

Bibliometric Analysis AI-Based Decision Analytics

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ABSTRACT

The rapid advancement of artificial intelligence (AI) has transformed decision-making processes across various domains by enabling data-driven insights, predictive capabilities, and intelligent automation. This study aims to examine the development, intellectual structure, and emerging trends of research on AI-based decision analytics through a bibliometric analysis approach. Data were collected from the Scopus database using relevant search terms related to artificial intelligence and decision analytics. The study applies bibliometric techniques, including performance analysis, citation analysis, co-authorship analysis, keyword co-occurrence analysis, thematic evolution analysis, and density visualization using VOSviewer. The findings indicate that artificial intelligence, machine learning, deep learning, and clinical decision support systems represent the dominant research themes shaping this field. Highly cited studies demonstrate increasing scholarly attention toward ethical considerations, explainability, transparency, and trust in AI-driven decision systems. The collaboration analysis reveals that research development is supported by extensive international networks, with countries such as Germany, the United States, India, and China serving as influential contributors. Furthermore, the temporal analysis indicates a shift from algorithm-focused research toward human-centered and responsible AI applications. This study contributes to the literature by providing a comprehensive mapping of AI-based decision analytics research and identifying future directions related to explainable AI, trustworthy decision systems, and interdisciplinary applications across healthcare, business, and other complex decision environments.

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1. INTRODUCTION

The recent rapid development of artificial intelligence (AI) has made a substantial impact on the decision-making process of organizations by bringing about an era of data-driven, automated, and predictive decisions. In previous decision-making

settings, organizations used human intuition, historic knowledge, and insufficient analytical techniques to analyze information and decide on actions to take. The increasing availability of digital information in large amounts, improvements in computational capacity, and advancements in machine learning algorithms have offered new

avenues to improve the quality of organizational decision making using AI-based decision analytics [1], [2]. AI-based decision analytics can be defined as the application of artificial intelligence approaches, including machine learning, deep learning, natural language processing, and predictive analytics, to decision-making systems to gain insights and make optimal decisions [3].

AI-based decision analytics have spread to a wide range of industries such as business, healthcare, finance, manufacturing, governmental and educational organizations. Firms nowadays rely on AI-based decision analysis to find out patterns, predict the future scenarios, automate decision-making procedures and enable evidence-based management. Specifically, in the business sector, AI analytics can help in managing customer relations, optimizing the supply chain, managing risks and delivering customized products or services [4], [5]. Likewise, in healthcare, AI-based analytics has proved useful in predicting diseases and making decisions regarding patient care and allocating resources. The ability of AI to analyze heterogeneous and high dimensional data has provided decision-makers with additional analytical capabilities which go beyond those of traditional analytics. Thus, AI-based decision analytics have become an inter-disciplinary area of research covering information systems, management science, data science, engineering and behavioral studies.

While the role of AI-based decision analytics continues to increase in significance, there have been numerous theoretical, methodological, and practical challenges associated with the evolution of AI-based decision analytics. In order to use AI decision systems effectively, it is necessary to have not only a robust technological platform but also organizational readiness, proper governance arrangements, and human skills. Earlier studies pointed out some issues that arise in connection with algorithmic transparency and explainability, ethics, privacy of data, and cooperation between people and artificial intelligence [6], [7]. Due to the opacity of

many models used by AI, questions have been raised about the possibility for decision-makers to comprehend AI-based decisions.

As academic interests in decision analytics based on artificial intelligence continue to grow, there has been an increased number of scientific publications in different areas of study. Scientists have studied many aspects of this theme, such as business intelligence with the help of artificial intelligence, intelligent decision support system, prediction-based decision making, explainable artificial intelligence, and AI adoption by humans. Nevertheless, the rapid growth of scientific publications makes it problematic to define the dominant themes, important contributions, new trends, and research gaps that may exist. With the ongoing development of research in the area of AI-based decision analytics, there is a need for the systematic analysis of the intellectual structure of this discipline. Bibliometric analysis can be regarded as the right methodology to analyze the development of scientific knowledge [8].

