
**DOI:** https://doi.org/10.38035/dijms.v7i4.6507


# Artificial Intelligence in the Creative Economy: A Systematic Bibliometric Review and Future Research Agenda

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**Abstract:** The rapid development of artificial intelligence (AI) has driven significant transformation in the creative economy, a sector fundamentally rooted in creativity, knowledge, and innovation. Although the number of publications addressing AI in the creative economy has increased substantially in recent years, the intellectual structure, thematic evolution, and research gaps within this field remain insufficiently mapped, particularly within the domains of business and management. This study aims to systematically map the scholarly landscape of AI in the creative economy using a systematic bibliometric review approach. Data were collected from the Scopus database through a structured search strategy and predefined inclusion criteria, resulting in a dataset of 128 articles analyzed using VOSviewer software. The citation analysis reveals a total of 2,107 citations, with an average of 16.46 citations per article and an H-index of 22, indicating that this research area is in a growing phase with an emerging core literature. Co-occurrence analysis identifies four major thematic clusters: digital transformation and innovation in the creative economy, technological impacts on economic growth, AI-driven entrepreneurship, and human–AI collaboration in the future of work. Overlay visualization indicates a shift in research focus from macro-level perspectives toward organization-based perspectives, while density visualization highlights that themes such as AI readiness, organizational capabilities, and human capital development in AI-driven creative environments remain underexplored. This study contributes theoretically by demonstrating a shift from industry-based perspectives toward capability-based perspectives in understanding AI adoption within the creative economy. The findings also provide directions for future research and offer practical implications for creative organizations and policymakers in developing sustainable AI adoption strategies.

**Keyword:** Artificial Intelligence, Creative Economy, Bibliometric Analysis, Digital Transformation, Dynamic Capability.

## INTRODUCTION

Artificial intelligence (AI) has been widely recognized as one of the most disruptive technologies of the twenty-first century, fundamentally transforming business models, organizational structures, and social practices on a global scale (Chowdhury et al., 2022). The transformation driven by AI is no longer limited to the automation of routine tasks but has

evolved into a key driver of business model innovation, process transformation, and data-driven competitive advantage. In this context, organizations that are capable of integrating AI into their strategic and operational processes tend to demonstrate greater adaptive capacity in responding to the dynamics of the digital economy. The impact of this technological transformation is particularly evident in the creative economy, a sector that relies heavily on creativity, knowledge, and ideas as primary sources of value creation. Creative industries play a significant role in the global economy through job creation and contributions to gross domestic product (GDP). In the United Kingdom, the creative sector contributed more than £109 billion, accounting for approximately 5.6% of GDP in 2021, while in the United States its contribution reached $877.8 billion in 2019 (Amankwah-Amoah et al., 2024). These substantial economic contributions suggest that technological transformations within this sector, including the emergence of generative AI, are likely to have profound implications for both economic and social structures. Recent developments indicate that the application of AI in the creative economy has shifted beyond its traditional role as an automation tool toward the concept of collaborative intelligence, referring to a symbiotic partnership between humans and AI systems to generate higher-value outcomes (Chowdhury et al., 2022). Empirical evidence suggests that human–AI collaboration can produce solutions with greater strategic feasibility as well as higher financial and environmental value compared with solutions generated solely by humans (Boussioux et al., 2024).

Nevertheless, AI still exhibits limitations in areas such as tacit knowledge and creative intuition, which remain core characteristics of human creative work (Holford, 2019). These limitations have sparked ongoing debates regarding the future of knowledge-based work. On one hand, AI offers opportunities to enhance human creativity and productivity; on the other hand, it raises concerns about excessive standardization of intellectual labor through mechanisms described as digital Taylorism (Holford, 2019; Taylor et al., 2020). The existing literature also indicates that the implementation of AI across various creative subsectors demonstrates diverse characteristics. For example, AI has contributed to the transformation of business models in the music industry, the personalization of services in fashion retail, and the use of deep learning algorithms to support entrepreneurial decision-making (Naveed et al., 2017; Song et al., 2021; Wang et al., 2023). In addition, higher education institutions play a strategic role in preparing human resources capable of adapting to these technological changes by developing digital competencies and integrating AI into educational processes (Bucea-Manea-Țoniș et al., 2022). At the same time, ethical issues, intellectual property rights, and algorithmic bias remain significant challenges in AI adoption, highlighting the need for a human-centered approach to ensure that technological development remains aligned with social and cultural values (Amankwah-Amoah et al., 2024).

