary step is to determine the claim, recommendation, question, or

counterclaim for each major topic area. The results of this stage are an expert position framework, which connects topics to key arguments, practical recommendations, supporting evidence, and professional principles. It assists the resource in presenting information, judgment, and specialised interpretation.

Stage 8. Engaging and aligning Cognitive Demand with Knowledge Voice.

Cognitive Demand and Knowledge Voice Alignment transform knowledge into expert content to user intent and explanatory need. The users' need for definitions, comparisons, recommendations, process explanations, risk clarification, or decision-support answers is the concern of this stage. The primary action is matching the topic to the appropriate answer type, tone, depth, and knowledge voice. The result of this stage is an expert content guide created using a query-intent and knowledge-voice approach to make it more useful, clearer, and more answer-oriented.

Stage 9. Generative Citation Optimisation

Optimisation prepares expert-produced content for interpretation and potential citation by generative artificial intelligence systems. This stage is concerned with formatting articles for citation, not with the general structuring of articles. The key actions include using clear definitions, direct answers, evidence-based claims, author attribution, publication dates, internal links, and concise summaries. All substantive content must be produced by qualified domain experts. Where AI-assisted drafting is used, it serves only as a preliminary step and must be followed by mandatory expert review, substantive editing, source verification, and approval by the responsible author. The expert remains responsible for the accuracy, relevance, originality, and integrity of the published material. At this stage, an expert-approved content format is produced for AI-mediated retrieval and potential citation.

Stage 10. Knowledge Graph Alignment

The knowledge graph alignment stage focuses on presenting entity and structural data in a machine-readable form. The difference between this stage and Expert Semantic Architecture is that this one takes the internal knowledge organisation into explicit entity connections usable for machine interpretation. The primary action is to recognise and link entities like authors, services, organisations, methods, tools, problems, concepts, and industries using schema markup, entity pages, glossary pages, author pages, service pages, and structured internal links. A structured entity map is generated at this stage, which can enhance the machine readability and context of the entities.

Stage 11. Authority Signal Reinforcement

Authority Signal Reinforcement increases the credibility signals supporting the Web source. This phase emphasises detecting trust indicators that are neither hidden nor AI-related. The most important things are strengthening the author, the freshness of the material, editorial quality, internal links, external links, backlinks, professional references, case studies, and consistent brand-topic linking. This phase yields an authority signal system that helps to establish the reliability, currency, and specialisation of the resource.

Stage 12. AI Authority Recognition

AI Authority Recognition identifies whether the internet resource is present in the AI-driven search systems. This stage differs from the Authority Signal Reinforcement stage in that it assesses actual recognition, not a reinforcement of the signals that can be used for recognition. The primary tasks include monitoring pages featured in Google AI Overviews, Perplexity, Copilot, Gemini, ChatGPT Search, and other generative systems. This stage produces an AI authority recognition report that includes data on citation frequency, cited pages, query types, topic visibility, source accuracy, and areas for improvement.

Table 2

Comparison of Traditional SEO, GEO and GKAI from Economic and Regulatory Perspectives

Dimension	Traditional SEO	GEO	GKAI Method
Main objective	Improve ranking and organic search visibility	Improve visibility and citation in generative AI responses	Establish digital expert authority as an economic, institutional, and governance-oriented asset
Main focus	Keywords, backlinks, crawlability, indexation, technical performance, and user engagement	Content structure, citation suitability, semantic relevance, and generative response visibility	Expert knowledge, attribution, semantic architecture, knowledge graph alignment, trust signals, AI visibility, and compliance-oriented communication
Unit of optimization	Web page or website	Passage, page, or source cited by generative systems	Complete expert knowledge system of the organisation
Economic role	Supports traffic generation and search-based customer acquisition	Supports AI-mediated visibility and source recognition	Supports visibility, customer acquisition, conversion, revenue, competitiveness, and digital asset development
Institutional role	Limited trust-building through content quality and backlinks	Emerging role in source credibility and AI citation	Explicit trust formation through expert attribution, review responsibility, authority signals, and knowledge consistency
Governance role	Usually, indirect	Partly related to source visibility and citation transparency	Directly connected to transparency, accountability, explainability, attribution, and responsible content governance
Regulatory relevance	Limited and mostly indirect	Moderate, especially where AI systems cite or summarise content	Stronger relevance to AI governance, consumer protection, data protection, copyright awareness, platform accountability, and competition in AI-mediated markets
Expected output	Search visibility and ranking improvement	Citation-ready content for generative AI systems	Structured expert authority system, AI authority recognition report, and economic/regulatory evaluation indicators