Bibliometric analyses have become particularly important in order to understand emerging areas of research due to their ability to offer both quantitative and graphical representations of knowledge structures. The use of citation analysis, co-authorship analysis, co-occurrence analysis, and bibliographic coupling through bibliometrics allows researchers to detect influential papers, key authors, main research clusters, and possible directions for future research. With regard to AI-based decision analytics, bibliometric analysis will allow one to understand how this area has evolved, what theories are prevalent today, and where future research should go next. While several researches have been conducted regarding the adoption of AI, machine learning, and digital transformation generally speaking, no full mapping has been carried out for AI-based decision analytics. Thus, a bibliometric analysis should be performed in order to gather scattered knowledge and get a better idea of the development of this inter-disciplinary area.

Despite the rapid advancement of AI-based decision analytics in both academia and practice, the state-of-the-art literature is dispersed across different fields of science, technical views, and applications. Such dispersion makes it problematic to trace the theoretical background, trends of scientific investigation, methodological advances, and new areas of AI-based decision analytics research. In addition, previous research mainly concentrated on particular applications of AI, neglecting the overall development of scientific production in AI-based decision analytics. Thus, the purpose of this study is to analyze the following issues: (1) dynamics of scientific production in AI-based decision analytics, (2) key contributors to this field of research, (3) main research areas and concept clusters, and (4) directions of future research considering present patterns of knowledge development.

The purpose of this research is to perform a bibliometric analysis of studies related to AI-based decision analytics with an objective to evaluate the progress, intellectual structure, and future directions of research in the domain. The objectives of this study include the following: identifying publication trends, key scientific contributions, collaboration networks, and research themes in the field of AI-based decision analytics. Besides that, this study is going to reveal the concept evolution within the field based on an analysis of keywords and thematic clusters. In such a way, this study is going to make a contribution to the existing body of literature.

2. METHODS

The current study used the approach of bibliometric analysis for a systematic investigation into the evolution, intellectual structure, and trends in research of AI-based decision analytics. Bibliometric analysis refers to a research method that involves the use of statistics and visualizations to analyze scientific literature in a given research field [8]. It was chosen since AI-based decision analytics is a rapidly developing and interdisciplinary research field with an increasing number of publications in different

academic fields. The application of the bibliometric approach to the current study allows uncovering the trends in publishing, prominent papers, authors, collaborations, and themes of AI-based decision analytics research.

Data collection stage was executed via using the Scopus database as the main tool for searching scientific literature due to wide coverage of this database in terms of peer reviewed journal articles and research results. The search strategy was created based on keywords which were linked with the topic of the study and included such phrases as "artificial intelligence," "AI-based analytics," "decision analytics," "decision support systems," etc. Search was restricted to the articles published in academic journals and conference proceedings within the time period relevant to the research question. Obtained records were then filtered based on their titles, abstracts and keywords in order to leave out irrelevant articles from the dataset. Finally, the resulting dataset included scientific articles dedicated to the application, development and implications of AI-based decision analytics. The bibliographic information about the articles was exported.

The bibliometric analysis of the field has been undertaken through the use of VOSviewer software and appropriate bibliometric mapping techniques to determine the structure and evolution of research on decision analytics enabled by artificial intelligence. Various analytical methods have been used in this process, such as publication trend analysis, citation analysis, co-authorship analysis, keyword co-occurrence analysis, and thematic mapping. The citation analysis method has been used to find out important publications and contributions to research, and co-authorship analysis has been used to investigate the patterns of collaboration between researchers and institutions. In addition, the keyword co-occurrence analysis has been used to determine the dominant themes and conceptual connections in the field.

