

The influence of natural language AI models on enterprise process automation

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Abstract - The integration of natural language artificial intelligence (AI) models into enterprise process automation signifies a profound evolution in how organizations manage, optimize, and execute business operations. Natural language models such as GPT, BERT, and LLaMA extend beyond traditional automation systems by incorporating deep contextual understanding and human-like communication capabilities. These models process unstructured data, interpret intent, and respond intelligently, enabling enterprises to bridge the gap between human reasoning and machine efficiency. Their deployment allows automation of communication-centric tasks, including customer service interactions, internal queries, and operational coordination, thereby reducing dependency on manual intervention and minimizing human error. In modern enterprises, natural language AI models are increasingly embedded within platforms for intelligent document processing, report generation, and decision support. Through capabilities like text summarization, sentiment analysis, and information extraction, these systems transform vast amounts of unstructured data into actionable insights. This not only accelerates workflow execution but also enhances strategic decision-making. For example, AI-driven chatbots and digital assistants can autonomously resolve customer issues or facilitate employee support, freeing human resources for higher-value tasks. Furthermore, when integrated with robotic process automation (RPA) and business intelligence (BI) systems, natural language AI models enable adaptive workflows that continuously learn from interactions and adjust processes in real time.

Keywords - Natural Language Processing (NLP); Enterprise Automation; Artificial Intelligence; Large Language Models (LLMs); Workflow Optimization; Conversational AI; Business Process Intelligence; Digital Transformation.

I. INTRODUCTION

Context of Enterprise Automation

Enterprise process automation has emerged as a cornerstone of digital transformation, reshaping how organizations manage operations, deliver services, and achieve scalability. Traditional automation frameworks primarily depend on rule-based logic or robotic process automation (RPA), which excel at handling repetitive, structured, and predictable tasks. However, these systems often struggle when faced with unstructured data, complex decision-making, and dynamic business contexts. As enterprises generate vast amounts of textual data—emails, documents, reports, and customer communications the need for intelligent systems capable of interpreting natural language has become imperative. Moreover, global competition,

the acceleration of digital workflows, and the demand for real-time responsiveness have elevated the limitations of static automation models. To address these challenges, organizations are moving toward intelligent process automation (IPA), which integrates AI, machine learning, and natural language processing (NLP) to create adaptive workflows. This evolution enables machines not only to execute tasks but also to analyze, reason, and make context-aware decisions. Consequently, enterprise automation is shifting from rule execution to intelligent orchestration, improving efficiency, reducing errors, and freeing human resources to focus on innovation and strategic objectives.

Rise of Natural Language AI Models

The advent of natural language AI models marks a major leap in the evolution of enterprise automation.

Unlike traditional NLP systems limited to keyword recognition or basic sentiment analysis, large-scale models such as OpenAI's GPT series, Google's BERT, and Meta's LLaMA are built on transformer architectures that understand context, semantics, and intent at a near-human level. These models are trained on vast datasets, enabling them to generate coherent text, summarize documents, answer complex queries, and even perform reasoning tasks. Their capabilities extend beyond simple automation they enable dynamic communication between humans and machines through conversational agents, intelligent assistants, and adaptive decision-support tools. Enterprises increasingly rely on these models for automating content creation, report analysis, compliance checks, and customer engagement. The flexibility of natural language models allows them to operate across multiple domains, including finance, healthcare, logistics, and manufacturing, where they assist in transforming raw textual data into actionable intelligence. This evolution from static algorithms to generative, context-aware AI models has opened the path to enterprise systems that can continuously learn, adapt, and optimize their operations based on linguistic and behavioral data, making automation more intelligent and human-centric than ever before.