Source: authors' own development

Table 2 shows that GKAI differs from traditional SEO and GEO by extending optimisation into economic and regulatory domains. Traditional SEO is mainly concerned with rankings and organic traffic. GEO is mainly concerned with generative visibility and citation behaviour. GKAI is broader because it treats expert knowledge as a structured organisational asset. It connects digital visibility with trust, market positioning, competitiveness, and governance-oriented communication.

Benchmark Metrics for AI Authority Recognition

The benchmark metrics associated with Stage 12 include generative-search visibility, citation frequency, citation position, cited-page diversity, query categories, and the accuracy of AI-generated representations of the cited source. In a recent study, Aggarwal et al. (2024) demonstrated that generative engine optimisation strategies can boost the visibility of generative engine responses by up to 40%, depending on the domain. Yu et al. (2026), in preliminary estimates from a preprint, also showed that structural content features can enhance citation rates by 17.3% and subjective content quality by 18.5% in generative engines. Xu et al. (2026) report that Google AI Overviews are found in 13.7% of all queries tested and in 64.7% of question-form queries. Their research also revealed that almost 30% of the AI Overview-cited domains are not present on the first page of organic search results,

suggesting that a specific ranking logic may exist for generation. The Stage 12 output is an AI Authority Recognition report containing the following measures: Number and percentage of target queries leading to an AI generated response; Number of times the resource is cited by AI systems; Pages cited; Topics and types of queries being cited; Percentage of pages cited that are also organically ranked; and whether the claims made by AI are accurate (based on the cited content).

Adaptive Development of the Expert Knowledge System

The GKAI Method includes an adaptive development cycle for updating the expert knowledge system over time. The cycle covers changes in organisational services, professional expertise, user questions, market conditions, and generative search behaviour. Regular content review and updating authority signals are essential for adaptive development, as is expanding on topics. The organisation should track which experts' topics users use, users' unanswered questions, questions that need clarification, and the kinds of content that generative search systems pick up or ignore. New observations should be made to update old articles, include new expert explanations, enhance internal links, enhance author attribution, and enhance semantic topic clusters. The twelve stages are the first round of authority building, but monitoring can take the organisation back to earlier stages. For example, low AI citation frequency initiates a review of content architecture, expert attribution, and knowledge graph alignment. The authority domain and expertise-service matrix may need to be updated to reflect new services.

Measurable Indicators of Digital Expert Authority

GKAI divides the indicators measurable for corporate blogs or web resources made by experts into four groups. Firstly, there are the knowledge producers who have expert knowledge. Some of these indicators will be expert articles, topic clusters, pillar pages, service-related knowledge pages, content updates, author profiles and verified expert attribution pages of the various pages. Second is semantic authority signals and technical. Indicators include internal link density, coverage of schema, entity pages, consistency of structured data, accessibility of the content, indexation status and topic coverage depth. Thirdly, visibility and recognition by AI. These indicators are: Organic impressions, ranking growth, branded search growth, backlinks, number of referring domains, expert mentions, user engagement, AI Overview appearances, citations by ChatGPT, Gemini, Claude, Copilot and Perplexity. The economic, institutional and regulatory outcomes are covered in group four. Indicators are customer queries, conversion rate, expert content revenue, ROI on content, reputation metrics, trust indicators, attribution completeness, content responsibility records, and compliance records.

