Journal of Posthumanism
2025
Volume: 5, No: 7, pp. 1145–1155
ISSN: 2634-3576 (Print) | ISSN 2634-3584 (Online)
posthumanism.co.uk

DOI: https://doi.org/10.63332/joph.v5i7.2901

Artificial Intelligence's Effect on Organizational Excellence: Linking Industry and Academia

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Abstract

The concept of artificial intelligence (AI) has existed for a long time. However, there has been an important development in organizational excellence during the past years.This general-purpose technology is probably going to have an effect on a lot of different companies as well as academic institutions and organizations. Rarely discussed is the effect of artificial intelligence on organizational excellence: bridging the gap between industry value and academia.The purpose of the study is to explore how artificial intelligence affects organizational excellence. Connecting Industry and Education.The descriptive analytic method was used by the research fellow. To gain a deeper understanding of the background around the growing use of artificial intelligence (AI) in organizations. Although the research is still in progress, it is expected the findings of this study can contribute to the already existing body of literature and identify the Impact of AI for practitioners and for academics and for industry for different stakeholder groups in future studies. This research makes the unique contribution of exploring three aspects of impacts of AI in (Organizational, Academia and Industry).

Keywords: *Artificial Intelligence (AI), Organization, Excellency, Industry, Academics Institution.*

Introduction

In recent decades,with the advancement of technology,artificial intelligence (AI) has been part of public discourse for decades, often related within science fiction films or future scientific expectation of intelligent machines,AI has received a lot of attention in the academic research industry and researchers expect that AI will change organisations and industry and the future of the economy (Bughin et al. 2018).

According to Scopus database analysis, scientific research on artificial intelligence first appeared in indexed journals in 1878.

In 1950,The term artificial intelligence first appeared when Alan Mathison Turing asked the question to himself “Can machines think?”He answered that the question can be found by establishing a new science called Artificial Intelligence (AI).(McCarthy, 1958). He is often referred to as “Father of Computer Science and Artificial Intelligence” in the mid-20th century (Turing, A. M,2009).Since then, AI has developed an impact in all over the world and sectors.(Russell, 2010).

Therefore, the definition of AI can be related directly encompass anything a machine can do that mimics a human or Simulate human action Artificial intelligence (AI) is fundamentally impacting our lives,organization and workplace (Dinh and Thai 2018).industry and universities academics as(Bharadwaj, El Sawy, Pavlou, & Venkatraman, 2013; Laurindo, 2008;

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Venkatraman, 2017), but the impact of AI in Organizational Excellence and academics and industry becomes significantly more complex in relation to other sectors, since AI applications are able to perform tasks that require cognition and were formerly typically associated with humans (Bean, 2019; Brynjolfsson & Mitchell, 2017;Lichtenthaler, 2020a; Norman, 2017; Wilson & Daugherty, 2018).

This paper is an attempt to explore the impact of artificial intelligence on Artificial Intelligence on Organizational Excellence: Bridging Academia and Industry.

However, the research highlights the gap of the lack of research literature for a complete the impact of Artificial Intelligence on Organizational Excellence: Bridging Academia and Industry.Therefore, this paper is motivated by the need to thoroughly understand the context surrounding the Artificial Intelligence on Organizational Excellence: Bridging Academia and Industry.

To bridge this research gap highlighted in previous studies, this study adopts a systematic literature review (SLR) approach, such as the relevant peer-reviewed papers of impact of Artificial Intelligence on Organizational Excellence: Bridging Academia and Industry.

In this context, the relevance of the identified research gap is supported by recent studies from scholars (Khattak et al., 2021). We find that there is a lack of studying the impact of Artificial Intelligence on Organizational Excellence: Bridging Academia and Industry.

Therefore, this research is an initial effort to compensate for the existing literature deficiencies. More specifically, it seeks to examine the following research question (RQ):

RQ1

What are the impacts of AI on Organizational Excellence, Academia and Industries?

