

On the presence of Artificial Intelligence in management research: some editorial reflections

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To arrive at Artificial Intelligence, as it is characterized in these last days of 2025, a long and rich history has been unfolding through the ages. From its beginning, its history transcends the technical artifacts, the prompts and their variations, that lead to the processing currently recognized as intelligent. This impactful phenomenon, with its still emerging potential, promises very significant leverage, especially in the coming years, through its intense multi-applications in the most diverse human and corporate activities.

Although its emergence into the world has been widely recognized as having occurred in the mid-1940s, historians argue that in antiquity some Greek philosophers already imagined the evolution of human activities from machines that would perform automating functions, with a tendency towards some logical processing, similar to the logic of human cognition.

Considering its "genetic" birth as the 1940s, several events propelled it to its current "state of the art". From the establishment and consolidation of the term "Artificial Intelligence" to the evolution towards the development of "artificial neural networks," continuing with the first chatbot, to robots, Deep Learning, and Generative AI, to mention just a few evolutions, in a reasonably short period, many scientists, engineers, and managers in general have played an important role in this trajectory of knowledge and development. It can be assumed that no technology has ever presented the potential to so intensely enhance the evolution of humanity as Artificial Intelligence promises.

In corporate management, innovations in processes managed through artificial intelligence are constantly emerging. More than this observation, what is currently emerging is artificial intelligence indicating, in specific situations, certain decisional purposes that

transcend human decisions. In these cases, its functions go beyond the automation of repetitive activities, more routine decision-making, process and project optimization, and improvement in productivity, efficiency, quality, and other performance indicators.

Given this scenario of artificial intelligence boom across all media, especially academic, technical, informational, and advertising media, it becomes plausible to self-question more academic aspects of management, such as:

- How have investigative or reactive AI, generative AI, Deep Learning, etc., been developed and applied in corporations and by individuals?
- How have the uses of this impactful digital technology been identified and characterized?
- What have been the effective corporate transformations with this technology?
- How have people, in their myriad roles and conditions, been educated to use this technology, and what have been the diverse results possible so far?
- How are organizations and individuals developing their own potential to expand their capabilities with AI?
- How could AI evolve to provide new types and levels of potential attributes in the future?
- Many other questions can be formulated to fully explore this powerful technological contribution.

As an editor, I have accessed a significant number of articles submitted to this journal, as well as those published in many other highly relevant journals. However, I still observe many significant gaps in knowledge that deserve to be investigated and clarified. It is natural that the emergence of the topic still offers conditions and spaces with some restrictions on investigations that effectively provide a solid state of organization and systematization of knowledge in a stage of high turbulence. However, it is the role of an editor to contribute to outlining potential spaces or gaps in theoretical, methodological, technological, and metric knowledge that may constitute frontiers to be explored in academic research.

This is the purpose of this reflection.

Reaffirming its purposes, this journal, through its Editorial Board, expresses its satisfaction and honor in presenting these contributions to the scientific communities. In line

with the state of the art in this field, the journal offers substantial, robust, consistent, important, and timely content provided by researchers, aiming to contribute to the evolution of knowledge in critical scientific foundations that converge on the management of increasingly complex systems. These are articles that effectively challenge the status quo of each frontier addressed, in the dimensions of theories and methodologies. We thank the authors who believed in the purposes of this journal, submitting their articles in accordance with the publication criteria and processes. Awaiting contributions in the form of article submissions, serious and consistent evaluations aligned with the purposes of this journal, recommendations to your students and friends, as well as constructive critiques, I renew my wishes for good reading and excellent reflections.

Keywords: Science, AI, Artificial Intelligence, Scientific Evolution

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