How Does the Use of Artificial Intelligence Reflect on Business Administration and Management? A Perspective on Knowledge Production at the Postgraduate Level

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ABSTRACT

Objectives: The adoption of AI applications in many business domains raises concerns over their potential to significantly transform employment in various aspects, including job creation, automation, and decision-making procedures within organizations. The impact that AI has on employment dynamics presents some obstacles and opportunities for the fields of business administration and management. Considering these advancements, the current study presents a detailed examination of postgraduate theses, with a systematic representation of the expanding influence of AI in the fields of business administration and management. Postgraduate research has the potential to provide crucial perspectives for understanding the present condition and future course of AI use in business environments. Thus, this paper aims to reveal the trends in the application of AI technologies in various organizational contexts through a systematic assessment of postgraduate theses.

Design/methodology/approach: The sample consists of 73 master's and doctoral theses obtained from the repository of the Council of Higher Education National Thesis Center. Document analysis and descriptive content analysis were used to comprehensively assess the postgraduate theses. Document analysis facilitated systematically examining the theses with a detailed perspective, while descriptive content analysis was used to facilitate a methodical assessment of the thesis content. The distribution of theses subjected to document analysis was based on thesis type, universities and sub-disciplines, publication year and language, sample characteristics, methodology, theories, AI application areas, and keywords.

Results: The findings show that studies on AI have increased in the last four years, with a high percentage of theses focusing on management, organization, and marketing. The quantitative research method has been the most used in postgraduate theses. Additionally, most of the theses related to AI were centered around the topics of human resource management, machine learning, and artificial neural networks. The findings indicate that most of the master's theses were conducted in the human resource management and marketing. Also, the most common sectors focused on the theses were finance and information technology.

Practical implications: The findings have the potential to guide organizational practitioners in understanding the ongoing research on AI, enabling them to align their strategic planning efforts with the latest studies and approaches in higher education. The common use of machine learning and artificial neural networks indicates an inclination towards the use of increasingly complex AI implementations within organizations in Turkey. Thus, organizations could benefit from this finding to increase innovation, enhance decision-making procedures, and maintain a competitive advantage through the implementation of cutting-edge AI tools. Furthermore, this study could guide young researchers, such as master's and doctoral students, with the topic, research question, data source, data collection tool, and analysis type selection in future studies.

Originality/value: The study is expected to provide insights into research focus, scope, and methodology for future research by revealing the current state of AI research in business administration and management domains in Turkey. Through the examination of postgraduate theses, this study highlights the increasing academic attention towards AI and provides a starting point for future investigations. This study could be considered an initial effort to gain insight into the ongoing AI research in Turkey by focusing on knowledge production within universities.

Yapay Zekâ Kullanımı İşletme ve Yönetim Alanına Nasıl Yansıyor? Lisansüstü Düzeyinde Bilgi Üretimine Yönelik Bir Bakış

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ÖZ

Amaç: Yapay zekânın (YZ) iş dünyasında kullanım alanının genişlemesi, bu alana yönelik akademik yazında etkilerini göstermeye başlamıştır. Gelecekte istihdam alanlarının tüm boyutlarında varlığını sağlamlaştırması beklenen YZ uygulamalarının örgütsel bağlamdaki durumunu derinlemesine incelemek işletme alanının güncel konularından biridir. Bu nedenle, bu çalışmada YZ'nin işletme ve yönetim alanındaki sistemli yansıma alanı olan lisansüstü tezlerin incelenmesi amaçlanmıştır.

Tasarım/Yöntem: Çalışmanın örneklemini, Yükseköğretim Ulusal Tez Merkezi'nde yer alan, yapay zekâ konusunda işletme alanında yazılmış 73 yüksek lisans ve doktora tezi oluşturmaktadır. Doküman incelemesi ile değerlendirilen tezlerin, tür, üniversite, yayın yılı, yayın dili, alt disiplin, yöntem, sektör ve anahtar kelimeler gibi özelliklerine göre dağılımları belirlenmiştir.

Sonuçlar: Bulgular, YZ konusuna yönelik çalışmaların özellikle son dört yılda ivme kazandığını, "yönetim ve organizasyon" ile "pazarlama" alanlarında yapılan çalışmaların oranının yüksek olduğunu göstermektedir. Lisansüstü tezlerde en çok tercih edilen yöntemin nicel araştırma yöntemi olduğu görülmüştür. Ayrıca, anahtar kelimelere bakıldığında, "insan kaynakları yönetimi", "makine öğrenmesi" ve "yapay sinir ağları"nın ön planda olduğu belirlenmiştir.

Uygulama Çıkarımları: Çalışmanın sonuçları, YZ ile ilgili mevcut akademik durumu ortaya koyarak yükseköğretim alanında güncel keşifler çerçevesinde örgütlerin stratejik planlarına destek sağlayabilme potansiyeline sahiptir.

Özgün Değer: Bu çalışmanın, Türkiye'de işletme ve yönetim alanında YZ çalışmalarındaki mevcut durumu ortaya koyarak gelecek araştırmalar için amaç, odak, kapsam ve yöntem gibi konularda ipuçları vermesi beklenmektedir.

1. INTRODUCTION

In the contemporary era of rapid technological advancements, artificial intelligence (AI) has become a pivotal transformative tool across various domains, including business administration and management. AI is known as the execution of cognitive functions often attributed to human intelligence, such as learning, interaction, and problem-solving (McCarthy, 2007). Various organizations have been employing AI-based applications to automate routine tasks within operations, such as production or logistics. Recent technological advancements in data usage, which increased with big data and machine learning, have enabled businesses to apply AI technologies to daily operations within organizations (Brynjolfsson & McAfee, 2017). The increasing adoption of AI in strategic and decision-making processes highlights the significance of digital transformation affecting the business environment. The outcomes of these advancements go beyond operational efficiency and spillover to the areas of innovation management, competitive strategy, and customer engagement (e.g., Bouschery et al., 2023). Beginning with algorithms and neural networks, the development of AI technologies improved organizations' capacity to analyze and use massive amounts of data (Keding, 2020). The increasing use of AI tools for detailed analyses and creating important insights for managers has the potential to influence the formulation of organizational strategies.

Organizations use AI for various management areas, such as manufacturing, product development, and supply chain management. Also, AI applications differ according to the industry type. For instance, in the healthcare industry AI is used for prognostic evaluation, cancer detection, early diagnosis, and treatment (Jiang et al., 2017). Furthermore, organizations use AI to determine uncertainties, find solutions to complex problems, make decision-making processes more efficient and reduce production error rates, with the help of machine learning and pattern recognition tools (Salehi et al., 2018). Organizations choose AI tools based on factors including AI compatibility the complexity of the task (Grover et al., 2020). Hence, every organization could choose a different AI tool according to their organizational objectives. The use of AI technologies is also popular in the field of marketing. AI tools could improve customer experiences through individualized suggestions, chatbots that provide immediate assistance, and predictive analytics that anticipate customer requirements (Huang et al., 2020). In addition, AI plays a critical role in the financial industry by providing precision and effectiveness in algorithmic trading, risk management, and fraud detection (Lee et al., 2019). AI integration in the educational sector transformed teaching and learning processes by automating administrative duties, facilitating educational data analysis to enhance student outcomes, and enabling personalized learning paths (Ahmad et al., 2021). On the other hand, the ongoing development and application areas of AI increases ethical considerations, such as increasing unemployment rates, recruitment bias, privacy concerns regarding employee or customer data. Therefore, further investigation, policy development, and ethical guidelines to ensure the fair and beneficial use of AI across industries are required (Hagendorff, 2019).