Table 3

Potential Economic Indicators for Evaluating GKAI

Indicator group	Potential indicators	Relevance to GKAI evaluation
Digital visibility indicators	Organic impressions, search visibility, ranking growth, AI Overview appearances, AI citations, cited-page diversity	Measures whether expert authority becomes visible in search and generative AI environments
Traffic indicators	Website sessions, referral traffic, AI-mediated traffic, returning users, page views of expert content	Measures whether visibility produces audience access to the expert knowledge system
Customer acquisition indicators	Inquiries, sign-ups, consultation requests, downloads, contact-form submissions, qualified leads	Measures whether expert content supports the acquisition of potential customers or users
Conversion indicators	Conversion rate, service requests, purchase actions, booking rate, subscriber growth	Measures whether authority-based content contributes to measurable organisational outcomes
Revenue indicators	Revenue from expert content, average order value, customer lifetime value, sales influenced by expert pages	Measures the contribution of digital expert authority to income generation

ROI indicators	Content production cost, content maintenance cost, traffic value, lead value, return on content investment	Measures the economic efficiency of GKAI implementation
Competitiveness indicators	Branded search growth, share of voice, market positioning, comparison with competing expert resources	Measures whether GKAI strengthens competitive position in digital markets
Digital asset indicators	Number of expert pages, reusable knowledge assets, structured entity pages, knowledge clusters, author profiles	Measures the development of expert knowledge as an organisational digital asset
Institutional trust indicators	Author visibility, expert credentials, update frequency, source references, external mentions, reputation signals	Measures the contribution of GKAI to trust formation and reduced information asymmetry
Regulatory and governance indicators	Attribution completeness, expert approval records, source traceability, copyright review, data-protection review, AI-assisted drafting disclosure, explainability notes	Measures whether GKAI supports transparency, accountability, and compliance-oriented digital communication

Source: authors' own development

Table 3 organises potential economic indicators for evaluating GKAI into ten groups, linking digital visibility and traffic indicators to customer acquisition, conversion, and revenue outcomes, and connecting competitiveness and digital asset indicators to institutional trust and regulatory and governance indicators such as attribution completeness and compliance-oriented disclosure.

Potential Economic Effects of GKAI

The following potential economic effects are derived from the conceptual logic of the GKAI Method and require empirical validation in future studies. The first one is knowledge digitisation in the organisation. Knowledge is clustered and organised into topics, service-related pages, author profiles, entity structures and updatable knowledge systems. Second, digital visibility may be enhanced when expert knowledge, clear attribution, semantic coherence, and machine-readable information make a resource easier for search engines and generative AI systems to identify. Third, traffic and customer acquisition may increase if expert content becomes more visible to users seeking explanations, comparisons, risk clarification, or decision-support information. Fourth, conversion, sales, and revenue may be supported when expert content is connected to organisational capabilities and user needs. Expert content can be integrated into an organisation's skills and user needs, to aid in inquiries, bookings, subscriptions, sales and service requests. Fifth, competitiveness may be strengthened when a web resource consistently demonstrates expertise in sectors where trust, professional judgment, and informed decision-making are central to user behaviour. A website that has displayed a sense of expertise continually can help bolster its market standing, particularly in industries where it is important for users to have trust in a company, understand its practices, and make informed decisions based on those practices. These outcomes are research findings on the relationship between Digital transformation with Enterprise innovation performance, SME organizational effectiveness, marketing performance, economic sustainability and economic benefits for public sector. They also believe that digital marketing, website visibility, user engagement, content strategies can impact on the customer behaviour, brand loyalty, sales, ROI, and SME performance. Therefore, the prospective economic value of GKAI lies in establishing a testable pathway from expert knowledge to AI-mediated visibility, customer acquisition, and competitive advantage.