Despite the growing number of publications addressing AI in the creative economy, the existing literature remains fragmented and dispersed across multiple disciplines. Previous studies have predominantly focused on the macro-level impacts of technology on industries and economic systems, while research examining organizational readiness, internal capabilities, and the integration of human resources, technology, and business strategy remains relatively limited. This condition highlights the need for a comprehensive mapping of the intellectual structure of this research field in order to understand thematic developments, identify well-established research areas, and reveal potential research gaps. Bibliometric analysis provides a systematic and data-driven approach for mapping the scientific landscape of a research field. Through the analysis of scholarly publications, citation patterns, and keyword relationships, bibliometric methods enable researchers to uncover research trends, thematic structures, and the evolutionary trajectory of a body of literature in an objective manner. Consequently, bibliometric studies serve not only as descriptive tools but also as a foundation for developing conceptual frameworks and guiding future empirical research.

Based on this background, this study aims to map the intellectual structure, thematic evolution, and research intensity of artificial intelligence research within the creative economy, particularly within the domains of business and management, using a systematic bibliometric review based on the Scopus database. Specifically, this study seeks to: (1) analyze publication and citation trends; (2) identify the most influential documents; (3) map the main thematic clusters; (4) examine the evolution of research topics over time; and (5) identify research gaps that may guide future empirical investigations. This study contributes to the literature in three main ways. First, it provides a comprehensive mapping of the intellectual structure of AI research within the creative economy, an area that remains relatively underexplored in existing studies. Second, it identifies a shift in research perspectives from industry-based approaches toward capability-based perspectives at the organizational level. Third, it proposes a future research agenda integrated with strategic management theories to better explain AI adoption as a source of competitive advantage within the creative economy.

## METHOD

This study employs a systematic bibliometric review approach to map the intellectual structure, thematic development, and future research directions related to artificial intelligence in the creative economy. A bibliometric approach was selected because it enables a systematic, objective, and data-driven analysis of scientific literature through the evaluation of publications, citation patterns, and conceptual relationships within a research field. This method has been widely applied in management and organizational studies to identify research trends, influential documents, and research gaps in a comprehensive manner (Donthu et al., 2021; Zupic & Čater, 2015). By adopting this approach, the study not only provides a descriptive overview of the development of the literature but also generates a structural mapping that can serve as a foundation for the development of conceptual frameworks and future empirical research.

### Data Source

The dataset for this study was obtained from the Scopus database, one of the largest abstract and citation databases covering high-quality international journals across various disciplines, including business and management. Scopus was selected because it provides comprehensive and consistent metadata that are compatible with bibliometric analysis software. Moreover, Scopus offers broader journal coverage compared to many other academic databases, making it a widely used source for bibliometric research (Mongeon & Paul-Hus, 2016). The use of a single standardized database also ensures data consistency and reduces the risk of duplicate records.

### Literature Search Strategy

The literature search process was conducted systematically using combinations of keywords designed to comprehensively capture studies related to artificial intelligence within the creative economy. A systematic search approach was employed to ensure transparency and reproducibility of the research procedure (Tranfield et al., 2003). The search strategy consisted of three keyword formulations that incorporated the main concepts, relevant synonyms, and terms associated with technology adoption. To ensure the relevance and quality of the dataset, the following inclusion criteria were applied:

1. document type limited to journal articles,
2. publications written in English,
3. documents indexed under the subject area Business, Management and Accounting, and
4. studies directly related to artificial intelligence and the creative economy.

Other types of publications such as conference papers, book chapters, editorials, and non-academic reviews were excluded from the analysis. The search process was conducted using several combinations of keywords designed to capture the relationship between artificial

intelligence and the creative economy. Boolean operators were used to expand the search and include variations of relevant terms. The search queries were applied to the title, abstract, and keyword fields in the Scopus database. The detailed search queries used in this study are presented in Table 1.