The implementation of AI in organizations includes a wide array of managerial functions, such as decision-making processes, customer services, marketing strategies, and human resources management (HRM) functions. Given the positive influence of AI tools on time and cost in organizations, a detailed examination of the organizational use of AI applications in academic research could yield critical theoretical and practical insights. Although Turkey has encountered some ambiguity regarding its AI strategy because of insufficient assessment of technological infrastructure and social and economic structures (Tonka et al., 2021), it is among the areas that have taken significant steps in adopting and applying AI technologies (Ermağan, 2021). The increase in studies on AI also shows that Turkey is increasingly interested in this issue. Thus, postgraduate theses are regarded as a crucial indicator of academic progression and applied research in the field of AI in Turkey. These studies address the reflections of AI in the business administration and management from various perspectives, emphasizing both the potential benefits and challenges regarding AI applications. Also, the assessment of postgraduate theses is a commonly preferred approach in Turkey for determining the academic trajectory of a specific phenomenon (Gerçek & Ziğaloğlu, 2023; Koşar, 2018; Öztürk, 2019).

Numerous AI-related concepts in the fields of business administration and management have originated in contexts beyond Turkey. Efforts to apply AI concepts and methodologies to the Turkish organizational context are essential the national academic discussion in the field. Examining how AI concepts are utilized in Turkish academic settings could reveal whether the methods used to evaluate the effectiveness of AI applications in various environments, in addition to their relationship with other organizational factors, match the original uses or cultural norms from which these AI principles originated. The examination of postgraduate theses concerning a particular subject is considered critical in uncovering the depth and breadth of that subject within the higher education context (Pilcher, 2011). This methodological approach focuses on the intellectual efforts and academic contributions in higher-level research, emphasizing their potential to both inform practical applications and advance theoretical understanding across various disciplines. Hence, this investigation could offer valuable information regarding the current state of AI use in organizations and could guide researchers. This study aims to identify trends and gaps in current national AI research at the postgraduate level, guide future research directions, and foster a comprehensive understanding of AI's role in the business and management domains. This study is expected to determine general trends at the higher education level regarding AI research in Turkey and provide new perspectives for researchers planning to study in this

field. Additionally, presenting the findings related to the AI research is believed to be beneficial for practitioners in Turkey as well.

2. LITERATURE REVIEW

Artificial intelligence (AI) is defined as *"the capability of a system to correctly interpret external data, to learn from such data, and to use those learnings to achieve specific goals and tasks through flexible adaptation"* (Kaplan & Haenlein, 2019: 17). AI encompasses a wide spectrum of technologies that enable computers to perform tasks that typically require human intelligence, such as adaptive decision-making. The extensive organizational applications of AI have led to positive impacts through increased information accessibility, supporting decision-makers by providing them with the capability to extract and interpret valuable insights from large datasets, thus facilitating more informed and effective decision-making processes (Anshari & Hamdan, 2022). Considering the capacity of AI applications to exceed human intelligence, it has been significantly influencing organizational innovation processes (Haefner et al., 2021). For instance, the fast development of machine learning and deep learning increases the potential of the application of AI in innovation efforts (Varian, 2018). The use of AI including big data and machine learning has been utilized for forecasting and performance analysis and has become a competitive tool for strategic decision-making (Hickson et al., 2003). Furthermore, AI is considered an advantage in dealing with complexity regarding various factors in the organizational environment (Barro & Davenport, 2019).

According to Haenlein and Kaplan (2019), AI includes different computational technologies, including deep learning (DL), natural language processing (NLP), and image recognition (IR). These advanced technologies have fundamentally changed the way organizations operate, resulting in a period of automated routine duties that have improved operational efficiencies and optimized procedures. Decision-making is one of the most influential domains of AI. AI has an exceptional ability to examine and assess massive datasets, commonly known as "big data," to achieve crucial findings that could contribute to and improve decision-making procedures (Jarrahi, 2018). Also, the use of AI goes beyond simple task automation and decision support applications. Bouschery et al. (2023) stated that AI plays a pivotal role in enhancing the preexisting knowledge base of organizations. This indicates that through AI implementations, organizations could not only detect emerging possibilities within existing industries, but also enable the creation of completely new markets or services. The ability of AI to improve present operational effectiveness and promote innovation outlines it as an essential tool in the digital transformation process of contemporary organizations. The significant consequences that result from the adoption of AI across diverse sectors provide a perspective on a future in which the convergence of technology with human creativity yields unique value. The potential for the mutually beneficial relationship between AI and individuals to transform organizational environments makes human-AI integration suitable for further academic research and practical efforts (Ruiz-Real et al., 2021).

The integration of AI into diverse sectors improves operational processes and encourages innovation. By improving employee productivity and promoting creativity, AI has the capacity to transform many industries, including finance, healthcare, manufacturing, retail, supply chain and logistics (Dwivedi et al., 2019). For instance, the adoption of AI in the construction industry yields substantial benefits, including improved workflows and time savings on repetitive tasks (Regona et al., 2022). Additionally, the capacity of AI to facilitate deeper client engagement and individualize customer experiences within the service industry underscores its significance in revolutionizing consumer interactions and expectations. AI in the service industry could engage clients on various dimensions, including service delivery, customization, and consumer relationships (Huang et al., 2020). Furthermore, AI enhances productivity and effectiveness in decision-making processes in supply chain management activities, offering potential for further use in this area (Javaid et al., 2021). The positive influence of AI on productivity and decision-making in various managerial activities demonstrates its usefulness in improving business operations suggesting a potential for further research and use of AI.

The status of AI in Turkey has been examined in various fields, including accounting (Gacar, 2019), robotics (Oran, 2020), finance (Atlan et al., 2018), marketing (Cesur & Armutcu, 2023), and human resources management (HRM) (Kambur, 2022). The banking industry in Turkey is presently implementing AI technologies in a variety of operations, with financial institutions utilizing AI to enhance services and decrease expenses while also foreseeing advantages for financial services through AI (Öztürk & Kula, 2021). Thus, research on the potential and applications of AI across different sectors underscores both the opportunities and challenges these technologies could present. However, in the context of national literature, a comprehensive approach to studies, particularly within the domain of business administration and management, remains limited. The scientific merit of master's and doctoral theses, which aim to offer novel contributions and result from processes involving intellectual engagement, learning, and dissemination of knowledge within universities, is profoundly significant (Bourke & Holbrook, 2013). Looking into the efforts at the higher education level regarding AI could shed light on whether universities that generate insights on AI-related issues are achieving practical outcomes. The methodology for analyzing postgraduate theses, which has become increasingly popular in both international and national academic literature, facilitates the identification of prevailing trends in specific areas and aids in evaluating the condition of research mentality (Pilcher, 2011).

