

A Bibliometric Analysis of Artificial Intelligence-Driven Automation: Trends, Impact, and Future Directions

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Abstract

Technological transformation, particularly in automation and artificial intelligence (AI), is reshaping traditional business models and the character of work. The bibliometric review within this research examines trends, lead authors, and thematic trends in the discipline through an examination of 566 peer-reviewed papers in 10 journals during 2018-2023. Utilizing the application of bibliometric approaches, the research delves into publication evolution, citation influence, geographical scope, and keyword co-occurrence. The study identifies an increase in interest in AI-driven automation and contributions from developed and emerging economies. The study highlights the importance of considering ethical implications and managerial responses to technological change and proposes a future research agenda for automation and AI integration.

1 Introduction

The rise of Artificial Intelligence (AI) in recent years has the potential to transform whole sectors and how people operate, make decisions, and conduct business. Because it can operate like a human and automatically accomplish basic and complex tasks, it is a vital aspect of current company strategy (Soni et al., 2019; Heidari, 2022). Wide usage, particularly with robotic technology, has pushed organisations to enhance operations, engage with consumers, and innovate at unprecedented levels (Naz et al., 2022; Song, 2019). Digitalisation brings unethical usage, job loss, and skill shifts. It poses major concerns for academics and practitioners (Dawid & Neugart, 2023; Martens & Tolan, 2018).

AI and automation's implications on employment, productivity, and supply chains have been studied (Kumar et al., 2022; Naz et al., 2024), but there hasn't been a thorough

evidence-based synthesis of the field's intellectual and geographical evolution until now. Bibliometric research helps address this information gap. It makes systematic academic work planning, finding relevant authors, and following new ideas and clusters of ideas in a field simpler. Bibliometric study reveals trends in publishing, citation, collaboration, and subject changes, providing a panoramic view of knowledge production.

This study shows how AI robotics research has evolved using a 2018–2023 bibliometric review. It seeks for the most cited authors and publications, describes research locations, and determines what has sustained citation power. Term co-occurrence and grouping analysis provide a strong foundation for the field's theory by revealing fresh research and key themes (Cutting et al., 2017; Vogel & Güttel, 2013). We utilise VOSviewer software and Scopus data since they are effective at visualising and sorting (Chadegani et al., 2013; Falagas, 2008), proving the study's validity and depth. Cabrera et al. (2023) claim a systematic review makes the article clearer, reusable, and scientifically sound. Bibliometric methods complicate analysis and reveal research gaps. The essay provides a wide look at the study landscape to contribute to the conversation of how technology is transforming society and the economy. Researchers, professionals, and decision-makers may use its advice to weigh the merits and drawbacks of AI-driven automation.

2 Literature Review

The literature on the development of technology, especially within the context of automation, artificial intelligence (AI), and digital transformation, has grown exponentially over the last two decades. It is, however, relatively disjointed, lacking an integrated framework that comprehensively explains its theoretical foundations and organizational repercussions. The literature review offers a consolidated and organized examination of principal concepts and academic contributions in the area. It also operationalizes the major terms used in the study, setting the stage for the bibliometric analysis that follows.

2.1 Key Concepts and Definitions

Technology Progress is commonly termed as the continuous process of upgrading technological tools, systems, and methodologies that improve efficiency, productivity, and innovation within various industries. The upgrade typically involves improvement in AI, machine learning, robotics, cloud computing, big data analytics, and the Internet of Things

(IoT). Technological progress, in the opinion of Brynjolfsson and McAfee (2014), not only improves operational capabilities but also transforms strategic business models.

Automation, in this case, refers to the use of machines, computer programs, and algorithms to perform tasks that were traditionally performed by human workers. This includes both physical automation in manufacturing and digital automation in the services sector (Frey & Osborne, 2017). Automation has been at the center stage of organizational research, mainly how it influences labour dynamics, organizational productivity, and cost structures. Digital Transformation is a broader concept that encompasses the integration of digital technologies into all parts of an organization, fundamentally changing how companies do business and deliver value to customers. As Westerman et al. (2011) contend, digital transformation entails not only technology adoption but also a cultural revolution in leadership, processes, and capabilities.