**Table 1. Search Query Used in the Study**

| No | Search Query | Purpose |
|---|---|---|
| 1 | creative economy AND artificial intelligence | Initial identification of studies related to AI and creative economy |
| 2 | TITLE-ABS-KEY ("creative economy" OR "creative industries" OR "creative sector" OR "cultural industries" OR "creative entrepreneurship") AND ("artificial intelligence" OR "AI" OR "intelligent systems" OR "smart technologies") | Broader search to capture variations of AI and creative industry terms |
| 3 | TITLE-ABS-KEY ("creative economy" OR "creative industries") AND ("AI adoption" OR "artificial intelligence adoption" OR "AI implementation" OR "AI readiness") | Identification of literature focusing on AI adoption in creative sectors |

Source: Author's compilation based on Scopus database (2025)

After combining the three search queries, the results were further filtered using the predefined inclusion criteria. The filtering process retained only journal articles written in English and indexed within the Business, Management and Accounting subject area. Based on this screening procedure, 128 articles were selected and used as the dataset for subsequent analysis.

## Data Collection and Data Cleaning

The data collection process consisted of several stages. First, relevant documents were identified through the Scopus database using the predefined search queries. Second, the retrieved documents were screened based on the inclusion and exclusion criteria. Third, the metadata of the selected articles were exported in CSV format to facilitate bibliometric analysis. Finally, data cleaning procedures were conducted to remove duplicate records and ensure the consistency of the dataset. The metadata used in this study included article titles, author names, publication year, journal titles, abstracts, author keywords, and citation counts. Data cleaning is an essential step in bibliometric analysis to ensure that each document contains complete and accurate information for analysis (Donthu et al., 2021).

## Data Analysis Techniques

Bibliometric analysis was conducted using VOSviewer, a widely used software tool for bibliometric mapping and visualization. VOSviewer enables the visualization of relationships among documents, authors, and keywords through network, overlay, and density visualization techniques, which facilitate the identification of thematic clusters and research evolution (Van Eck & Waltman, 2010). The analysis in this study consisted of four main techniques:

1. Citation Analysis
   Citation analysis was used to identify the most influential documents within the research field. The indicators used include total citations, average citations per article, and the H-index of the dataset. These indicators provide insights into the scientific impact of the research field and indicate the maturity level of the existing literature (Donthu et al., 2021).
2. Co-occurrence Analysis
   Co-occurrence analysis was conducted to identify the intellectual structure of the research field based on the relationships among keywords. This technique allows the mapping of major research themes and the identification of dominant research clusters as well as emerging topics within the literature (Donthu et al., 2021).

3. Overlay Visualization
   Overlay visualization was used to examine the temporal evolution of research topics. Through this technique, it is possible to identify topics that emerged in the early stages of research, those that developed during transitional periods, and those that represent the most recent research trends.
4. Density Visualization
   Density visualization was used to identify the intensity of research activity associated with particular themes. Topics with high density indicate areas that have been extensively studied, while low-density areas represent potential opportunities for future research.

### Analysis Parameters

The parameters used in the VOSviewer analysis included author keywords as the unit of analysis, the full counting method, and the determination of a minimum number of keyword occurrences to identify relevant terms. Keywords that met the threshold were subsequently visualized in the form of networks, enabling the identification of thematic clusters within the research field.

### Validity and Reliability

The validity of the study was ensured through the use of a reputable database, a transparent and systematic search strategy, and analytical procedures that can be replicated by other researchers (Tranfield et al., 2003; Donthu et al., 2021). The reliability of the analysis was further strengthened through the use of VOSviewer, which has been widely adopted in previous bibliometric studies (Van Eck & Waltman, 2010). In addition, the application of clearly defined inclusion criteria ensured that the documents included in the dataset were highly relevant to the research topic.

## RESULTS AND DISCUSSION

### Publication Trends

An analysis of the 128 articles indexed in Scopus indicates that research on artificial intelligence within the creative economy has increased significantly in recent years. In the early stages, publications were relatively limited and sporadic, suggesting that this topic had not yet attracted substantial attention within the business and management literature. However, with the emergence of technologies such as machine learning and generative AI, the number of publications has increased more consistently. This growth in scholarly output suggests that artificial intelligence is increasingly being recognized as a strategic factor in the transformation of the creative economy. This trend reflects a broader shift in perspective from simple digitalization toward the integration of intelligent technologies into value creation processes, business models, and organizational strategies. Consequently, the observed publication trend indicates that research on artificial intelligence in the creative economy is currently in a growing research phase and is likely to expand further in the coming years.