3. METHODOLOGY

Artificial intelligence (AI), with its wide application in the global business world, holds significant potential to make substantial contributions to organizational outcomes such as flexibility, adaptation, efficiency, and profitability. Therefore, conducting studies on AI applications both in theory and practice within Turkey is important, as it can enhance our understanding of the integration of AI into business and organizational practices in the Turkish context. This study aims to shed light on higher education studies related to business concepts, thereby illuminating whether universities that generate knowledge on these phenomena achieve practical outcomes. Additionally, Pilcher (2011) acknowledges that thesis reviews on specific phenomena could be used in determining the current state of research mentalities in these areas. This study aims to provide an overview of academic studies on AI in Turkey, revealing the latest developments and trends in this area. Within this framework, this study aims to address the distribution of master's and doctoral theses in Turkey that focus on AI concepts according to the following criteria: type (master's or doctorate), universities and sub-disciplines, the publication year and language, sample characteristics (sector and data type), methodology, keywords, theories, and AI application areas. In this context, the research question of this study is as follows:

"What are the distributions of postgraduate theses written in the field of business administration and management on the topic of artificial intelligence (AI) in Turkey in terms of thesis type, universities and sub-disciplines, the publication year and language, sample characteristics, methodology, theories, AI application areas, and keywords?"

This study adopts the document analysis method. Document analysis is a systematic process that involves the review or evaluation of printed and/or electronic materials (Bowen, 2009). Document analysis could include quantitative analyses, such as determining frequencies or percentages to identify patterns or trends within specific documents, as well as qualitative analyses, such as identifying recurring themes or interpreting the text's underlying meanings (Moser & Korac, 2021). Quantitative content analysis is a type of content analysis that reveals the overall state of a material by determining the frequencies of certain concepts (Bowen, 2009). So, document analysis could include a qualitative approach through qualitative content analysis or thematic analysis that focuses on certain themes, or it could include a quantitative approach that looks at the frequency of key concepts in the data to learn more about certain ideas (Pickard, 2013). Researchers use this quantitative approach alone or as part of mixed-methods research known as quantitative document analysis (Muir & Carroll, 2020; Muir et al., 2020). This study preferred the quantitative approach, which utilizes frequency determination to reveal specific characteristics of graduate theses. The research sample comprises completed master's and doctoral theses with the term "artificial intelligence" in their titles, listed under the "business administration" and "management" discipline in the National Thesis Center of the Council of Higher Education (YÖK) from 2008 to February 2024. A detailed screening resulted in a total of 78 postgraduate theses, of which 73 were accessible in electronic format and subjected to review. The list of all the theses used in this study is provided in Appendix I.

For determining the frequencies related to certain characteristics of postgraduate theses, categories have been formed by benefiting from previous thesis reviews (e.g., Bedlek & Bozyiğit, 2022; Gerçek & Ziğaloğlu, 2023). This approach facilitated the creation of a classification system that encompassed the type of thesis, affiliated university, year of publication, language, academic department, methodology used, sample type, industry sector, data type, and other variables examined. To decrease potential selection bias (Yin, 1994), two authors independently conducted searches using the same keywords at the Higher Education Council (YÖK) National Thesis Center and performed coding separately. The intercoder reliability formula by Miles and Huberman (1994) was used to determine coding reliability. Based on this formula, calculations made from the number of agreements and disagreements on the coding form showed an agreement rate of 93%, indicating that the coding process has a high level of reliability.

4. FINDINGS

The examination of postgraduate theses has determined their distribution in terms of thesis type. Table 1 displays the distribution of theses by type.

Table 1. Distribution of Theses by Type

Thesis Type	Frequency (f)	(%)
Master's Thesis	44	0,60
Doctoral Thesis	29	0,40
Total	73	100

As shown in Table 1, it has been determined that 60% of postgraduate theses addressing the impact of AI on business administration and management are master's theses, and 40% are doctoral theses, indicating most of the postgraduate theses are master's theses.

Table 2. Distribution of Theses by Publication Year

Publication Year	Thesis Type				Total	
	Master's		Doctoral			
	Frequency (f)	(%)	Frequency (f)	(%)	Frequency (f)	(%)
2023	9	0,20	4	0,14	13	0,18
2022	9	0,20	9	0,31	18	0,25
2021	11	0,25	4	0,14	15	0,21
2020	8	0,18	3	0,10	11	0,15
2019	4	0,09	2	0,07	6	0,08
2018	2	0,05	1	0,03	3	0,04
2017	-	-	2	0,07	2	0,03
2016	-	-	2	0,07	2	0,03
2015	-	-	2	0,07	2	0,03
2008	1	0,02	-	-	1	0,01
Total	44		29	-	73	

Table 2 presents the distribution of postgraduate theses over the years. It has been identified that the first thesis on the topic of AI in the field of businesses administration in Turkey was a master's thesis completed in 2008. The year with the highest frequency of theses on this topic is identified as 2022, accounting for 25% of the total. This is followed by the years 2021 (21%) and 2013 (18%).

Table 3. Distribution of Theses by University

University	Thesis Type				University	Thesis Type			
	Master's		Doctoral			Master's		Doctoral	
	f	%	f	%		f	%	f	%
Anadolu University	-	-	1	0,03	İstanbul Nişantaşı University	2	0,05	-	-
Ankara University	1	0,02	-	-	İstanbul Okan University	1	0,02	1	0,03
Atatürk University	1	0,02	-	-	İstanbul Sabahattin Zaim University	2	0,05	-	-
Bahçeşehir University	9	0,2	1	0,03	İstanbul Ticaret University	1	0,02	2	0,07
Balıkesir University	-	-	1	0,03	İstanbul University	1	0,02	2	0,07
Bandırma Onyedi Eylül University	-	-	1	0,03	Kahramanmaraş Sütçü İmam University	-	-	1	0,03
Başkent University	1	0,02	2	0,07	Karabük University	1	0,02	-	-
Beykoz University	1	0,02	-	-	Kayseri University	1	0,02	-	-
Boğaziçi University	-	-	1	0,03	Kocaeli Üniversitesi	-	-	2	0,07
Bursa Uludağ University	1	0,02	-	-	Koç University	-	-	1	0,03
Dokuz Eylül University	3	0,07	1	0,03	Manisa Celal Bayar University	1	0,02	-	-
Dumlupınar University	1	0,02	1	0,03	Marmara University	1	0,02	1	0,03
Düzce University	-	-	2	0,07	Muğla Sıtkı Koçman University	-	-	1	0,03
Fırat University	1	0,02	-	-	Necmettin Erbakan University	1	0,02	-	-
Gaziantep University	1	0,02	-	-	Niğde Ömer Halisdemir Üniversitesi	-	-	1	0,03
Gebze Teknik University	3	0,07	2	0,07	Osmaniye Korkut Ata University	-	-	1	0,03
Hacettepe University	-	-	1	0,03	Selçuk University	2	0,05	-	-
İstanbul Aydın Üniversitesi	-	-	1	0,03	Toros University	1	0,02	-	-
Istanbul Bilgi University	2	0,05	-	-	Üsküdar University	1	0,02	-	-
İzmir Ekonomi University	1	0,02	-	-	Yozgat Bozok University	1	0,02	-	-

| İstanbul Medipol University | 1 | 0,02 | 1 | 0,03 | **Total** | **44** | **29** |

Table 3 provides the distribution of theses across universities, separately listing master's and doctoral theses. It was observed that most universities have one or two master's theses on this subject. In terms of master's theses, Başkent University ranks first, followed by Dokuz Eylül University and Gebze Technical University in the second place.