Motivation for Integration

The integration of natural language AI models into enterprise workflows is driven by the pursuit of agility, intelligence, and efficiency in business operations. As organizations handle massive volumes of communication and data daily, the ability to automate language-dependent processes offers a distinct competitive advantage. Natural language models can understand intent, detect sentiment, summarize lengthy reports, and interact conversationally, allowing them to automate functions traditionally requiring human expertise. For instance, in customer support, AI-powered chatbots and virtual assistants can handle inquiries, complaints, and follow-ups with precision and empathy, improving response times and customer satisfaction. In internal operations, language AI facilitates automated documentation, knowledge retrieval, and workflow orchestration, leading to

consistent decision-making and reduced manual effort. Additionally, the scalability of these systems enables enterprises to maintain performance even during peak demand. The motivation also stems from economic factors—reducing operational costs, minimizing errors, and enhancing workforce productivity. As industries transition from static automation to intelligent ecosystems, natural language AI serves as the bridge between data-driven insights and human communication, transforming automation from a mechanical process into an adaptive, contextually aware system aligned with organizational goals.

Research Scope and Objectives

The primary objective of this article is to explore the transformative influence of natural language AI models on enterprise process automation. The research seeks to analyze how advanced NLP systems are redefining automation frameworks through improved contextual understanding, linguistic reasoning, and adaptive learning. It examines the underlying architectures of models such as GPT, BERT, and LLaMA, their integration with enterprise tools like robotic process automation (RPA), and their role in driving intelligent decision-making across business functions.

The study also investigates key benefits such as enhanced efficiency, accuracy, and customer experience while addressing persistent challenges including data security, model bias, and computational demands. Furthermore, it evaluates the strategic implications of adopting AI-driven language models for large-scale enterprises transitioning toward intelligent digital ecosystems. By synthesizing existing research and emerging industrial trends, the article aims to provide a comprehensive understanding of how language-based AI systems contribute to enterprise agility, scalability, and innovation. Ultimately, the objective is to highlight pathways for future research and practical deployment that ensure responsible, transparent, and value-driven integration of natural language models into enterprise automation architectures.

II. BACKGROUND AND LITERATURE REVIEW

Evolution of Process Automation

The history of enterprise automation reflects a steady progression from mechanical efficiency toward cognitive intelligence. Early automation efforts in the 1980s and 1990s were primarily aimed at reducing manual workloads through basic scripting and workflow systems. These systems relied heavily on static rule sets, designed to handle repetitive, deterministic tasks. However, as enterprises digitized operations, the limitations of such approaches became evident traditional systems lacked flexibility and could not adapt to dynamic business contexts or unstructured data sources.

The next significant evolution came with Robotic Process Automation (RPA), which allowed the automation of structured, rule-based business processes through software "bots." While RPA greatly improved efficiency in data entry, invoice processing, and record management, it was inherently limited to processes with predefined logic and clear data formats. The need for cognitive capabilities led to the emergence of Intelligent Process Automation (IPA) a fusion of RPA with machine learning (ML), natural language processing (NLP), and predictive analytics. IPA introduced contextual decision-making, enabling automation systems to learn from data, identify patterns, and make informed recommendations.

In recent years, AI-driven automation has emerged as the next phase of this evolution. Unlike traditional systems, AI models especially those based on deep learning and natural language understanding can handle ambiguity, extract meaning from unstructured content, and adapt autonomously to changes in business processes. This transformation has shifted enterprise automation from simple process execution toward autonomous orchestration, where systems can interpret human communication, make contextual judgments, and optimize operations in real time. Consequently, automation has evolved into a strategic enabler of innovation, empowering enterprises to achieve agility, scalability, and resilience in the digital era.

Natural Language Processing in Business Contexts

Natural Language Processing (NLP) has played an instrumental role in bridging the gap between human communication and computational understanding. Initially, NLP applications in enterprises were limited to keyword-based search engines, sentiment analysis, and text categorization. However, with the rise of machine learning and deep neural networks, NLP has evolved from syntactic parsing to semantic comprehension. This advancement has allowed systems to interpret intent, context, and emotional tone capabilities that are vital for modern business environments.