### Citation Analysis

Citation analysis reveals that the entire dataset of 128 articles has accumulated 2,107 citations, with an average of 16.46 citations per article and an H-index of 22. These findings indicate that research on artificial intelligence in the creative economy has begun to establish a solid intellectual foundation, although the field has not yet reached full theoretical maturity. The moderate average citation level suggests that the research field is still evolving and gradually forming a core body of influential literature. This stage of development presents substantial opportunities for future studies to contribute more advanced conceptual frameworks and empirical insights.

## Most Influential Documents

Citation analysis was conducted to identify the most influential publications shaping the development of the literature on artificial intelligence in the creative economy. Highly cited documents typically reflect significant conceptual contributions and often serve as key references for subsequent research. Table 2 presents the ten most cited articles that form the intellectual foundation of this research field.

**Table 2. Top 10 Most Cited Documents**

| No | Penulis | Tahun | Judul Artikel | Jurnal | Sitasi |
|---|---|---|---|---|---|
| 1 | Chowdhury et al. | 2022 | AI-employee collaboration and business performance: Integrating knowledge-based view, socio-technical systems and organisational socialisation framework | Journal of Business Research | **322** |
| 2 | Amankwah-Amoah et al. | 2024 | The impending disruption of creative industries by generative AI: Opportunities, challenges, and research agenda | International Journal of Information Management | **175** |
| 3 | Holford | 2019 | The future of human creative knowledge work within the digital economy | Futures | **133** |
| 4 | Bucea-Manea-Țoniș et al. | 2022 | Artificial Intelligence Potential in Higher Education Institutions Enhanced Learning Environment in Romania and Serbia | Sustainability (Switzerland) | **108** |
| 5 | Boussioux et al. | 2024 | The Crowdless Future? Generative AI and Creative Problem-Solving | Organization Science | **107** |
| 6 | Wang et al. | 2023 | Achieving sustainable development goal 9: A study of enterprise resource optimization based on artificial intelligence algorithms | Resources Policy | **102** |
| 7 | Naveed et al. | 2017 | Co-evolution between Streaming and Live Music Leads a Way to the Sustainable Growth of Music Industry – Lessons from the US Experiences | Technology in Society | **81** |
| 8 | Sharma et al. | 2023 | Implementation of Artificial Intelligence in Agriculture | Journal of Computational and Cognitive Engineering | **77** |
| 9 | Song & Kim | 2021 | Predictors of consumers' willingness to share personal information with fashion sales robots | Journal of Retailing and Consumer Services | **64** |
| 10 | Taylor et al. | 2020 | Operator 4.0 or Maker 1.0? Exploring the implications of Industrie 4.0 for innovation, safety and quality of work in small economies and enterprises | Computers and Industrial Engineering | **55** |

