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# ARTIFICIAL INTELLIGENCE AND BUSINESS DEVELOPMENT: BIBLIOMETRIC ANALYSIS OF SCIENTIFIC TRENDS

**Abstract**

In the era of digitalization, business development is taking on a new form, where the involvement of artificial intelligence is inevitable. This article explores the relationship between artificial intelligence and business development. The purpose of the article is to conduct a bibliometric analysis of the interaction between artificial intelligence and business development. The research methodology is based on a bibliometric analysis of the Scopus database for the period from 2008 to January 2026 to identify trends in business development in artificial intelligence. The results show that the number of publications during the analyzed period increased from 8 to 1026, and the coverage by branches of science is multidisciplinary. In addition, it was shown that the popularity of the topic is characterized not only by an increase in the number of publications, but also by a high level of citations and the high activity of authors in the field of research. As a result of the analysis, four scientific trends were identified (AI and the industrial sector, Digital business platforms, chatbots and e-commerce, Strategic Business Management), which will serve as the basis for conceptualizing business development in the era of digitalization. The theoretical significance of the study lies in identifying major research trends and documenting the evolution of scientific interest in the relationship between artificial intelligence and business. The practical significance of this study lies in its conclusions and results, which can be helpful to business owners and government agencies developing programs to advance digitalization and business development.

**Keywords:** artificial intelligence, business, digital transformation, e-commerce, bibliometric analysis, scientific trends, scientific mapping.

## Introduction

Since the beginning of the XXI century, the discussion of the impact of artificial intelligence on the world economy has been relevant and popular, as artificial intelligence technologies keep pace with the transformation of modern business. In this regard, business development is undergoing a significant transformation, which is increasing competitiveness in the business environment, thereby affecting the economies of countries and the global economy. During this period, the introduction

of sophisticated intelligence covers almost all areas and branches of business [1]. For example, in marketing, artificial intelligence helps businesses analyze consumer preferences, product demand, and predict consumer behavior [2, 3]. In addition, it can analyze large datasets quickly, thereby personalizing offers. In the financial sector, artificial intelligence is used to automate operations and support business management [4, 5]. It also provides several advantages, such as optimizing logistics, supporting optimal decision-making by presenting different scenarios, and modeling business solutions to increase profits [6]. Artificial intelligence also helps evaluate the effectiveness of employee and staff training [7] and promotes the development of new business models [8, 9], including platform and digital ecosystems. In this regard, the advantages of using artificial intelligence in business should be noted.

According to the McKinsey 2024 report, AI's potential is enormous, and its impact on the global economy will continue to grow. It is estimated that by 2030, the contribution of AI to global GDP could reach $13–20 trillion. With the introduction of AI, companies can significantly increase efficiency. Consequently, the share of companies implementing artificial intelligence technologies has increased from about 20% in 2017 to 50–60% in 2020. In 2023, 23% of AI was used in enterprises worldwide, and in 2024 this figure reached 78%. This indicates that AI is moving from an experimental technology to a standard business tool, and enterprises are using it effectively in their business processes. Thus, artificial intelligence helps businesses expand their functions, optimize costs, and increase profits.

In addition, the scientific community is increasingly interested in studying the use of AI in business processes, as its effectiveness helps increase productivity and reduce operational costs. In this regard, according to the AI Index Report to 2025 y., published by Stanford University, publications on AI over the past 10 years have grown by 2.4 times. In the Scopus database, publications on the keywords for 2008–2026 (January) total 29,233. These trends highlight the growing relevance of research on artificial intelligence and business development. In this context, bibliometric analysis will allow us to systematize existing research and identify promising areas of influence of artificial intelligence on business development. This approach will help not only identify promising areas but also identify gaps in research and opportunities for innovation in practice. Thus, this study aims to analyze bibliometric data from the Scopus database on the interaction between business and artificial intelligence to identify business development trends and the advantages of artificial intelligence. The scientific novelty of this study lies in identifying emerging research trends in business development using artificial intelligence, which will serve as a basis for strategic decisions by individual entrepreneurs and as a guideline for government agencies developing strategies for economic and business development.

**Materials and methods**

The general scientific method of bibliometric analysis was used in this study. The advantage of this method is that it allows grouping thematic trends by research topic, showing which areas the scientific community is researching most and identifying relevant research areas. This method helps to identify interested organizations, countries, and individual scientists. In addition, this method helps to identify scientific gaps in the research problem being raised and shows promising directions [10, 11]. In this regard, this method has been used to study business development in the era of digitalization provided by artificial intelligence. Data were retrieved from Scopus in January 2026 and included publications indexed between 2008 and the date of retrieval. At the initial stage, 29,233 scientific publications were identified using the keywords "artificial intelligence" and "business", further demonstrating the research object's relevance and popularity. The choice of the Scopus database is justified by its coverage of a wide range of high-quality, affordable publications. The search query algorithm was performed using the fields Title, Abstract, and keywords, with the selected keywords: TITLE-ABS-KEY ("artificial intelligence" AND business). This allowed us to determine the number of publications specifically devoted to artificial intelligence and business, and the AND operator ensured that publications simultaneously devoted to artificial intelligence and business processes were included in the sample.