Table 4. Distribution of Theses by Language

| Language | Thesis Type | | | | Total | |
| | Master's | | Doctoral | | | |
	f	%	f	%	f	%
Turkish	31	0,70	24	0,83	55	0,75
English	13	0,30	5	0,17	18	0,25
Total	44		29		73	

Table 4 shows the distribution of theses by language of publication. It was found that 70% of master's theses and 83% of doctoral theses are in Turkish, while 30% of master's theses and 17% of doctoral theses are in English. Overall, most postgraduate theses (75%) were written in Turkish.

Table 5. Distribution of Theses by Sub-Discipline

| Sub-Discipline | Thesis Type | | | | Total | |
| | Master's | | Doctoral | | | |
	f	%	f	%	f	%
Finance	4	0,09	6	0,21	10	0,14
Human Resource Management	8	0,18	3	0,10	11	0,15
Logistics	3	0,07	-	-	3	0,04
Accounting	3	0,07	4	0,14	7	0,10
Marketing	13	0,30	4	0,14	17	0,23
Numerical Methods	1	0,02	5	0,17	6	0,08
Social Politics	1	0,02	-	0,00	1	0,01
Production Management	3	0,07	1	0,03	4	0,05
Management & Organization	8	0,18	6	0,21	14	0,19
Total	44		29		73	

Table 5 displays the distribution of postgraduate theses according to the sub-discipline of business administration. According to these distributions, the most theses were written in the field of management and organization (19%), followed by the marketing (23%).

Table 6. Distribution of Theses by Industry

| Industry | Tez Türü | | | | Total | |
| | Master's | | Doctoral | | | |
	f	%	f	%	f	%
Information Technology	3	0,07	3	0,10	6	0,08
Education	-	-	2	0,07	2	0,03
Energy	-	-	1	0,03	1	0,01
Finance	4	0,09	8	0,28	12	0,16
Food	1	0,02	-	-	1	0,01
Aviation	2	0,05	-	-	2	0,03
Service	2	0,05	2	0,07	4	0,05
Hospitality	-	-	1	0,03	1	0,01
Port Management	1	0,02	-	-	1	0,01
Accounting	1	0,02	2	0,07	3	0,04
Wholesale	3	0,07	-	-	3	0,04
Marketing	4	0,09	-	-	4	0,05
Health	2	0,05	1	0,03	3	0,04
Telecommunication	1	0,02	1	0,03	2	0,03
Production	4	0,09	-	-	4	0,05
Miscellenous	18	0,41	8	0,27	24	0,33
Total	44		29		73	

Table 6 provides the distribution of industries focused on in the analyzed theses. This analysis is based on the orientation of the thesis topics and the data sources used. It was observed that most master's theses are focused the fields of finance, marketing, and production. The sectors most focused on in the theses are finance (16%) and information technologies (8%). Furthermore, it was determined that most of the theses includes various industries (33%).

Table 7. Distribution of the Theses by AI Application Areas

Category	AI Application Area	Frequency	%
Human Resources	Human Resource Management	7	0,10
	Recruitment	2	0,03
Business Management	Decision-making	5	0,07
	Business Intelligence	1	0,01
	Competitive Strategy, Company Performance	1	0,01
	Managerial Competencies	1	0,01
	Organizational Change	1	0,01
	Planning	1	0,01
Marketing	Marketing	3	0,04
	Advertising	2	0,03
	Customer Satisfaction	2	0,03
	Service Quality	1	0,01
	Airline Customer Forecast	1	0,01
	Brand Value Determination	1	0,01
	Campaign Management	1	0,01
	Chatbot Use	1	0,01
	Customer AI Acceptance	1	0,01
	Customer Lifetime Value	1	0,01
	Customer Perceptions	1	0,01
	Customer Profiling	1	0,01
	Digital Marketing	1	0,01
	Experiential Marketing	1	0,01
	Neuromarketing	1	0,01
	Virtual Consumerism	1	0,01
Finance	Stock Price Forecast	2	0,03
	Financial Time Series	1	0,01
	Credit Risk Determination	1	0,01
	Financial Performance Forecast	1	0,01
	Investment Valuation	1	0,01
Technology and Innovation	AI Adoption	2	0,03
	AI Awareness	1	0,01
	AI Integration	1	0,01
	AI Use	1	0,01
	Innovativeness	1	0,01
	Digital Transformation	1	0,01
	Industry 4.0	1	0,01
	Knowledge Management System	1	0,01
Human and AI Interaction	Human-AI Interaction,	1	0,01
	Human-AI Collaboration	1	0,01
Data and Analytics	Auditing	3	0,04
	Risk Classification	1	0,01
Miscellaneous	Social Welfare	1	0,01
	Emotions	1	0,01
	Employment	2	0,03
	Facility Location	1	0,01
	Purchasing	1	0,01
	Identification of Non-Performing Loans	1	0,01
	Foreign Trade	1	0,01
	Exam Timetabling	1	0,01
	Demand Forecast	1	0,01
	AI-Based Application Costs	1	0,01
	Distribution Forecast	1	0,01
	Virtual Consumerism	1	0,01
Total		73	

Table 7 shows the areas addressed by AI applications within the assessed graduate theses. The fields of application of AI in the theses have been categorized, considering their similarities, into HRM, business management, marketing, finance, technology and innovation, human-AI interaction, data, and analytics, and miscellaneous. The analysis reveals that the predominant focus of the theses is on the application of AI in HRM, constituting 10% of the applications. This is followed by its application in decision-making functions, accounting for 0.7%.

