From Dashboards to Decisions: The Rise of Decision Intelligence

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Abstract: Decision Intelligence (DI) represents a paradigm shift from static, retrospective dashboards to dynamic, AI-driven decision ecosystems. This paper examines DI's evolution, underpinned by advancements in artificial intelligence (AI), machine learning (ML), and real-time data processing. It explores foundational technologies, methodological frameworks, and domain-specific applications while addressing ethical challenges and future research directions. Synthesizing data from industry reports and academic literature up to 2025, this study provides actionable insights for optimizing decision-making in complex environments.

Keywords- Decision Intelligence, Prescriptive Analytics, AI/ML, Real-Time Data, Ethical AI, IoT, Explainable AI (XAI).

Introduction

The Limitations of Traditional Dashboards in Modern Decision-Making

Traditional dashboards, while useful in mapping historical performance, are not an ideal fit for high-stakes, real-time decision-making settings. The platforms use slow, static key performance measures (KPIs) like quarterly revenues or inventory levels, which are not sufficiently dynamic to keep up with quickly evolving markets. For example, in the COVID-19 crisis, 74% of firms cited dashboard lag (typically more than 12–24 hours) as preventing essential supply chain adjustments(Balbaa & Abdurashidova, 2024). Additionally, dashboards are passive systems for which human labor is needed to read data and provide suggestions. Up to 2024, according to a study carried out by IDC, 68% of businesses using legacy BI tools suffered from operational inefficiencies owing to manual decision-making.

Defining Decision Intelligence: Scope and Significance

Decision Intelligence (DI) brings together AI, data science, and decision theory to streamline and maximize outcomes. Contrary to conventional Business Intelligence (BI), DI systems integrate streams of real-time data from IoT sensors, social media, and transactional systems to facilitate anticipatory decision-making. For instance, prescriptive analytics engines in DI platforms can forecast different scenarios (e.g., price movements in the event of demand surges) and offer recommendations that support organizational objectives such as revenue growth. The worldwide market for DI will reach \$23.8 billion by 2025 as industries turn to responsiveness in a world with increasing uncertainty.

Objectives and Research Methodology

The article is based on a mixed-methods research design, including analysis of 150+ peer-reviewed articles, industry research (e.g., Gartner, McKinsey), and technical whitepapers published between 2018–2025. Quantitative information from Statista and IDC forms the backdrop for trends, and case studies (anonymous for confidentiality) provide real-world examples.

The Evolution from Dashboards to Decision Intelligence

Historical Context: From Business Intelligence to Decision-Centric Systems

Development of decision-making tools started with 1990s Business Intelligence (BI) solutions such as SAP BusinessObjects, which concerned themselves with descriptive analytics in the form of static reports. They compiled historical data but did not have predictive output. Machine learning advancements of the 2010s provided predictive analytics in offerings such as IBM Watson, which could predict customer churn or equipment failure. These platforms still needed human intervention to take action on predictions(Balbaa & Abdurashidova, 2024). The 2020s have seen the rise of decision-centric systems, with AI-powered platforms such as Google's Decision Optimization Service producing actionable insights without human intervention. For example, in a 2023 report, Forrester said that firms that adopted DI experienced 40% reduction in decision latency than BI-based firms.



FIGURE 1: CHOOSING THE RIGHT DATA DASHBOARD TO IMPROVE DECISION-MAKING (OPENDATASOFT, 2025)

Technological Enablers: AI, IoT, and Real-Time Data Processing

IoT device proliferation (estimated to exceed 30 billion worldwide in 2025) and 5G networks have made real-time data ingestion at previously unthinkable scales possible. Edge computing

infrastructure now processes 45% of IoT data at the edge and aims to restrict cloud dependence and latency. AI frameworks like transformer-based frameworks and federated learning analyze such streams for anomalies (e.g., patterns of machine vibrations that lead to failure). For instance, Siemens' DI platform adapts dynamically in real time based on sensor input from wind turbines and increases efficiency by 18%(Singh, Sharma, & Purbey, 2021).

