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The Role of Artificial Intelligence (AI) in Literature Reviews in Business and Social Sciences Research Studies in Pakistan: Qualitative Exploratory Expert Interviews

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Keywords: Artificial Intelligence (AI), Semantic Scholar, Literature Reviews, Business Research, Perplexity.

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Conducting literature reviews for research studies is a challenging process. Researchers in the business and social sciences expect to benefit more from AI's expanding role in these disciplines. This research study was conducted to explore the role of AI in literature reviews in business and social sciences research studies in Pakistan. The study employed a qualitative research strategy, and seven in-depth "exploratory expert interviews" were conducted to gather the viewpoints, insights, and experiences of the experts to solve the phenomenon. Semantic Scholar, 2025 Consensus, Elicit, Litmaps, Research Rabbit, Scite, Perplexity, SciSpace, and Scholarly are among the AI-powered tools for literature reviews. The findings further indicate that the workload for literature reviews has been reduced using AI tools. The study recommends that, in order to increase the efficiency and employability of Pakistani business graduates, teachers need to teach AI tools in educational institutions.

Keywords: Artificial Intelligence (AI), Semantic Scholar, Literature Reviews, Business Research, Perplexity

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Introduction

Conducting literature reviews is a challenging process. A researcher reads and notes relevant material, performs several analyses, and determines research gaps. The analysis and synthesis of extensive literature reviews face numerous challenges (Arif & Sulaiman, 2021). Arranging the most important subjects in a readable way and keeping a database of references and citations (Bolaños et al., 2024). AI supports researchers in numerous ways (Patrick & Khattak, 2025). AI is at the center of conducting literature reviews (Wagner et al., 2022; Khlaif et al., 2023; Burger et al., 2023; Buriak et al., 2023; Marshall & Wallace, 2019; Mijwil et al., 2023).

Many research efforts have found that there are several moral, ethical, and legal challenges associated

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with AI for researchers. It is essential to address and resolve these challenges. Even though AI has enhanced productivity (Rasheed et al., 2021). However, the advantages of AI are increasingly significant. For example, AI helps researchers find relevant published data, write literature review reports, summarize information, and review related literature (Shahid & Li, 2019). AI specifically helps with the analysis of academic articles and the creation of thorough, excellent literature reviews. AI assists in managing citations, finding studies, and summarizing publications (Khlaif et al., 2023). Choosing a good, efficient, and user-friendly AI software for literature reviews is more challenging in Pakistan (Ahmed et al., 2024; Patrick & Khattak, 2025; Bano & Mehdi, 2024).

This research study was conducted to explore the role of AI in literature reviews in business and social sciences research studies in Pakistan. The necessity to compile a list of AI tools used in literature reviews in business and social sciences studies and focus on the most significant ones that are practical and effective in Pakistan is becoming more and more essential (Sara & Hameed, 2025; Arif & Sulaiman, 2021). The findings of the research are beneficial to Pakistani researchers in the social sciences and business areas.

Research Objectives

This research was conducted to explore the role of AI in literature reviews in business and social sciences research studies in Pakistan. The following objectives were designed to address the phenomenon.

1. Explore and compile a list of AI software utilized for literature reviews in business and social sciences research studies in Pakistan.
2. Examine the one AI software that is better suited, more approachable, and more efficient for literature reviews in business and social sciences research studies in Pakistan.

Research Questions

The following research questions were developed to achieve the objectives.

1. What AI software is utilized for literature reviews in business and social sciences research studies in Pakistan?
2. What AI software is better suited, more approachable, and more efficient for literature reviews in business and social sciences research studies in Pakistan?

Literature Review

AI has transformed social and business research. AI helps in searching the appropriate published data, writing literature review reports, summarizing data, and reviewing related literature. AI facilitates the production of comprehensive, high-quality literature reviews and the analysis of scholarly articles. AI helps in finding studies, managing citations, and summarizing articles (Patrick & Khattak, 2025). Large language models (LLMs) and generative AI (GenAI) have the potential to revolutionize research procedures, including systematic literature reviews (SLRs). The conventional and widely used human-led SLRs require a lot of work. Although AI-driven methods promise scalability and efficiency, accuracy and dependability problems persist (Tosi, 2025).

AI has helped with literature reviews other than business and social sciences. Take medical research, for instance. AI has helped doctors and researchers access and evaluate scientific data. The ability to handle large volumes of data quickly, identify pertinent articles, map the literature, and create concise summaries is all made possible by AI for a literature search (Rathore & Farooq, 2024).

