AI-Driven Strategic Management and Enterprise Performance: A Systematic Literature Review and Research Agenda

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Abstract

The rapid advancement of artificial intelligence (AI) is reshaping strategic management practices and influencing enterprise performance across industries. Despite the growing body of research, existing studies remain fragmented, limiting a comprehensive understanding of AI's strategic role. This study aims to systematically review and synthesize the literature on AI-driven strategic management and its impact on enterprise performance. A systematic literature review (SLR) was conducted using the PRISMA framework, analyzing 20 peer-reviewed journal articles indexed in Scopus and Web of Science. The selected studies were subsequently subjected to qualitative thematic synthesis and methodological quality assessment. The findings indicate that AI enhances strategic management primarily through data-driven decision-making, the development of dynamic capabilities, and process optimization, leading to improved efficiency, innovation, and competitive advantage. However, the results also reveal significant challenges related to organizational readiness, governance structures, ethical considerations, and skill gaps, which may hinder the effective implementation of AI. This study contributes to the strategic management literature by integrating dispersed evidence, critically identifying theoretical and methodological gaps, proposing an evidence-based structured research agenda. It also provides practical implications for managers seeking to leverage AI as a strategic capability for sustainable enterprise performance.

Keywords: ***Artificial Intelligence; Strategic Management; Enterprise Performance; Decision-Making; Digital Transformation***

1. Introduction

The rapid advancement and diffusion of artificial intelligence (AI) have emerged as key drivers of digital transformation across enterprises, fundamentally reshaping organizational processes, managerial practices, and strategic decision-making. AI technologies, including machine learning, predictive analytics, and intelligent automation, enable firms to process large volumes of data, reduce uncertainty, and respond more effectively to dynamic and complex market environments (Dwivedi et al., 2021; Vial, 2019). As a result, AI is increasingly recognized not merely as a technological tool, but as a strategic asset with the potential to influence long-term enterprise performance and competitive positioning (Bresciani et al., 2021).

Within the strategic management literature, AI is widely conceptualized as a source of competitive advantage that complements and augments human decision-making capabilities. Teece (2018) emphasizes that digital technologies enhance firms' ability to sense and seize opportunities, while Brynjolfsson and McElheran (2016) highlight the role of data-driven decision-making in improving organizational performance. From the perspective of the resource-based view (RBV), AI can be considered a valuable, rare, and difficult-to-imitate resource when combined with firm-specific data, managerial expertise, and organizational routines (Barney, 1991; Wamba et al., 2020). Similarly, dynamic capabilities theory suggests that AI strengthens firms' capacity to adapt to environmental changes and reconfigure resources in response to technological disruption (Mikalef et al., 2021).

Empirical research increasingly suggests that AI adoption positively influences enterprise performance by improving efficiency, fostering innovation, and enhancing strategic agility (Fosso Wamba et al., 2024; Brynjolfsson, Li, & Raymond, 2025). AI-driven analytics enable more informed and timely decision-making, optimize resource allocation, and support the identification of new growth opportunities. Furthermore, Raisch and Krakowski (2021) argue that AI augments managerial cognition and supports hybrid decision-making processes, while Mikalef and Gupta (2021) provide empirical evidence linking AI capabilities to firm performance and creativity. At the same time, AI-enabled automation contributes to productivity gains and cost reductions, reinforcing firms' competitive advantage in increasingly competitive environments (Dwivedi et al., 2021).

However, the relationship between AI adoption and enterprise performance is neither linear nor automatic. Several studies highlight that organizational readiness, leadership commitment, and governance mechanisms play a critical moderating role in determining the effectiveness of AI implementation (Jöhnk et al., 2021; Mikalef et al., 2021). In addition, ethical considerations, data governance, and workforce skill gaps may constrain the realization of AI's strategic value, particularly in complex organizational contexts (Dwivedi et al., 2021). These challenges underscore the importance of aligning technological investments with organizational capabilities and strategic objectives.