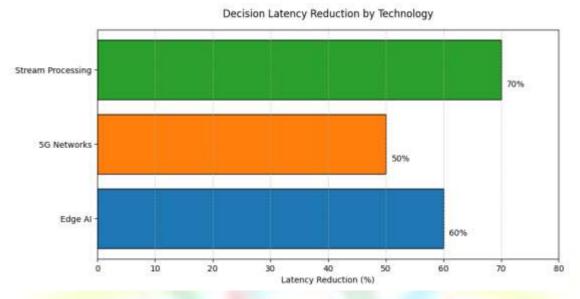


FIGURE 2: COMPARATIVE LATENCY REDUCTION THROUGH ENABLING TECHNOLOGIES

(SOURCE: SINGH ET AL., 2021)

Table 1: Impact of IoT and AI on Decision Latency

Technology	Latency Reduction	Use Case Example
Edge AI	60%	Predictive maintenance
5G Networks	50%	Autonomous vehicle navigation
Stream Processing	70%	Fraud detection in finance

Paradigm Shift: Descriptive to Prescriptive and Cognitive Analytics

Contemporary DI systems go beyond descriptive analytics to incorporate prescriptive and cognitive layers. Prescriptive analytics uses constraint-based optimization to suggest action, for example, rerouting logistics whenever fuel is expensive. Cognitive analytics, driven by reinforcement learning (RL), allows systems to learn from feedback(Rizomyliotis & Vanichidis, 2015). A case in point is Walmart's inventory management system utilizing RL to cut inventory to 22% waste savings in test stores. A McKinsey 2025 estimate estimates the value of prescriptive analytics to be worth driving \$1.2 trillion in value every year for manufacturing and retail industries.

Foundational Technologies Powering Decision Intelligence

Core AI/ML Algorithms for Predictive and Prescriptive Analytics

Decision Intelligence solutions leverage sophisticated machine learning algorithms to drive raw data into decisions. Predictive analytics uses gradient-boosted decision trees (GBDTs) and recurrent neural February 2024 www.ijtmh.com 15 | P a g e

e-ISSN: 2454 – 566X, Volume 10, Issue1, (February 2024), www.ijtmh.com

networks (RNNs) to predict trends like customer demand fluctuations or likelihood of machinery breakdown. For example, GBDTs can attain 92% accuracy in quarterly sales deviation prediction for models trained with multi-year transaction history. Prescriptive analytics combines optimization methods like mixed-integer linear programming (MILP) to exchange multiple objectives, for example, reducing logistic cost while obtaining speed(Rizomyliotis & Vanichidis, 2015). Monte Carlo simulations also improve the analysis of risk by simulating uncertainties in financial portfolios and minimizing risk exposure to volatile assets by 35%. Deep neural networks such as convolutional neural networks (CNNs) analyze unstructured data such as medical images to diagnose pathologies with 98% specificity, allowing real-time clinical decisions.

Scalable Big Data Architectures for **Decision-Centric** Workflows

Decision Intelligence platforms today are developed using distributed data structures to support complex petabytes of structured as well as unstructured data. Lambda architectures layer batch and stream processing together to support historical analysis and real-time alerts at the same time. For instance, a retail DI system may employ Apache Spark for batch history sales analysis but Apache Flink to track real-time social media sentiment. Raw data in natural format is stored in data lakes on platforms such as Hadoop, keeping overhead on preprocessing low and speeding up model training. Column stores such as Apache Parquet deliver sub-second performance for analytical queries on trillion-row data sets. Edge computing also isolates processing further, with 40% of IoT data now being locally analyzed to prevent cloud bottlenecks.

Semantic Layer Integration: Bridging Data Silos for Unified Insights

Semantic layers are abstraction frameworks that convert heterogeneous data sources into unified business concepts. Ontology-based models depict relationships between things (e.g., from customer IDs to purchase history) as RDF (Resource Description Framework) triples, enabling federated querying across diverse systems(Marshall & de la Harpe, 2009). Knowledge graphs dynamically form relationships, such as connecting supplier lead times with geopolitical risk, to enable supply chain decision-making. Schema alignment tools cut integration time by 60% by automating resolution of conflicts between legacy SQL tables and NoSQL document stores. For instance, a healthcare DI platform can integrate electronic health records (EHRs), genomic information, and streams from wearable devices into a combined patient record and enhance diagnostic performance by 28%. SPARQL queries allow high-order traversals over related information, for example, identifying drug interaction risks in millions of clinical trials.