In order to address these research questions, the structure of this paper appears as follows. After the introduction, the literature review is presented in Section 2, then in Section 3 the meaning of AI . The impact of in Section 4, Then, Section 6 is about the discussion and result findings of the study.

The rest of the paper is organized as follows: the introduction is followed by a brief literature review. Then the research process followed for the study has been discussed, which precedes the findings and discussion section comprising thematic analysis, sentiment analysis and word cloud analysis.Finally, we have discussed the research and practical implications of the study, concluding with the limitations and direction for future research

Literature Review

Most previous studies have discussed one aspect of the impact of AI such as:Industry,organization ,academic institution.Malik have discussed one aspect AI Impact of artificial intelligence on employees working in industry 4.0 led organizations.(Malik, N., Tripathi, S. N., Kar, A. K., & Gupta, S,2021).while Saidakhror discussed The Impact of Artificial Intelligence on Higher Education and the Economics of Information Technology.(Saidakhror, G,2024). Broadly, research on AI has been divided into three- the industry and economic and academics literature This paper will be exploring the three aspects (industry-economic and academics).

Most of the previous studies have discussed one aspect of the impact of AI such as industry, economy and academia.For exemple, Malik discussed one aspect of the effect of AI on employees working in Industry driven organizations (Malik, N., Tripathi, S. N., Kar, A. K., & Gupta, S., 2021). While Sidkhor discussed the effect of AI on higher education and IT economics (Sidkhor, J., 2024). Broadly, research in the field of AI has been divided into three - industry, economics and academia. This paper will explore the three aspects (industry, organisation and academia) of effect

Authors & Year	**Proposed Method**	**objectifs**	**Result and findings**
(Malik, N., Tripathi, S. N., Kar, A. K., & Gupta, S,2021)	The method used Semi-structured interviews were conducted with 32 professionals with average work experience of 7.6 years and working across nine industries, and the transcripts were analyzed using NVivo.	This study attempts to develop a practical understanding of the positive and negative employee experiences due to artificial intelligence (AI) adoption and the creation of technostress. It unravels the human resource development-related challenges with the onset of Industry 4.0.	The findings establish prominent adverse impacts of the adoption of AI, namely, information security, data privacy, drastic changes resulting from digital transformations and job risk and insecurity brewing in the employee psyche. This is followed by a hierarchy of factors comprising the positive impacts, namely, work-related flexibility and autonomy, creativity and innovation and overall enhancement in job performance.
(Saidakhror, G,2024)	This study employs the IMRAD method to investigate the current state of AI in higher education, its economic implications, and future prospects This study employs a mixed-methods research approach, combining a comprehensive literature review with expert interviews and a survey of higher	This article explores the influence of Artificial Intelligence (AI) on higher education and the economics of information technology.	The findings suggest that AI can enhance teaching and learning experiences, streamline administrative processes, and open up new revenue streams for universities. However, the adoption of AI also presents challenges, such as the need for significant investments in infrastructure and the potential for job displacement. The article concludes with recommendations for universities and

	education institutions. The review was conducted using academic databases, such as Google Scholar, IEEE Xplore, and ACM Digital Library, and industry sources, such as McKinsey, PwC, and Deloitte. Semi structured interviews were conducted with 20 experts, including university administrators, AI researchers, and IT industry professionals.		policymakers to harness the benefits of AI while mitigating its risks..
(Olan, F., Arakpogun, E. O., Suklan, J., Nakpodia, F., Damij, N., & Jayawickrama, U,2022).	This paper adopts a systematic data sampling method.	The research aims to apply a set-theoretic approach underpinned by the conceptualization of AI, knowledge sharing (KS) and organizational performance (OP).	The research result suggests that the implementation of AI technologies alone is not sufficient in improving organizational performance. Rather, a complementary system that combines AI and KS provides a more sustainable organizational performance strategy for business operations in a constantly changing digitized society.
(Livberber, T., & Ayvaz, S,2023).	The research fellow qualitative research collected using semi-structured interviews through the phenomenology design by interviews 10	The purpose of this article is to examine the impact of ChatGPT, an AI and machine learning technology, in the academic field and	The study found that ChatGPT is viewed positively as a useful tool in scientific research and education, but ethical concerns such as plagiarism and misinformation need to