Many research studies have revealed that AI presents a number of moral, ethical, and legal challenges. Addressing and resolving these challenges is central. Although AI has increased the productivity of researchers. The goal of artificial intelligence is to use computers and algorithms to simulate human intelligence. AI is the capacity to successfully adjust to changes in the environment. AI can be utilized as a supporting and assisting tool, but it cannot fully replace human intelligence (Zhongzhi, 2011; Russell & Norvig, 2002; Rasheed et al., 2021). Research studies use a variety of AI techniques for literature reviews, according to the literature. Academic databases can be accessed by AI programs such as "Anara." Anara is also used for data extraction and findings synthesis. Academic databases like PubMed, arXiv, and JSTOR can be searched with "Anara." 2025. In addition to conducting literature reviews, "IRIS.ai" summarizes and investigates general subjects and connections. Numerous AI tools assist researchers in conducting systematic literature reviews (SLRs), which aim to address issues and introduce innovation in research (Bolaños et al., 2024).

When employing AI for research, researchers must adhere to ethical and legal standards. For researchers, AI poses a variety of moral, ethical, and legal challenges. It is essential to address and resolve these problems. However, the advantages of AI are growing increasingly significant. For example, AI helps researchers identify relevant published data,

write literature review reports, summarize data, and review related information (Shahid & Li, 2019). AI makes it easier to analyze academic materials and provide thorough, excellent literature evaluations (Ahmed et al., 2024; Patrick & Khattak, 2025; Rasheed et al., 2021).

ISO systems, the Artificial Intelligence Management System (AIMS) in businesses, is created with guidelines for the use of AI. The ISO/IEC 42001 outlines specifications for "establishing," "implementing," "maintaining," and "continually improving." AIMS is a useful system that must be put into use (ISO, 2023).

The need shaped by global organizations is causing the business environment in Pakistan to change quickly and incorporate AI into operations. Studies have found that AI has revolutionized the corporate sector globally. AI has improved corporate performance, and modern technology is required to improve the quality of the internal business operations (Cao & Pavlou, 20024). By integrating AI, businesses are increasing their profitability, improving their performance, and gaining financial advantages (Jumani et al., 2021; Lee et al., 2019).

Research Methodology

The study employed a qualitative research strategy, and seven in-depth "exploratory expert interviews" (see Table 2) were conducted to gather the perspectives, insights, and experiences of the experts to solve the phenomenon. This is a "widely-discussed" and acceptable qualitative method in business and social research. This approach shows itself as a methodology that combines the subjective with the empirical, offering a way to see the social world's details (Doringer, 2020; Vogl et al., 2019). The study employed the snowball non-probability sampling method.

Tabel 1

Expert Interview Guide

Question No.	Questions
Question No. 1.	What AI software is utilized for literature reviews in business and social sciences research studies in Pakistan?
Question No. 2.	What AI software is better suited, more approachable, and more efficient for literature reviews in business and social sciences research studies in Pakistan?

An "expert interview guide"(see table 1) was developed, and the expert clarified the correctness and understandability of the questions included in the guide. Significant themes were retrieved through the use of thematic analysis (Braun & Clarke, 2006).

Table 2

Interview Experts

Expert	Designation	Qualification	Industry	Experience
Expert 1	Associate Professor	PhD Computer Sciences	Education	13 Years
Expert 2	Associate Professor	PhD Computer Sciences	Education	12 Years
Expert 3	Assistant Professor	PhD Computer Sciences	Education	10 Years
Expert 4	Head IT	BS Computer Sciences	Chemical Manufacturing	10 Years
Expert 5	Head IT	BS Computer Sciences	Pharmaceutical	07 Years
Expert 6	Consultant IT	PhD Computer Sciences	Self-Employed	07 Years
Expert 7	Consultant AI	BS AI	Software House	03 Years

Note. PhD= Doctor of Philosophy; BS= Bachelor of Science; IT= Information Technology; AI= Artificial Intelligence

Analysis and Results

The study was conducted to explore the role of AI in literature reviews in business and social sciences research studies in Pakistan. Seven comprehensive exploratory expert interviews (Table 2) were carried out in order to collect the opinions, knowledge, and expertise of the experts in order to address the phenomenon. An expert interview guide (Table 1) was created, and the expert explained the accuracy and comprehensibility of the questions in the guide. Significant and valuable themes were extracted. The study employed thematic analysis for data analysis.

The following research question 1 and research objective 1 were asked, and the experts were given the opportunity to share their experiences.

Research Objective 1: Explore and compile a list of AI software utilized for literature reviews in

business and social sciences research studies in Pakistan.

Research Question 1: What AI software is utilized for literature reviews in business and social sciences research studies in Pakistan?

