



BIBLIOMETRIC ANALYSIS: UTILIZATION OF ARTIFICIAL INTELLIGENCE TO SUPPORT OFFICE PERFORMANCE

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ABSTRACT

KEYWORDS

Bibliometric, artificial intelligence, performance

Artificial Intelligence (AI) has experienced rapid development in recent years. In the current era of globalization, research on the use of AI to support the implementation of tasks has urgency to be raised in the scientific realm. This article aims to explore the study of the utilization of AI in the field of organizational performance. This study uses bibliometric analysis to review all articles related to the theme in the leading Scopus database. The search was carried out on Wednesday, March 13, 2024, at 16.50 WIB, and resulted in 13 documents related to "artificial intelligence" and "organizational performance" in 5 years (2019-2024). The results of this study show that the highest percentage of document types is in the form of articles, which reached 10 documents (76.9%), followed by conference papers as many as 2 documents (15.45%), and books as much as 1 document (7.7%). And the most frequently used languages in Artificial Intelligence and performance publications are English, Spanish, French, and Spanish. The research is based on a study conducted by T. Panichayakorn and K. Jermstittiparsert with the title "Mobilizing organizational performance through robotic and artificial intelligence awareness in mediating role of supply chain agility", 2019, Volume 8, Issue 5, Pages 757-768.

INTRODUCTION

Artificial Intelligence (AI) has experienced rapid development in recent years. AI's ability to learn patterns, process data, and make decisions is increasingly sophisticated (Buyl & de Bie, 2024; Vollmuth et al., 2023). This opens up new opportunities for various industries, including in terms of supporting the implementation of tasks in the office. Several large companies in the world have used AI to support the implementation of tasks such as companies that use AI to automate tasks in terms of scheduling (Mekni, 2021), to predict product demand and optimize supply chains (Li et al., 2022), to help customers find the products they want faster (Li et al., 2022). In addition, AI is used to develop systems that can help companies manage compliance risks (Zou & Li, 2022), while there are companies that use AI to develop systems that can help companies improve operational efficiency (Crespo Márquez et al., 2020), and many more large-scale companies in the world that use AI to support office tasks.

Indonesia is one of the countries that adopts information and communication technology in various fields, both in the government, State-Owned Enterprises (SOEs), and the private sector. This development has an impact on the development of the use of AI. This is marked by an increasing number of companies and startups that are starting to utilize AI in various aspects of their business, including to support the implementation of tasks in the office (Baek et al., 2023).

Some of the companies in Indonesia that use AI to improve efficiency and productivity include BCA, Gojek, Tokopedia and so on. Many SOEs in Indonesia have adopted AI, one of which is PT. Telkom Indonesia Tbk. This business entity uses AI to develop chatbots that can

help customers solve various customer service problems. Government agencies in Indonesia include the Ministry of Finance of the Republic of Indonesia which uses AI to analyze data and assist in the decision-making process related to state finances, the Ministry of Law and Human Rights uses AI to help process Passport and Visa applications faster to reduce queues and waiting times.

The use of AI has great potential to improve productivity, efficiency, security, and community satisfaction (Amelia et al., 2023; Knight et al., 2023; Nasrullah, 2023; Zhou & Lee, 2024). With proper planning and implementation, AI can be a valuable tool to support the implementation of office tasks in Indonesia in terms of automating repetitive manual tasks, such as data entry, document checking, and identity verification (Dzhusupova et al., 2023). So that it can help complete tasks faster and more accurately, thereby increasing work efficiency.

While AI offers many benefits, there are some issues to consider in its use in the office. One of the problems that occurs is the gap in employee skills in the use of AI (Javaid et al., 2022). A skills gap can occur when employees lack the necessary knowledge and abilities to use and understand AI. This can occur due to a lack of digital literacy skills, including 1) the lack of ability to identify, search, evaluate, and use information effectively (Perryman, 2016), 2) the lack of ability to understand and analyze messages conveyed through various media, including social media, television, and the internet (Perryman, 2016), and 3) the lack of ability to use Information and Communication Technology (ICT) devices effectively and responsible (Lee et al., 2022).

Studies on the use of Artificial Intelligence (AI) to support the implementation of tasks have urgency to be raised in the scientific realm, especially in the current era of globalization. The study conducted by Wahyono et al. (2016) that the research was conducted to develop a vision-based intelligent supervision system that integrates various tasks into one efficient system.