2.2 Evolution of Literature on Technological Advancement and Automation

The initial study on technological growth focused on IT infrastructure and how it may boost efficiency (Porter & Millar, 1985). Later, this attention expanded to strategy consequences including competitive advantage, innovation management, and organisational flexibility. AI and robotics' effects on bigger company platforms and workforce arrangements have been studied more extensively (Autor, 2015). Several bibliometric studies have examined how research topics in this field have evolved. Merigó and Yang (2017) wrote a comprehensive bibliometric assessment of creativity and technological progress, identifying key journals, authors, and linkages. In the hotel business, Rodríguez López et al. (2020) demonstrated how digitisation has transformed service delivery, staff performance, and client satisfaction.

Automation studies have increased since 2010. Because AI, machine learning, and CPA are improving rapidly. Frey and Osborne's (2017) landmark research calculated how susceptible various occupations are to automation, triggering intellectual and policy discussions over the future of employment. Researchers have studied how automation influences job loss, reskilling, income inequality, and corporate structure since then. Meanwhile, research illustrates how technological change impacts humans. Brougham and Haar (2018) examined how technology affects workers' mental health, including job insecurity and adaptability anxiety. Davenport and Ronanki (2018) proposed human-

machine collaboration. Technology can complement human labour if embedded into business strategies, they added.

2.3 Thematic Patterns in Available Literature

The study focusses on purposeful technology usage, worker adaptation, organisation transformation, and societal challenges. Each grew independently, yet there are many factual and theoretical similarities. Strategic integration studies examine how companies employ robots and digital technology to compete. Some academics, like Bharadwaj et al. (2013), emphasise IT skills as strategic instruments. Chui et al. (2018) study how firms utilise AI to make choices, enhance customer service, and function more effectively. Second, workforce adaptation is crucial. AI and technology are automating tedious labour. Companies must teach and retrain personnel to execute harder, creative, or emotional activities. Many studies have examined continual learning, flexible employment, and successful HR practises (World Economic Forum, 2020). Third, organisational transition literature discusses how technological change affects structure and culture. Kane et al. (2015) and Vial (2019) found that digital progress demands leaders to adapt, processes to be more adaptable, and minds to be open to new ideas. Digital transformation impacts corporate control, decision-making, and performance, according to writing. Recent research emphasise moral and social impacts. Due to data protection, surveillance, computer bias, and the digital divide, ethical technology usage varies. Zuboff (2019) criticises monitoring capitalism and warns of the social and political implications of unregulated technology.

2.4 Gaps and Limitations in Existing Literature

Despite its growth, the literature is also bounded in several respects. Geographically, much of the research concentrates on North America and Western Europe, with comparatively few studies examining the impacts of automation and digitalization in the developing world. This represents a significant blind spot, as developing economies face different structural, educational, and infrastructural challenges to the adoption of advanced technologies. Literature also tends to focus on large businesses, with less consideration of small and medium-sized enterprises (SMEs) that have limited capacity for large-scale digital transformation. Furthermore, while the technical aspects of automation are well-documented, there is relatively less qualitative research examining employee attitudes, emotional responses, and organizational culture during periods of technological transformation.

Moreover, there is not much interdisciplinary dialogue. Scholarship is often confined to management, IT, or economics, lacking insights from sociology, ethics, or labour studies. Since technological change affects various facets of organizational and societal life, future research must transcend these disciplinary borders to develop more holistic understandings. This review constitutes the foundation of the bibliometric study conducted in this study, highlighting not only the theoretical richness of ongoing work but also its fragmentation and limitations. Through the systematic mapping of prevailing themes, definitions, and research contributions, this review confirms the need for a structured, data-driven approach to appraise the scope and evolution of literature on technological advancement and automation. The use of bibliometric software allows the visualization of trends in research, foundational contributions, and future directions that are not readily visible with traditional review methods.