3. RESULTS AND DISCUSSION

3.1 Co-Authorship Analysis

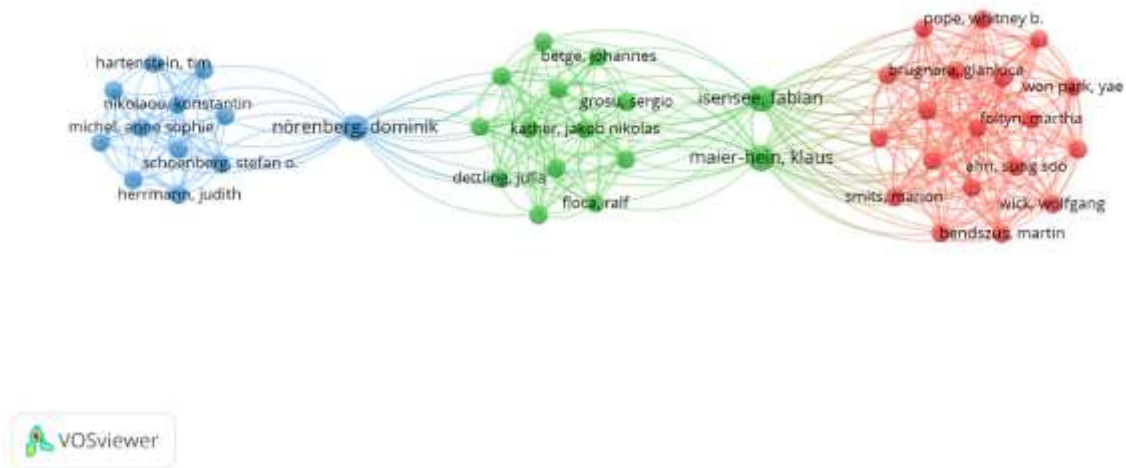


Figure 1. Author-Level Visualization

Source: Data Analysis

Figure 1 shows the structure of the collaboration of researchers in the analyzed scientific area. The map consists of three main clusters marked with different colors and showing different research communities with intensive collaboration relationships between their members. The first cluster is blue and focuses on Nörenberg, Dominik, together with the following researchers: Hartenstein, Tim; Nikolau, Konstantin; Michel, Anne Sophie; Schoenberg, Stefan O.; and Herrmann, Judith. It can be described as a well-established research community with intensive collaboration relationships, which means that it works on a certain area of knowledge production. The second cluster is green and headed by researchers like Kather,

Jakob Nikolas; Götz, Sergio; Maier-Hein, Klaus; and Isensee, Fabian.

The red cluster, which includes researchers like Pope, Whitney B., Brugnara, Gianluca, Won, Park Yae, Foltyn, Martha, Smits, Marion, Wick, Wolfgang, and Bendszus, Martin, is another collaboration network with close ties within it. Connections among the clusters especially between the green and red clusters suggest the interdisciplinary nature of research and the sharing of knowledge among various research networks. The fact that bridging authors exist, such as Isensee, Fabian and Maier-Hein, Klaus, is an indication of the importance of these authors in linking research groups.

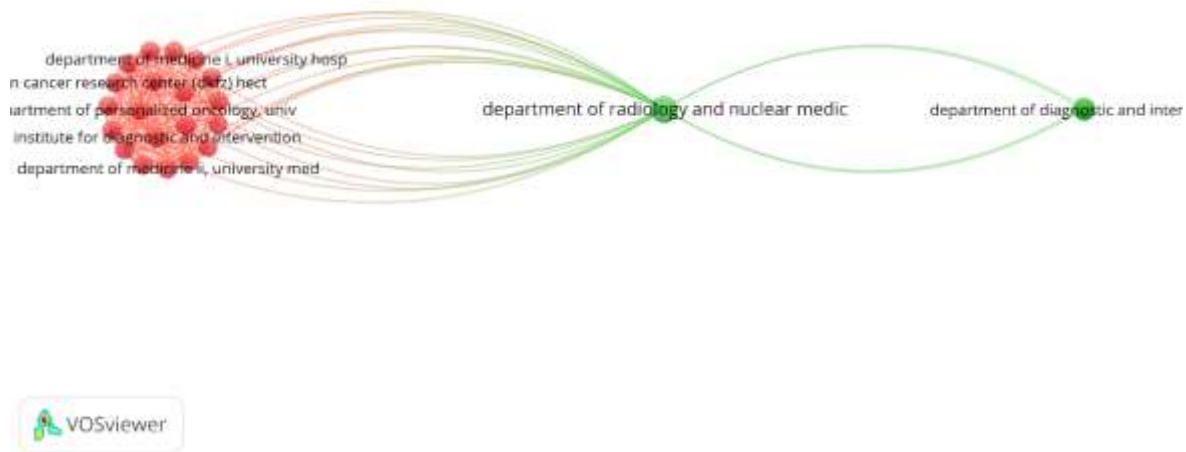


Figure 2. Institution-Level Visualization

Source: Data Analysis

This is illustrated by Figure 2, which reveals the interconnections of research institutions engaged in the given field of study. The diagram depicts quite a compact network of collaborations that include a number of groups of institutions associated through important institutions. The red cluster in the left part of the map reflects the network of well-connected institutions, such as Department of Medicine I, University Hospital; German Cancer Research Center (DKFZ); Department of Personalized Oncology; Institute for Diagnostic and Interventional Radiology; and Department of Medicine II, University Medical Center.