Due to the large amount of data, some restrictions were imposed to clarify the research results and demonstrate the economic significance of the topic. In this regard, at the second stage, the inclusion criteria were: 1) publications indexed in Scopus; 2) the subject areas "Accounting" (2, 885) and

"Economics, Econometrics and Finance" (922); 3) publications in English (3, 224); (4) document types included "Article" and "Review". These criteria were applied to ensure that the sample matched the economic and managerial aspects of implementing artificial intelligence in a business. Exclusion criteria included conference proceedings, book chapters, editorials, notes, non-English language publications, and publications outside the selected subject areas. Thus, only 3,224 cases from 2008 to January 2026 were used in the analysis. Visualization and clustering of bibliometric data were performed using VOSviewer 1.6.20. The analysis was based on keyword co-occurrence, enabling the identification of the main research themes and their interrelationships. A total of 12,316 keywords were identified in the dataset. To improve the interpretability of the network, a minimum occurrence threshold of 20 was applied using the fractional counting method. As a result, 142 keywords met the inclusion criterion and were retained for further analysis. Based on the strength of co-occurrence links, VOSviewer automatically grouped these keywords into thematic clusters, which were subsequently interpreted as the main research areas in the field of artificial intelligence and business development.

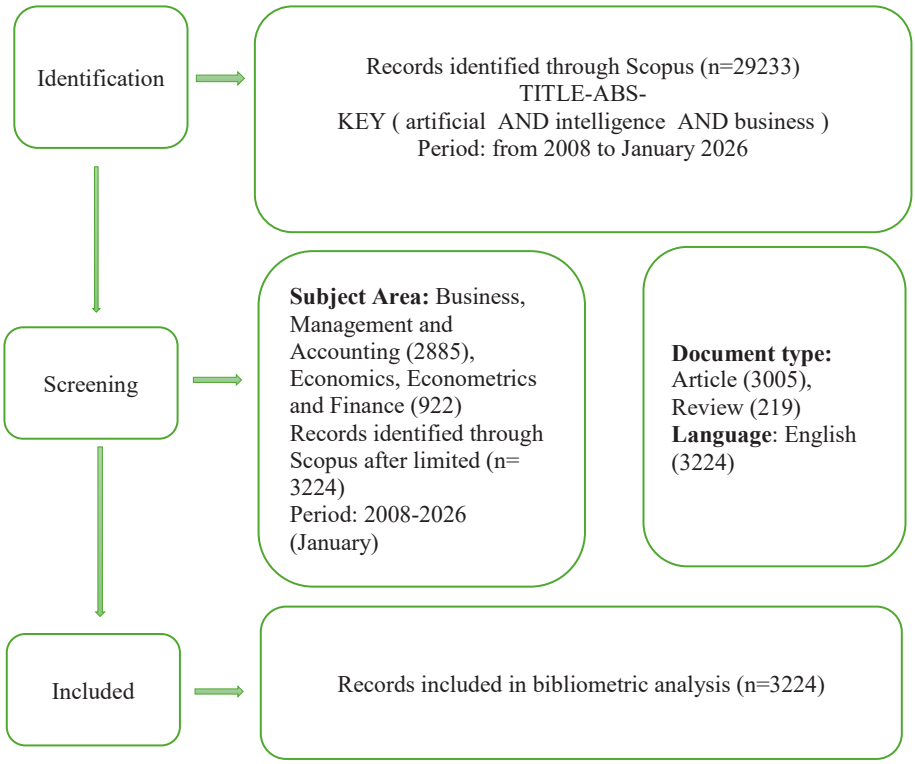


Figure 1 – PRISMA of research

Note: Compiled by the authors.

Thus, to achieve the goal of the issue under study, this method is universal, reliable, and informative, and will serve to identify qualitative research results.

**Results and discussion**

Business development using artificial intelligence is gaining increasing interest among entrepreneurs, the scientific community, and government agencies. AI is associated in the literature with improvements in productivity, cost efficiency, and decision-making. In economic development, particularly business development, AI is increasingly discussed as an important element of digital transformation in business and economic systems. Its gradual implementation is expected to influence the development and optimization of business processes and may also contribute to more effective public-sector governance of economic activity. In this context, the integration of artificial intelligence into business is considered a factor that can enhance production efficiency and improve management practices, while also potentially supporting technological development and the emergence of new

niches and markets. At the same time, it should be noted that the development of artificial intelligence can pose several problems, including cybersecurity risks. These issues are widely discussed in the literature and emphasize the need to create an appropriate regulatory framework and management system.

