

Future of Research in Management and AI

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Published, marketed, and distributed by:

Deep Science Publishing, 2025
USA | UK | India | Turkey
Reg. No. MH-33-0523625
www.deepscienceresearch.com
editor@deepscienceresearch.com
WhatsApp: +91 7977171947

ISBN: 978-93-7185-363-7

E-ISBN: 978-93-7185-417-7

<https://doi.org/10.70593/978-93-7185-417-7>

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Citation: Subudhi, R. N., Das, S., Patra, A., (2025). *Future of Research in Management and AI*. Deep Science Publishing.
<https://doi.org/10.70593/978-93-7185-417-7>

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Preface

Artificial Intelligence (AI) is the in thing, the most buzz word and the most used tool, used by all: industries, organizations and individuals. The use and applications are increasing exponentially every day, increasing both in the depth and diverse directions, with a lot of innovation. AI has become an enabler, a favourite tool, both among the experts as well as among the commoners. It is now embedded to many popular social media platforms, making them more user friendly and much more proactive. It has come as a boon to many.

But massive use of AI has raised many a concerns too. It is also said that it seriously hampers the creativity of youngsters, who are now tempted and trapped in the cobweb of AI. A serious challenge it has posed in the field of research and publication. With a growing need and compulsion for the young scholars to publish minimum number of research papers, it is now a common and easy track (and the trap) of using AI (like, ChatGPT) for research paper 'generation'. As many of us know, articles (or essays) can be written very beautifully and very easily by using this means. Now the buzz thing in research world is not just 'plagiarism', but also the need of checking for AI contents in each article. While standard journals were receiving articles earlier in hundreds, now, after the massive use of AI, thousands of articles (in any area/ theme) flood the email of the journal editor.

The issue here is to decide where to use AI and how much to use AI, and if we should have some *Laxman-rekha* drawn in the context of use of AI in research. Even we the editors faced the same problem while scrutinizing the papers we received for this volume. We have focussed, as theme for this volume, on the issues, uses and practices in the field of Management Research.

This edited volume, "Future of Research in Management and AI", is a collective endeavour to explore this transformation by integrating views from academia, researchers, and industry experts. It brings together scholarly deliberations and empirical insights on how AI and digital transformation are redesigning key management functions from finance, marketing, human resources, and operations to leadership and sustainability.

The chapters presented herein reflect the diversity and depth of thought required to navigate this evolving landscape. It covers many emerging, research worthy areas, like, AI-Driven CRM, HRM best practices using AI, Data Governance using AI, Ethical and Social Dimensions of AI, AI-Driven Digital Transformation, Green Financial Control with AI, Trends and insights in Smart Farming, AI-ML in Finance, Augmented Reality in Retail and the Strategic Role of Artificial Intelligence in India's FinTech Evolution.

We sincerely thank all contributing authors for their support and the valuable insights, for making this project a success. We are very much thankful to DeepScience Publications for supporting this meaningful academic footprint, and also guiding us on all technical matters.

We hope this volume serves as a valuable reference for students, researchers, academicians, and industry professionals seeking to understand the future contours of management research in the age of Artificial Intelligence and digital transformation.

Editors:

Prof. Rabi Narayan Subudhi

Prof. Saumendra Das

Prof. Anita Patra

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frameworks that emphasize sustainability, equity, and collaborative innovation ecosystems ensure balanced economic growth.

Policymakers and stakeholders are encouraged to champion continuous investment in digital infrastructure, skills development, and ethical governance, fostering resilient and prosperous emerging economies poised for AI-enabled futures ([Ali Fenwick, 2024](#); [Chinwe Chinazo Okoye, 2024](#); [Nneka Adaobi Ochuba, 2024](#)).

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