3 Methodology

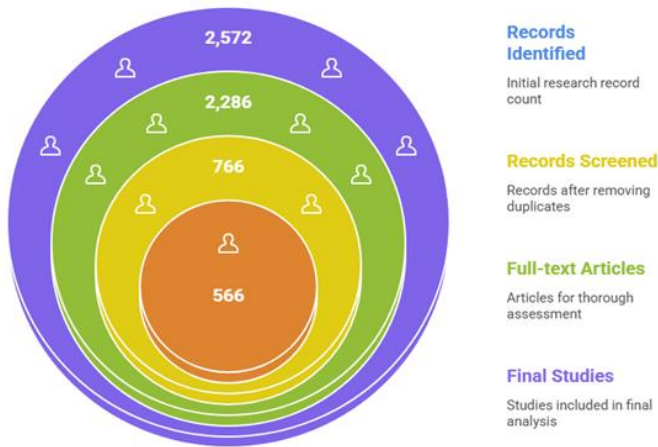
The purpose of this study is to investigate the current understanding of technological advancements in the automation field. Given the scarcity of structured literature, this study is particularly important and should be supported by the assertion that advancements in technology have significantly impacted the industry. To answer these three questions, the researcher conducted a thorough literature review to identify the relevance to advancements in technology. Before a piece can be included in the review, it must have a technological advancement as a primary topic or predictor of the study. I used the Boolean operator to search two databases, Dimension and Google Scholar, for the words “advancement in technology, and automation.” It was only possible to search for peer-reviewed papers. Since advancements in technology have not been extensively studied, my review period was not limited to a year.

3.1 Search Strategy and Data Collection

To gain a deeper understanding of how technological advancements are framed in automation research, this study employed a systematic bibliometric approach based on PRISMA guidelines. Figure 1 presents the use of PRISMA, ensuring an open and transparent process of searching, screening, and selecting scholarly literature (Cabrera et al., 2023). The general aim was to analyze scholarly publication that considers technological progress as a primary idea in automation studies. Two databases, Dimensions and Google Scholar, were selected for this study. Dimensions was assigned more priority

since it indexes peer-reviewed, high-impact social science literature broadly with a specific focus on business and management (Chadegani et al., 2013; Falagas et al., 2008). Google Scholar was employed as the alternative database to cross-verify findings and access any studies that were not included in Dimensions. Systematic Boolean operator search was conducted using combinations of the terms "advancement in technology," "automation," "digital transformation," "artificial intelligence," and "innovation." The search was not restricted by year of publication to get long-term trends. Only English-language, peer-reviewed journal articles were included. 1,357 records were obtained from the Dimensions database, and 1,215 from Google Scholar. Duplicates were eliminated, and exclusion criteria were used to arrive at 566 articles for analysis finally.

Figure 1 PRISMA MODEL



3.2 Inclusion and Exclusion Criteria

The selection criteria for the review required that the selected articles explicitly mention progress in technology as a prime issue, predictor, or determinant in automation. On the aspect of relevance, only peer-reviewed English journal articles were utilized. Furthermore, studies were incorporated if they existed within the social sciences, business, and management, based on the Dimensions Research Categories.

Exclusion criteria were applied to exclude papers that:

- Were purely technical specifications with no mention of broader implications.
- Not explicitly state and discuss both "advancement in technology" and "automation".

- Not available in full text.
- Were duplicate publications or published in non-peer-reviewed journals.

By these criteria, the study ensured that the final collection of selected papers was methodologically similar and topic-focused to the research questions. The process is as per best practice under the PRISMA guidelines, which endorses transparency and reproducibility in systematic reviews (Cabrera et al., 2023).

3.3 Data Analysis and Visualization Tools

The Dimensions database articles were tab-delimited for processing. Bibliometric data such author names, publications, keywords, linkages, and journal impact factors were collected in Excel and JCR. VOSviewer (Waltman et al., 2010) simplified sophisticated bibliometric mapping like keyword co-occurrence, co-authorship, and co-citation networks. VOSviewer was superior to MDS or Pajek because it maintained relational integrity while minimising visual complexity (Cobo et al., 2011). The research frames how automation has evolved cognitively and conceptually as technology has advanced using PRISMA-based decision-making, double-database discovery, and network visualisation.