Another article written by Murugesan et al. (2023) states that this study is to explore the potential impact of artificial intelligence (AI) on human resource management (HRM) in meeting the demands of industry 4.0. and the results of the study show that AI has a significant influence on HR practices, including improving employee health and safety, improving employee comfort, automating payroll processes, and real-time feedback. And the study recommends the use of AI to improve HR processes and practices to improve organizational efficiency and effectiveness.

Another perspective related to the use of Artificial Intelligence (AI) to support the implementation of tasks was researched by Rodgers et al. (2023) that the research conducted aims to develop an HRM accountability framework in the implementation and use of AI in the workplace, that AI ethical decision-making models can be applied in HRM concepts and practices, although the use of AI technology by HRM raises questions about the acceptance and use of rules imposed by remote programmers.

This article aims to explore the study of the use of Artificial Intelligence (AI) to support the implementation of tasks. This study uses bibliometric analysis to review all articles related to the theme in the leading Scopus database. The advantages of this method lie in its quantification and objectivity. Bibliometric analysis provides validation of the intuitive conclusions of experts in the field.

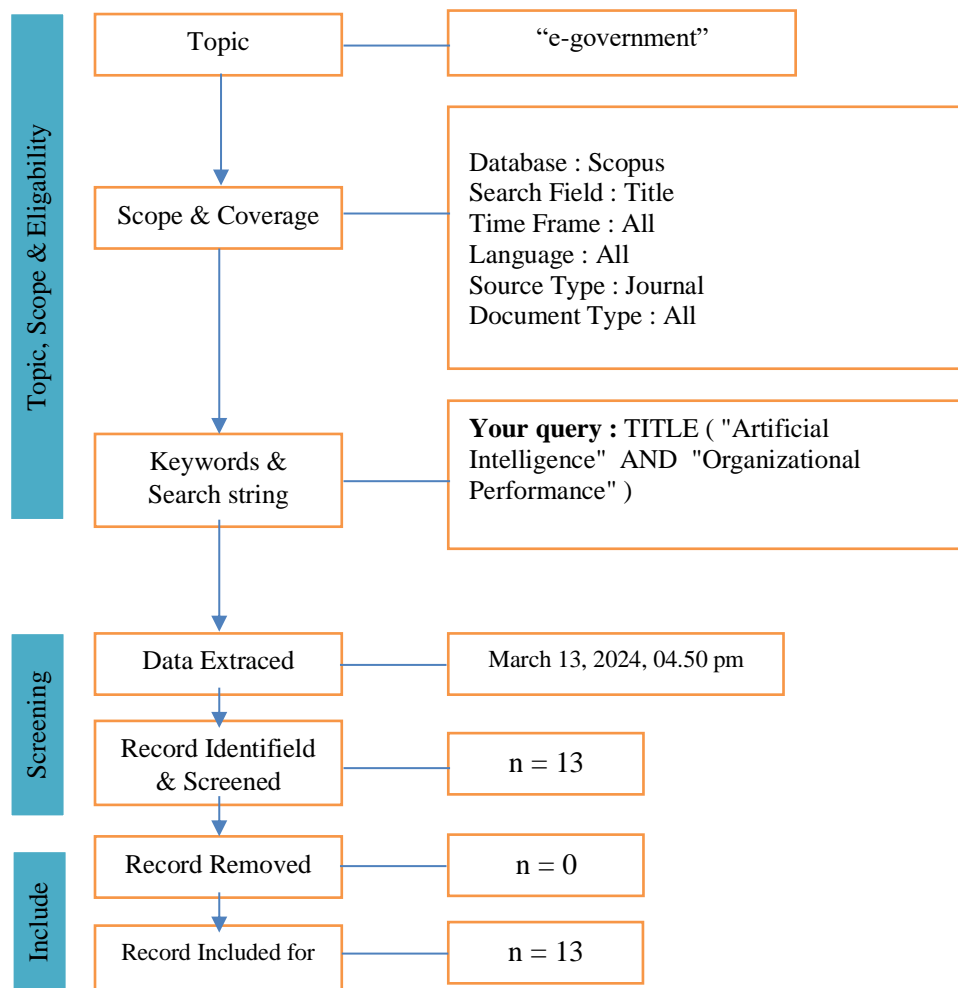
The purpose of this research is to find out the trends and developments of research in the field of Artificial Intelligence (AI) utilization to support the implementation of tasks. This research contributes to understanding the trends and developments in the field of Artificial Intelligence (AI) utilization to support the implementation of tasks. By identifying and analyzing these trends and developments, the study provides insights into the current state of

research and highlights areas for future investigation and potential advancements in the application of AI for task implementation.