In enterprise settings, NLP underpins a wide range of functions. Customer support systems leverage NLP-driven chatbots to engage with users, understand their issues, and provide contextually relevant responses. Document management systems employ NLP for automated data extraction, contract analysis, and compliance verification, reducing manual workload and errors. In marketing and sales, sentiment analysis models assess customer feedback across social platforms, guiding strategic decision-making. Furthermore, human resources departments utilize NLP for resume screening, employee sentiment monitoring, and internal communication analytics.

Recent studies highlight how transformer-based NLP models such as BERT and GPT outperform earlier architectures by capturing bidirectional context, enabling more nuanced understanding of business communication. These models have been integrated into enterprise tools like CRM systems, ERP platforms, and knowledge management frameworks, allowing organizations to automate cognitive tasks at scale. The adoption of NLP has thus transformed enterprises from data-driven entities to language-intelligent ecosystems, where decisions are increasingly guided by insights extracted from textual and conversational data.

Studies on Language Models in Automation

A growing body of research emphasizes the pivotal role of large language models (LLMs) in advancing automation across industries. Early works

demonstrated that NLP-based systems could automate routine communication, such as customer query responses and technical support documentation. More recent studies explore the integration of LLMs within intelligent process automation frameworks, showing how these models enhance adaptability and contextual accuracy in enterprise workflows.

For example, recent empirical studies reveal that the use of GPT-style generative models in enterprise environments has significantly reduced response latency in customer service operations while maintaining conversational coherence. Similarly, BERT-based models have been applied in automated document review systems to extract legal clauses, detect anomalies, and recommend compliance actions. These applications demonstrate that natural language models not only automate tasks but also augment human decision-making by providing real-time insights derived from large volumes of textual data.

Moreover, integration with Robotic Process Automation (RPA) has created hybrid systems capable of executing both structured and unstructured tasks. This synergy allows automation bots to interpret email instructions, summarize reports, and even generate dynamic responses, enabling a shift from mechanical execution to cognitive automation. The literature also notes that enterprises adopting LLMs experience higher process agility, improved error detection, and better customer engagement outcomes.

Natural Language AI Models and Their Functional Capabilities

Architecture of Natural Language Models

The architecture of natural language AI models has undergone a profound transformation, evolving from traditional statistical methods to deep neural networks capable of understanding linguistic context and meaning. Earlier approaches such as n-gram models and recurrent neural networks (RNNs) struggled with long-range dependencies and context retention. The introduction of the Transformer architecture by Vaswani et al. (2017) marked a paradigm shift, enabling models to process

entire sequences of text simultaneously rather than sequentially. This design, based on self-attention mechanisms, allows the model to weigh the importance of each word relative to others within a sentence, facilitating deeper contextual understanding.

Large-scale language models like BERT (Bidirectional Encoder Representations from Transformers), GPT (Generative Pre-trained Transformer), and LLaMA employ billions of parameters trained on vast corpora of text, enabling them to capture semantic nuances, syntactic relationships, and pragmatic intent. These models typically follow a two-stage process: pre-training on diverse linguistic data to learn general language representations, followed by fine-tuning on domain-specific datasets to specialize in targeted tasks such as sentiment analysis, document classification, or conversational response generation.

The scalability of these architectures both in computational capacity and linguistic versatility has expanded their application within enterprises. For example, GPT-based models are capable of not only understanding but also generating coherent and contextually relevant responses, enabling automation in content creation and decision-support systems. Similarly, BERT-based models excel in extracting contextual embeddings for downstream analytics, facilitating advanced information retrieval and text mining.

Moreover, modern architectures integrate multimodal capabilities, combining text with image, audio, or tabular data to provide richer insights for enterprise decision-making. The modular nature of transformer-based models allows them to be seamlessly integrated into enterprise infrastructures through APIs and cloud-based AI services. Thus, the architectural foundation of these models is not merely computational; it serves as the backbone for adaptive, self-improving automation systems capable of bridging human linguistic intelligence with digital enterprise workflows.