The Department of Radiology and Nuclear Medicine is presented as a pivotal organization linking the left-hand institutional cluster to the Department of Diagnostic and Interventional Radiology on the right. Being in the middle and having many connections points to a significant coordinating function of this organization in establishing communication among various research units. The green arrow pointing toward the right is a sign of extending networks of cooperation beyond the core institutional cluster.

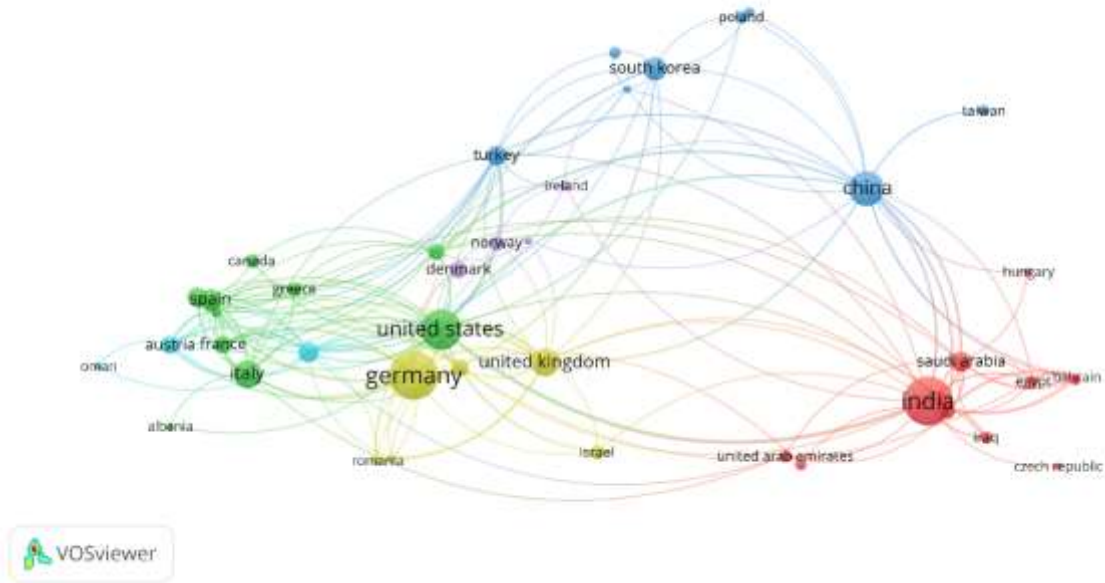


Figure 3. Country-Level Visualization
Source: Data Analysis

Figure 3 depicts the global collaboration network in the examined discipline. From the analysis of the map above, one can deduce that the research efforts are dispersed throughout various collaboration nodes, with Germany, the United States, India, and China being some of the leading nodes due to large node sizes and more connection lines. The United States and Germany act as the central nodes of the network, indicating strong collaboration among these countries internationally, collaborating with Europe countries like Italy, Spain, Denmark, Norway, France, and the United Kingdom. These countries play a significant role in the generation of research due to academic collaboration networks.

On the other hand, India and China are important research centers within the Asian continent, and have considerable connectivity with countries in Europe, the

Middle East, as well as other Asian countries. In particular, India has considerable collaborations with countries like Saudi Arabia, Egypt, Bahrain, Iraq, and the United Arab Emirates, signifying the growth of the research network away from the usual western centers of research. China, on the other hand, has associations with countries like South Korea, Taiwan, Turkey, and Poland, indicating that there is increased international involvement in the field of research. Thus, from the above visualization, it can be noted that the world of research is very much internationalized, with knowledge production being influenced by collaboration between established research-intensive countries and emerging researchers. The centrality of countries like Germany, the United States, India, and China indicates their influence on global research developments and cross-disciplinary collaboration.