Figure 2 shows the number of publications indexed in the Scopus database for the period from 2008 to January 2026. The results indicate an increase in research activity in the field of artificial intelligence and business, especially since 2019, reaching a peak of 1,026 publications in 2025. The earliest publications in the database date back to 1973 [12]. At the beginning of 2026, 63 publications were registered, which once again indicates a steady academic interest in this field of research. In general, the observed trends in publications indicate that artificial intelligence and business development are a rapidly growing field of research.

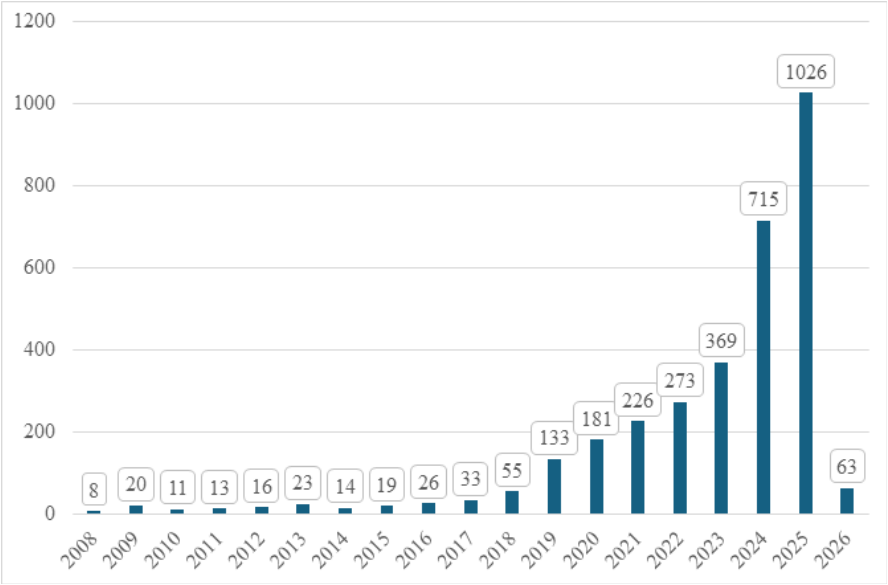


Figure 2 – Dynamics of publications on artificial intelligence and business, 2008–2026

Note: Compiled by the authors based on Scopus data.

According to figure 3, the top 10 countries by number of publications are the USA, China, India, Great Britain, Germany, Spain, Italy, Australia, France, and Saudi Arabia. The United States, China, and India account for the largest share of publications.

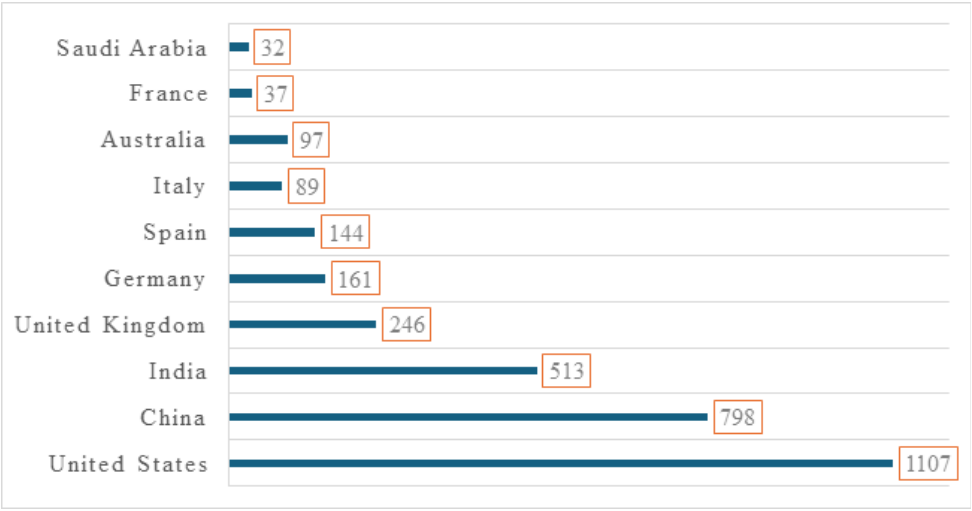


Figure 3 – Top 10 countries by number of publications

Note: Compiled by the authors based on Scopus data.

The United States is a global leader in innovation, science, and technology development, and science financing, including artificial intelligence. According to available reports, it is indicated that the United States spent about $500 billion on the development and implementation of artificial intelligence in 2024, up from $1.5 billion in 2021. This difference may reflect the rapidly increasing prioritization of AI investment. This value indicates that AI financing in 2024 was approximately 1.67 times higher than Kazakhstan's GDP. In addition, the analysis of large amounts of data using artificial intelligence is gaining popularity in the United States, which suggests increasing use of AI for evaluating investment directions in terms of contribution and income generation.