Table 8. Distribution of Thesis According to Theoretical Backgrounds

Theory	Thesis Type				Total	
	Master's		Doctoral			
	f	%	f	%	f	%
Technology Acceptance Model	5	0,11	1	0,03	6	0,08
Strategic Management Theory	1	0,02	1	0,03	2	0,03
Strategic HRM Theory	2	0,05	-	-	2	0,03
AI Maturity Model	1	0,02	-	-	1	0,01
Brand Value Models	1	0,02	-	-	1	0,01
Competency Model	1	0,02	-	-	1	0,01
Customer Lifetime Value Models	-	-	1	0,03	1	0,01
Diffusion of Innovation Theory	-	-	1	0,03	1	0,01
Digital Taylorism	-	-	1	0,03	1	0,01
Dynamic Capabilities	-	-	1	0,03	1	0,01
Efficient Market Theory	-	-	2	0,07	2	0,03
Emotion Theory	1	0,02		0,00	1	0,01
Ethics Theory	-	-	1	0,03	1	0,01
Foreign Trade Theories	-	-	1	0,03	1	0,01
Genetic Algorithm Theory	-	-	2	0,07	2	0,03
Grounded Theory	2	0,05	1	0,03	3	0,04
Market Segmentation Theory	1	0,02	-	-	1	0,01
Marketing Theory	3	0,07	-	-	3	0,04
Neuromarketing Theory	1	0,02	-	-	1	0,01
Optimization Theory	-	0,00	1	0,03	1	0,01
Social Innovation Theory	1	0,02	-	-	1	0,01
Social Welfare Models	-	-	1	0,03	1	0,01
Virtual Consumerism Theory	-	-	1	0,03	1	0,01
Not Specified	24	0,55	13	0,45	37	0,51
Total	44		29		73	

Table 8 provides information about the distribution of theses according to theoretical backgrounds. In determining the theories utilized in graduate theses, an examination was conducted to ascertain whether a specific theory was explicitly stated as the foundational basis within the thesis. According to this criterion, the Technology Acceptance Model (TAM) was identified as the most frequently employed theory in graduate theses, constituting 0.8% of the cases. This framework is followed, in order, by Marketing Theory, Grounded Theory, Strategic HRM Theory, and Strategic Management Theory.

Table 9. Distribution of Theses by Method

Method	Thesis Type				Total	
	Master's		Doctoral			
	f	%	f	%	f	%
Quantitative	23	0,52	23	0,79	46	0,63
Qualitative	20	0,45	3	0,10	23	0,32
Mixed	1	0,02	3	0,10	4	0,05
Total	44		29		73	

Table 9 shows the distribution of theses according to the adopted research methodology. The findings indicate that a significant number of postgraduate theses (63%) employed quantitative research methodologies.

Table 10. Distribution of Thesis According to Data Type

Data Type	Thesis Type				Total	
	Master's		Doctoral			
	f	%	f	%	f	%
Customer Perceptions	7	0,16	5	0,17	12	0,16
Employee Perceptions	14	0,32	5	0,17	19	0,26
Manager Perceptions	9	0,20	3	0,10	12	0,16
Organization Data	6	0,14	10	0,34	16	0,22

Literature Review	7	0,16	-	-	7	0,10
External Data (Stock price, labor statistics etc.)	1	0,02	6	0,21	7	0,10
Total	44		29		73	

Table 10 provides information about the distribution of theses according to data source. In the analysis concerning the types of data utilized in graduate theses, it has been observed that the most used data type is employee perceptions (26%), followed by organization data (22%). Other types of data include customer perceptions, manager perceptions, and external data. Additionally, some theses have engaged with studies existing in the literature.

Table 11. Frequencies of the Keywords

Keywords	f	%	Keywords	(f)	%
Artificial Intelligence	57	0,78	Big Data	3	0,04
Human Resources Management	10	0,14	Regression	3	0,04
Machine Learning	7	0,10	Recruitment	3	0,04
Artificial Neural Networks	7	0,10	Creativity	2	0,03
Algorithm	6	0,08	Production	2	0,03
Prediction	5	0,07	Fuzzy Logic	2	0,03
Marketing	9	0,12	Digital Transformation	2	0,03
Business	4	0,05	Deep Learning	2	0,03
Accounting	4	0,05	Airline	2	0,03
Industry 4.0	4	0,05	Risk Management	2	0,03
Banking	4	0,05	Supply Chain Management	2	0,03
Decision Making	4	0,05	Operation	2	0,03
Optimization	4	0,05	Strategy	2	0,03
Technology Acceptance Model	3	0,04	Scheduling	2	0,03
Advertising	3	0,04	Other	22	0,30

The term most commonly utilized in postgraduate theses is "artificial intelligence" (78%), followed by "human resources management" (14%), with "machine learning" (10%) and "artificial neural networks"(10%). Keywords that are utilized only once are classified as "other" in Table 11.

5. CONCLUSION, DISCUSSIONS AND SUGGESTIONS

AI is creating transformations in many fields, including business administration and management. By performing cognitive functions such as learning and problem-solving, AI has found a wide range of applications in organizations, from production to managerial tasks. In Turkey, the adoption of AI and academic progress made through postgraduate theses have the potential to serve as a guide for research in this area by addressing the impacts of AI on business administration and management from different perspectives, pointing out potential benefits and challenges. This research has shown that most theses focused on the topic of AI in the context of business administration and management are the master's theses. This study also points out that the first thesis written on this subject in Turkey is a master's thesis in 2008. Also, the popularity of the AI topic reached its highest level in 2022. This historical development suggests that researchers are increasingly interested in the impact of AI on organizations. This finding aligns with the trends of AI utilization in service industries, which demonstrate a positive relationship with organizational efficiency, specifically in the field of information and communication technology (Taştan & Gönel, 2021). One possible reason for the increase in AI focused theses is the rapid developments in AI technology and its increased availability. Over the past decade, significant progress has been made in the fields of machine learning, natural language processing, and data analytics (Dwivedi et al., 2019). Also, big data technologies have facilitated the development of AI studies, making it an appealing research topic for researchers (Duan et al., 2019). Furthermore, a variety of industries use AI technologies due to their increased availability. Another possible reason for the increase in AI research is the change in curricula and course content at universities. Worldwide, higher education institutions have acknowledged the importance of AI and revised their curricula to include AI focused courses and programs. Additionally, the Higher Education Council announced the launch of new associate and bachelor's degree programs related to AI in Turkey for the 2024–2025 academic year (YÖK, 2024). This development also signals that there is the demand for employees with AI skills and understanding in the current labor market.

This study involves a detailed assessment of postgraduate theses regarding the influence of AI on business administration and management fields in Turkey. A total of 44 different universities covers the topic of AI in business administration, indicating common interest in this area. A possible reason is that AI has an interdisciplinary nature, including several fields such as computer science, engineering, economics, and psychology; thus, research could spread across many different departments at universities. The findings revealed that a significant number of theses focused on management, organization, and marketing. This indicates that these sub-disciplines could be the main areas for adopting AI. This finding aligns with the idea that

organizations commonly use AI techniques to improve managerial activities such as strategic planning or decision making (Hickson et al., 2003). Also, since management is crucial in any organization, the adoption of AI tools in managerial activities is significantly important due to its ability to assist leaders in making data-driven decisions. Furthermore, AI has been employed in the field of marketing to enhance personalized experiences for customers, implement advertising strategies, and assist with predictive analytics. For instance, the adoption of digital channels in automotive marketing strategies has increased (Hasmet & Ferman, 2020).

The industry focus in postgraduate theses indicates the current state of academic research concerning the role of AI organizations. The findings show a significant amount of focus on finance and information technology (IT), indicating the crucial role these industries play in enabling the adoption of AI technologies. This result could be associated with the fact that finance and IT mainly depend on data-driven decision-making processes, automation, and technological advancements (Cao, 2020). Moreover, the finance and IT industries frequently utilize complex datasets and deal with technological issues, making them optimal settings for the experimentation and improvement of AI algorithms and tools. Also, finance and IT have historically occupied leading positions in technological advancements, and the nature of these industries is more receptive to technological innovation and experimentation, fostering an atmosphere where the integration of AI could be adopted easily (Kinkel et al., 2021). This finding is also consistent with previous research, which indicates that accounting information systems are effective tools for organizational performance, especially in Turkish small and medium-sized enterprises (Esmeray, 2016). Additionally, the Turkish banking industry employs AI technologies to enhance overall service, facilitate usage, and reduce expenses (Öztürk & Kula, 2021).