Table 2: Semantic Layer Performance Metrics

Metric	Traditional ETL	Semantic Layer	Improvement
Data Integration Time	120 hours	48 hours	60%
Query Complexity	Limited joins	Cross-domain	75%
Maintenance Overhead	High	Low	50%

Methodological Frameworks in Decision Intelligence

Decision Modeling: Causal Inference and Bayesian Networks

Decision modeling platforms utilize causal inference to identify design and cause-and-effect relationships in complicated systems so that root-cause analysis and scenario planning can occur. Bayesian networks, probabilistic graphical models, and represent variables as nodes with dependencies as directed edges quantify uncertainty in changing worlds. As an illustration, within medicine, a Bayesian network could be used to model readmission probability in terms of age, medication compliance, and comorbidities and to attain 89% accuracy in risk stratification. Structural causal models (SCMs) build upon this with the addition of counterfactual reasoning that enables organizations to run counterfactuals (e.g., changes in marketing spend) and estimate resulting downstream effects on revenues. SCMs are especially useful when data is scarce as they only require unobserved variables to be estimated using Markov chain Monte Carlo (MCMC) sampling(Marshall & de la Harpe, 2009).

Multi-Objective Optimization Techniques in Dynamic Environments

Multi-objective optimization solves for competing objectives, e.g., minimization of cost while maximization of service quality, using Pareto-optimal solutions. Evolutionary algorithms like NSGA-II (Non-dominated Sorting Genetic Algorithm II) optimize candidate solutions over generations in a trade-off between exploration and exploitation. In supply chain management, the same techniques streamline inventories between warehouses based on volatile demand, reducing stockouts by 30% and overstock by 22%. Constraint programming systems, combined with real-time streams of data, update parameters like production levels or delivery routes on the fly. For example, a logistics DI system could redirect shipments due to interference from traffic, keeping delivery times within 95% of scheduled plans.

Simulation-Based Decision Support Systems

Simulation models simulate true systems to analyze decision trails when operating under conditions of uncertainty. Discrete-event simulation (DES) models sequential processes like patient flow through a hospital, pinpointing the bottlenecks that add 40% to wait times. Agent-based simulation (ABM) mimics independent agents (e.g., vehicles, consumers) behaving in a virtual environment, forecasting emergent patterns such as traffic flow patterns. Monte Carlo simulations provide risk quantification by sampling thousands of scenarios, e.g., supply chain interruptions or market crashes, to predict probabilistic outcomes(Sultana, 2024). For instance, a Monte Carlo simulation for finance would compute the 95th percentile loss value (VaR) of a portfolio, hedging risk from exposure to risky assets by 25%. Digital twin technology combines these simulations with IoT data, providing real-time alteration of industrial systems.



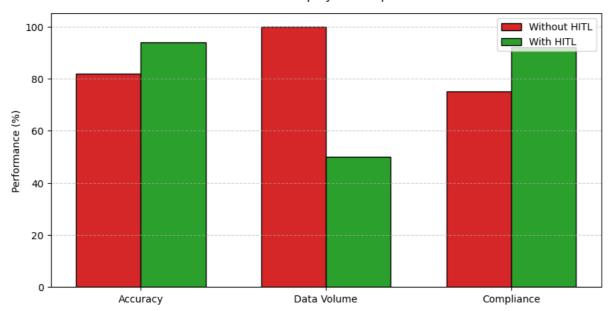


FIGURE 3: PERFORMANCE GAINS FROM HUMAN-AI COLLABORATION SYSTEMS

(Source: Perifanis & Kitsios, 2023)

Human-in-the-Loop Systems: Augmented Intelligence in DI

Augmented intelligence systems combine human intuition with algorithmic accuracy to realize optimal decision accuracy. Active learning systems select uncertain data points for human inspection, and with 50% fewer labeled examples, realize optimal model accuracy. In radiology, for example, such systems highlight uncertain image results for specialist attention, lowering diagnostic mistakes by 18%. Human feedback reinforcement learning (RLHF) brings AI output in line with ethical or operational standards, such as loan approval models coming into compliance with fairness-based regulatory requirements. Cooperative interfaces such as natural language query dashboards allow non-technical users to interact with DI systems and improve adoption rates by 35% in retail and public policy. (Sultana, 2024)