China ranks second in the ranking. The Chinese scientific community is also interested in developing and integrating business using AI. In the digital age, Chinese enterprises are actively involved in trade development, which may reflect the practical orientation of AI adoption in industry. The difference between Chinese and American enterprises in the use of artificial intelligence is that American enterprises pay more attention to scientific research and the fundamental study of innovations in digitalization, while Chinese enterprises, on the contrary, actively use AI in the production process and its promotion, as results show different patterns of AI application across countries.

Another country where the scientific community pays greater attention to integrating business and AI is India. In India, the Ministry of Electronics and Information Technology has developed a national program to stimulate the adoption of AI across many enterprises. The focus is on the widespread use of artificial intelligence in services and finance; it is also popular in social and educational projects, which suggests a broader socio-economic orientation of AI policy. Thus, scientists also believe that the use of artificial intelligence in enterprises will bring significant benefits.

The UK is the third-largest AI market in the world, after the USA and China. In the UK, as in other countries, there is a similar strategy called the "AI Action Plan," aimed at introducing AI into the business sector. The strategy's priorities are the commercialization of AI technologies, support for creating an infrastructure suitable for working with AI, and regulation of controversial aspects of AI use. The specifics of the UK are to promote the development of AI tools, equip enterprises with AI infrastructure, and train AI management specialists in enterprises. Thus, the UK strategy appears to be more focused on supporting enterprises since, according to forecasts, the use of AI in enterprises could add up to 47 billion pounds to annual GDP growth. Germany has announced plans to expand the adoption of artificial intelligence across research institutes and industrial enterprises, aiming to increase the economic contribution of AI technologies by 2030. Compared to other countries, Germany has implemented artificial intelligence in only a small number of enterprises, but its plans for its use remain ambitious. In other European countries, the promotion of artificial intelligence in the business sector is also being actively studied. In Spain, Italy and France, some enterprises actively use artificial intelligence in manufacturing, services, education, medicine and trade. France is among the countries actively developing artificial intelligence infrastructure and technologies with potential economic benefits. However, at the moment, these countries are experiencing difficulties with the ongoing updates to their AI infrastructure and the introduction of AI technologies into enterprises. These findings suggest that the adoption of AI in business remains uneven across countries. Another country of significant scientific interest is Australia, which has officially approved a National AI Plan.

Furthermore, there are centers for business structures in key regions that advise on implementing artificial intelligence for business development. Saudi Arabia is also among the top 10 countries. According to the literature, Saudi Arabia offers several advantages, including a developed energy infrastructure, relatively low electricity costs, a strategic geographic location between Asia, Africa, and Europe, and the development of Arabic-language artificial intelligence tools.

Thus, the analysis of publication output by authors and their geographic distribution may help to better understand patterns in AI-driven business development. This aspect helps to identify possible directions of AI integration into business.

Figure 3 presents the distribution of publications across subject areas. Although the dataset was limited to the subject areas Business, Management and Accounting, and Economics, Econometrics and Finance, the results indicate a multidisciplinary structure of research on AI in business. Most publications are concentrated in Business, Management and Accounting (41%) and Economics, Econometrics and Finance (13%), followed by Social Sciences (12%), Decision Sciences (10%), Computer Science (8%), and Engineering (6%). Despite the applied subject-area restrictions, the

results still show involvement of multiple disciplines, including social sciences, decision sciences, computer science, and engineering. In this context, the use of artificial intelligence is not limited to computer science, and its application in business is not limited to economic outcomes. Thus, the use of artificial intelligence in business development brings both economic benefits and social benefits, while also driving innovation and technological development. Consequently, the introduction of AI in business may be viewed as a cross-disciplinary process that affects both economic and technological domains and contributes to broader transformations in economic systems.

Table 1 – Comparative analysis of business development strategies and artificial intelligence in the top 10 countries by publication activity

| Country | The main focus of the AI integration strategy in enterprises | Features |
|---|---|---|
| USA | Scientific research, Big Data, investment analytics | Strong emphasis on basic research and innovation development |
| China | Manufacturing, trade, industrial digitalization | Rapid practical implementation of AI in production processes |
| India | Service sector, finance, education | Mass adoption of AI in services and social projects |
| United Kingdom | Commercialization of AI, infrastructure, regulation | Business support, specialist training, projected contribution to GDP |
| Germany | Industry, research institutes | Focus on the industrial sector and scientific developments |
| France | Infrastructure, technology, knowledge economy | Early formation of an AI infrastructure that requires constant updating |
| Spain | Manufacturing, services, medicine | Gradual implementation, infrastructural difficulties |
| Italy | Business sector, services | Slow pace of AI adoption |
| Australia | Business consulting, regional centers | Support for business entities through specialized centers |
| Saudi Arabia | Data centers, regional AI hub | ow energy consumption, geostrategic position, development of Arabic-speaking AI |
| Note: Compiled by the authors. | | |