RESEARCH METHOD

Bibliometric analysis is the right method to answer questions about research trends in the use of Artificial Intelligence (AI) to support the implementation of tasks. And this approach uses bibliography as data to analyze, evaluate, and monitor research that has been published with various mentos.

The purpose of the bibliometric analysis method is to analyze publications, citations, and other sources of information. This analysis helps in measuring the author's scientific productivity related to the number and quality of publications, the level of publication needs in a field, citation analysis to find out the research referred to by other research, network analysis (between authors, journals, universities, and countries), keyword analysis, and frequency analysis techniques.



The Scopus database offers several advantages over other platforms in terms of reliable and comprehensive information in providing access to millions of scientific articles from various well-known publishers. Scopus conducts bibliometric analysis options, such as network analysis, keyword analysis, and citation analysis. And a wide range of various fields of science, including social sciences, natural sciences, and humanities. In this study, a keyword search ((TITLE ("Artificial Intelligence" AND "Organizational Performance")) was carried out

in the title of the article. The search was carried out on Wednesday, March 13, 2024, at 16.50 WIB, and resulted in 13 documents related to Artificial Intelligence and performance.

Downloaded metadata in RIS and CSV formats. The software that Harzing's Publish or Perish uses to analyze citation metrics, while VOSviewer is used for data visualization. Research involving title-specific searches showed an increase in specificity and information recovery. This means that more specific searches result in more relevant and accurate ones.

RESULTS AND DISCUSSION

To get an overview of research related to Artificial Intelligence and performance, some general statistics from the dataset are presented. All articles that meet the search criteria are evaluated based on several aspects, including the type of publication and its source, the number of publications published each year, the language used in the publication, the journal or other sources that publish many publications on Artificial Intelligence and performance, the number of publications distribution from each country, the institutions that produce many publications on Artificial Intelligence and performance, the keywords most commonly used in the publication, the analysis of the titles and abstracts discussed in the publication, and the number of publications cited by other publications.

Most of the findings are presented in the form of frequency and persese. Annual growth data is presented as the number of documents issued per year, including frequency and percentage, through March 2024. Citation analysis is reported as a citation metric and the 5 most followed articles in Artificial Intelligence and performance.

Evolution and Distribution of Research

To answer the question of the evolution of Artificial Intelligence research and performance, as well as trends in its spread, this study analyzes the following data: (a) the number of publications by year, this analysis shows the trend of Artificial Intelligence publications and performance over time, (b) the source and type of documents, to analyze where the research is published, (c) journals, to analyze which journals publish research most often Artificial Intelligence and performance, and (d) Document language used, to analyze the most frequently used languages in Artificial Intelligence and performance publications.

Year of Publication

This analysis examines the productivity of research on Artificial Intelligence and Organizational Performance per year. Observation of documents based on the time of publication helps researchers in observing the patterns and popularity of research subjects over time (Ahmi & Mohamad, 2019). Panichayakorn and Jermstittiparsert (2019) was the first author by publishing an article on "Mobilizing organizational performance through robotic and artificial intelligence awareness in mediating role of supply chain agility", 2019, volume 8 Issue 5, Pages 757-768. This is the beginning of a publication with the theme of Artificial Intelligence and Organizational Performance. This paper analyzes the impact of artificial intelligence and robotic awareness on the environmental, operational, and economic performance of the hospitality sector in Thailand. Figure 2 summarizes the details of the documents per year since 2019.