The procedure of performing a literature review is difficult, according to the experts' combined opinion. A researcher identifies research gaps, conducts several analyses, and reads and notes pertinent material. There are many obstacles to overcome in the analysis and synthesis of comprehensive literature reviews. Organizing the most crucial topics in an accessible manner and maintaining a database of citations and references. There are several ways that AI helps scholars. When performing literature reviews, AI is at the forefront of attention. The following theme and sub-themes were extracted when the first question was asked (for summary, see Table 3).

Theme 1

AI-Powered Tools for Literature Reviews

Sub-themes: Semantic Scholar, Consensus, Elicit, Litmaps, Research Rabbit, Scite, Perplexity, Scispace, Scholarly

E2 and E7 stated that the steps of the literature reviews can be automated with AI-powered tools. AI saves researchers a great deal of time and work. E5 further stated that AI is the ability to successfully adapt to environmental changes. Although AI can be used as a tool to help and support humans, it cannot completely replace human intelligence.

Table 3

Summary of the Theme 1 and Sub-Themes

AI-based Tools	Description
Semantic Scholar https://www.semanticscholar.org/	A free AI-powered research tool for scientific publications. The needed research papers can be evaluated quickly.
Consensus https://consensus.app/	A well-known AI-based tool for literature reviews
Elicit https://elicit.com/	Determine the most significant publications in a field along with their key information. It cuts down on the amount of time spent on manual searches by using NLP to extract important phrases and sentences from articles.
Litmaps https://www.litmaps.com/about/for-researchers	Litmaps is an AI tool that finds the most pertinent articles, automating the entire literature discovery process.
Research Rabbit https://www.researchrabbit.ai/	An AI-powered literature mapping tool that automates citation Management. “Rethinking everything: literature search, alerts, and more”
Scite https://scite.ai/	Scite is an AI-powered research tool that assists scholars in finding and assessing scientific publications more effectively.
Perplexity https://www.perplexity.ai/	An AI tool that uses the best engines for searching and AI models to reveal deeper insights.
SciSpace https://scispace.com/	AI tools that equally assist students and researchers
Scholarcy https://www.scholarcy.com/	Scholarcy allows you to import files in any format and create a library of insightful summaries.

E5 and E3 claimed that employing AI tools requires a high level of ethics and responsibility. Numerous studies have also shown that there are several moral, ethical, and legal issues with AI. It is crucial to address and resolve these issues. Even so, researchers are now more productive (Zhongzhi, 2011; Rasheed et al., 2021; Patrick & Khattak, 2025).

The following research question 2 and research objective 2 were asked, and the experts were given the opportunity to share their experiences.

Research Objective 2: Examine the one AI software that is better suited, more approachable, and more efficient for literature reviews in business and social sciences research studies in Pakistan.

Research Question 2: What AI software is better suited, more approachable, and more efficient for literature reviews in business and social sciences research studies in Pakistan?

Experts were pleased with their experiences and said that Semantic Scholar is used widely for literature

reviews. The AI tool is also the best for researchers in Pakistan because it is free, has many contemporary features, and can help in a variety of ways.

Theme 2 Sematic Scholar

Semantic Scholar is a free AI-backed search engine used to search for relevant field literature reviews. Semantic Scholar is intended to draw attention to the most significant and impactful aspects of a document. The tool helps in finding hidden connections and interconnections between research areas (Semantic Scholar, 2025; Commerce Research Library, 2025). References, citations, and the broader context of study can all be examined through Semantic Scholar. Semantic Scholar can suggest pertinent studies that might not have the precise keywords (Gessel, 2024).

E4 and E5 stated that AI makes it easier to analyze academic materials. AI facilitates article summarization, citation management, and study discovery. Previous research studies also stated that he traditional and popular human-led SLRs are labor-intensive. Accuracy and reliability issues still exist even though AI-driven approaches promise scalability and efficiency (Tosi, 2025; Patrick & Khattak, 2025).