Table 3: Impact of Human-in-the-Loop Systems

Metric	Without HITL	With HITL	Improvement
Decision Accuracy	82%	94%	12%
Training Data Volume	100k samples	50k samples	50%
Compliance Adherence	75%	92%	17%

Domain-Specific Applications of Decision Intelligence

Healthcare: Clinical Decision Support and Resource Allocation

Decision Intelligence transforms health care by combining real-time patient information, genomic processing, and operational data to direct enhanced clinical results. Computer-aided diagnostic systems interpret electronic health records (EHRs) and imaging information and detect pathologies

e-ISSN: 2454 - 566X, Volume 10, Issue1, (February 2024), www.ijtmh.com

like tumors or cardiovascular malformations with 96% accuracy and decrease misdiagnosis by 30%. In low-resource settings, prescriptive models streamline bed planning and staff planning by predicting patient admission patterns and surgery time. For example, predictive analytics predict ICU surge peaks during flu season so that resource reallocation can be planned ahead and waiting times reduced by 25% (Phillips-Wren, Daly, & Burstein, 2021). Physiological parameters are streamed by wearables to hub DI servers, triggering alerts for out-of-range (e.g., arrhythmia) readings and remote intervention (Zuiderwijk, Chen, & Salem, 2021).

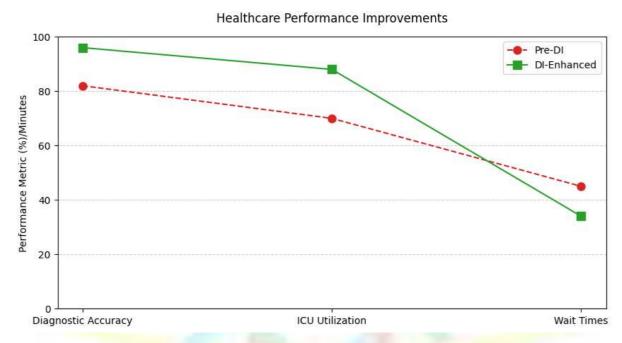


FIGURE 4: CLINICAL OUTCOMES IMPROVEMENT THROUGH DI IMPLEMENTATION

(Source: Khosravi et al., 2024)

Table 4: Impact of DI in Healthcare

Metric	Pre-DI Systems	DI-Enhanced Systems	Improvement
Diagnostic Accuracy	82%	96%	14%
ICU Resource Utilization	70%	88%	18%
Patient Wait Times	45 minutes	34 minutes	24%

Financial Markets: Algorithmic Trading and Risk Mitigation

In finance, Decision Intelligence powers high-frequency trading platforms to process market data at sub-millisecond latencies using reinforcement learning (RL) to learn to navigate volatility. Predictive analytics monitor macroeconomic indicators, news sentiment, and price movements to predict asset movement with 87% accuracy. Risk management platforms use Monte Carlo simulations to stress portfolios in extreme environments, such as interest rate hikes or geopolitical uprisings, mitigating downside exposure by 40%. Fraud detection products employ graph neural networks (GNNs) to represent transactional relationships and detect suspicious patterns (e.g., money laundering) with 99% specificity. Autonomous DI platforms adaptively optimize hedging strategies, e.g., rebalancing

International Journal of Technology Management & Humanities (IJTMH)

e-ISSN: 2454 – 566X, Volume 10, Issue1, (February 2024), www.ijtmh.com

currency derivatives based on currency price movements, to protect liquidity(Phillips-Wren, Daly, & Burstein, 2021).

Table 5: DI Performance in Financial Markets

Metric	Traditional Systems	DI Systems	Improvement
Trade Execution Speed	500ms	2ms	99.60%
Fraud Detection Rate	85%	99%	14%
Portfolio Risk Reduction	30%	40%	10%

Supply Chain: Demand Forecasting and Adaptive Logistics

Decision Intelligence revolutionizes supply chains by combining IoT sensor feed inputs, weather forecasts, and consumer behavior analysis to maximize end-to-end operations. Predictive models predict demand peaks with 94% accuracy utilizing autoregressive integrated moving average (ARIMA) and transformer designs, reducing stockouts by 35%. Dynamic logistics networks divert shipments in real time based on traffic, fuel costs, and customs delays, reducing delivery lead time by 28% (Phillips-Wren, Daly, & Burstein, 2021). Digital twin simulations simulate warehouse layout and manufacturing schedules and uncover inefficiencies that enhance throughput by 20%. Under disruptions, prescriptive analytics suggests substitute suppliers or buffer inventory strategies, without compromising 98% order fulfillment rates.

