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INTELLECTUAL LANDSCAPES OF AI IN MANAGEMENT STUDIES

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ABSTRACT

Artificial Intelligence (AI) has rapidly become a pivotal research domain within management studies, influencing a broad array of business functions. This paper presents a bibliometric analysis of scholarly research on AI in the field of management, identifying key publication trends, thematic clusters, leading journals, and influential authors. Using databases like Scopus and Web of Science, the study analyzes publication volume, citation metrics, keyword co-occurrence, and co-authorship networks. The findings reveal exponential growth in AI-related management research from 2015 onward, with significant focus areas in operations, marketing, finance, human resources, and strategic decision-making. This paper contributes a comprehensive overview of intellectual structures and research trajectories, offering valuable insights for scholars and practitioners navigating the AI-management research landscape.

Keywords: Artificial Intelligence, Management Research, Bibliometrics, Research Trends, Co-authorship Network, Keyword Analysis

INTRODUCTION

The rise of Artificial Intelligence (AI) has redefined management theory and practice across sectors. From automating processes to enhancing strategic decision-making, AI applications are being embedded in business models, prompting a surge in academic interest. Understanding the direction and intensity of research in this field is essential for academics, institutions, and policymakers. This paper employs bibliometric methods to analyze the patterns and structures of AI-focused research within management studies.

METHODOLOGY

The study relies on data from the **Scopus** and **Web of Science** databases, examining publications from 2000 to 2023. The bibliometric analysis includes:

- **Performance Analysis**: Measures publication volume, growth rate, and citations.
- **Science Mapping**: Involves co-authorship analysis, keyword co-occurrence, and thematic evolution.
- **Visualization Tools**: Software like VOSviewer and Bibliometrix (R-package) is used to generate knowledge maps and networks.

KEY FINDINGS

PUBLICATION TRENDS

There has been a sharp increase in AI-related management research post-2015. The United States, China, India, and the UK are leading contributors. Top journals include *Journal of Business Research*, *Technological Forecasting and Social Change*, and *Expert Systems with Applications*.

KEYWORD CO-OCCURRENCE

Prominent keywords include "machine learning," "decision-making," "big data," "digital transformation," "automation," and "HR analytics." Clusters indicate strong interdisciplinary links between AI and subfields like marketing, operations, and strategy.

CO-AUTHORSHIP AND COLLABORATION

Collaborative research has grown significantly, with increased international co-authorships. Network analysis shows tight clusters among researchers from Europe, North America, and Asia.

THEMATIC CLUSTERS

Four major themes emerged:

- AI in strategic decision-making
- AI-driven customer experience and marketing
- Automation in operations and supply chain
- AI in HRM and organizational behavior

IMPLICATIONS FOR RESEARCH AND PRACTICE

- **For Researchers**: The study highlights emerging gaps, such as ethics in AI deployment and AI's role in leadership.
- **For Institutions**: Provides a foundation for setting research priorities and interdisciplinary collaborations.
- **For Practitioners**: Offers a roadmap for applying AI-driven insights across functional areas.

CONCLUSION

AI continues to shape management scholarship with accelerating momentum. Through bibliometric analysis, this paper maps the evolution and distribution of AI research in management, identifying influential contributors, journals, and topics. Future studies should explore under-researched areas and the societal impacts of AI integration. By bridging academic inquiry and practical needs, this research fosters a deeper understanding of how AI is reshaping managerial knowledge.

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