

AI in Service Innovation: A Bibliometric Review

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Cite as:

Uhrin David, Gáti Mirkó, Keszey Tamara (2025), AI in Service Innovation: A Bibliometric Review. *Proceedings of the European Marketing Academy*, (130360)

Paper from the 16th Annual Fall EMAC Conference, Istanbul, Turkey, September 17-19, 2025



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Abstract

This paper provides a bibliometric review of the literature on AI-enhanced service innovation, aiming to map the current research landscape and identify key developments. A structured, systematic search across two major databases resulted in 682 records, from which 85 articles were identified as relevant using the PRISMA framework. The descriptive and network (using VOSviewer software 1.6.20) analysis explores temporal, geographical, and disciplinary patterns, alongside conceptual linkages. The review reveals a strong upward trend in academic interest, especially in recent years. While authorship and interest are globally distributed, certain regions and journals show notable concentration. The study highlights a shift from foundational topics toward more context-specific applications, particularly in complex and data-intensive service environments. It offers a consolidated view of the field's evolution and outlines future research directions on the strategic integration of AI in service innovation.

Track: Marketing and Technology Interaction