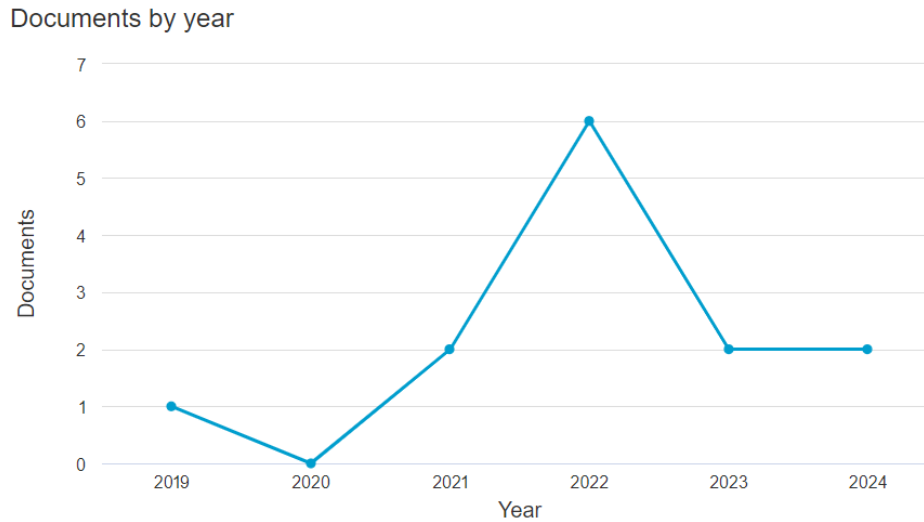


Figure 2. Documents Per Year

The highest number of articles written about Artificial Intelligence and Organizational Performance occurred in 2022 with 6 documents. Unlike in 2019 there was only 1 document. This shows that the study of Artificial Intelligence and Organizational Performance has a good trend, although it still looks fluctuating.

Source and Type of Document

The type of document is based on the authenticity of documents from articles, conference papers and books. According to Sweileh et al. (2018) there are differences between document sources and types of journal documents, conferences, proceedings, and institutional repositories. Based on the type of document that refers to the publication format is journal articles, conference papers, and books.

As shown in figure 3, the published documents with the themes of Artificial Intelligence and Organizational Performance are spread across three types of documents. The highest percentage of document types is articles, which reached 10 documents (76.9%), followed by conference papers as many as 2 documents (15.4%), and books as many as 1 document (7.7%). This shows that until now there have only been 3 (three) variations of publications that discuss Artificial Intelligence and Organizational Performance. This is a great opportunity to explore and try various types of publications in order to have a variety of publications and the implications of achieving more comprehensive information.

Documents by type

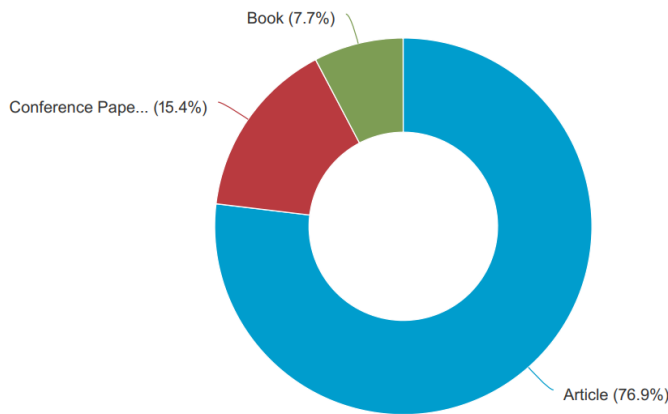


Figure 3. Documents Per Publication Type

Journal

The study also categorizes publications by field of study, as shown in Figure 4. Given the importance of Artificial Intelligence and Organizational Performance in facing the development of the times (globalization). Five fields related to Artificial Intelligence and Organizational Performance ranked top in terms of the number of publications.