Despite the growing body of research, the literature on AI in business and management remains fragmented across multiple disciplines, including information systems, strategy, innovation, and operations management. Many studies focus on specific applications or functional domains, offering limited insight into AI's broader strategic implications for enterprise performance (Raisch & Krakowski, 2021). Furthermore, there is a lack of systematic synthesis that integrates theoretical perspectives, empirical findings, and methodological approaches within a unified strategic management framework (Mikalef et al., 2021). This fragmentation constrains cumulative knowledge development and limits the ability of scholars and practitioners to derive clear strategic implications.

In response to these limitations, a systematic literature review is necessary to consolidate and critically assess the current state of knowledge on AI-driven strategic management and enterprise performance. By adopting a structured and transparent review methodology, this study aims to identify dominant research themes, theoretical foundations, and empirical patterns, while also highlighting key gaps and future research directions (Tranfield et al., 2003).

Accordingly, this study addresses the following research questions: (1) How is AI conceptualized within strategic management research in enterprise contexts?; (2) Which strategic management processes are most influenced by AI adoption?; (3) What performance outcomes are associated with AI-driven strategic management?; (4) What theoretical and empirical gaps emerge from the existing literature?

By addressing these questions, this study contributes to the strategic management literature by providing a rigorous and critically synthesized understanding of AI's role in shaping enterprise performance. Furthermore, it identifies key methodological and theoretical gaps in the existing literature and proposes a structured research agenda to support future empirical and conceptual studies on AI-driven strategic management, while offering practical implications for managers seeking to leverage AI for sustainable competitive advantage.

2. Methods

2.1 Research Design

This study adopts a systematic literature review (SLR) approach to examine how artificial intelligence (AI) is addressed within the strategic management literature and its relationship with enterprise performance. The SLR methodology is particularly suitable for synthesizing fragmented and multidisciplinary research, as it enables a structured, transparent, and replicable process of identifying, evaluating, and integrating relevant studies (Tranfield et al., 2003). By following a predefined review protocol, the study ensures consistency in the selection and analysis of peer-reviewed empirical and conceptual contributions, thereby reducing selection bias and enhancing analytical reliability. Positioned at the intersection of strategic management and digital transformation, the review focuses on studies that conceptualize AI as a strategic resource, organizational capability, or enabler within enterprise contexts. The research design is aligned with established methodological standards for systematic reviews in management and social sciences, ensuring rigor, coherence, and the relevance of the synthesized evidence (Snyder, 2019).

2.2 Research Procedure and PRISMA Framework

The identification phase yielded an initial pool of 620 records retrieved from the Scopus and Web of Science databases. To ensure a comprehensive, transparent, and reproducible review process, a structured search strategy was established prior to the identification of relevant studies. The literature search was conducted between December 2025 and March 2026, with a final update performed on 31 March 2026 to ensure that all eligible peer-reviewed journal articles published before manuscript submission were considered for inclusion. The review protocol, including the search strategy, eligibility criteria, and screening procedure, was defined before the search process to enhance methodological transparency and minimize selection bias.

The search strategy employed predefined Boolean operators combining the keywords "artificial intelligence", AI, and "machine learning" with "strategic management", strategy, and "strategic decision-making", as well as "enterprise performance", "firm performance", and "organizational performance". Where appropriate, database-specific filters and additional keyword combinations were applied to maximize the retrieval of relevant studies while maintaining thematic relevance. The search was limited to peer-reviewed journal articles published in English between 2015 and 2025.

After removing duplicate entries, 540 unique studies were retained for further screening. During the screening phase, titles and abstracts were systematically reviewed, resulting in the exclusion of 480 studies that did not meet the relevance criteria. The remaining 60 articles were subjected to full-text assessment during the eligibility phase. Following a detailed evaluation of conceptual clarity, methodological rigor, and alignment with the research objectives, 40 articles were excluded. The final inclusion stage resulted in a sample of 20 peer-reviewed journal articles, which formed the basis for qualitative thematic synthesis and critical analysis. The complete selection process is illustrated in Figure 1, following the four PRISMA phases: identification, screening, eligibility, and inclusion.