The findings showed that quantitative research methods were used more than qualitative methods in the postgraduate thesis. This finding could indicate a preference for a more data focused approach regarding the applications of AI on business operations. This could potentially be the consequence of quantitative methods offering a structured approach to objectively evaluating the effects of AI technologies, delivering more clear and applicable outcomes that can guide policymakers. Moreover, the general focus of AI research is to determine the effects of the technology on business operations by displaying improvements in productivity and quality (Quispe et al., 2023). Thus, in further investigations, qualitative research could yield important results regarding AI acceptance and adoption in various contexts. According to the findings, the most used data source was found to be employee perceptions, indicating the need to comprehend human dynamics in the application of AI within organizations. This result could also be related to the availability of employee data for postgraduate researchers. Although the perceptions of employees are vital in ensuring the effective integration of AI tools, examining organizational data yields useful information regarding the integration of AI technology into various managerial activities.

The findings showed that the Technology Acceptance Model (TAM) was used as the most used theoretical approach. TAM, a popular framework in technology adoption research, has the potential to offer researchers a valuable perspective to explain the various factors influencing the acceptance and adoption of AI technologies. The findings revealed that the Marketing Theory was the second most referred theory, indicating a focus on evaluating the implications of AI on marketing research. The most frequently used keyword was "artificial intelligence", indicating an emphasis on AI technologies and their significance in business administration and management research. Additionally, "human resources management," "machine learning," and "artificial neural networks" were found to be the other commonly used keywords. Moreover, the results of this study indicate that the topic of AI is increasingly being addressed in higher education institutions, particularly in the finance and information technology sectors, marketing, and human resources management. Considering these findings, it could be suggested to establish university-industry collaborations for the development of both new theoretical models and new AI approaches, especially in the relevant industries and managerial activities. Additionally, the intensity of interest in AI in these industries and areas could serve as an indicator of the potential for AI usage in current domains.

This study attempts to reveal the current status of AI related research in postgraduate programs in Turkey. It is anticipated that the findings of this study will guide researchers, particularly those who are planning to begin further studies in the fields of business and management. The findings of this study could offer valuable insights for researchers while deciding on the topic, research question, data source, collection instrument, and analysis techniques. For instance, the limited number of qualitative research studies in the theses conducted could indicate that exploratory approaches related to the topic of AI in theses are overlooked. Therefore, it is recommended to conduct qualitative research, especially for an in-depth examination of human-AI interaction. Additionally, this study could guide master's and doctoral students in establishing suitable theoretical frameworks by presenting the theories used in existing research. Similarly, the keywords used in the research could help researchers understand in which industrial contexts AI technologies could be investigated. Overall, the result of this study attempts to shed light on the current state of knowledge production in the field of business administration and management in Turkey at the postgraduate level regarding AI, providing useful information for both practitioners and researchers.

6. LIMITATIONS

This study has some limitations. Firstly, the utilization of document analysis as a method in this study is one of the limitations, given that it is frequently employed as a supplementary research technique for validation purposes. Consequently, the study's findings are limited by the sole use of document analysis method. Another limitation of the research is that it only includes postgraduate theses that were carried out in Turkey from February 2008 to February 2024. Additional research that could be included in future studies, such as proceedings, book chapters, and articles that are excluded in the current study. The findings of this study are limited to the categories that the researchers have identified. Additionally, postgraduate studies focusing on AI could be evaluated with respect to other characteristics. Combining additional data resources and examining a wider variety of characteristics could enhance further investigation in the field of AI research.

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APPENDIX. Theses Used in the Document Analysis