4 Results and Discussion

This section provides the results of a comprehensive bibliometric analysis on business and organisation usage of new technologies and robots. The study investigated how journals discuss robots and new technologies, how research in the area has evolved, and the field's trends and gaps. Results are reported thematically and complemented with quantitative data (publication and journal impact trends, keyword maps) and network visualization (citation and co-occurrence maps).

4.1 Publication Trends and Revolution Research

The bibliometric study illustrates a uniform but faster surge in research on automation and technological advancement between 2018 and 2023 (see Table 1 Year-wise Publications). The peer-reviewed journal articles reveal that cognitive interest in the

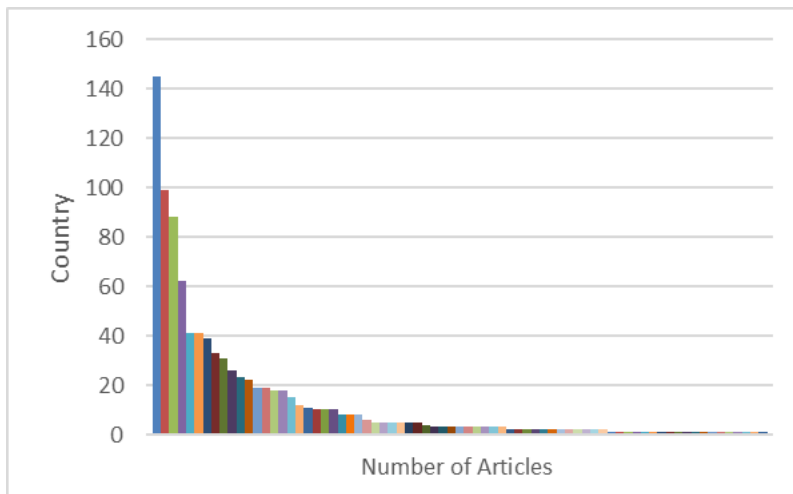
subject has increased significantly since 2020, particularly due to COVID-19, during which there was a shift towards digitalization and remote work.

Table 1 Year-wise Publications

Year	2018	2019	2020	2021	2022	2023
Number of Publications	1	1	2	2	3	6

Table 1 represents a 400% increase in research articles between the years 2018 and 2023 and reflects increasing scholarly interest in how AI and automation are transforming business functions, human resource practices, and organizational flexibility.

Figure 2 Volume, Growth and Trajectory of human resource management practices and organizational performance



The research aims to investigate the long-term relationships between volume growth, Advancements in technology (such as artificial intelligence and automation), the reshaping of traditional business models, and workforce dynamics, utilizing both theoretical frameworks and empirical evidence.

The numbers indicate the number of study papers written on technological advancement over the years and how they have evolved. The trend shows that scholars are becoming more interested in and making contributions to this area. Most articles were written in 2023, with 2. Most of the articles were written in 2022, with 3. From 3 articles in 2021 to 1 article in 2021, there was an apparent rise in the number of articles. There

were fewer stories in the years before, with only 1 in 2019 and 1 in 2018. Since 2018, the number of articles has steadily increased, indicating that advancements in technology and automation are leading to a greater focus on understanding and researching digitalization. This trend illustrates the industry's evolution and scholars' increasing focus on this critical aspect of technological and automation advancements.

The numbers indicate the number of study papers written on technological advancement over the years and how they have evolved (see Figure 3). The trend shows that scholars are becoming more interested in and making contributions to this area. Most articles were written in 2023, with 2. Most of the articles were written in 2022, with 3. From 3 articles in 2021 to 1 article in 2021, there was an apparent rise in the number of articles. There were fewer stories in the years before, with only 1 in 2019 and 1 in 2018. Since 2018, the number of articles has steadily increased, indicating that advancements in technology and automation are leading to a greater focus on understanding and researching digitalization. This trend illustrates the industry's evolution and scholars' increasing focus on this critical aspect of technological and automation advancements.