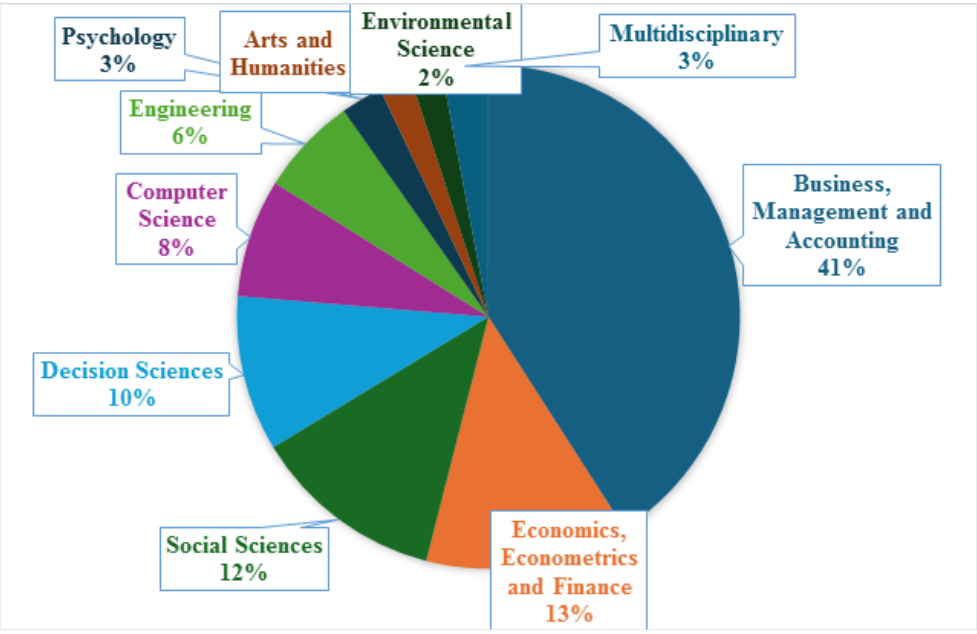


Figure 4 – Dynamics of publications by fields of science

Note: Compiled by the authors based on Scopus data.

Figure 4 shows the most reputable authors who have made significant contributions to the study of business issues and their integration with artificial intelligence. The most significant contribution was made by Dwivedi Y.K., who published 20 papers on the research topic, followed by Rana N.P., with 15 scientific publications, and Parida V., with 13 publications, as well as other authors who have published 10–11 papers.

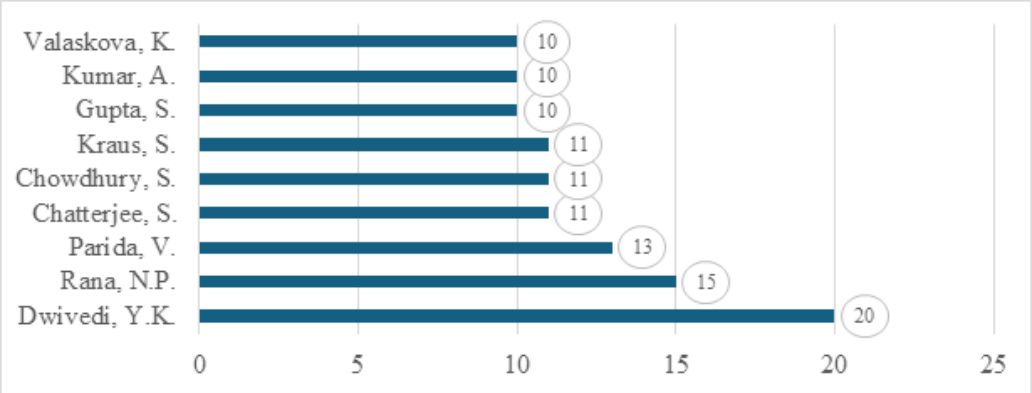


Figure 5 – Top authors for research on artificial intelligence and business

Note: Compiled by the authors based on Scopus data.

Thus, a high number of publications by individual authors may suggest the presence of a stable and actively developing research community, with a concentration of expertise and growing interest in this topic.