NO	AUTHOR	ORIGINAL TITLE	YEAR
1	AKEUKEREKE	YAPAY ZEKA (YZ), İNSAN KAYNAKLARI YÖNETİMİNDEKİ KARANLIK YÜZÜ	2022
2	AKKÖZ	DENEYİMSEL PAZARLAMADA YAPAY ZEKA UYGULAMALARI	2021
3	ALEASAWI	YAPAY ZEKA VE JORDAN BANKALARI ÜZERİNDEKİ ETKİSİ (AMMAN'DA BİR SAHA ARAŞTIRMASI)	2022
4	ALHADETHI	REKLAMDA DAHA YARATICI OLAN HANGİSİ: YAPAY ZEKA MAKİNASI MI YOKSA İNSAN MI?	2020
5	ALMASHAQBEH	YAPAY ZEKA VE BÜYÜK VERİNİN İŞ ZEKASINA ETKİSİ (ÜRDÜN TELEKOM SEKTÖRÜNDE EMPİRİK BİR ÇALIŞMA)	2022
6	ALTINAY	SÜRDÜRÜLEBİLİR SOSYAL KORUMA PROGRAMLARINA YÖNELİK OLARAK SOSYAL KORUMA HARCAMALARININ YAPAY ZEKA DEĞERLENDİRME TEKNİKLERİ İLE MALİYET ANALİZİ	2015
7	ARDA	YAPAY ZEKA YÖNTEMLERİ İLE FİNANSAL ZAMAN SERİLERİ ÖNGÖRÜLERİ	2020
8	ARSLAN	YAPAY ZEKÂ OPTİMİZASYON YÖNTEMLERİ İLE YARALI TOPLANMA MERKEZLERİNİN KONUŞLANDIRILMASI	2015
9	ARSLAN	ÜRETİM SATIN ALMALARINDA YAPAY ZEKA İLE BİR UYGULAMA; TÜRKİYE'DE ÇELİK SEKTÖRÜ	2020
10	ASLAN	İNSAN KAYNAKLARI YÖNETİMİNDE YAPAY ZEKA UYGULAMALARI	2023
11	AYDEMIR	YAPAY ZEKA GÜDÜMLÜ DÜNYADA PAZARLAMACILARIN GELECEĞİ: TELEKOM SEKTÖRÜNDEKİ PAZARLAMACILAR ÜZERİNE BİR ARAŞTIRMA	2023
12	BAHTİYAR	TÜRKİYE'DE FARKLI SEKTÖRLERDEKİ YAPAY ZEKA UYGULAMALARINA İLİŞKİN MÜŞTERİ ALGILARININ DEĞERLENDİRİLMESİ	2021
13	BELHADJ	PAZARLAMA HİZMETİNDE YAPAY ZEKA: NETFLİX ÖNERİ SİSTEMİ ÖRNEĞİ	2022
14	CAN	İŞ YAŞAMINDA YAPAY ZEKÂ–İNSAN ETKİLEŞİMİNDE ORTAYA ÇIKAN DUYGULARIN NİTEL ARAŞTIRMA YÖNTEMİ İLE İNCELENMESİ	2023
15	CANBOLAT GÖÇMEN	SAĞLIK HİZMETLERİNDE YAPAY ZEKA UYGULAMALARI: YOĞUN BAKIM ÖRNEĞİ	2022
16	CERAN	BANKACILIKTA DİJİTALLEŞME KAPSAMINDA, ÖĞRENEN YAPAY ZEKÂ DESTEĞİYLE SORUNLU KREDİLERİN BELİRLENMESİ	2019
17	ÇALIKOĞLU	İSTATİSTİK VE YAPAY ZEKA YÖNTEMLERİ İLE DIŞ TİCARET TAHMİNİ: GÜNEY EGE BÖLGESİ	2023
18	ÇANKAL	HİSSE SENEDİ FİYATLARININ YAPAY ZEKA TEKNİKLERİ KULLANILARAK TAHMİN EDİLMESİ: BIST'TE BİR UYGULAMA	2022
19	ÇELİKBİLEK	ÜNİVERSİTE SINAV ÇİZELGELEME PROBLEMLERİNİN YAPAY ZEKA TEKNİKLERİ İLE ÇÖZÜMÜ	2016
20	ÇELİKKAYA	HAVAYOLU İŞLETMELERİNE AİT WEB SİTELERİNİN NÖROPAZARLAMA TEMELLİ YAPAY ZEKÂ - GÖZ İZLEME (EYE TRACKING) YÖNTEMİ İLE ANALİZİ	2020
21	DEMİR	YAPAY ZEKÂ TEKNOLOJİLERİNİN İŞE ALIM SÜREÇLERİNDE KULLANIMINA YÖNELİK BİR ÖLÇEK GELİŞTİRME ÇALIŞMASI: TÜRKİYE'DE NİCEL VE NİTEL BİR ARAŞTIRMA	2021
22	DİNÇ	YAPAY ZEKÂ TABANLI TALEP TAHMİN YÖNTEMLERİNİN PERFORMANS ÜSTÜNLÜKLERİ AÇISINDAN DEĞERLENDİRİLMESİ: GIDA SEKTÖRÜNDE BİR UYGULAMA	2021
23	DOĞAN	YAPAY ZEKA UYGULAMALARININ YENİ PAZARLAMA ÇAĞINDA KULLANIMI: YAPAY ZEKA DESTEKLİ MOBİL BANKACILIK UYGULAMALARI ÜZERİNE BİR ANALİZ	2018
24	ERGÜN	ŞİRKET STRATEJİLERİNİN VE REKABET STRATEJİLERİNİN ŞİRKET PERFORMANSLARI ÜZERİNDEKİ ETKİSİNDE YAPAY ZEKANIN ARABULUCU ROLÜ	2023
25	ERKEK	FİNANSAL HİZMETLERİN DİJİTALLEŞMESİNDE YENİ DÖNEM: MÜŞTERİLERİN YAPAY ZEKA TABANLI BANKACILIK HİZMETLERİNE KABULÜ	2023
26	GEBEŞ	YAPAY ZEKA UYGULAMALARININ REKLAM VE PAZARLAMA AKTİVİTELERİNE OLAN ETKİLERİ: SEKTÖR ÇALIŞANLARI İLE BİR ARAŞTIRMA	2021
27	GÖKKAYA	YAPAY ZEKA UYGULAMALARININ ÇALIŞANLAR ÜZERİNDEKİ ETKİSİNİN TEKNOLOJİ KABUL MODELİ İLE ÖLÇÜMLENMESİ: CHATBOT ÖRNEĞİ	2022