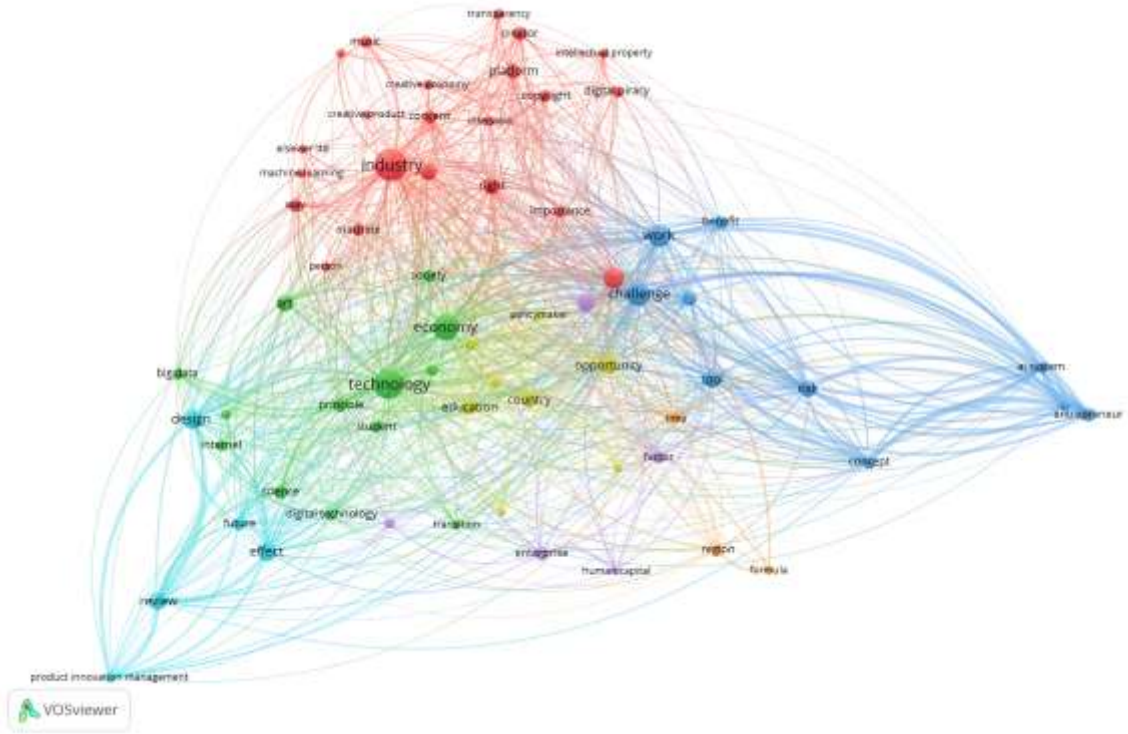
Source: Developed by author (2025)

The analysis indicates that the most highly cited articles are predominantly associated with several major research themes, including human–AI collaboration, the disruption of creative industries by generative AI, the future of knowledge-based work, and the integration of AI in organizational performance. These findings suggest that the trajectory of research has shifted from a focus on digitalization toward a capability-based organizational perspective. In

this context, artificial intelligence is no longer viewed merely as a supporting technology but increasingly as a strategic partner in value creation processes within organizations.

**Intellectual Structure of the Research Field**

To understand the relationships among key concepts within the analyzed literature, a co-occurrence analysis of author keywords was conducted using VOSviewer. This analysis enables the identification of relationships among keywords and allows research themes to be grouped into several thematic clusters. The resulting keyword network visualization is presented in Figure 1.




Source: VOSviewer analysis based on Scopus dataset (2025)

**Figure 1. Network visualization of keyword co-occurrence**

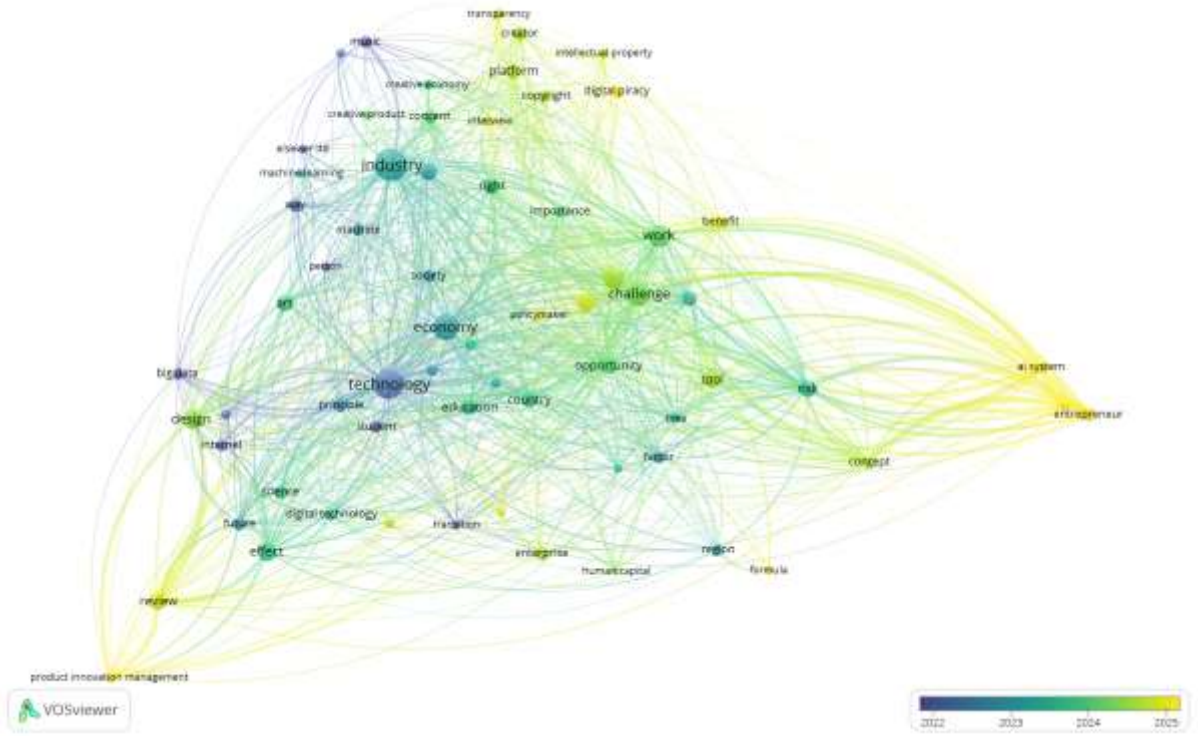
The co-occurrence analysis reveals four major clusters that define the intellectual structure of research on artificial intelligence in the creative economy.

