IEB02

A FRAMEWORK FOR INCORPORATING ARTIFICIAL INTELLIGENCE IN BUSINESS EDUCATION AND RESEARCH

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Abstract

The purpose of the proposed research project is to formulate a framework designed to provide guidance on how to effectively incorporate artificial intelligence (AI) into the curriculum and teaching methods of business education. Additionally, the framework will help identify and outline potential research topics that emerge from the integration of AI into business education, thereby contributing to a deeper understanding of how AI can transform traditional business teaching methodologies and content.

In recent years, AI has revolutionized various sectors, with notable advancements in natural language processing (NLP) enhancing human-machine communication. This evolution promises significant benefits for business areas such as customer service, marketing, and content creation. Beyond NLP, AI's application in business analytics, product innovation, and streamlining processes in finance, accounting, and management underscores its potential to drive substantial economic efficiencies. However, the rapid proliferation of AI technologies brings forth many challenges. Addressing these concerns necessitates a strategic approach to AI implementation, ensuring equitable benefits while mitigating risks.

As business educators and researchers, it is imperative that we swiftly adapt to the accelerating pace of technological advancement. We are tasked with exploring critical questions related to the development of AI, including:

- What content related to AI should be included in business school curricula?
- In what ways will AI influence the various dimensions of business operations?

- What are the key research topics concerning AI's application in business education and various business sectors?

Conference Track

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