3.2 Citation Analysis

Table 1. The Most Impactful Literatures

Citations	Authors and year	Title
234	[9]	Ethical, legal, and social considerations of AI-based medical decision-support tools: A scoping review

Citations	Authors and year	Title
199	[10]	Primer on an ethics of AI-based decision support systems in the clinic
188	[11]	AI based decision making: combining strategies to improve operational performance
164	[12]	An AI-based Decision Support System for Predicting Mental Health Disorders
143	[13]	Managerial overreliance on AI-augmented decision-making processes: How the use of AI-based advisory systems shapes choice behavior in R&D investment decisions
135	[14]	Understanding the impact of explanations on advice-taking: a user study for AI-based clinical Decision Support Systems
115	[15]	Why Do Retail Customers Adopt Artificial Intelligence (AI) Based Autonomous Decision-Making Systems?
94	[16]	A reinforcement learning model for AI-based decision support in skin cancer
82	[17]	Explainability in medicine in an era of AI-based clinical decision support systems
73	[18]	Design Principles for User Interfaces in AI-Based Decision Support Systems: The Case of Explainable Hate Speech Detection

Source: Scopus, 2026

Table 1 presents the most influential literature on AI-based decision analytics in terms of citation count and showcases the most important scholarly works that have been influential for shaping this field of research. The work of [9] with 234 citations is the most cited and it addresses the ethical, legal, and social issues of AI-based medical decision support systems, thus pointing out the fact that ethical governance and responsible AI usage became key issues in AI-based decision making research. Likewise, the work of [10] stressed the importance of ethical frameworks in AI-based decision support systems in the field of healthcare thus showing how transparency, accountability,

and human control are increasingly relevant. Papers with high citation impacts also indicate the real-life use of AI-based decision analytics in different areas, such as improvement of operational performance [11], prediction of mental conditions [12], managerial decision-making [13], and consumer acceptance of autonomous AI systems [15]. In addition, there are some influential works that pay attention to explainability and interaction between users and AI [14], [17].

3.3 Keyword Analysis

Co-Occurrence

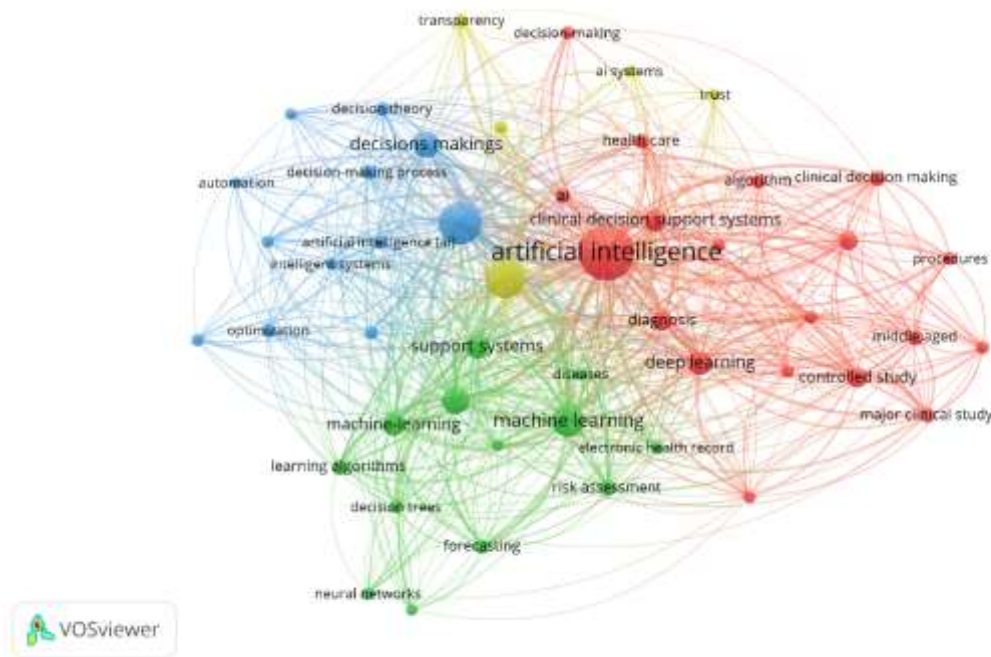


Figure 4. Network Visualization

Source: Data Analysis

Figure 4 represents the conceptual framework and primary topics studied in the realm of decision analytics based on artificial intelligence technologies. The network shows some clusters that represent the multi-disciplinary development of the field under consideration. The larger nodes are the keywords that have been mentioned most frequently in the articles, while the lines denote the strength of the relationship between them. The key importance of the term “artificial intelligence,” which is depicted by the largest node, implies that it acts as a basic concept connecting different research streams.