1. The first cluster relates to value creation within the creative industries and includes concepts such as creative economy, innovation, and digital transformation. This cluster indicates that early research primarily focused on the economic contributions and digital transformation of creative industries.
2. The second cluster addresses the broader impact of technology on economic and societal development, including concepts such as economic growth, sustainability, and technological change. This cluster highlights the role of artificial intelligence in driving structural transformations at the macroeconomic level.
3. The third cluster is associated with AI-driven entrepreneurship, encompassing concepts such as entrepreneurship, business models, and value creation. The relatively peripheral position of this cluster suggests that research on AI-based entrepreneurship in the creative economy is still emerging and has not yet become a dominant research focus.
4. The fourth cluster focuses on AI adoption and transformations in the nature of work, including themes such as human–AI collaboration, future of work, and knowledge

work. This cluster reflects the increasing research interest in organizational dynamics and human resource implications associated with AI implementation.

## Evolution of Research Topics

In addition to mapping conceptual relationships, bibliometric analysis was also used to examine the temporal evolution of research topics. Overlay visualization enables researchers to observe how research themes evolve over time based on the average publication year associated with each keyword. The evolution of research topics related to artificial intelligence in the creative economy is illustrated in Figure 2.



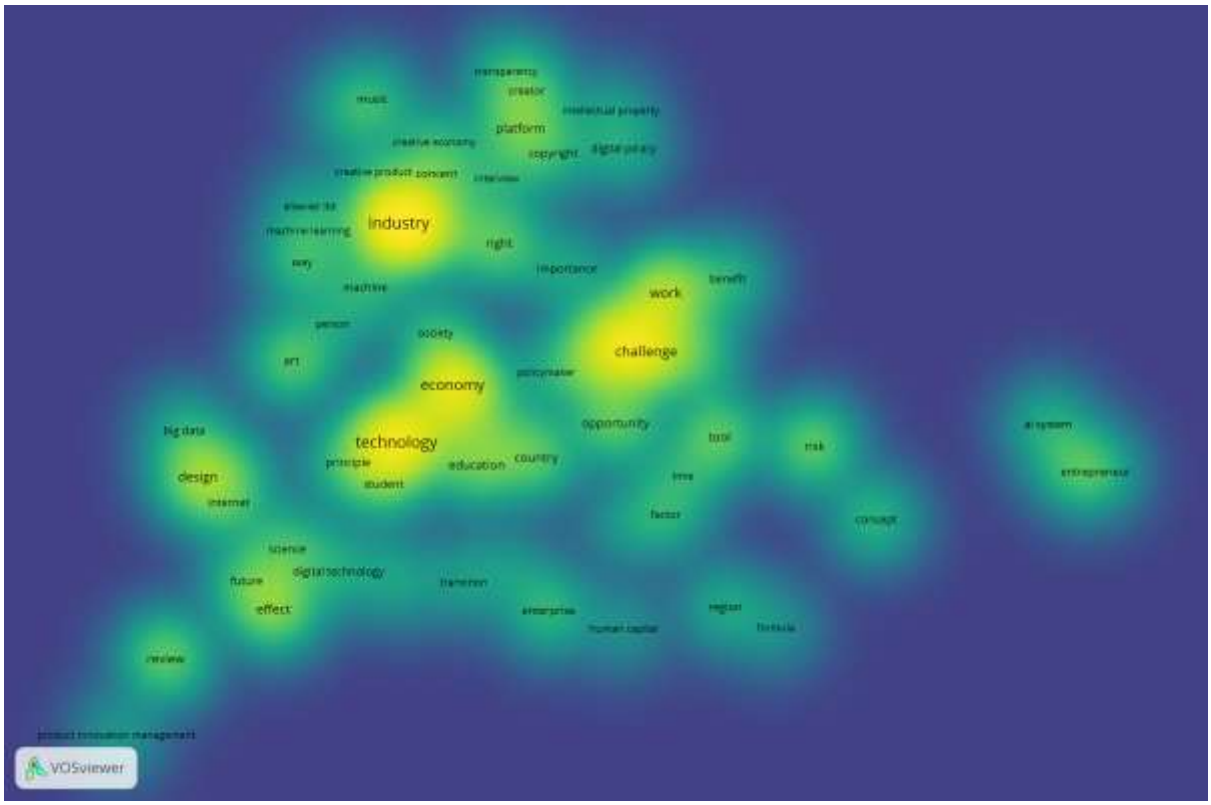

Source: VOSviewer analysis based on Scopus dataset (2025)

**Figure 2. Overlay visualization of keyword co-occurrence**

The overlay visualization indicates a shift in research focus from macro-level themes toward more micro-level, organization-oriented topics. In the early stages, research was primarily dominated by themes such as creative industries, digital economy, and innovation. Over time, these themes evolved toward topics including artificial intelligence, entrepreneurship, technology adoption, and collaborative intelligence. This transition suggests that research on artificial intelligence within the creative economy is no longer limited to examining technological impacts on industries at a macro level. Instead, the focus has shifted toward understanding how organizations adopt and integrate AI into their strategic and operational processes.