	academics, Maxqda qualitative data analysis software	to determine academics' perceptions of it.	be addressed.
(Abrokwah-Larbi, K., & Awuku-Larbi, Y,2024).	A survey strategy was used in this study to collect data from 225 small and medium enterprises (SMEs) respondents who were on the registered list of the Ghana Enterprise Agency in the Eastern Region of Ghana. Structural equation modeling–path analysis was used to estimate the impact of AI Monthly performance of SMEs	This study aims to empirically investigate the relationship between artificial intelligence (AI) in marketing(AIM) and business performance from the resource-based view (RBV) perspective.	The analyzed data shows that AIM has a significant impact on the financial performance, customer performance, internal business process performance and learning and growth performance in the case of SMEs in Ghana. This study establishes the significance of AIM approach in achieving financial performance, customer performance, internal business process performance and learning and growth performance through the application of AIM determinants including, Internet of Things (IoT), collaborative decision-making systems (CDMS), virtual and augmented reality (VAR) and personalization.

Table 1: Summary Literature Review on Background Studies.

source: (researchers,2024)

According to the literature review, Table 1 can only directly show one aspect in each research paper (the impact of AI in marketing on the performance of business organizations, in academia, higher education and IT economies, and the factors contributing to organizational performance and on employees working in industry organizations). While this research makes a unique contribution in exploring the interdisciplinary aspects of the impacts of AI in (organization, academia and industry).

Meaning of Artificial Intelligence:

The term "artificial intelligence" is frequently used to refer to robots that replicate "cognitive" processes that people identify with the human mind, like "learning" and "problem solving," according to author Russell (2013).(IEEE Corporate Advisory Group,2017).The definition of

artificial intelligence is always changing, making it a dynamic term with several interpretations.

"The combination of cognitive automation, machine learning (ML), reasoning, hypothesis generation and analysis, natural language processing, and intentional algorithm mutation producing insights and analytics at or above human capability" is the definition of artificial intelligence. (Lee, M. C., Scheepers, H., Lui, A. K., & Ngai, E. W.,2023).

AI was described as "the science and engineering of making intelligent machines" by John McCarthy, one of the "founding fathers" of the field (McCorduck and Cfe 2004)."Artificial Intelligence is the science of making machines do things that would require intelligence if done by man," according to Raphael (1976). Machines or computerized systems that possess the ability to learn, react, and carry out a variety of human-like tasks are referred to as artificial intelligence (AI) (Malik et al., 2022).

Artificial intelligence refers to the replication of human intelligence in machines that are engineered to think and learn similarly to humans. To put it another way, it simply refers to machines that approximate human intellect. The premise that the human brain can be explained in a way that makes it easy for a computer to mimic and perform tasks, from the most simple to the most intricate, is the basis of artificial intelligence.

Method of Research

the research fellow the descriptive analytic method to fill the gap of research by providing an overview of AI to organizational ,highlighting the Impacts of AI in organization and academics and industry sectors, and presenting discussion and results and future research.

Discussion and Results

Impact of Artificial Intelligence on organization and academics and industry sectors:

In Organisation:

Excellency and Efficiency Productivity:

AI systems can increase excellence in organizations by automating repetitive and routine tasks, allowing employers to work creatively and with complexity, saving time, and can also quickly analyze massive amounts of data to extract meaningful insights. AI can also lead to increased efficiency and productivity across organizations. It can also improve supply chain operations by forecasting demand, managing inventory, and optimizing logistics in industries and factories and organization

Job displacement: Automation by robots in industries:

Artificial intelligence has the potential to lead to job displacement through automation by robots in organization. It is a process when machines or algorithms take over duties that have historically been completed by people. AI-powered automation has the potential to replace some occupations, especially in factories and industries where routine and repetitive operations are performed.