Table 2 presents data on the most-cited publications in business development and artificial intelligence. The number of publications on this topic exceeds 3,000 over the past 15–20 years, while citation counts are also relatively high. Table 2 includes publications with more than 2,000 citations. The most popular scientific publication is the article by Dwivedi Y.K. et al. [13], titled "Artificial Intelligence (AI): Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy," which has 3086 citations. This article synthesizes multidisciplinary perspectives on the challenges and opportunities of artificial intelligence in industrial contexts. Another highly cited article is by Dwivedi Y.K. and others [14], which has 2953 citations – "So what if ChatGPT wrote it?" Multidisciplinary perspectives on opportunities, challenges, and implications of generative conversational AI for research, practice, and policy, where the authors show all the advantages of using ChatGPT in solving production tasks in different sectors of the economy. Further, Janiesch C., Zschech P., Heinrich K. the authors' article on deep and machine learning is also popular, with 2,252 citations [15]. This article discusses the problems of introducing artificial intelligence into electronic markets and electronic commerce, which also drive the transformation of the traditional market. This suggests that business development requires continuous adaptation of approaches to maintain competitiveness in the context of ongoing digital transformation.

Another highly cited publication is the scientific work of Warner K.S., Wäger M. [16], which has 2,139 citations and focuses on the impact of the digital transformation of the economy on business development. Thus, an analysis of the content of highly cited publications suggests that the global economy is changing in the digital age, that business requires large-scale transformations and the use of artificial intelligence in business development, but also acknowledges that there are barriers and difficulties in its implementation and regulation.

Further, based on keyword mapping, scientific clusters were visualized, highlighting the trends in scientific research on the subject. Based on this, Figure 5 shows the main scientific trends in the research topic, indicated by clusters. The clusters were formed based on the analysis of frequently occurring keywords, which helped identify major thematic areas and research trends within the literature. The size of the nodes on the map reflects the frequency of use of key terms, and the density of links reflects the degree of their conceptual interconnectedness. The first scientific trend includes keywords such as Artificial Intelligence, Business Intelligence, Decision Making, and Industrial Research. This scientific

trend focuses on the use of artificial intelligence to develop solutions that improve the effectiveness of strategic and operational management. Special attention is paid to the use of artificial intelligence in the industrial sector, where AI is used to optimize production processes, forecast, manage risks, and increase productivity. Thus, this trend suggests that business development through AI introduction may contribute to competitive advantages in the digital transformation of the economy. The second scientific trend includes keywords such as Business model, Digital platform, Digital technologies, and technological adoption. This scientific trend focuses on the creation and use of digital platforms as key elements of the modern economy, enabling interaction among diverse participants, facilitating business scalability, and fostering the formation of digital ecosystems. This cluster highlights the role of AI as a technological foundation for digital platforms and business ecosystems. In addition, AI in business is changing the business model, enabling its transition from a traditional to a digital one. Thus, this cluster suggests that AI is increasingly associated with the transformation of business models and serves as a technological foundation for digital business processes.

Table 2 – The most cited publications on business development through artificial intelligence

| The authors | Title of the publication | Year | Name of the Journal | Number of citations |
|---|---|---|---|---|
| Dwivedi Y.K. и др | Artificial Intelligence (AI): Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy | 2019 | International Journal of Information Management | 3086 |
| Dwivedi Y.K. и др | “So what if ChatGPT wrote it?” Multidisciplinary perspectives on opportunities, challenges and implications of generative conversational AI for research, practice and policy | 2023 | International Journal of Information Management | 2953 |
| Janiesch C., Zschech P., Heinrich K. | Machine learning and deep learning | 2021 | Electronic Markets | 2252 |
| Warner K.S., Wäger M. | Building dynamic capabilities for digital transformation: An ongoing process of strategic renewal | 2019 | Long Range Planning. | 2139 |
| Note: Compiled by the authors. | | | | |

The third scientific cluster includes keywords such as ChatGPT, chatbot, e-commerce, customer behavior, and customer satisfaction. This scientific trend focuses on the role of chatbots as tools for automating customer service, personalizing communications, and improving the user experience in online environments. This scientific trend covers the operational aspects of using artificial intelligence in business, such as round-the-clock support, prompt request processing, and the adaptation of responses to individual customer needs. Thus, in this cluster, suggests increasing research attention to adaptation and customer-oriented AI applications. Namely, the introduction of generative AI and chatbots to optimize business operations. This research stream also include a discussion of the ethical aspects of using AI and the cybersecurity of personal customer data. Thus, this cluster reflects increasing interest in customer-focused applications of AI in business environments. The fourth scientific trend includes keywords such as Business strategy, enterprise resource management, and strategic management. This scientific trend focuses on business strategy, which is considered a tool for ensuring long-term competitiveness and sustainable enterprise development. This cluster highlights the role of AI as a strategic factor associated with competitiveness and long-term business development. It also allows enterprises to stay on trend, use new technologies, and optimize both production and promotion. However, despite the advantages, many enterprises face difficulties adapting and implementing AI. Regarding this, many enterprises face difficulties supplying information infrastructure and providing personnel who know how to work with AI. There are institutional and organizational barriers, indicating that the government itself is not adept at regulating the integration of AI into business. Thus, in this cluster, the focus is on AI as a strategically important tool, but it requires a comprehensive management approach from both business and government.