## Identification of Research Gaps

To identify the intensity of research across different themes, a density visualization analysis was conducted. This technique illustrates the density of keyword occurrences, enabling the identification of topics that have been extensively studied as well as those that remain underexplored. The density visualization of research themes is presented in Figure 3.




Source: VOSviewer analysis based on Scopus dataset (2025)

**Figure 3. Density visualization of keyword co-occurrence**

The density visualization indicates that topics related to digital transformation, innovation, and economic impact exhibit relatively high research intensity. In contrast, several themes remain underrepresented in the literature, including AI readiness, organizational capabilities in AI adoption, and human capital development within AI-enabled creative work environments. These findings suggest that previous research has largely focused on industry-level and macroeconomic perspectives, whereas studies examining organizational readiness, capability development, and the integration of human and technological resources remain relatively limited. Based on these findings, future research on artificial intelligence within the creative economy should integrate several theoretical perspectives, including the Technology–Organization–Environment (TOE) framework, dynamic capability theory, and the knowledge-based view of the firm. These perspectives provide a more comprehensive framework for understanding artificial intelligence not merely as a technological innovation but as a strategic resource whose effectiveness depends on an organization's ability to integrate technology, knowledge, and capabilities.

## CONCLUSION

### Summary of Key Findings

This study aimed to map the intellectual structure, thematic development, and future research directions related to artificial intelligence in the creative economy through a systematic bibliometric review based on the Scopus database. Based on the analysis of 128 articles that collectively accumulated 2,107 citations, with an average of 16.46 citations per article and an H-index of 22, the findings suggest that this research field is currently in a growing stage. While a core body of literature has begun to emerge, substantial opportunities remain for further conceptual and empirical development. The analysis of publication trends reveals a significant increase in scholarly output in recent years, indicating that artificial

intelligence is no longer viewed merely as a supporting technology but rather as a strategic element in value creation and innovation within the creative economy. This shift reflects a broader transformation from simple digitalization toward the integration of intelligent technologies within organizational strategies.