In industries like manufacturing, shipping, and even customer service, AI-powered robots are becoming more and more capable of carrying out activities that were previously completed by humans.

Enhancing Education in Academia and Universities:

AI has the potential to significantly enhance education in academic institutions and universities by providing innovative tools and technologies that support teaching, learning, and administrative processes. It can provide personalized learning experiences, adapted to individual student needs and learning styles. AI-powered educational programs and tutoring systems can assist students in their studies and help teachers design teaching methods. AI also enables the creation of virtual classrooms with interactive features, facilitating online learning experiences. Virtual teachers, simulations, and collaborative tools also enhance the effectiveness of distance education.

AI accelerates scientific research in academic institutions by analyzing vast amounts of data, identifying patterns, and suggesting hypotheses.. AI can create and maintain knowledge graphs, connecting information from diverse sources and providing a comprehensive overview of a particular scientific field.

Improving Safety and Security:

AI has the potential to significantly enhance safety and security across a range of industries by providing advanced tools to detect, respond to, and prevent threats. AI can also be used in fraud prevention and cybersecurity.

Ethical Concerns:

AI raises ethical questions about privacy, consent, and responsible data use. Privacy issues arise as AI systems process vast amounts of personal data, leading to concerns about surveillance and unauthorized access. Ethical concerns surrounding AI center on the potential risks and consequences associated with its development and deployment. Issues such as surveillance, facial and voice recognition, and the collection of personal information without proper consent can lead to privacy violations. One of the main ethical concerns of AI is the introduction of biases into AI systems, perpetuating and amplifying societal biases present in training data.

Absence of Transparency:

There are ethical, legal, and societal concerns raised by the absence of transparency in AI systems. Many AI systems function as intricate "black boxes," making it difficult to comprehend how they make decisions, particularly in deep learning. Lack of transparency can lead to a number of issues, including issues with fairness and accountability of AI systems, compliance with legal and regulatory frameworks, hidden biases and discriminatory practices, undermining consumer rights, limiting human understanding and control, ethical concerns regarding the autonomy of AI systems, and more. It can also raise concerns about accountability and trust in AI systems.

Security Risks in organization and industries :

Though artificial intelligence has the potential to significantly enhance safety and security across various still AI systems can be vulnerable to adversarial attacks, where malicious actors manipulate input data to deceive AI models. The proliferation of AI technologies has introduced significant security risks that demand careful consideration. The interconnectedness of AI in critical domains like healthcare, finance, and infrastructure creates a broad attack surface, making these systems attractive targets for cyber threats. Additionally, the increasing reliance on AI in critical systems poses cyber-security risks if these systems are compromised. Safeguarding AI against security risks necessitates robust cybersecurity measures, ongoing vulnerability assessments, and a concerted effort to address the unique challenges presented by

the intersection of artificial intelligence and cybersecurity.

Organizational and industry security risks:

Despite AI's potential of significantly enhancing security and safety across a range of domains. Consideration must be given to the serious security threats brought about by the widespread use of AI technologies. Furthermore, if important systems are compromised, the growing reliance on AI presents cyber-security vulnerabilities.

Social Inequality :

Artificial intelligence has the potential to exacerbate social inequality through various mechanisms. One primary concern is the unequal distribution of benefits and opportunities stemming from AI adoption. Access to and benefits from AI technologies may not be distributed evenly, contributing to social inequality. Those with better resources and access to technology may disproportionately benefit, while others may be left behind. Hence, it may lead to a digital divide that disproportionately affects marginalized communities. To mitigate these risks, there is a pressing need for ethical AI development, inclusive policies, and efforts to address the broader socio-economic implications of AI deployment.