Functional Capabilities in Process Automation

Natural language AI models possess a wide range of functional capabilities that significantly enhance enterprise process automation. Their most transformative feature is their ability to understand and generate natural language with contextual awareness, enabling automation systems to interact with humans in a conversational and adaptive manner. This capability allows organizations to replace rigid form-based interfaces with intuitive voice or text-based interactions powered by AI agents.

One of the primary functional applications is in document understanding and information extraction. AI models can automatically read, interpret, and categorize large volumes of unstructured documents such as contracts, reports, and emails. By identifying key entities, clauses, and sentiments, they streamline compliance verification, contract lifecycle management, and policy enforcement. Similarly, natural language models enhance data-to-text and text-to-data translation, allowing systems to generate reports, summaries, and insights directly from datasets without human intervention.

Another major capability lies in contextual decision support. Through natural language queries, enterprise users can interact with AI-driven analytics systems that interpret intent and return actionable insights, effectively democratizing access to complex business intelligence tools. For example, a user may ask, "What were the top-performing regions last quarter?" and receive an analytically derived response, eliminating the need for technical query formulation.

In customer engagement, language models empower chatbots and virtual assistants to deliver human-like support experiences. These AI-driven systems can manage multi-turn dialogues, detect emotion, and escalate complex cases to human agents when necessary, improving customer satisfaction and response efficiency. Moreover, in workflow orchestration, AI models can interpret task descriptions written in natural language and trigger

appropriate automation routines within RPA or ERP systems.

Role in Cognitive Automation

The integration of natural language AI models represents a pivotal step toward cognitive automation, a paradigm where systems not only perform actions but also understand, reason, and learn from contextual information. Unlike traditional automation that relies on predefined rules, cognitive automation leverages AI's ability to interpret unstructured data and infer meaning from human language, enabling more adaptive and human-like interactions within enterprise environments.

Natural language models enhance cognitive automation by providing systems with contextual comprehension they understand intent, detect sentiment, and recognize linguistic nuances. For instance, in customer service operations, AI models can discern the urgency and emotion embedded in a customer's message, prioritizing or routing it accordingly. In financial services, they can interpret regulatory texts or legal documents, highlighting compliance risks automatically. These cognitive capabilities allow enterprises to automate complex judgment-based processes that traditionally required human expertise.

Furthermore, language models contribute to knowledge-driven automation, where systems continuously learn from interactions and documents. Through conversational memory and reinforcement learning, these models improve accuracy and adaptability over time, reducing manual oversight. In project management and IT service operations, for example, cognitive bots can analyze historical incident logs, predict recurring issues, and suggest preventive actions based on linguistic patterns.

Cognitive automation also enhances collaborative intelligence between humans and machines. Natural language interfaces allow employees to communicate with enterprise systems conversationally requesting analytics, delegating tasks, or retrieving information in plain language. This interaction blurs the boundaries between user

input and machine action, fostering seamless collaboration.

Impact on Enterprise Process Automation

The impact of natural language AI models on enterprise process automation has been profound, reshaping the way organizations operate, communicate, and make decisions. By enabling systems to understand, interpret, and generate human-like language, these models have introduced a new dimension of cognitive intelligence into automation. Unlike traditional rule-based automation, which is limited to structured data and repetitive workflows, natural language models empower enterprises to handle unstructured data sources such as emails, reports, chats, and customer feedback with unprecedented accuracy.

This capability has streamlined operations across departments transforming customer support through intelligent chatbots, optimizing human resources through automated resume screening and query management, and accelerating document-intensive workflows in finance, healthcare, and legal sectors. Furthermore, natural language models enhance decision-making by enabling context-aware data analysis; managers and analysts can interact with AI systems conversationally to extract insights, summarize reports, and identify trends in real time. Integration with robotic process automation (RPA) and business process management (BPM) systems has led to end-to-end intelligent automation, where language-driven AI orchestrates multiple processes seamlessly without human intervention.