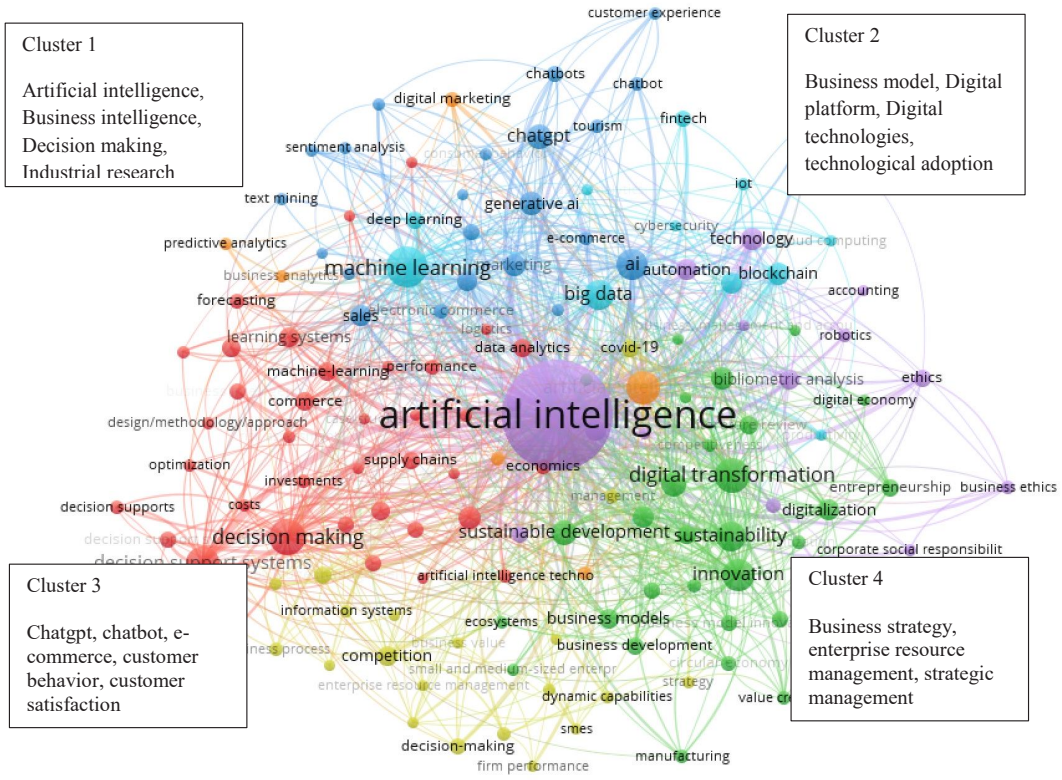


Figure 6 – Main scientific clusters by keywords

Note: Compiled by the authors based on Scopus data by Vosviewer.

Thus, the use of artificial intelligence in business development has become an established area of research and practical application. However, many enterprises across countries struggle to adapt to and use artificial intelligence in their operations, hindering business development.

**Conclusion**

In the era of digitalization, business development requires large-scale transformation, and one direction is the use of artificial intelligence. Based on this, the purpose of this article was to analyze bibliometric data on business and artificial intelligence, which was achieved, and the following conclusions were obtained. Firstly, from 2008–2026, the number of publications on the research topic increased from 8 to 1026, indicating the importance of business development through the use of artificial intelligence. Secondly, the use of artificial intelligence in business spans not only the economic branches of science but also the broader multidisciplinary field. Thirdly, the top authors in terms of publications and citations have been identified, which allows us to structure the field of research, and the work of highly cited authors often forms the conceptual basis for subsequent research. Fourth, the leaders in publications by geographical location were identified. According to this, the top three include the United States, China, and India, finished top 10 by Australia and Saudi Arabia. In addition, the strategic features of the introduction of AI into business were analyzed, which can serve as a vector for business development through AI for other countries. Moreover, fifth, trending areas have been identified that set the vector for the development of the research question regarding business development through artificial intelligence, which includes areas such as AI and the industrial sector, Digital business platforms, chatbots, and generative AI in e-commerce and customer experience, Strategic Management, and corporate resource management systems. Thus, this study makes a significant contribution to the study of business development through artificial intelligence. The results of this study open several promising directions for future research. These include research on the effectiveness of AI in enterprises by economic sector. It would also be interesting to consider

the effectiveness of government measures to support and regulate AI in business, as well as a study comparing countries on financing, production volume, and AI efficiency in business. Scientific trends can also be considered in this direction. Future research may further address existing gaps in the literature on artificial intelligence and business development. It may also contribute to a better understanding of AI management and regulation in business contexts, as well as provide more detailed empirical evidence from sectoral and cross-country case studies.