Institutional Effects of GKAI

The prospective institutional effect of GKAI is the creation of a trust-supporting knowledge system. In digital markets, users may be sceptical about the quality of the sources, the responsibility of the experts, the authors of the information, and the reliability of the information. In GKAI, this issue is addressed through verified expert attribution and source responsibility, content updates, semantic

consistency, and authority signal reinforcement. These elements may make knowledge sources more visible and accountable, thereby helping to reduce information asymmetry between organisations and users. This is an institutional role that plays a key role in platform markets. The impact of trust on social welfare in digital economy and socioeconomic benefits in digital environment is more prominent (Shah, 2024). Platform governance research also indicates the governance mechanisms lower risks and foster trust in online marketplaces, while the institutional distance lowers the governance effectiveness (Sun, 2025). The GKAI Method is applied to web resources with these insights. A structured system enables the users, platforms and AI systems to assess the credibility of sources, the expertise of authors, the stability of topics, and the reputation of institutions. GKAI may therefore support transparency, reputation signals, market positioning, and reduced uncertainty in AI-mediated knowledge access.

Regulatory Effects of GKAI

The prospective regulatory effect of GKAI is that it provides a framework for compliance-oriented digital communication. There are legal and governance issues arising due to the impact of Generative AI and platform systems on source choice and attribution, the use of data, authorship, accountability, and market access. GKAI does not substitute for formal legal compliance. However, it is designed to support practices relevant to legal and regulatory expectations, including expert approval, author identification, content responsibility, source traceability, update records, copyright awareness, and explainable content structures. These practices are in line with recent research in AI governance and legal-regulation. The EU model of AI governance establishes the connection between the AI Act and the GDPR, Digital Services Act and Digital Markets Act; the authorship, accountability and control issues are raised by generative and general-purpose AI systems (Hulok, 2025).

To ensure responsible AI governance, there is a need for structural, relational, and procedural AI application design, monitoring and evaluation (Papagiannidis et al., 2025). To safeguard against the risks of opacity, autonomy, and systemic effects, AI regulation needs to be adaptive and risk-informed (Currie et al., 2025). The Platform transparency, the Risk assessment of disinformation, the Advertising transparency and the changes in platform governance procedures are the areas covered by the Digital Services Act (Nannini et al., 2025). Copyright and dataset governance matters due to the issues of data ownership, reuse and economic value that generative AI poses (Teilmann-Lock & Savin, 2025). The use of predominant companies' data and computing power in AI raises competition issues (Zheng, 2025). GKAI may support regulatory alignment by strengthening transparency, attribution, and accountability in organisational content. This regulatory effect should be understood as prospective and supportive rather than as a guarantee of legal compliance. It aims to provide a content-governance framework that facilitates compliance review, responsible artificial-drafting, copyright awareness, and data-protection awareness in generative search systems, in addition to explainable source representation.

Discussion

The study is conceptual and methodological; the following discussion interprets the proposed framework and its anticipated implications rather than empirically measured outcomes. The conceptual results position GKAI beyond the scope of search visibility and digital marketing. The method is interdisciplinary, with the digital economy and AI-mediated visibility, platform governance, institutional trust and legal regulation. Contrary to popular belief, traditional SEO is still relevant because all the factors that influence the visibility of a website, such as crawlability, indexation, ranking, backlinks, technical performance, and user engagement, contribute to this. Traditional SEO has a role beyond just boosting rankings (Bataineh et al., 2025; Sheffield, 2020; Ziakis & Vlachopoulou, 2024). It organises, labels, tracks and connects to the economic results with this expertise as an organisational digital asset. Digital transformation is vital, given its connections with enterprise innovation, SME effectiveness, marketing performance and economic sustainability. The economic value of the power of digital expert authority to visibility, traffic, customer acquisition, conversion, revenue, and competitiveness is significant for GKAI.