Documents by subject area

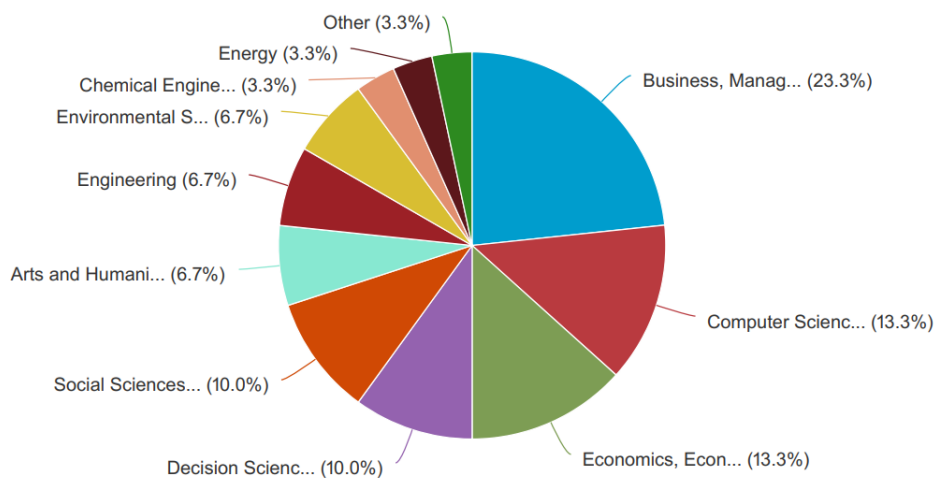


Figure 4. Documents Per Field of Study

The fields of study include Business, Management and Accounting with a percentage of 23.3%, Computer Science with a percentage of 13.3%, Economics, Econometrics and Finance with a percentage of 13.3%, Decision Sciences with a percentage of 10.0%, and Social Sciences with a percentage of 10.0%. This shows that the field of study Artificial Intelligence and Organizational Performance is still wide open for further exploration.

Most Active Countries and Affiliates

This journal also shows which countries are most active in publishing articles related to Artificial Intelligence and Organizational Performance. The most active countries based on figure 5 are Malaysia, Norway, Saudi Arabia, Turkey, and the United Arab Emirates. Where each country produces two articles each.

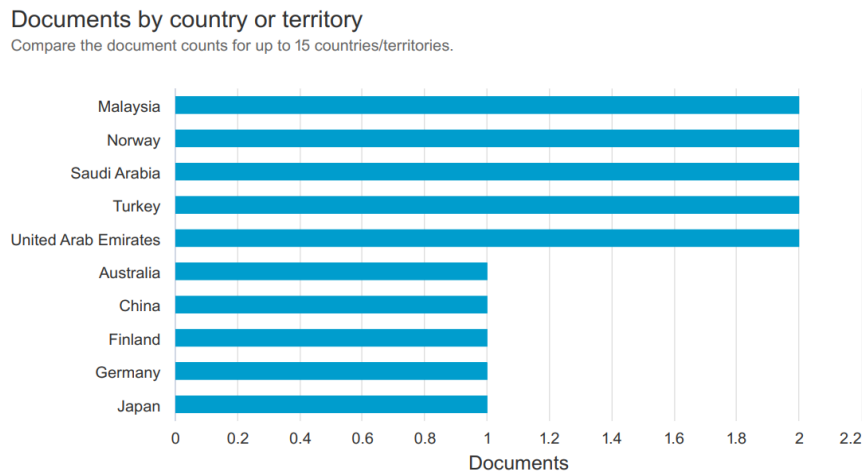


Figure 5. Documents Per Country

In addition, the most active affiliate in publishing articles related to Artificial Intelligence and Organizational Performance is Norges Teknisk-Naturvitenskapelige Universitet with 2 documents. Followed by Nevsehir HBV University, AAER, Asian Institute of International Affairs and Diplomacy, Q1 Journals, Asia Pacific Association for Gambling Studies and a founding committee, Kayalar Group, Loughborough University, Nigde Omer Halisdemir University, and College of Science with 1 document each. It appears that in Figure 6 that articles from Indonesian universities have not been included in Scopus publications.