The red cluster is the most prominent research concentration in relation to AI application in healthcare and clinical decision support systems. The use of words like clinical decision support systems, deep learning, diagnosis, algorithm clinical decision making, health care, and diseases points out that a significant number of decision analytics researches using AI are aimed at the improvement of the precision of medical decisions. It should be noted that the occurrence of such concepts as trust, transparency, and AI systems shows growing

interest in responsible AI usage when users need comprehensible recommendations of AI before applying it to the process of medical decision-making.

The green cluster is based on the idea that the AI analytics are rooted in technology. Machine learning, predictive methods, as well as other relevant terms such as machine learning, learning algorithms, neural network, forecasting, risk assessment, and EHR are used as evidence of the importance of computing when building intelligent decision-making support systems. The green cluster suggests that scholars focus on machine learning applications for turning big data into predictions that help decision makers make their decisions.

The “blue” cluster represents works which deal with decision-making models, optimizations, and intelligent systems. The following keywords: decision-making, decision theory, decision-making process, automation, optimization, and intelligent systems, prove that AI-based decision analytics is studied not only from technological aspects but also from the management theory standpoint. The existence of this cluster proves that AI is perceived not

only as a technology but also as a decision-making improvement tool.

According to the keyword network, the development of decision analytics using artificial intelligence has taken place through the incorporation of three broad lines of research: decision support through AI, predictive analytics based on machine learning, and decision optimization. The high

levels of interlinkage among these clusters imply that the future trend in AI research will be towards building more integrated AI solutions that incorporate advanced algorithms with explanations, transparency, and human-centered decision making. The introduction of the concept of trust also implies a transition towards more ethically driven and accountable AI.