Figure 1. PRISMA flow diagram illustrating the study selection process.

2.3 Inclusion and Exclusion Criteria

In systematic literature review (SLR) research, clearly defined inclusion and exclusion criteria are essential to ensure thematic relevance, methodological rigor, and analytical consistency. Establishing these criteria a priori is a fundamental requirement for transparent and replicable review processes (Tranfield et al., 2003).

In this study, the inclusion criteria were designed to capture research reflecting the growing strategic relevance of artificial intelligence in management. Specifically, the review focused on articles published between 2015 and 2025 and written in English to ensure consistency in interpretation and analysis. The selected studies included empirical, conceptual, and analytical contributions conducted within enterprise or organizational contexts. In addition, only research explicitly addressing artificial intelligence in relation to strategic management dimensions—such as decision-making, planning, governance, organizational capabilities, digital transformation, or enterprise performance—was considered. To ensure academic quality and credibility, the review was limited to peer-reviewed journal articles indexed in recognized academic databases.

At the same time, exclusion criteria were applied to refine the sample and eliminate studies that did not align with the objectives of the review. Publications such as editorials, opinion pieces, conference papers, book chapters, and practitioner-oriented reports were excluded due to the absence of a clearly defined research design. Studies not written in English were also removed, as well as research focusing exclusively on technical or computational aspects of artificial intelligence without explicit managerial or strategic implications. Furthermore, studies examining AI solely from a consumer or individual-level behavioral perspective were excluded, as they fell outside the scope of enterprise-level analysis.

The systematic application of these criteria ensured that the final corpus of studies was both methodologically robust and directly aligned with the objective of analyzing AI-driven strategic management and its impact on enterprise performance. The predefined eligibility criteria also enhanced the consistency, transparency, and reproducibility of the review process by ensuring that all included studies met the same methodological and thematic standards.

2.4 Data Analysis and Synthesis

The data analysis employed a qualitative thematic analysis to systematically identify, interpret, and synthesize key patterns across the studies included in the systematic literature review. This approach is particularly suitable for integrating evidence from multidisciplinary domains such as strategic management, information systems, innovation studies, and organizational research, where conceptual diversity and methodological heterogeneity are prevalent.

The analysis began with a comprehensive reading of all selected studies to ensure familiarity with their research

objectives, theoretical foundations, methodological approaches, and principal findings. Relevant data were subsequently extracted and coded using both predefined and emergent analytical categories aligned with the aims of the review. These categories included the strategic role of artificial intelligence within enterprises, AI-enabled decision-making processes, the development of organizational and dynamic capabilities, governance and ethical considerations, and the impact on enterprise performance. To enhance the methodological rigor of the review, each included study was also subjected to a qualitative quality assessment based on predefined criteria, including research design, methodological clarity, data sources, analytical rigor, and relevance to the research objectives. The assessment was used to support the interpretation of the findings rather than to exclude studies from the final synthesis.

The thematic synthesis focused on identifying recurring patterns, dominant conceptualizations, and converging insights across studies, rather than aggregating quantitative findings. Particular attention was also given to identifying converging findings, methodological inconsistencies, and divergent perspectives across the reviewed studies. This critical comparative approach enabled the identification of theoretical gaps and emerging research directions beyond the descriptive reporting of individual study findings.

The results of this synthesis provide a structured overview of the current state of research, highlight key gaps and inconsistencies in the literature, and support a coherent interpretation of AI-driven strategic management and its implications for enterprise performance. An overview of the reviewed studies is presented in Table 1.

3. Results

The results of the systematic literature review are based on the analysis of 20 peer-reviewed studies included in the final sample, as summarized in Table 1. The reviewed literature reflects a multidisciplinary body of research on artificial intelligence and strategic management, encompassing empirical, conceptual, and review-based contributions across different organizational levels and methodological approaches.

In terms of methodological orientation, the sample includes quantitative studies based on surveys, econometric analyses, and structural equation modeling, as well as qualitative, mixed-methods, experimental, and conceptual research. Empirical studies rely on firm-level or managerial samples, while conceptual and review-based studies contribute primarily to theory development. This methodological diversity highlights the evolving nature of the research field and the variety of analytical approaches used to examine AI-driven strategic management.