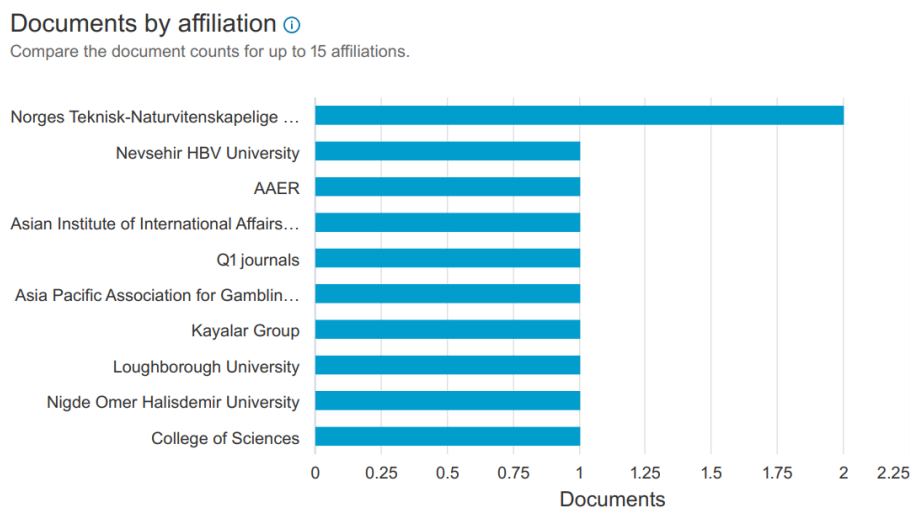


Figure 6. Documents Per Affiliate

Keyword Analysis

The purpose of keyword analysis is to use VOSviewer software to provide visualization on each document. VOSviewer is a network analysis tool that is considered effective in helping to visualize the structure and dynamics of science, as well as connecting and analyzing keywords together to understand the intellectual structure of the intended research area (Valenzuela et al., 2017). Figure 7 shows a visualization of the keyword network that has been created by the author, namely Artificial Intelligence and Organizational Performance. In the visualization of the image, it can be seen that the color, circle size, letter size, and thickness of the connecting lines show the strength of the relationship between the word kunci (Sweileh et al., 2017).

The use of thesaurus in the VOSviewer application to avoid the use of keywords that have the same meaning. Based on the analysis carried out, the most dominating cluster related to Artificial Intelligence and Organizational Performance is the gray cluster where the keywords are more related to Artificial Intelligence, Organizational Performance, government management. The keywords are in the purple cluster which is more related to Artificial Intelligence, Artificial Intelligence Capabi, Big Data, Management Practice, Enterprise Performance Education, Performance Management Process, Perception on Human Resource. Meanwhile, the Green cluster is dominated by Organizational Performance, Emotional Intelligence, Customer Satisfaction, Performance Management, Artificial Intelligence Capabi. Meanwhile, the impact of research on output is dominated by 2 dominant groups where there is an indirect link between Artificial Intelligence and Organizational Performance, namely blue, namely business profitability and customer loyalty, and purple, namely artificial intelligence techno. These keywords can be developed and modified and researched in other e-government contexts so that they will be able to add scientific treasures.

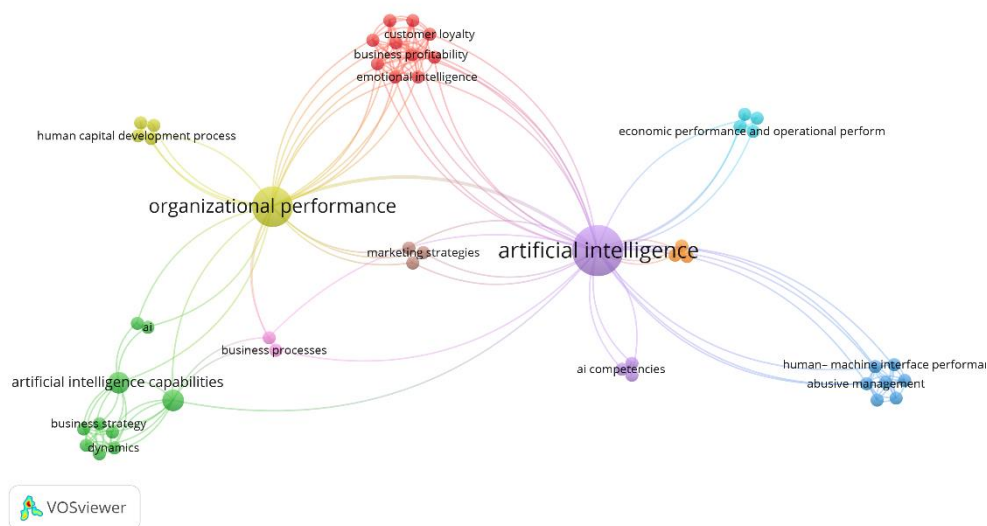


Figure 7. Network Visualization Map of Keywords

In this study, the author collaboration is also analyzed, where this analysis is based on authors who can each reach five citations. The color, circle size, font size and the strength of the connecting lines show the strength of the relationship between the authors. Writers who are connected to each other show the same color, usually grouped together. Based on VOSViewer in figure 8, it can be seen that all the researchers are collaborating and researching together.