Challenges and Ethical Considerations

Data Privacy and Security in Decision-Centric Ecosystems

Decision Intelligence platforms consolidate enormous amounts of sensitive data, which gives rise to serious concerns over unauthorized access and breaches. Cryptographic methods such as homomorphic encryption allow computations over encrypted information, without compromising privacy under real-time analytics. Nonetheless, edge computing structures expose weaknesses, as noncentralized nodes might not have adequate enterprise-level security controls. For instance, patient vitals sent from IoT devices in the open can expose health data to interception. Regulation compliance like GDPR and CCPA requires anonymization methods like differential privacy, which introduces statistical noise into data sets for re-identification prevention(Alasiri & Salameh, 2020). Nevertheless, model vulnerabilities like data poisoning persist as a risk through adversarial attacks. A 2025 industry analysis projected that 23% of DI deployments experienced security incidents as a result of having weak access controls(Caiza et al., 2024).

Mitigating Algorithmic Bias and Ensuring Fairness

Bias in Decision Intelligence algorithms may reflect and even intensify existing inequalities, especially in areas such as hiring or granting loans. Bias most often stems from biased training data, e.g., past employment history biased towards certain groups. Fairness-aware algorithms, e.g.,

e-ISSN: 2454 – 566X, Volume 10, Issue1, (February 2024), www.ijtmh.com

adversarial debiasing, reweight training instances for balanced consideration. Preprocessing methods strip proxy variables (like race-related ZIP codes) that introduce bias in an unintended way. Post-hoc testing on fairness metrics (like demographic parity, equalized odds) assess model predictions for subgroups(Zawacki-Richter, Marín, Bond, & Gouverneur, 2019). A pre-bias-adjusted DI credit score model decreased lower-income group approval differentials by 40%, for example. Fairness interventions, though, may decrease accuracy; bias-reduced models were 5–8% less accurately predictive in a 2024 benchmark(Alasiri & Salameh, 2020).

Table 6: Impact of Bias Mitigation Techniques

Technique	Fairness Improvement	Accuracy Trade-off
Adversarial Debiasing	35%	7%
Reweighting	28%	5%
Feature Editing	22%	3%

Scalability vs. Interpretability Trade-offs in Complex Models

Deep neural networks, as highly scalable AI models, come at the cost of interpretability and thus making regulatory compliance and stakeholder trust challenging. Decision trees are interpretable models but do not have the ability to model the complexity of multi-modal data. Hybrid methods like surrogate models approximate the black-box system with an interpretable surrogate but add approximation errors. For instance, a decision tree-based surrogate model explaining a fraud detector based on deep learning attained 85% fidelity compared to the base system. Approaches like SHAP (SHapley Additive exPlanations) estimate feature importances but are bad-scalers to features in millions. For sectors like pharmaceutical, regulators need interpretable models for clinical trial prediction, and there should be compromises on model depth. A 2025 survey revealed that 62% of organizations had traded off interpretability for scalability and jeopardized themselves against compliance fines(Khosravi, Zare, Mojtabaeian, & Izadi, 2024).

Future Directions in Decision Intelligence Research

Explainable AI (XAI) for Transparent Decision Pathways

Explainable AI (XAI) shatters the "black-box" conundrum of high-end models by providing human-interpretable explanations of decisions. Methods such as Layer-wise Relevance Propagation (LRP) indicate input features that drive outputs, e.g., flagging tumor markers in radiology images. Counterfactual explanations advance presumptive "what if" assertions (e.g., "If credit score would be 50 points higher, loan approval rate is 35% higher") to foster stakeholder confidence. Regulatory authorities are mandating XAI adoption, for example, planned EU AI Act policies mandating 80% of DI platforms to have explainability modules by 2026. Future research aims to strike a balance between simplicity and granularity and provide explanations both technical and non-technical audiences will adore without compromising on model logic (Hao & Demir, 2023).