**Shifting Perspectives and Intellectual Structure**

Citation analysis indicates that the most influential publications are primarily associated with research on human–AI collaboration, the disruption of creative industries by generative AI, and the transformation of knowledge-based work. These findings confirm a shift in perspective from viewing technology as a tool toward understanding it as a strategic partner within organizations. The co-occurrence analysis identified four major clusters shaping the intellectual structure of this research field:

1. digital transformation and innovation in the creative economy,
2. technological impacts on economic growth and sustainability,
3. AI-driven entrepreneurship, and
4. human–AI collaboration and the future of work.

The relatively peripheral position of the AI-driven entrepreneurship cluster indicates that this theme is still emerging and presents significant opportunities for further exploration.

Overlay visualization further demonstrates the evolution of research topics from macro-level perspectives—such as digital economy and creative industries—toward more micro-level organizational perspectives, including artificial intelligence adoption, entrepreneurship, and collaborative intelligence. This shift suggests that contemporary research increasingly focuses on how organizations integrate AI into their strategies and operational processes.

**Identification of Research Gaps**

The density visualization analysis reveals that research topics related to digital transformation, innovation, and economic impact have received considerable scholarly attention. In contrast, themes such as AI readiness, organizational capabilities for AI adoption, and human capital development within AI-driven creative work environments remain relatively underexplored. These findings suggest that existing studies have predominantly focused on industry-level and macroeconomic impacts, while research examining organizational readiness, capability development, and the integration of human and technological resources remains limited. Consequently, substantial opportunities exist for future studies to investigate these organizational dimensions more deeply.

**Theoretical Contributions**

This study contributes to the literature in three main ways. First, it provides a comprehensive mapping of the intellectual structure of artificial intelligence research within the creative economy, an area that has previously been fragmented across multiple disciplines. Second, it identifies a shift in research perspectives from industry-based approaches toward capability-based perspectives at the organizational level. Third, it highlights the importance of integrating theoretical frameworks such as the Technology–Organization–Environment (TOE) framework, dynamic capability theory, and the knowledge-based view of the firm to explain AI adoption as a source of competitive advantage. These findings position artificial intelligence not merely as a technological innovation but as a strategic organizational asset whose effectiveness depends on the ability of firms to manage resources and integrate knowledge.

**Practical Implications**

For creative organizations, the findings suggest that successful AI adoption depends not only on technological investment but also on organizational readiness, internal capability development, and the effective management of human–machine collaboration. The integration

of AI therefore requires comprehensive strategies, including the development of innovation-oriented cultures and change management practices.

For policymakers, the results highlight the importance of establishing policies that support AI-driven innovation ecosystems within the creative economy, including the protection of intellectual property rights and the development of digital infrastructure.

For educational institutions, the findings emphasize the need to develop curricula that integrate digital competencies and collaborative skills to prepare graduates for AI-enabled work environments.

**Research Limitations**

This study has several limitations. First, the use of a single database (Scopus) may limit the scope of the analyzed literature. Second, the keyword-based analysis relies on the consistency of author-provided keywords. Third, the study is primarily descriptive and does not examine causal relationships among the identified variables.

**Future Research Agenda**

Based on the findings and limitations, future research can be directed toward several key areas. First, empirical studies are needed to test models of AI adoption in creative organizations by integrating perspectives from the TOE framework, dynamic capability theory, and the knowledge-based view. Second, research on human capital development within human–AI collaborative environments should be expanded to better understand the competencies required in the AI era. Third, studies on AI readiness at the organizational level should be developed to identify factors influencing the successful adoption of AI technologies in creative sectors. Finally, cross-country and cross-sector studies could provide comparative insights into contextual differences in AI adoption within the creative economy.

Overall, this study demonstrates that artificial intelligence holds significant transformative potential for the creative economy. However, the successful utilization of AI largely depends on an organization's ability to integrate technology with human resources, business processes, and innovation strategies. By mapping the intellectual structure and identifying research gaps in this field, this study provides a foundation for future research aimed at developing more comprehensive conceptual and empirical models to explain the role of AI in creating sustainable competitive advantage within the creative economy.

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