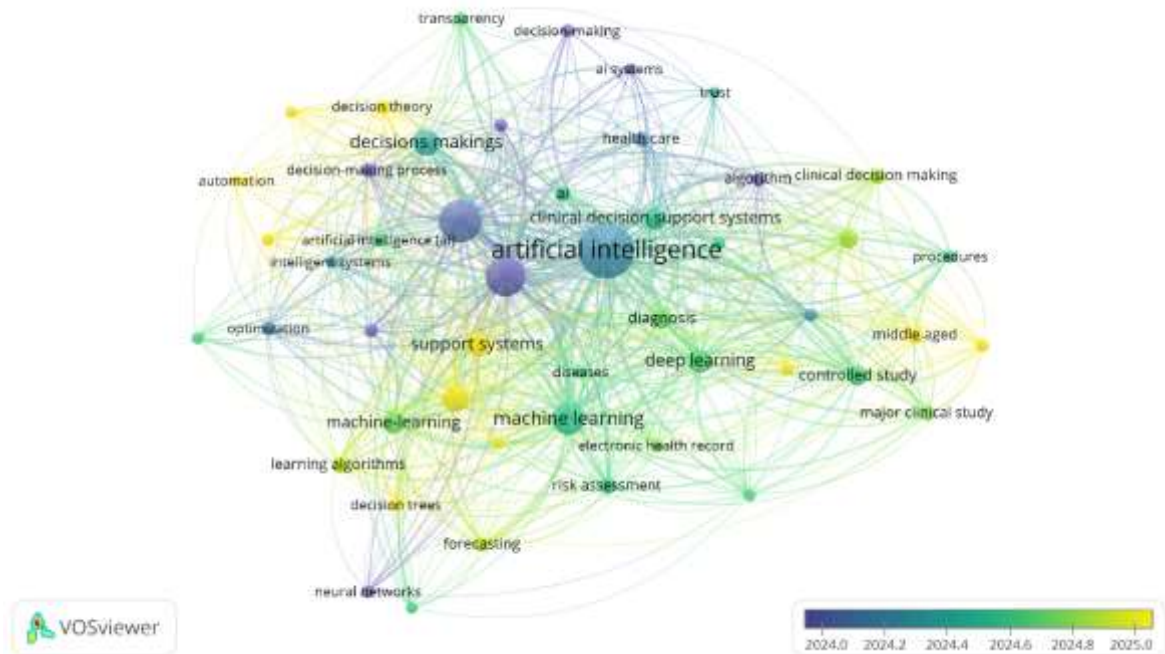


Figure 5. Overlay Visualization

Source: Data Analysis

Figure 5 highlights the evolution of keywords in the area of decision analytics based on artificial intelligence. Colors represent the average year of publication for different research themes. According to the figure, “artificial intelligence” serves as the core topic, and it is widely discussed in the context of several new research areas like machine learning, clinical decision support systems, deep learning, decision-making processes, and intelligent systems. Distribution of the colors reveals that old research themes are located in the region of blue and purple colors, whereas new research themes are located in the region of green and yellow colors.

It would seem that the research focus at the beginning of the research is devoted

mainly to basic terms such as artificial intelligence, decision support system, intelligent system, and decision theory. The abovementioned terms reflect the first stage of the development of decision analytics based on AI, since at this stage the primary task of researchers was to use computational intelligence to make humans’ decision-making process easier and automate some processes. With time, research moved towards more complex analytical methods, which is proven by appearance of such keywords as machine learning, deep learning, risk assessment, forecasting, and electronic health records.

The latest trends in research can be observed in the yellow-green regions, and they emphasize the growing importance of

explainability, transparency, clinical application, and decision automation. Terms like transparency, trust, algorithm clinical decision making, controlled study, and major clinical study suggest that today's researches

not only concentrate on developing efficient algorithms but also ensure their reliability and acceptance.

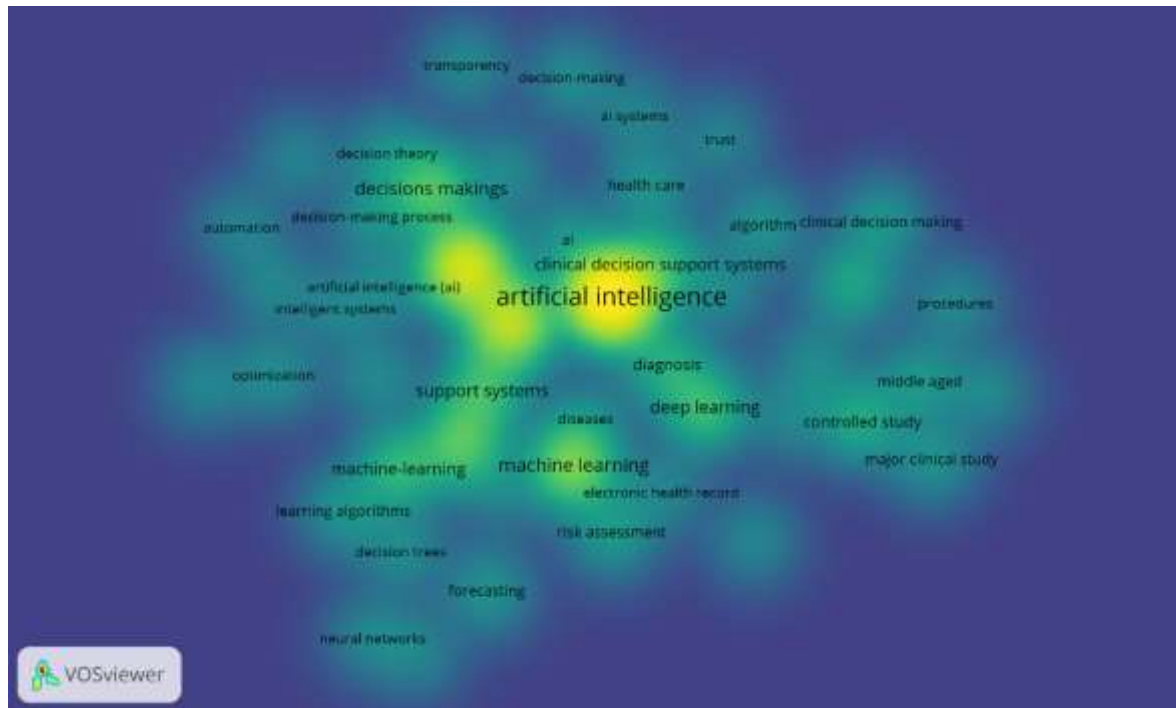


Figure 6. Density Visualization

Source: Data Analysis

The diagram presented in Figure 6 captures the focus and prominence of research themes within the domain of AI-based decision analytics. The degree of color intensity shows the frequency of appearance and relevance of keywords in such a way that more intensely colored areas reflect more dominant themes of research while less intensively colored areas denote less dominant themes. It can be seen that the area of "artificial intelligence" is one of the most dominant research themes which appears right in the middle with the highest density, signifying its significance in tying up research themes.