Regarding the level of analysis, most studies adopt a global or international perspective, reflecting the widespread relevance of artificial intelligence across industries and geographic contexts. European-focused studies are particularly prominent in addressing governance, ethical considerations, and regulatory implications, whereas global studies tend to emphasize performance outcomes, innovation, and competitive advantage.

The distribution of index classifications indicates that the majority of studies are published in high-quality journals, particularly in Scopus Q1 and Q2 categories, with additional contributions indexed in Web of Science and EBSCO. This distribution reflects both the academic maturity and the interdisciplinary nature of the field.

Across the reviewed studies, several dominant types of strategic contributions emerge. These include the development of strategic frameworks and conceptual models, AI-enabled decision-making processes, dynamic capability perspectives, and performance-oriented models. Collectively, the findings suggest that artificial intelligence contributes to enterprise performance primarily through its integration into strategic management processes, supported by organizational capabilities, leadership involvement, and appropriate governance structures.

Overall, the results demonstrate that AI is increasingly positioned as a strategic resource that enhances firms' ability to process information, improve decision quality, and achieve competitive advantage in dynamic environments.

Table 1. Characteristics and Main Findings of the Reviewed Studies (n = 20)

No.	Author	Sample / Level	Method	Index	Key Findings	Strategic Contribution
1	Keding (2021)	N/A / Global	Systematic review	Q1	AI is evolving from an operational technology into a strategic organizational capability.	Strategic frameworks
2	Raisch & Krakowski (2021)	N/A / Global	Conceptual	Q1	AI complements managerial judgment through the automation–augmentation paradox.	Decision-making models
3	Mikalef & Gupta (2021)	202 firms / European	SEM	Q1	AI capabilities positively influence organizational creativity and firm performance.	Dynamic capabilities

No.	Author	Sample / Level	Method	Index	Key Findings	Strategic Contribution
4	Fosso Wamba et al. (2024)	164 firms / International	Mixed methods	Q1	Data-driven culture mediates the relationship between AI capability and performance.	AI capability models
5	Csaszar (2024)	173 managers / International	Experimental	Q1	AI improves strategic decision quality under conditions of uncertainty.	Strategic decision support
6	Haefner et al. (2021)	N/A / Global	Review	Q2	AI accelerates innovation through new managerial and organizational capabilities.	Innovation strategy frameworks
7	Chen et al. (2022)	215 firms / International	Quantitative	Q2	AI adoption is associated with higher organizational performance.	Performance impact models
8	Vial (2019)	N/A / Global	Conceptual review	Q1	Digital transformation requires alignment between technology and organizational strategy.	Digital strategy models
9	Brynjolfsson & McElheran (2016)	330 firms / USA	Econometric	Q1	Data-driven decision-making significantly improves business performance.	Data-driven strategy
10	Jöhnk et al. (2021)	12 firms / European	Case study	Q2	Organizational readiness is essential for successful AI implementation.	AI governance models
11	Dwivedi et al. (2021)	N/A / International	Conceptual	Q1	Responsible AI requires governance, ethics, and stakeholder engagement.	Responsible AI frameworks
12	Paschen et al. (2020)	N/A / International	Conceptual	Q3	Human–AI collaboration creates additional organizational value.	AI-enabled innovation
13	Brynjolfsson, Li & Raymond (2025)	Customer support agents / U.S. technology firm	Randomized field experiment	Q1	Generative AI significantly improves worker productivity and service quality, particularly among less experienced employees.	AI-enabled productivity and enterprise performance
14	Tambe et al. (2019)	300 firms / International	Econometric	Q1	AI transforms workforce management and organizational capabilities.	Workforce strategy
15	Frank et al. (2019)	180 firms / European	Survey	Q2	Industry 4.0 technologies strengthen strategic competitiveness.	Industry 4.0 strategy
16	Bresciani et al. (2021)	98 firms / European	Mixed methods	Q2	Digital transformation requires strategic integration of AI capabilities.	Digital transformation strategy
17	Jarrahi (2018)	N/A / International	Conceptual	Q1	AI augments rather than replaces managerial decision-making.	Human–AI decision-making
18	Bai et al. (2020)	150 firms / Asian	Quantitative	Q4	AI adoption supports operational efficiency and sustainability.	AI adoption strategy
19	Sheng et al. (2021)	210 firms / International	SEM	Q3	Data analytics capabilities enhance organizational agility.	AI-enabled agility
20	Makarius et al. (2020)	N/A / International	Conceptual	EBSCO	AI implementation requires sociotechnical integration and leadership support.	AI and leadership