Loss of Human Touch :

The widespread adoption of artificial intelligence technologies raises concerns about the loss of the human touch in various aspects of life. As AI systems automate tasks and interactions traditionally handled by humans, there is a risk of diminishing the personal and empathetic elements inherent in human interactions. In certain fields like healthcare and customer services etc., the introduction of AI may lead to a reduction in human interactions, potentially diminishing the quality of personal relationships and customer service experiences. For example, in healthcare sector, the reliance on AI for diagnostics and patient care may compromise the empathetic connection between healthcare providers and patients. This underlines the need for carefully balancing technological advancements with the preservation of Artificial Intelligence and its Impacts on Society 147 human touch to ensure that essential qualities like empathy, understanding, and intuition remain integral in areas where human connection is paramount. 8. Misuse of Autonomous Weapons : The ethical concerns surrounding AI are particularly pronounced in the context of autonomous weapons. The ability of autonomous weapons to identify and engage targets without direct human control introduces the risk of unintended consequences, civilian casualties, and the escalation of conflicts. Ethical considerations encompass issues such as compliance with international humanitarian law, the potential for misuse, and the lack of a moral framework guiding the actions of autonomous weapons. This has sparked discussions about the need for regulations and ethical guidelines in the use of such technologies in military applications and to prevent the ethical pitfalls associated with autonomous weapons.

Unemployment and Economic Disruption :

Beyond job displacement, the widespread adoption of AI could lead to economic disruption and structural changes in industries, potentially affecting entire sectors and local economies. It has been shown that the integration of AI technologies into various industries has prompted concerns about unemployment and economic disruption. While AI has the potential to create new job opportunities, the pace at which it transforms industries may outstrip the ability of the workforce to adapt. Economic disruption may result from the displacement of existing jobs, necessitating

a shift in skills and roles.

Conclusion

The research concluded There are countless uses for artificial intelligence in both the academic and organizational domains. Its objectives—computer-enhanced learning, reasoning, and perception—make this clear. It focuses on developing algorithms and models that allow artificial inelligence and its effects on computers to carry out activities that normally call for human intellect. Problem solving, understanding spoken language, recognizing patterns, gaining knowledge from prior experiences, and adapting to new information are some of these.

Strong cybersecurity measures, regular vulnerability assessments, and a determined effort to address the particular difficulties brought about by the nexus of artificial intelligence and cybersecurity are all necessary to protect AI from security threats.

This may reduce the need for administrative support roles in certain contexts. It's imperative to note that while AI can lead to job displacement in certain sectors, it can also create new opportunities and transform industries. New roles emerge in AI development, maintenance, and oversight, as well as in areas that leverage the unique skills and creativity of humans.

It has been concluded that striking a balance and implementing responsible artificial intelligence practices is essential to maximize the social benefits of this transformative technology globally in all types of countries. The future impact of AI hinges on our ability to harness its potential responsibly, striking a balance between innovations and safeguarding the principles that define a fair, just, and equitable society.

Conclusion Throughout the world people are depending on use of artificial intelligence and it is expected this trend will increase with passage of time. It may be concluded that the impact of artificial intelligence on society is profound and multifaceted, ushering in transformative changes across various domains. While offering unprecedented opportunities for efficiency, innovation, and improved quality of life, AI also poses challenges that demand careful consideration. The ethical implications, potential biases, and societal inequalities arising from AI applications require ongoing scrutiny and thoughtful regulation. Moreover, concerns about job dis- placement, loss of privacy, and the need for transparent, accountable AI systems underscore the importance of responsible development and deployment. A number of studies have highlighted the potential misuse of AI on socirth. This misuse is related both to ensuring that such AI do not harm humans and other morally relevant beings, and to the moral status of the machines using AI themselves. As we navigate this era of technological advancement, it is crucial to prioritize ethical considerations, inclusivity, and the preservation of human values to ensure that AI contributes positively to society, empowering individuals, fostering equity, and enhancing overall well-being. The future impact of AI hinges on our ability to harness its potential responsibly, striking a balance between innovations and safeguarding the principles that define a fair, just, and equitable society.

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