Figure 1

Semantic Scholar

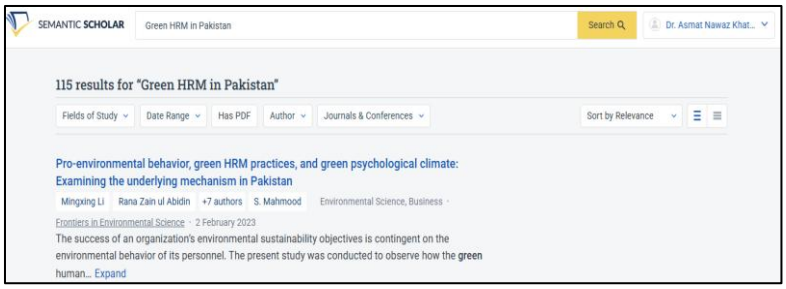
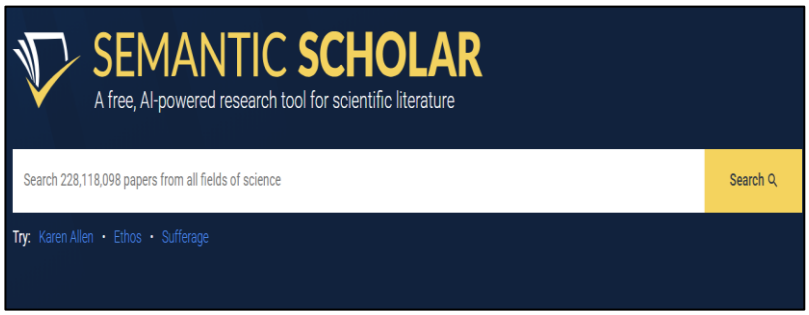


Figure 2

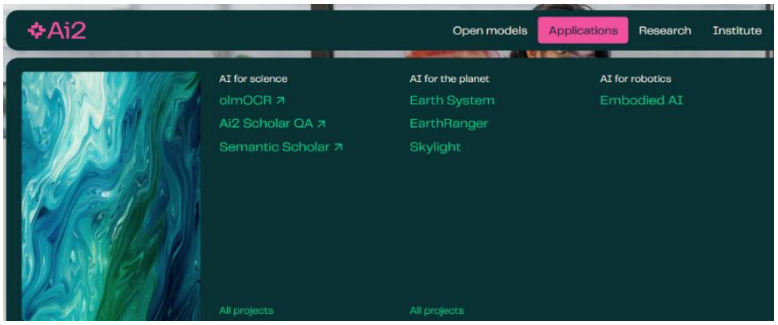
Semantic Scholar. https://www.semanticscholar.org/



The primary advantage for researchers is that Semantic Scholar is free and ideal for in-depth studies in particular domains. Semantic Scholar uses the greatest AI technologies available. It arranges and suggests excellent research papers due to its modern technology.

Figure 3

Ai2. Allen Institute for Artificial Intelligence. https://allenai.org/about



Semantic Scholar is an application of the non-profit AI research institute AI2 (see Figure 3), located in Seattle. The late Paul Allen established the institute in 2014. Semantic Scholar has been suggested and utilized for literature evaluations in numerous studies. One important area in which AI-based tools can be used successfully in research projects is the literature review. The Semantic Scholar is the best AI tool. Semantic Scholar is a search engine driven by AI that helps researchers locate academic publications quickly (Watzold et al., 2024).

Theme 3: AI for Pakistani Business Students

E4, E2 and E5 suggested that….

Universities must teach AI tools at the undergraduate and graduate levels in order to improve the efficiency and employability of Pakistani business students.

AI tools should be included and taught in courses for BBA, MBA, and MPhil programs. AI is essential for future business leaders in Pakistan (Asif & Hameed, 2025).

The experts underscored that researchers must follow legal and ethical guidelines while using AI in their work. But the benefits of AI are becoming more and more substantial. For instance, AI assists researchers in finding pertinent published data, creating literature review reports, condensing data, and reviewing related material. AI facilitates the analysis of scholarly information and produces comprehensive, superior literature reviews. (Ahmed et al., 2024; Patrick & Khattak, 2025; Rasheed et al., 2021; Shahid & Li, 2019).

The experts shared that AI tools reduced the labor associated with literature reviews. Although many repetitive jobs are expensive, AI tools simplify them. According to earlier studies, AI decreased human labor and performed numerous tasks during literature reviews in an easy and straightforward manner (Burger et al., 2023; Buriak et al., 2023; Mijwil et al., 2023).

Conclusions

A study was conducted to explore the role of AI in literature reviews in business and social sciences research studies in Pakistan. Semantic Scholar, Consensus, Elicit, Litmaps, Research Rabbit, Scite, Perplexity, SciSpace, and Scholarly are among the AI-powered tools for literature reviews. Additionally, the study concluded that Semantic Scholar is a popular AI tool for literature reviews. The process of conducting a literature review is challenging. Global companies' demands are pushing Pakistan's business climate to rapidly shift and integrate AI into its operations. For Pakistani business students to become more productive and employable, universities must educate AI tools at both the undergraduate and graduate levels.

The findings further indicate that the workload for literature reviews has been reduced using AI tools. Although many repetitive jobs are expensive, AI tools simplify them. AI decreased human labor and performed numerous tasks during literature reviews in a simple and clear way.

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