The GKAI Method is different to GEO. Content visibility and content citation are priorities for GEO in the outputs of generative AI. The impact of optimisation techniques and structural properties on the generative aspect of visibility and the effects on citation behaviour have been demonstrated in previous studies (Aggarwal et al., 2024; Yu et al., 2026). GKAI extends this concern to a more comprehensive process of building authorities. Optimisation is more than just a page, a passage or an answer. The knowledge system of experts that is used in the entire web resource is organised. The definition of the authority domain, alignment of experts with the services they provide, expert attribution, the semantic architecture, the content architecture, knowledge graph alignment, reinforcement of the authority signals, and AI authority recognition. GKAI links GEO, Knowledge management, Digital governance and economic value creation.

The E-E-A-T discussion focuses on the institutional aspect of GKAI. Expertise, authority and trustworthiness are the values of Google's E-E-A-T framework. The factors that users consider for credibility include expertise, usefulness, benevolence, integrity, accuracy, credibility and reliability (Ghalavand & Nabiolahi, 2024; Scharrer et al., 2025). E-E-A-T does not give all the steps for building, maintaining and evaluating an organisational knowledge system. In the GKAI Method, we tackle credibility by assigning expert responsibility, structuring semantic relationships, developing content ready to be cited, matching knowledge graphs, enhancing authority signals and tracking AI recognition. These actions help mitigating institutional information asymmetry by revealing the "who, what, where, and how" of this responsibility, expertise, and knowledge structure to the user and AI system. This contributes to the findings of the research that trust in the digital economy has an impact on social welfare, and that online marketplaces' governance mechanisms can help reduce the risks which they face in the eyes of the participants (Shah, 2024; Sun, 2025).

The approach also has implications for governance discussions of the platforms. Platform economies (Zander et al., 2025) are shaped by the dynamics of collaboration and competition, periphery and core, value creation and capture, and global and local markets. Algorithms organise, prioritise and rank market profiles (Wei & Geiger, 2025) which is why they are a key aspect of platform markets. In this context, companies compete not only in terms of products, services and price, but also in terms of other factors. They are playing an "eye for eye" game in the case of AI-assisted and platform-based systems for visibility, credibility, attribution and source recognition. GKAI offers a framework for representation of expert knowledge, which can be interpreted, attributed and recognised by generative AI systems. This is especially important as the platform interfaces become the focus for epistemic authority while the productions of zero-click AI interfaces become less visible (Ozturkcan, 2026).

GKAI has significant regulatory impacts as well. The use of Generative AI systems brings authorship, accountability, transparency, control, data use and representation of sources concerns to the fore. In order to align the European AI governance model with the GDPR, DSA and DMA, the authors of the report on the state of the EU's AI governance model (Hulok, 2025) offer recommendations. Further, in responsible AI governance research, structured, relational and procedural AI application design, monitoring and evaluation are also emphasised (Papagiannidis et al., 2025). The stages of a GKAI include: expert approval, authorship records, source traceability, content responsibility and AI authority monitoring. Some compliance to the law must be achieved, not via the method. On the contrary, it promotes transparency, attribution, accountability and explainability by ensuring compliance-based content governance.

The findings also have implications for the regulation and competition policy of AI. Adaptive, proportionate, risk-informed regulation is necessary due to the opacity, autonomy and systemic risks of AI (Currie et al., 2025). Political economy and geopolitics drive the regulation of AI as it needs to be simultaneously innovative, aligned with the interests of the companies, aligned with the interests of AI adopters, and contestable (Jacobides et al., 2025). This can lead to higher barriers to entry and incumbent dominance in AI infrastructure, particularly in the case of controlling data and computational resources. Power dynamics, such as controlling data and computational resources, can raise the barriers

to entry and establish incumbent dominance in AI infrastructure (Zheng, 2025). GKAI does not take into account these structural problems. It does have a practical solution, though, in the organisation. The approach enhances the traceability of sources, the attribution of experts and the machine-readable knowledge management, allowing enterprises to remain visible and trustworthy in the digital market dominated by the mediation of access to information by Artificial Intelligence systems.