Figure 3 Chronological distribution of publications on human resource management and organizational performance

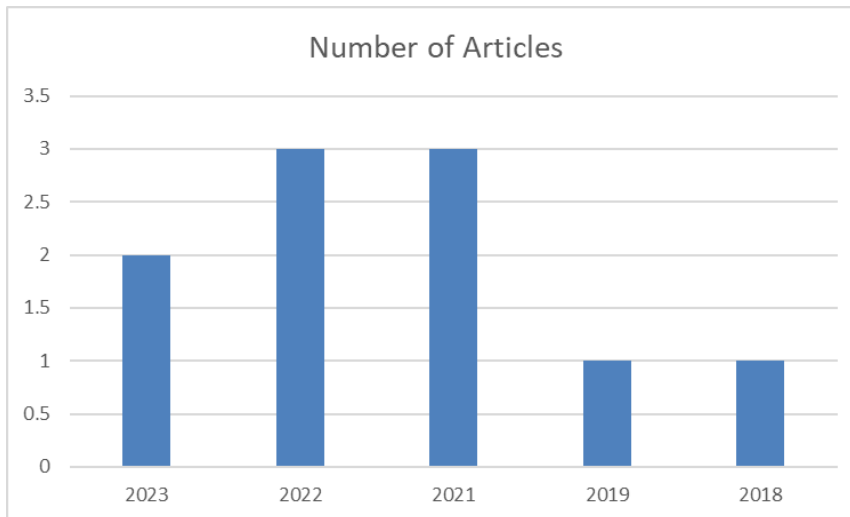


Figure 4 shows keyword co-occurrence network visualizes thematic relationships and temporal evolution from 2020 to 2022, with node colors representing the average year of

appearance and edge thickness indicating the strength of co-occurrence. In the context of innovations such as automation and artificial reasoning (or intelligence), the co-event map shown in Figure 4 provides a comprehensive view of how these advancements are changing traditional strategies and the components of the workforce.

Figure 4 Keywords

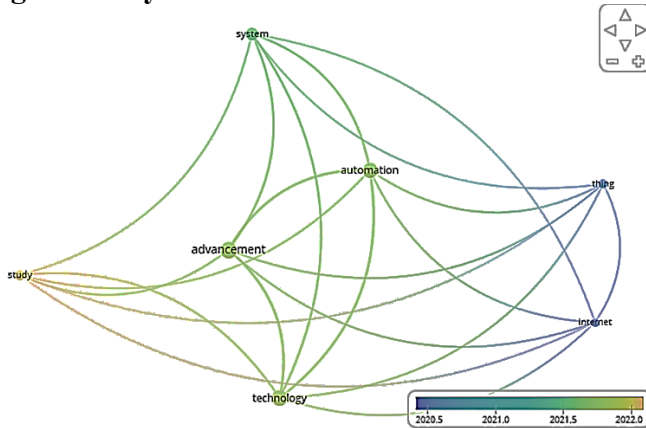


Table 2 provides a bibliometric overview of insightful journals that address the effects of technological advances, with a focus on computerization and artificial reasoning (artificial intelligence), and how these changes have affected traditional strategies and aspects of the workforce. The recorded journals reflect the multidisciplinary nature of this emerging profession by including a wide range of subjects. Each journal is associated with its impact factor, which provides a numerical measure of the journal's influence within the academic community. By summarizing these impact elements, the table provides insights into the visibility and spread of research in this fundamental area, highlighting the significance of mechanical advancements in moulding modern business ideals.

Table 2 Journals and Impact Factor

Journal	Impact factor
YMER Digital	5.7
Growth. SSRN Electronic Journal	2.4
International Journal of Advanced Smart Convergence	0.78
Journal of Mechanics, Engineering, and Automation	1.691
Business Strategy and the Environment	1.78
SSRN Electronic Journal	2.67
Journal of Management and Administration Provision	2.45
TRANSFORMATION. Publishing House “Baltija Publishing	2.18
Global Business Review	1.871