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# ЖАСАНДЫ ИНТЕЛЛЕКТ ЖӘНЕ БИЗНЕСТІ ДАМЫТУ: ҒЫЛЫМИ ТЕНДЕНЦИЯЛАРДЫ БИБЛИОМЕТРИЯЛЫҚ ТАЛДАУ

**Аңдатпа**

Цифрландыру дәуірінде бизнестің дамуы жаңа сипатқа ие болып, бұл үдерісте жасанды интеллектінің қатысуы сөзсіз болып отыр. Осы мақалада жасанды интеллект пен бизнестің дамуы арасындағы өзара байланыс зерттеледі. Мақаланың мақсаты – жасанды интеллект пен бизнестің дамуы арасындағы өзара әрекеттестікті библиометриялық талдау арқылы зерделеу. Зерттеу әдіснамасы 2008 жылдан 2026 жылдың қаңтар айы аралығын қамтитын Scopus деректер базасын пайдалана отырып жүргізілген библиометриялық талдауға негізделген және жасанды интеллектіні қолдану арқылы бизнестің даму үрдістерін анықтауға бағытталған. Зерттеу нәтижелері талданып отырған кезеңде жарияланымдар санының 8-ден 1026-ға дейін артқанын көрсетеді, ал ғылым салалары бойынша қамтылуы айқын пәнаралық сипатқа ие. Сонымен қатар, тақырыптың танымалдығы тек жарияланымдар санының өсуімен ғана емес, сонымен бірге жоғары дәйексөзделу деңгейімен және осы зерттеу бағыты бойынша авторлардың ғылыми белсенділігінің жоғары болуымен сипатталатыны анықталды. Талдау нәтижесінде төрт негізгі ғылыми бағыт айқындалды (жасанды интеллект және өнеркәсіптік сектор, цифрлық бизнес-платформалар, чат-боттар және электрондық коммерция, бизнесті стратегиялық басқару), олар цифрландыру дәуірінде бизнестің дамуын тұжырымдамалау үшін негіз бола алады. Теориялық маңыздылығы – бұл зерттеу жаңа пәнаралық саланы ашады және жасанды интеллект пен бизнес арасындағы байланысты реттейтін ғылыми қызығушылықтардың эволюциясын құжаттайды. Бұл зерттеудің практикалық маңыздылығы алынған қорытындылар мен нәтижелердің бизнес иелері мен цифрландыруды ілгерілету және бизнесті дамыту бағдарламаларын әзірлейтін мемлекеттік органдар үшін пайдалы болуында.

**Тірек сөздер:** жасанды интеллект, бизнес, цифрлық трансформация, электрондық коммерция, библиометриялық талдау, ғылыми тенденциялар, ғылыми картографиялау.

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# ИСКУССТВЕННЫЙ ИНТЕЛЛЕКТ И РАЗВИТИЕ БИЗНЕСА: БИБЛИОМЕТРИЧЕСКИЙ АНАЛИЗ НАУЧНЫХ ТЕНДЕНЦИЙ

**Аннотация**

В эпоху цифровизации развитие бизнеса приобретает новые формы, в которых участие искусственного интеллекта неизбежно. В данной статье исследуется взаимосвязь между искусственным интеллектом и развитием бизнеса. Целью статьи является проведение библиометрического анализа взаимодействия между искусственным интеллектом и развитием бизнеса. Методология исследования основана на библиометрическом анализе базы данных Scopus за период с 2008 г. по январь 2026 г. с целью выявления тенденций развития бизнеса в области искусственного интеллекта. Результаты показывают, что количество публикаций за анализируемый период увеличилось с 8 до 1026, а охват по отраслям науки носит междисциплинарный характер. Кроме того, было показано, что популярность темы характеризуется не только увеличением количества публикаций, но и высоким уровнем цитируемости и высокой активностью авторов в области исследований. В результате анализа были определены четыре научных направления (искусственный интеллект и промышленный сектор, цифровые бизнес-платформы, чат-боты и электронная коммерция, стратегическое управление бизнесом), которые послужат основой для концептуализации развития бизнеса в эпоху цифровизации. Теоретическая значимость исследования заключается в выявлении основных направлений исследований и документировании эволюции научного интереса к взаимосвязи между искусственным интеллектом и бизнесом. Практическая значимость этого исследования заключается в его выводах и результатах, которые могут быть полезны владельцам бизнеса и государственным учреждениям, разрабатывающим программы по продвижению цифровизации и развитию бизнеса.

**Ключевые слова:** искусственный интеллект, бизнес, цифровая трансформация, электронная коммерция, библиометрический анализ, научные тренды, научное картографирование.

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