Legality is important for content ownership, usage of datasets, and accountability of the platforms. The Digital Services Act (Nannini et al., 2025) governs transparency on platforms, risk assessment of disinformation and transparency of ads, as well as platform governance oversight. Generative AI has sparked concerns about copyright and dataset-governance issues, as datasets are not just copyrightable, but also have economic and non-economic value, and large-scale infringements could necessitate measures other than the traditional ones based on copyright claims (Teilmann-Lock & Savin, 2025). To support this legal context, the process of creating legal content must be traceable, source-documented, expert-reviewed, and involve records of updates, with responsible AI-assisted drafting. These features can help to make content more transparent, copyright aware, and content accountable to the organisation.

GKAI can assist businesses to compete in AI mediated markets. The approach aligns expert knowledge, digital authority, authority, AI enabled visibility, and visibility with customer acquisition and economic results. The use of digital transformation can enhance marketing and organisational effectiveness for SMEs (Amin et al., 2025; Rubio-Andrés et al., 2025). The professional service sector, law firms, financial institutions, education institutions and public sector can all benefit from the expertise of GKAI when it comes to structuring their expertise. The system facilitates the maintenance of reputation, trust, positioning in the market and communication in accordance with the regulations.

The policy implications involve providing information to digital transformation and responsible adoption of AI discussions facilitated by GKAI. The governments and regulators are increasingly becoming worried about several aspects of AI, such as transparency, platform dominance, disinformation, data security, copyright, and competition. GKAI's organisational structure is at a micro level, serving to underpin these macro-level policy issues. It illustrates the implementation of transparency, attribution and accountability in digital knowledge systems for enterprises. While the method could be less adopted by SMEs in emerging and transition economies due to lower institutional trust, lower digital capacity, lower reliance on external platforms, the process could provide a way for them to establish a credible digital presence and engage in AI-mediated markets.

Therefore, the study is integrative in nature. GKAI utilises a series of tools: Generative Engine Optimisation, E-E-A-T, content strategy, knowledge management, knowledge graph alignment, digital analytics, AI governance, platform governance, and regulatory-compliance logic. The 12-step structure is strikingly consistent and can be implemented in an organisation repeatedly. The study gives an idea of how empirical application should be carried out. The framework can be used in future studies on the corporate blogs, professional websites, public-sector websites and SME websites. Such studies are necessary because the present article develops the method conceptually and methodologically, without claiming empirical validation of its economic or regulatory effects. These can measure visibility, AI-generated citations, traffic, customer acquisition, conversions, reputation, regulatory transparency, and economic performance, both pre- and post-implementation. This is extended in the suggestions for Future Research.

Limitations

There are several limitations to this study. Firstly, it is a conceptual and methodological study, not an empirical implementation study. Documentary synthesis, comparative analysis, thematic synthesis, and structural-functional modelling were the methods used in developing the GKAI Method. Hence, its economic, institutional, and regulatory impacts ought to be read as future consequences rather than as measurable results. Second, the documentary corpus was not a result of a full systematic review

protocol, but a purposive selection was made. While the source-selection procedure was designed for the methodological development, inclusion and exclusion criteria were applied. The manuscript does not give a detailed numerical breakdown by exclusion category, but identifies 118 initial sources and 91 final sources. Third, it is important to recognise the preliminary source list as documentation, not a list of sources to be included. Sources have been included only whether they are relevant for the study aim and meet the inclusion/exclusion criteria. Fourth, generative search systems, AI Overviews, platform-governance practices, and AI regulation are all rapidly evolving. The implementation and evaluation of the GKAI Method could be impacted by future developments in generative AI systems, search interfaces, source-citation practices, or regulatory requirements. Fifth, the approach has not yet been tested at sector, country, language or platform level. The economic indicators, institutional indicators, and regulatory indicators proposed herein thus need to be validated in the future. Finally, the legal and regulatory analysis describes functions of GKAI that have a compliance-related nature, such as: attribution, transparency, source traceability, expert responsibility, copyright awareness, data-protection awareness, and explainability. However, it is not a formal compliance audit, per se, under any jurisdiction. These limitations lend themselves to the need for empirical validation, econometric testing, cross-country comparison, and comparative legal analysis in the future research.