Cluster A focuses on traits and abilities necessary for adapting to mechanical headways. Phrases such as progress, digitization, and metamorphosis draw attention to the essential characteristics that companies need to possess to thrive throughout the era of machine learning and automation. Alongside Group A, Group B investigates various areas of creatively incorporating action plans. The words "digitization," "advancement," and "skill" make it clear that standard business settings need to use new ideas to simplify processes and increase output. Cluster C looks at parts of the workforce that affect creative progress. Terms like "reskilling," "upskilling," and "labour force transformation" underscore the importance of companies enhancing their employees' skills and abilities to utilize new technologies effectively. Cluster D examines how improvements in machinery impact official plans and methods in a broader context. Words like "dexterity," "disruption," and "biological system development" underscore the need for businesses to have flexible and adaptable plans to navigate the rapidly changing world created by AI and automation. By looking at all watchwords that appear at least 10 times together, the unique features of terms like "artificial intelligence," "automation," and "progressive transformation" become clear. This means putting more focus on understanding and using these new technologies to make standard business settings more serious and help them grow.

Figure 5 Keywords – Cluster A

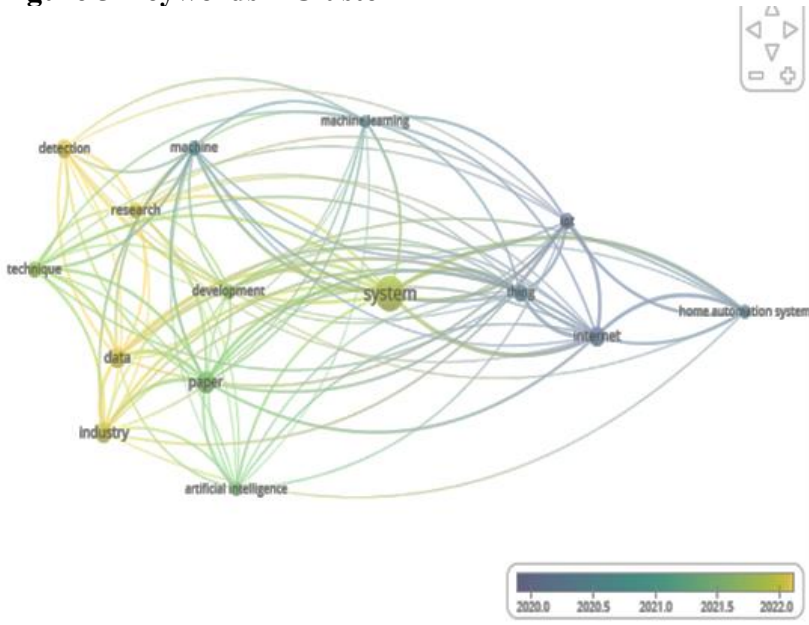
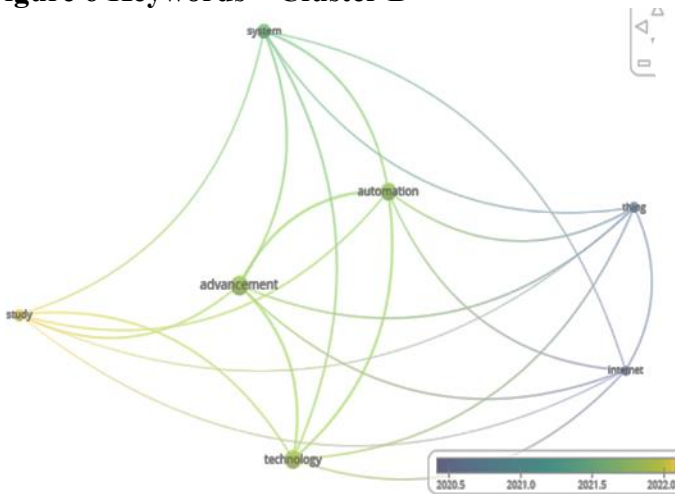


Figure 6 Keywords – Cluster B



5 Findings

This study conducted a bibliometric evaluation of all academic research on business and management robots and AI. This research has developed significantly since 2018, particularly following a major increase in publications in 2022 and 2023. Scholars are

increasingly studying digital transformation and how companies might leverage new technology. Four primary topics emerged from the investigation. Digital transformation and flexibility emerged as old business models were replaced by digital ones, and companies needed to adapt. Second, tech strategy and integration. Companies leverage automation and AI in their key operations to boost productivity and gain a competitive advantage. Third, build skills and manage HR. As technology develops, people must be reskilled and upskilled. Finally, organisational agility being clever enough to respond swiftly to technology and competition is the fourth subgroup.