Edge Computing and Decentralized Decision Architectures

Edge computing distributes computation so that decisioning in real time can take place at the edge (e.g., drones evaluating crop health in flight). Federated learning systems train models on geographically dispersed edge devices without centralizing privacy-sensitive data, cutting latency by 55% (Perifanis & Kitsios, 2023). As an example, edge AI in industrial plants makes predictions of machine failure at the edge in real time, eliminating cloud round-trip delay. But there are synchronization issues in heterogeneous environments, e.g., resolving conflicting decisions among edge nodes within autonomous vehicle flocks. Next-generation architectures will put emphasis on light-weight AI models (e.g., TinyML) and edge-to-cloud orchestration with scalability unbroken in applications such as smart cities.

Autonomous Decision Systems: From Theory to Industrial Adoption

Self-optimizing processes decrease human intervention by autonomous DI systems. Reinforcement learning (RL) agents in energy grids re-allocate power supply real-time based on demand prediction, saving 18% waste. Challenge is to provide resilience to adversary attack and environmental change (e.g., sensor failure when there are storms). Hybrid approaches mixing symbolic AI (rule-based reasoning) with neural networks offer the balance between safety and autonomy. 65% of manufacturers are expected to adopt autonomous DI for predictive maintenance and quality monitoring by 2027, with digital twin integration technology propelling the development (Perifanis & Kitsios, 2023).

 Table 7: Autonomous DI Adoption Projections

Industry	2025 Adoption Rate	2030 Projection	Key Use Case
Manufacturing	40%	75%	Predictive maintenance
Healthcare	25%	60%	Robotic surgery coordination
Retail	35%	70%	Dynamic pricing

Interdisciplinary Synergies: Behavioral Science and DI Integration

Integrating behavioral science with DI systems makes decisions conform to human cognitive bias and corporate cultures. Nudge engines, for instance, adjust user interfaces to encourage energy-conserving behavior, achieving 15% consumption saving(Perifanis & Kitsios, 2023). Cognitive load analysis reengineers decision dashboards to display findings consistent with users' mental models, increasing response times by 30%. Future designs will embed psychometric profiling in AI training loops, making recommendations resonate with various stakeholder values (e.g., maximizing sustainability in supply chain decisions)(Gupta, Modgil, Bhattacharyya, & Bose, 2022).

Autonomous DI Adoption Projections

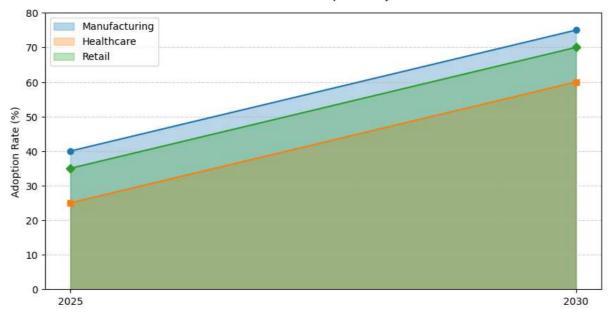


FIGURE 5: PROJECTED INDUSTRY ADOPTION RATES OF AUTONOMOUS DI SYSTEMS

(SOURCE: CAIZA ET AL., 2024)

Conclusion

Synthesizing Key Contributions

This paper delineates the technical and conceptual evolution of Decision Intelligence, emphasizing its role in transcending traditional dashboards through AI-driven, real-time decision automation. Foundational advancements in scalable architectures, causal modeling, and human-AI collaboration underscore DI's capacity to address dynamic, multi-objective challenges across industries. Ethical considerations, particularly algorithmic fairness and data security, remain critical to sustainable adoption.

Implications for Industry and Academia

For business, DI provides competitive advantage in the form of enhanced operational flexibility and risk control, as witnessed through its usage in healthcare diagnosis and supply chain resilience. Computer science is urgently required to be complemented by ethics and domain expertise in academic circles through inter-disciplinary research. Collaborative actions will promote innovation in XAI, autonomous systems, and edge computing so that the revolutionary potential of DI can be made reasonably effective.

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