Source: Authors' synthesis based on the systematic literature review.

Table 1 provides a structured overview of the methodological characteristics and strategic contributions of the studies included in the review. Beyond describing the individual studies, the identified evidence reveals several recurring patterns as well as notable differences in theoretical perspectives, methodological approaches, and reported findings. These observations provide the basis for a more critical synthesis of the existing literature, presented in the following subsection. Figure 2 illustrates the distribution of the reviewed studies across key research themes identified in the systematic literature review. The findings show that enterprise performance represents the most prominent research focus, followed by strategic frameworks and AI-enabled decision-making. In addition, studies addressing dynamic capabilities and governance-related aspects, including leadership and organizational readiness, highlight the multidimensional role of artificial intelligence in strategic management. Overall, the thematic distribution highlights both the convergence of current research around performance-oriented perspectives and the relatively limited attention devoted to governance, ethical issues, and organizational readiness, thereby confirming several of the research gaps identified through the critical synthesis.

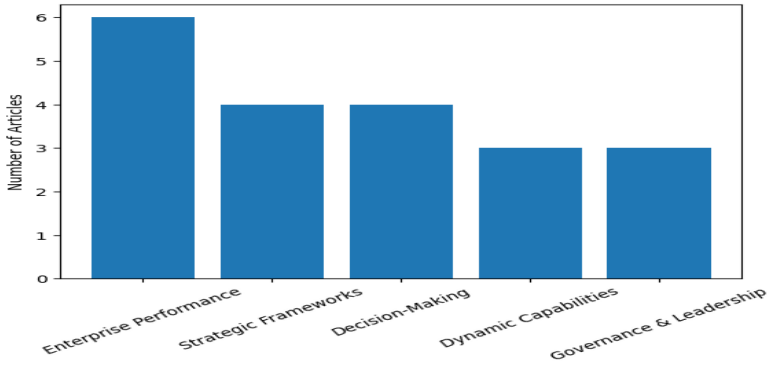


Figure 2. Distribution of the Reviewed Studies across Major Research Themes

Figure 3 illustrates the distribution of studies according to their dominant research subjects. The results indicate that performance-oriented studies represent the largest share of the literature, highlighting the strong focus on the impact of artificial intelligence on enterprise outcomes. Strategic frameworks and decision-making models also constitute significant research streams, reflecting the role of AI in shaping managerial processes and strategic planning. In addition, studies addressing dynamic capabilities and governance-related aspects emphasize the importance of organizational adaptability and responsible AI integration. Overall, the distribution confirms the strong strategic orientation of the existing literature while also revealing thematic imbalances, particularly regarding governance, ethical dimensions, and organizational readiness, which remain comparatively underexplored.