Conclusions and Implications

In this study, generative search was used to create the twelve-step GKAI Method for online resource digital authority of experts. Organisational knowledge can be identified and monitored with the help of identification, verified expert attribution, semantic architecture, content architecture, generative citation, knowledge graph alignment, authority signal, and AI authority recognition. Firstly, SEO is not enough to get digital expertise. It brings together the experts, sources, semantic structure, machine readability, and continuous monitoring. GKAI brings expert digital authority into digital economy logic. This framework puts expert authority in the hands of AI, which in turn makes people visible; this leads to traffic, customer acquisition, which leads to conversion, revenue, return on content investment, and enterprise competitiveness. Knowledge is transformed into a digital asset of the organisation by the expertise. For this reason, the method can be used for content strategy, generating search visibility, and the economic performance of enterprises, SMEs, professional service companies, financial entities, law firms, educational organisations, and public-sector knowledge organisations. The contribution of the study is conceptual and methodological; empirical testing of the method across real web resources, sectors, and regulatory contexts remains a subsequent research task.

The GKAI Method increases the trust in digital markets. There is a need for verified expert attribution, transparent authorship and source responsibility, content updates, semantic consistency, and reinforcement of authority signals. These can help to decrease information asymmetry between organisation users. They educate Generative AI systems, platforms, and audiences on where, when, and why to rely on expert knowledge, and who is responsible for it. This enhances the trust in digital trust institutions. Compliance-oriented digital communication is GKAI's way to legal compliance. The framework adopts AI governance and digital regulation practices such as: source traceability, authorship records, expert approval, copyright awareness, data-protection awareness, explainable content structure, published information accountability. They are all key in the EU AI Act, GDPR, Digital Services Act, Digital Markets Act, copyright law, and platform accountability, as well as in an AI infrastructure competition environment.

GKAI Method is a way of gathering and quantifying the fragmented knowledge. It can be used for organising expert content, associating expertise with services, establishing the domains of authority, enhancing content governance, tracking the visibility generated by AI, and assessing economic impacts. GKAI is the connection between businesses and digital knowledge management and customer acquisition, market positioning, brand trust, and competitive advantage. The study innovates the interdisciplinary approach, called Generative Engine Optimisation (GKAI), which is based on Generative Engine Optimisation, E-E-A-T, content strategy, knowledge management, knowledge graph alignment,

digital analytics, AI governance, platform governance, and regulatory-compliance logic. It's more than just visibility on search engines. This approach to creating expertise as a value-added economic, institutional, and governance resource is transferable. Professional knowledge is digitally structured for humans, search engines, generative AI systems, enterprises, and regulators. The study characterises GKAI as "a practical and conceptual contribution to the concept of digital economy, the AI governance, institutional trust, and legal regulation of generative AI.

Practical Implications for Policymakers

The results can be used by policymakers, regulators, and bodies for digital transformation and public-sector institutions. In AI-mediated environments, GKAI can contribute to the creation of responsible communication policy for organisations. This approach may be applied to the public sector to facilitate disclosure of authorship, definition of expert responsibility, source traceability, and traceability of content review processes. Second, by allowing SMEs and professional service companies to see how expert knowledge could be digitalised, GKAI can help them on their digital transformation journey. Third, the method can be used as a public policy tool to lower information asymmetry and enhance the trust of the digital markets. This is particularly crucial when users trust AI responses without being able to confirm who and what the source is, or their expertise and reliability. The micro-level organisational structure for AI and platform regulation is provided by the regulators via the framework of the GKAI. Regulators can create the micro-level organisational structure for AI and platform regulation within the framework of GKAI. It may be helpful in discussions about generative AI policies regarding transparency, attribution, explainability, data protection, copyright awareness, and accountability. The method can also be used to gauge the level of document expert responsibility and the organisations' preparation for content retrieval by AI. Not a checklist for legal compliance. It can help establish compliance-centred AI governance, platform governance, digital-services laws, and consumer-protection practices.

