

ACADEMIC WEEKLY DIGEST

#HOSPITALITYatSurrey



DOING BUSINESS WITH AI

WHAT WE KNOW SO FAR AND WHAT WE NEED TO KNOW IN THE FUTURE

Artificial intelligence (AI) is reshaping business, economy, and society by transforming experiences and relationships amongst people. Hence, it is an increasingly important research area in business management. Together with her collaborators, **Prof Iis Tussyadiah** looked into current publications to provide a comprehensive view of what we know so far about AI application in business. Then, AI trends were analysed to inform researchers which aspects of AI and business management should be explored in the future. Have a great week!

What's in this issue:

**ARTIFICIAL
INTELLIGENCE IN
BUSINESS**



Artificial Intelligence in Business

PROF IIS TUSSYADIAH

We analysed 404 relevant academic articles, presenting the evolution of research on AI in business over time. We used a text-mining approach to extract latent topics from the literature and found 18 topics, which are classified into four main clusters: **societal impact of AI, organizational impact of AI, AI systems, and AI methodologies.**

We then presented the main AI trends and their challenges, including **robots and automated systems, Internet-of-Things and AI integration, law, and ethics**, among others. These resulted in an agenda to guide the directions of future AI research in business.

Below are some important questions concerning business strategy in the implementation of AI, robots and automated systems:

- How can we design service strategies integrating human and machine?
- How can we create original, unique products with AI applications?
- How can we identify consumer preferences for human or machine services?
- How can we streamline processes for human and machine service providers?
- How can we create competitive advantages based on robots and automated systems?
- How does the value of robots and automated systems depreciate over time and what kind of investment is required to keep the pace of innovation under an AI-led business environment?

FURTHER READING

Loureiro, S.M.C., Guerreiro, J., Tussyadiah, I. (2020). Artificial Intelligence in Business: State of the Art and Future Research Agenda. *Journal of Business Research*.

Link: bit.ly/3IsSSdr