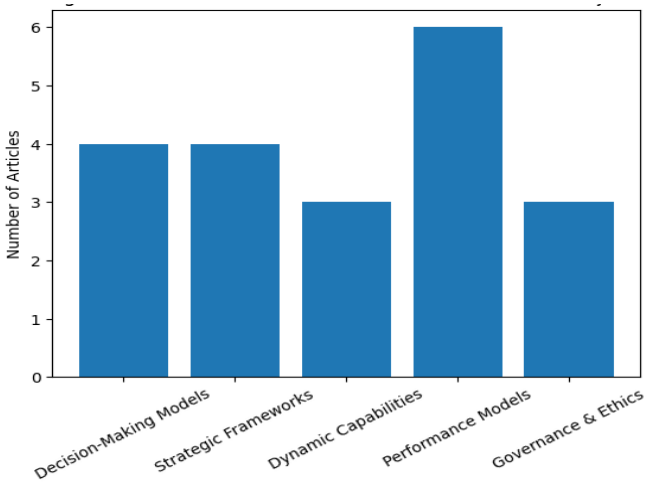


Figure 3. Distribution of the Reviewed Studies by Research Subject

Figure 4 illustrates the distribution of studies according to their research methods. The findings reveal a balanced representation of quantitative and conceptual approaches, reflecting both empirical investigation and theoretical development within the field. Quantitative studies, including surveys, econometric analyses, and structural equation modeling, contribute significantly to examining the relationship between artificial intelligence and enterprise performance. At the same time, conceptual studies play a key role in developing theoretical frameworks and advancing understanding of AI-driven strategic management. Mixed-methods, case studies, and experimental research provide complementary insights, highlighting the complexity and multidisciplinary nature of the field. Overall, the methodological diversity

strengthens the evidence base of the reviewed literature, although the limited number of longitudinal, experimental, and mixed-methods studies highlights opportunities for future methodological development.

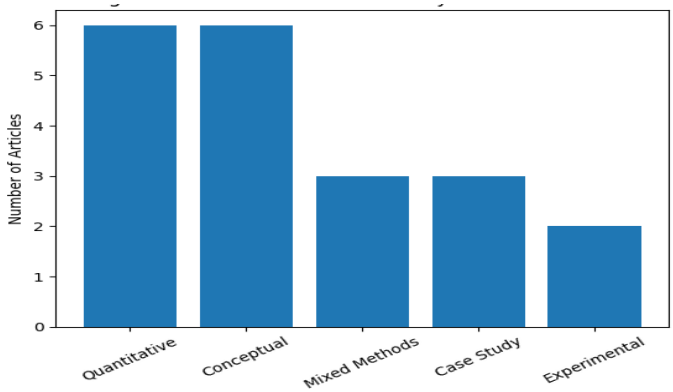


Figure 4. Distribution of the Reviewed Studies by Research Method

Figure 5 illustrates the distribution of studies according to their index classification. The findings indicate that the majority of studies are published in high-impact journals, particularly within the Scopus Q1 and Q2 categories, reflecting strong academic quality and visibility. A smaller number of studies are indexed in Q3 and Q4 journals, while additional contributions are sourced from Web of Science and EBSCO databases. Overall, the predominance of studies published in high-impact journals reinforces the academic credibility of the reviewed evidence while demonstrating the growing maturity and interdisciplinary development of AI-driven strategic management research.

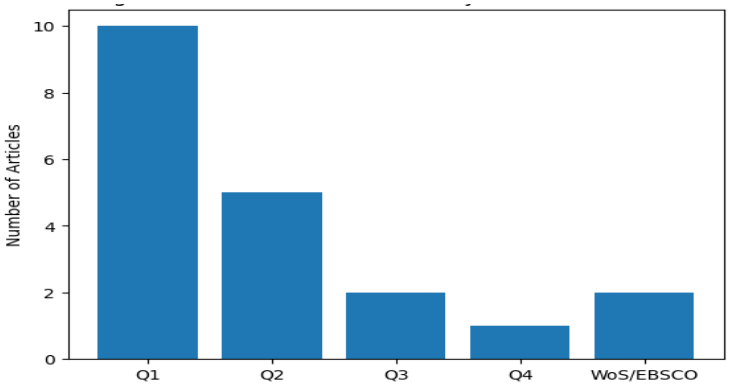


Figure 5. Distribution of the Reviewed Studies by Index Classification

4. Discussion

4.1 Strategic Implications of Artificial Intelligence for Enterprise Management

This systematic literature review provides a structured synthesis of 20 studies examining the strategic implications of artificial intelligence for enterprise management. The findings, as summarized in Table 1 and illustrated in Figures 2–4, reveal a research field characterized by thematic convergence and a growing emphasis on performance-oriented and capability-based perspectives. A central insight emerging from the review is the dominant conceptualization of artificial intelligence as a strategic resource or organizational capability rather than merely a technological tool. Consistent with

resource-based and dynamic capability perspectives, the reviewed studies indicate that the strategic value of AI depends on complementary organizational assets, including data governance structures, managerial competencies, and a culture supportive of digital transformation. This reinforces the view that AI-driven strategic management represents an organizational transformation process requiring alignment between technological investments, managerial capabilities, governance mechanisms, and long-term strategic objectives.