28	GÜLÇİN	YAPAY ZEKA PROJE MALİYETLERİNİN MUHASEBE SİSTEMİ UYGULAMA GENEL TEBLİĞİ, VERGİ MEVZUATI VE TÜRKİYE MUHASEBE / FİNANSAL RAPORLAMA STANDARTLARINA GÖRE MUHASEBELEŞTİRİLMESİ	2022
29	HAJİYEV	İŞLETME YÖNETİMİNDE YAPAY ZEKA KULLANIMI VE YÖNETİCİ YETKİNLİKLERİ: SANAYİ İŞLETMELERİ ARAŞTIRMASI	2022
30	İBİŞ	TEKNOLOJİ VE YAPAY ZEKANIN İNSAN KAYNAKLARI YÖNETİMİNDEKİ ROLÜ	2022
31	İMAMOĞLU	YAPAY ZEKÂ UYGULAMALARININ KARAR VERME ÜZERİNE ETKİLERİ	2021
32	KAMBUR	YAPAY ZEKÂNIN İNSAN KAYNAKLARI SÜREÇLERİNDE YARATABİLECEĞİ DEĞİŞİKLİKLER VE ALGILANMA DÜZEYLERİ	2020
33	KAMRAN	PAZARLAMADA YAPAY ZEKÂNIN KULLANIMI: YAPAY ZEKÂ PAZARLAMA ARAÇLARININ TÜKETİCİ KABULÜNE İLİŞKİN BİR ARAŞTIRMA	2021
34	KARA	YAPAY ZEKA MODELİYLE GENİŞLETİLMİŞ HİBRİT BLACKLİTTERMAN MODEL ÖNERİSİ, BORSA İSTANBUL BIST-30 ENDEKS VERİLERİ İLE TEST EDİLMESİ	2017
35	KARABOĞA	İŞE ALIM SÜREÇLERİNDE YAPAY ZEKA TEKNOLOJİLERİNİN KULLANIMI	2020
36	KARADUMAN	MUHASEBE DENETİMİNDE XBRL VE YAPAY ZEKÂ KULLANIMININ DENETİM SÜRECİNE ETKİSİ VE UZMAN SİSTEMLER UYGULAMASI	2017
37	KEYSAN	YAPAY ZEKANIN İŞGÜCÜ, İSTİHDAM VE GELİR DAĞILIMINA ETKİLERİ	2019
38	KIVRAK	MÜŞTERİ YAŞAM BOYU DEĞERİNİN YAPAY ZEKÂ ALGORİTMALARI İLE MODELLENMESİ	2016
39	KORKMAZ	KREDİ RİSKİNİN BELİRLENMESİNDE YAPAY ZEKÂ YAKLAŞIMLARI VE BİR UYGULAMA	2020
40	KÖYLÜ	HALKA AÇIK İMALAT SANAYİ İŞLETMELERİNİN YAPAY ZEKA YÖNTEMLERİ İLE FİNANSAL RİSK SINIFLAMASI VE RİSK GÖSTERGELERİNİN BELİRLENMESİ	2020
41	KURT	YAPAY ZEKA'NIN PAZARLAMA İLETİŞİMİ VE MARKA TUTUNDURMADA KULLANIMI VE YAPAY ZEKA'NIN REKLAM İLETİŞİMİNDE KULLANIMI ÜZERİNE BİR ARAŞTIRMA	2023
42	LEFKELİ	YAPAY ZEKÂ ÇAĞINDA TÜKETİCİ DENEYİMLERİNİN İNCELENMESİ: İZLENME HİSSİ	2022
43	MAHMOOD	YAPAY ZEKANIN TEDARİK ZİNCİRİ YÖNETİMİ ÜZERİNDEKİ ETKİSİ: İNSAN- YAPAY ZEKA İŞBİRLİĞİ İÇİN GEREKLİLİKLER	2022
44	MAKARİTOU	ENDÜSTRİ 4.0 VE YAPAY ZEKANIN YARATTIĞI SOSYO-EKONOMİK BOZULMA	2019
45	MAMMADOVA	STRATEJİK YÖNETİM KAPSAMINDA YAPAY ZEKA ROLÜ ÜZERİNE NİTEL BİR ARAŞTIRMA	2023
46	MOSTAFA	PERAKENDE SEKTÖRÜ TEDARİK ZİNCİRİ YÖNETİMİNDE YAPAY ZEKA (YZ) KULLANIMI VE TÜRKİYE UYGULAMALARI	2020
47	NADAS	MUHASEBE VE DENETİM ALANINDAKİ YAPAY ZEKA UYGULAMALARI	2021
48	ÖNAL	TÜKETİCİ PROFİLLERİNİN YAPAY ZEKÂ TEKNİKLERİ KULLANILARAK ÇIKARTILMASI VE PERAKENDECİLİK SEKTÖRÜNDE BİR UYGULAMA	2008
49	ÖZCAN	İÇ DENETİM FONKSİYONU VE İÇ KONTROL MEKANİZMALARININ YAPAY ZEKÂ TEKNOLOJİLERİ İÇERİSİNDEKİ GELECEKTEKİ ROLÜ VE ÖNEMİ: İŞLETMELER İÇİN YAPAY ZEKÂ UYGULAMA YOL HARİTASI VE BÜTÜNLEŞİK YAPAY ZEKÂ MANTIKSAL ÇERÇEVESİ	2021
50	ÖZDEMİR	İNSAN KAYNAKLARI SÜREÇLERİNDE YAPAY ZEKÂ KULLANIMININ ETKİLERİNİN Y VE Z KUŞAKLARI AÇISINDAN KARŞILAŞTIRILMASI	2023
51	ÖZTÜRK	BANKACILIK OPERASYONLARININ YAPAY ZEKA UYGULAMALARINA DEVRİ FİNANS	2019
52	POLAT	LİMAN İŞLETMELERİNDE TEU HAREKETLERİNİN GÖZ ÖNÜNE ALINARAK, YAPAY ZEKA VE İSTATİSTİKSEL YÖNTEMLERLE TAHMİNLEME	2020
53	QADDURA	YAPAY ZEKA - EKONOMİ VE İSTİHDAMIN GELECEĞİ	2023
54	RAHIMOV	İŞ ORTAMINDA VE SÜREÇLERİNDE YAPAY ZEKA ENTEGRASYONU: TÜRKİYE'DEKİ YÖNETİCİLER ARASINDAKİ ALGI	2019
55	SARIOĞLU	PAZARLAMADA KAMPANYA YÖNETİMİ VE YAPAY ZEKÂ KULLANIMI	2022
56	SAYAR	ENDÜSTRİ 4.0 ENTEGRASYONU İLE TÜRKİYE ELEKTRİK ENERJİSİ DAĞITIM AĞI ARIZALARININ GERÇEK ZAMANLI VE YAPAY ZEKÂYA DAYALI ÖNGÖRÜ SİSTEMİNİN GELİŞTİRİLMESİ: İZMİR-ÇEŞME UYGULAMASI	2021
57	SAYIM	YAPAY ZEKA TEKNİKLERİ İLE YATIRIM DEĞERLEMESİ ANALİZİ	2018
58	SERT	ETMEN TABANLI BENZETİM VE YAPAY ZEKÂ TEMELLİ BİR YÖNETİM BİLGİ SİSTEMİ: ANADOLU ÜNİVERSİTESİ AÇIKÖĞRETİM SİSTEMİ UYGULAMASI	2021

59	SIROGLU	YAPAY ZEKANIN BENİMSENMESİNİ ETKİLEYEN BAŞARI FAKTÖRLERİ VE TÜRKİYE'DE ÖZEL SEKTÖR ÇALIŞANLARI AÇISINDAN BİR ARAŞTIRMA	2021
60	ŞAHİNBOY	TEDARİK ZİNCİRİ YÖNETİMİNDE YAPAY ZEKA UYGULAMALARI VE ÇÖZÜM MODELLERİ ÜZERİNE BİR ARAŞTIRMA	2018
61	ŞENGÜLER	FİNANSAL VERİLERE DAYALI MARKA DEĞERİ BELİRLEMEYE YÖNELİK YAPAY ZEKÂ TEMELLİ AMPİRİK BİR ÇALIŞMA FİNANS	2020
62	ŞENKUL	İŞ ETİĞİNİN İŞE ALIM SÜRECİNE ETKİSİ: YAPAY ZEKÂ UYGULAMALARININ ROLÜ	2022
63	TUNCA	YAPAY ZEKA DOĞAL DİL İŞLEME YAKLAŞIMIYLA ÇEVRİMİÇİ METİNSEL VERİLER ÜZERİNE BİR ÇALIŞMA: SANAL TÜKETİCİLİK	2023
64	ÜNAL	İŞLETMELERDE YAPAY ZEKÂLARIN İCRA KURULU BAŞKANI OLABİLİRLİĞİ ÜZERİNE BİR ARAŞTIRMA KARMA	2019
65	YAMEN	DİJİTAL TAYLORİZM BAĞLAMINDA YAPAY ZEKÂ TEKNOLOJİLERİNİN ÖRGÜTSEL DEĞİŞİME ETKİLERİ	2021
66	YILDIRIM	YAPAY ZEKANIN TIP ALANINDA İKAME EDİCİ VEYA TAMAMLAYICI KULLANIMININ DOKTORLAR ÜZERİNDEKİ ETKİLERİNE YÖNELİK BİR SENARYO ÇALIŞMASI	2021
67	YILDIZ	YAPAY ZEKÂ VE YENİ SAYI SİSTEMLERİNİN MUHASEBE VE FİNANS ALANINDA UYGULAMASI	2023
68	YILMAZ	YAPAY ZEKÂ BAĞLAMINDA İNSAN KAYNAKLARI YÖNETİMİ	2022
69	YURDAGEL	YAPAY ZEKA İLE YÜZLEŞME BASİT ÜRÜN ÖNERİLERİNDEN BÜTÜN YAŞAM TARZI TASARIMINA	2022
70	YURTTABİR	YAPAY ZEKÂ MODELLERİYLE FİNANSAL PERFORMANS TAHMİNİ: BIST UYGULAMAS	2022
71	YÜCE	COVİD-19 PANDEMİSİ ETKİSİNDEKİ HAVAYOLU YOLCU TALEBİNİN YAPAY ZEKA KULLANILARAK TAHMİN EDİLMESİ	2022
72	YÜKSEL	İNSAN KAYNAKLARI YÖNETİMİNDE YAPAY ZEKA VE TÜRKİYE UYGULAMASI	2023
73	ZİTOUNİ	DİJİTAL PAZARLAMADA PERAKENDE SEKTÖRÜNDE YAPAY ZEKANIN ROLÜ	2021