Implications for Emerging and Transition Economies

The GKAI Method benefits emerging and transition economies. For enterprises, there is a lack of digital infrastructure, institutional trust, and global visibility and independence from global platforms. While SMEs, law firms, educational institutions, financial institutions, and public-sector agencies might possess professional expertise, they may not have a formal process to make this expertise visible, attributable, and recognisable in AI-mediated environments. GKAI can enhance the structure of their content, confirm authorship, make information more meaningful, and reinforce trust signals, which can help these organisations establish their digital expert authority. The methodology can contribute to Ukraine's and CEE countries' digital competitiveness and digital market integration, as well as to the other transition economies and developing countries. Local businesses can gain a competitive advantage beyond their advertising budgets by leveraging structured expertise, credibility, and transparent knowledge systems. The government, universities, public institutions, and other organisations can contribute to the modernisation of the public sector by better presenting their expert knowledge online. From a policy perspective, digital trust, AI readiness, and the accountability of the generation search can all be enhanced by GKAI. All these implications connect the GKAI method with broader economic and legal transformation in AI-mediated digital markets.

Suggestions for Future Research

Future research needs to first empirically test the GKAI Method in corporate blogs, professional websites, SME websites, financial-sector knowledge resources, law-firm blogs, educational websites, and public-sector knowledge portals. A pre- and post-implementation design allows comparison of indicators before and after the twelve stages. Indicators should include organic visibility, appearances in AI Overview, citations in AI Generative Tools, diversity of cited pages, growth in branded search, traffic, engagement, customer enquiries, conversion rates, and expert content revenue. Comparative or quasi-experimental design should also include a comparison of the GKAI-based resources with similar

resources that are based on either SEO or GEO. Second, future studies need to use econometric models to test the economic impact of AI-delivered financial education. These can be used to determine whether digital expert authority is a factor in traffic, customer acquisition, conversion, revenue, return on content investment, and enterprise competitiveness via regression, structural equation modelling, panel-data analysis, difference-in-differences designs, and mediation models. These studies should also explore whether AI-mediated visibility is an intermediary between expert authority and economic outcomes. Research could be taken from the level of ideas or concepts to economic proof. Third, cross-country/sector studies are required. The research needs to be compared in legal, medical, educational, financial, technological, consulting, public-sector, and SME settings in the future. The method should be tested in various countries with different economic systems, developed, emerging, and transition economies.

Ukraine, Central and Eastern Europe, developing countries, and other transition economies might be less developed, lack institutional trust, and rely more on global platforms. Fourth, future studies should focus on comparative analysis of GKAI legal analysis in the regulatory environments. EU, US, China, and emerging regulatory systems may be explored. The method needs to be contrasted with the provisions of the EU AI Act, GDPR, Digital Services Act, Digital Markets Act, copyright and dataset governance, platform accountability, consumer protection, and the rules of the competition for AI infrastructure. This research is not intended to be used for legal compliance only with GKAI. Rather, it should explore how the approach can help facilitate compliance-driven practices such as attributing content, transparency, content traceability, expert accountability, copyright awareness, and explainable content structures. Finally, further studies are needed to investigate the policy implications of the use of GKAI. The method can be the subject of research, with the aim of supporting the use of responsible AI, digitalisation of SMEs, dissemination of public sector knowledge, digital trust and fair market participation mediated by AI. Several risks, such as optimisation without expertise, misleading authority signals, weaker authority review, hidden AI-assisted drafting, and disparities between the visibility of the large platforms and smaller expert organisations, should be explored in future research.

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Conflict of Interest

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