The thematic distribution of research subjects (Figure 3) further highlights the strong managerial orientation of the literature. Enterprise performance, strategic frameworks, and AI-enabled decision-making emerge as the most prominent research streams, reflecting the increasing focus on how AI contributes to competitive advantage. At the same time, the relatively limited representation of governance and ethical dimensions suggests that responsible AI integration remains underexplored, despite its growing importance in regulatory and societal contexts. The critical synthesis presented in the Results section further demonstrates that these differences are largely explained by variations in organizational context, research design, and theoretical perspective. Consequently, the strategic contribution of AI cannot be interpreted as universally homogeneous but should instead be understood as contingent upon organizational maturity, governance quality, leadership commitment, and complementary organizational capabilities.

Overall, the reviewed evidence suggests that artificial intelligence creates strategic value not through technological adoption alone, but through its effective integration with organizational capabilities, governance structures, and strategic decision-making processes. These findings also provide the foundation for the future research agenda proposed in the following section, which seeks to address the theoretical, methodological, and contextual gaps identified throughout the review.

5. Conclusions and Future Research Agenda

From a methodological perspective, the reviewed literature demonstrates considerable diversity, encompassing quantitative, qualitative, conceptual, and mixed-methods approaches. While quantitative studies dominate the field and provide valuable evidence regarding the relationship between artificial intelligence and enterprise performance, qualitative and mixed-methods research offers important insights into organizational transformation, governance, and strategic decision-making. Nevertheless, important methodological limitations remain, including the limited use of longitudinal, experimental, and comparative research designs.

The review also reveals several theoretical and contextual gaps. Existing studies continue to focus primarily on performance outcomes, while governance mechanisms, ethical considerations, organizational readiness, and long-term strategic transformation remain comparatively underexplored. These findings highlight the need for a more comprehensive and integrated research agenda capable of advancing both theoretical understanding and managerial practice. The specific directions for future research are presented in the following subsection.

5.1 Future Research Directions

Building upon the findings of this systematic literature review, several promising directions for future research emerge. First, future studies should move beyond cross-sectional analyses by adopting longitudinal research designs capable of capturing the long-term strategic effects of AI implementation on enterprise performance. Such approaches would provide a deeper understanding of how organizational capabilities evolve throughout different stages of AI adoption.

Second, greater attention should be devoted to examining the mediating and moderating mechanisms through which artificial intelligence influences strategic outcomes. Variables such as organizational readiness, leadership capabilities, data governance, digital culture, and employee competencies deserve further empirical investigation to explain why AI adoption produces different performance outcomes across organizations. Third, future research should expand the contextual diversity of existing evidence. Most current studies focus on large private organizations operating in developed economies, while small and medium-sized enterprises, public sector institutions, and emerging economies remain comparatively underrepresented. Comparative cross-country studies could provide valuable insights into the influence of institutional, cultural, and regulatory environments on AI-driven strategic management.

From a theoretical perspective, greater integration between the Resource-Based View, Dynamic Capabilities Theory, Organizational Learning Theory, and Digital Transformation frameworks would contribute to a more comprehensive understanding of AI as a strategic organizational capability. Such theoretical integration would help explain not only the performance outcomes of AI adoption but also the organizational processes through which strategic value is created. The principal research gaps identified through this systematic literature review, together with the

corresponding recommendations for future investigation, are summarized in Table 2. This framework translates the findings of the review into a structured research agenda that may guide future theoretical, methodological, and empirical developments.