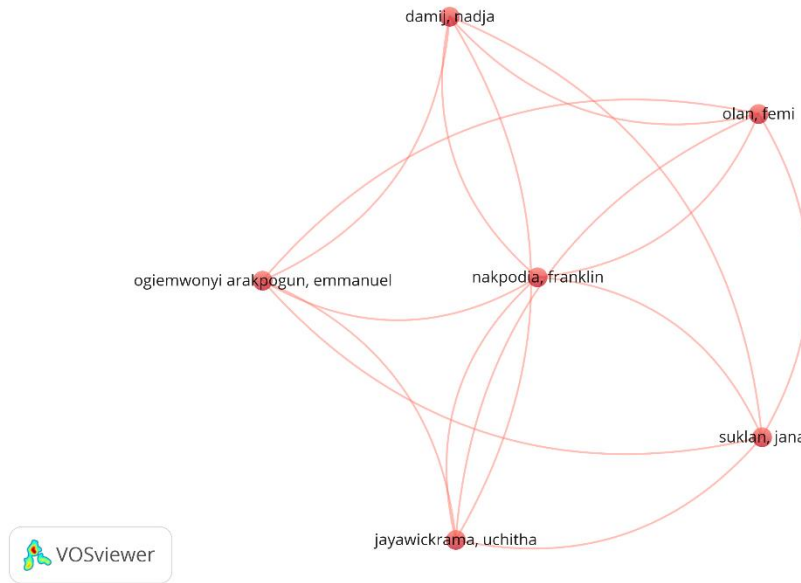


Figure 8. Network Visualization Map from Author

Citation Analysis

Table 1. Citation Metrics

Metric	Data
Year of publication	2019-2024
Year of quotation	5 (2019-2024)
Paper	13
Quotation	141
Quotes/year	28.20
Quotation/paper	10.85
Quotes/authors	63.85
Papers/authors	5.40
Author/paper	3.38
H-Biscuit	5
G-Index	11

Table 1 summarizes the citation metrics for documents taken on Wednesday, March 13, 2024, at 16.50 WIB As shown, there were 141 citations reported in 5 years (2019-2024) from 13 papers regarding the publication of "artificial intelligence" AND "Organizational Performance". These citation metrics are generated from the processing of Harzing's Publish or Perish software by importing RIS formatted files from the Scopus database into the software to present citation metrics.

Table 2. The Five Most Cited Articles

No.	Author's Name	Heading	Cites
1	Olan et al. (2022)	Artificial intelligence and knowledge sharing: Contributing factors to organizational performance	45
2	Cunningham (2021)	Artificial intelligence-based decision-making algorithms, sustainable organizational performance, and automated production systems in big data-driven smart urban economy	36

3	Panichayakorn & Jermstittiparsert (2019)	Mobilizing organizational performance through robotic and artificial intelligence awareness in mediating role of supply chain agility	22
4	Lin et al. (2022)	Exploring the Relationship between Abusive Management, Self-Efficacy and Organizational Performance in the Context of Human-Machine Interaction Technology and Artificial Intelligence with the Effect of Ergonomics	18
5	Mikalef et al. (2023)	Artificial intelligence (AI) competencies for organizational performance: A B2B marketing capabilities perspective	13

Based on table 2, it shows that the top article is the one that shows the most dieucites according to the Scopus database. The document entitled "Artificial intelligence and knowledge sharing: Contributing factors to organizational performance" by Olan et al. (2022) is the most cited in scientific studies related to "artificial intelligence" AND "Organizational Performance" with a total of 45 citations. Meanwhile, the fifth document is entitled "Artificial intelligence (AI) competencies for organizational performance: A B2B marketing capabilities perspective" by Mikalef et al. (2023).

CONCLUSION

The study on "artificial intelligence" and "organizational performance" was initiated by T. Panichayakorn and K. Jermstittiparsert in 2019. In 2022, there were 6 articles written on the topic, with the highest percentage of document types being articles (76.9%). The fields of study examined include Business, Management and Accounting, Computer Sciences, Econometrics and Finance, Decision Sciences, and Social Sciences. Management studies were the most active, with 23.3% and computer science at 13.3%. The most active affiliate was the Norwegian University of Teknisk – Naturvitenskapelige, with 2 documents. The most dominant cluster was related to business profitability, customer loyalty, and artificial intelligence techno. In 2024, research will focus on the balance scorecard and company performance. The study of artificial intelligence and organizational performance research is closely related to the author.

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