This convergence improves accuracy, reduces response time, and increases operational scalability. Moreover, by learning continuously from interactions and feedback, these AI-driven systems adapt to dynamic business contexts, ensuring ongoing optimization and resilience. The result is a significant shift from static, rule-based automation toward adaptive, human-centric, and intelligent process ecosystems that not only execute tasks but also understand intent and improve through experience.

However, the transformative impact also brings new challenges related to governance, bias mitigation, and ethical deployment, emphasizing the need for responsible AI integration. Overall, natural language AI models have become a catalyst for next-generation enterprise automation bridging communication, cognition, and computation to create agile, data-driven organizations equipped for the demands of the digital economy.

Challenges and Limitations

Natural language AI integration in enterprise automation faces multiple challenges. Data privacy remains a major concern, as AI systems often require access to sensitive organizational information. Maintaining compliance with data protection regulations such as GDPR or HIPAA becomes complex when AI models process user communications or confidential business documents. Model bias and hallucination also pose reliability risks language models may generate inaccurate or skewed outputs, leading to flawed automation decisions. Furthermore, the computational overhead associated with large models increases infrastructure costs, especially when deployed at enterprise scale. Integration challenges persist, as many organizations struggle to merge legacy RPA systems with modern AI-driven platforms. Moreover, interpretability remains limited; it is often difficult to trace how an LLM arrived at a specific recommendation or response. Human oversight, continuous monitoring, and ethical governance frameworks are essential to mitigate these issues. Despite these challenges, ongoing research in explainable AI, federated learning, and edge computing offers promising pathways toward safer and more efficient integration of language models into enterprise automation.

Future Directions

The next generation of enterprise automation will see language AI models becoming more explainable, ethical, and autonomous. Explainable AI frameworks will make LLMs more transparent, allowing enterprises to trace reasoning behind automated decisions. Federated and privacy-preserving AI architectures will enable secure model training on local enterprise data, minimizing risks of data

exposure. Additionally, the rise of autonomous AI agents—capable of learning from interactions, self-improving, and collaborating across digital ecosystems will redefine operational agility. Integration with complementary technologies such as IoT, blockchain, and cloud-native orchestration will enable end-to-end automation that is intelligent, auditable, and scalable. The convergence of NLP, RPA, and predictive analytics will ultimately create enterprise systems that are self-managing, adaptive, and capable of proactive decision-making, establishing a foundation for the intelligent enterprises of the future.

III. CONCLUSION

Natural language AI models have emerged as a transformative catalyst in enterprise process automation, redefining how organizations interact with data, systems, and stakeholders. By integrating advanced models such as GPT, BERT, and LLaMA, enterprises are transcending the limitations of rule-based and script-driven automation to create intelligent, adaptive, and contextually aware workflows. These language models possess the unique ability to comprehend semantics, infer intent, and generate coherent language, which allows automation systems to engage in human-like dialogue, understand nuanced instructions, and deliver insights in real time. This evolution has enabled a new generation of smart automation, where communication, cognition, and computation converge seamlessly.

In practice, natural language models are revolutionizing customer service operations through AI-driven chatbots and virtual assistants that handle complex, multi-turn conversations, reducing response times and improving satisfaction. In document management, they facilitate automatic classification, summarization, and compliance verification, eliminating manual review bottlenecks. Within operational analytics, these models interpret textual data such as reports, logs, and feedback, extracting actionable intelligence that enhances decision-making and predictive accuracy. Their capacity for continuous learning allows systems to

evolve with organizational needs, improving over time through exposure to new data and interactions. However, this transformation is not without challenges. Issues such as data privacy, model bias, interpretability, and computational cost pose significant barriers to large-scale deployment. Sensitive enterprise data must be protected through robust encryption, anonymization, and governance practices. Likewise, ensuring that AI-generated outcomes are explainable and unbiased remains an ongoing research priority.

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