Table 2. Research Agenda Derived from the Systematic Literature Review

Research Dimension	Research Gaps Identified	Recommended Future Directions
Theoretical Development	Limited integration of strategic management theories	Integrate the Resource-Based View, Dynamic Capabilities Theory, Organizational Learning, and Digital Transformation perspectives into unified conceptual frameworks.
Methodological Approaches	Predominance of cross-sectional and quantitative studies	Conduct longitudinal, mixed-methods, experimental, and multi-case studies to capture the long-term strategic effects of AI adoption.
Organizational Context	Limited evidence from SMEs, public organizations, and emerging economies	Expand comparative studies across organizational sizes, sectors, and institutional environments.
Governance and Ethics	Underrepresentation of AI governance, ethical issues, and regulatory compliance	Examine governance mechanisms, responsible AI practices, transparency, accountability, and regulatory frameworks.
Strategic Performance	Limited understanding of the mechanisms linking AI to enterprise performance	Investigate mediating and moderating variables such as organizational readiness, leadership capabilities, digital culture, and data governance.

Source: Authors' synthesis based on the systematic literature review.

As illustrated in Table 2, future research should move beyond assessing the direct effects of AI adoption and place greater emphasis on the organizational conditions, governance mechanisms, and contextual factors that shape strategic outcomes. Addressing these priorities will contribute to a more integrated understanding of AI-driven strategic management while providing stronger evidence to support managerial decision-making and sustainable enterprise performance.

Collectively, the proposed research agenda provides a structured framework for advancing future theoretical, methodological, and empirical research on AI-driven strategic management while addressing the principal gaps identified through this systematic literature review.

6. Conclusion

This study provides a systematic, transparent, and critically synthesized review of the relationship between artificial intelligence and strategic management through the analysis of 20 peer-reviewed journal articles. A key conclusion of this review is that the strategic value of artificial intelligence is contingent upon organizational readiness and the presence of complementary assets, including data governance frameworks, managerial competencies, and leadership commitment. The evidence suggests that AI contributes to enterprise performance primarily through its integration into strategic decision-making, innovation processes, and operational optimization. However, these benefits are not automatic and depend on the alignment between technological investments and broader organizational strategies.

The study also highlights important thematic and methodological patterns. While existing research is strongly oriented toward performance outcomes and decision-making processes, relatively limited attention has been given to governance, ethical considerations, and long-term strategic transformation. These findings reinforce the need for more integrative and methodologically rigorous research capable of capturing the complex interaction between technological capabilities, organizational context, governance structures, and strategic decision-making. In addition, the dominance of quantitative approaches indicates the need for greater methodological diversity, particularly through qualitative, experimental, and longitudinal research designs that can capture the dynamic interaction between human and artificial intelligence in strategic contexts.

Based on these findings, several directions for future research emerge. Scholars should adopt more integrative theoretical frameworks that combine resource-based, dynamic capability, and governance perspectives. Greater emphasis should also be placed on responsible AI implementation, cross-contextual analysis, and the long-term implications of AI for organizational structures and competitive dynamics.

In conclusion, artificial intelligence holds significant potential to transform strategic management and enterprise performance. However, realizing this potential requires a holistic and strategically aligned approach that integrates technological capabilities with organizational, managerial, and governance dimensions. By addressing the theoretical, methodological, and contextual gaps identified throughout this review, future research can contribute to a more comprehensive understanding of AI-driven strategic management while supporting the development of evidence-based managerial practices and sustainable enterprise performance.

The research agenda proposed in this study provides a structured foundation for advancing future investigations into the strategic integration of artificial intelligence and supports the development of more rigorous, evidence-based, and context-sensitive research capable of strengthening both strategic management theory and enterprise practice.

7. Acknowledgment

7.1 AI Use Statement

The authors declare that artificial intelligence tools were used during the preparation of this manuscript. Specifically, AI-assisted tools were used for language editing, grammar correction, and improvement of clarity. The intellectual content, analysis, interpretation of results, and final approval of the manuscript remain the sole responsibility of the authors.

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