Citation network analysis also illuminates the intellectual foundations of this area by identifying major publications that have informed the present discussion regarding how innovations spread, how well strategies fit, and how digitalisation influences these things. Researchers such as Merigó and Yang (2017) and Rodríguez-López et al. (2020) established crucial foundations for future studies on the practical and strategic impacts of emerging technologies. The study also discovered research gaps. Many studies have examined technology in established countries and huge corporations, but few have examined how automation impacts developing economies, how men and women utilise technology differently, or the long-term social and moral repercussions of technological progress. These gaps suggest that technology growth is largely examined for its strategic and operational consequences, but its implications on society are still unclear.

6 Conclusion

An extensive bibliometric assessment of research on automation and technological innovation examines how they affect company strategy, job change, and digital innovation. The article indicates a large rise in research production after 2020, after the past 20 years of academic attention. This indicates that people worldwide are paying greater attention to AI and automation strategy and practical issues. The keyword co-occurrence and citation network analysis revealed four primary theme clusters: digital transformation, strategic technology integration, workforce reskilling, and organisational agility. All of these are essential ideas in current business and management technology studies. All of these concepts show that automation is a structural transformation that requires firms to have a strategic vision, adapt, and plan with people in mind.

Although much has been written on the topic, there are still gaps, notably in socioeconomic and geographical sectors. Differences between men and women, technology's impact on developing economies, and long-term societal implications are neglected. These problems show that larger automation research must be more inclusive, context-sensitive, and socially conscious. The research supports the assumption that technology and robots may impair company operations. The study proposes multi-scalar, cross-disciplinary research that includes technology, humans, and society. These findings will help experts and organisations create long-term, open, and strategic technology transition plans as the future becomes increasingly digital.

6.1 Implications

The outcomes of this bibliometric study affect academic research and organisational behaviour. First, the growth in academic work shows that AI and robots are at the core of current business research and potentially disrupt sectors. Businesses incorporate new technologies and overhaul their structure, operations, and strategies to remain relevant in a world where technology is always evolving. Successful digital transition requires integrating technology, cultivating people, and being adaptable with strategy.

Upskilling and reskilling demonstrate the necessity for workforce independence from an HR perspective. Companies must invest in staff development to avoid being displaced by new technologies and reap the rewards of innovation. These worker issues might worsen inequality and hinder corporate success if not addressed. Organisational agility emphasises the need for firms to have adaptable strategies to technology's continual developments. This requires an attitude of constant learning and innovation, as well as the ability to adapt swiftly to new technologies and market trends. The discussion illustrates researchers how crucial it is to combine corporate strategy, information systems, human resource management, and social science research to study technological development. The gaps in the research suggest that more thorough and situation-specific study strategies should account for the many geographical, socioeconomic, and demographic elements that impact technology usage and its consequences.

6.2 Future Research

This paper thoroughly discusses how automation, technical, and organisational transformation interact. It also suggests several intriguing topics for further investigation. How little is spoken about how technology affects the poor may be the biggest gap.

Automation's effects on the labour market, efficiency, and economic development in nascent economies, where policy choices and limited resources are most likely to be troublesome, have not been studied. Future research must also examine how technology affects workers over time. Most studies have only examined one "cross-section," not how technological changes over time may affect individuals. Longitudinal data may show how digitisation affects businesses and worker abilities.

Sex and culture in technology are equally essential. Few studies have examined how technological advances influence different labour market segments. Lawmakers and organisations may establish more fair and inclusive robot rules by understanding how gender, age, education, and socioeconomic status impact people's experiences. Second, less is known about technology's social, emotional, and moral effects. To understand how workers have adapted to technology, future study should include qualitative approaches including interviews, case studies, and ethnographies.

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