The visualization also shows that there are many supporting areas of research related to the core AI theme, such as decision making, intelligent systems, optimization, forecasting, risk assessment, and application in the health sector. The inclusion of keywords like transparency, trust, and

algorithm clinical decision making highlights that the focus is shifting towards the development and implementation of trustworthy AI-based decision systems. On the other hand, neural networks, learning algorithms, and electronic health records are some of the less dense keywords.

Discussion

The results of the bibliometric analysis show that AI-driven decision analytics has evolved into an interdisciplinary field of research that involves artificial intelligence, machine learning, decision support systems, and application domains. The analysis of publication trends shows that the focus of researchers has moved away from the initial investigations of computer decision support systems to more sophisticated AI-based analytics. The prevalence of artificial intelligence, machine learning, and clinical decision support systems in the network of

keywords suggests that AI has become more central as a technological means for supporting decisions via prediction, automated reasoning, and analysis of information. This result is consistent with the general trend in digital transformation that is associated with the use of intelligent systems for handling information in order to make decisions.

As seen in the thematic framework developed based on the keyword analysis, it is apparent that one of the key influences in the field is that of healthcare, which has been established as one of the main fields of application for AI-based decision analytics. The emergence of keywords like "clinical decision support systems," "diagnosis," "deep learning," and "risk assessment" shows that making decisions in medicine has become an important area of research because of the possible use of artificial intelligence for improving the precision of the diagnoses, treatments, and patient management. Nevertheless, the high citation impact of works dealing with ethical, legal, and social aspects of AI shows that capabilities are not enough to make the implementation of AI successful. There is an increasing number of problems connected with the transparency, explainability, and human oversight in the research of AI.

Moreover, from collaboration, it can be seen that the AI-based decision analytics involves extensive international and institutional collaborations. Nations like Germany, the US, India, and China emerge as significant contributors, implying that knowledge creation in the area of AI-based decision analytics takes place not only in the research ecosystem but also in the innovative centers. It implies that extensive collaboration networks mean that AI-based decision analytics involves multi-disciplinary efforts, which include not only computer science but also healthcare, management, engineering, and social sciences. Moreover, collaboration at the institutional level as well as authorship imply that success in this field is based on the exchange of knowledge between the specialists with relevant expertise.

The insights obtained from the temporal analysis and the density analysis reveal much about the future research trend in the field of AI-based decision analytics. Current research indicates a growing trend in the study of explainable AI, trusted AI systems, and intelligent decision-making automation. This means that future research will no longer revolve around enhancing the accuracy of algorithms but rather on building systems that are understandable, ethically sound, and meet human decision-making needs. There is also much potential for applying AI decision analytics outside the healthcare sector, including such fields as business strategy, financial decisions, supply chain management, public governance, and sustainable development.

4. CONCLUSION

This study offers an all-inclusive bibliometric review of the evolution, structure of knowledge, and trends of the research on AI-based decision analytics. From the results of the analysis, it can be stated that the research area under consideration has developed significantly due to the emergence of artificial intelligence, machine learning, deep learning, and intelligent decision support systems. In addition, artificial intelligence has been identified as the major theme in the field of research bringing together different areas. Healthcare, clinical decision support systems, predictive analytics, and automated decision-making have been found to be the most studied areas. It is also important to mention that the studies cited most frequently are not only devoted to technical aspects of AI but also pay special attention to ethical issues, explainability, transparency, and trust in AI-based systems. Moreover, the collaboration analysis has shown that AI-based decision analytics research area is global in nature and has strong collaboration among major countries, institutions, and researchers. Finally, from the point of view of the evolution of research, there is a trend shifting from algorithms development towards human-centered AI and responsible AI. Overall, this study helps

to understand the current state of knowledge and identify new research opportunities,

which will include explainable, trustworthy, and context-aware AI decision systems.

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