

## Collaborative Academic Research Values of AI Text Analysis

**Máté Bollók**

Corvinus University of Budapest

**Zsófia Molnár**

Corvinus University of Budapest

**Levente Kökény**

Corvinus University of Budapest

**Áron Szabó**

Corvinus University of Budapest

**Tamás Csordás**

Corvinus University of Budapest

**Dóra Horváth**

Corvinus University of Budapest

Cite as:

Bollók Máté, Molnár Zsófia, Kökény Levente, Szabó Áron, Csordás Tamás, Horváth Dóra (2023), Collaborative Academic Research Values of AI Text Analysis. *Proceedings of the European Marketing Academy*, (117265)

Paper from the EMAC Regional Conference, Athens, Greece, September 27-29, 2023



# Collaborative Academic Research Values of AI Text Analysis

## **Abstract**

The present paper examines the use of Natural Language Processing (NLP) systems as a collaborative tool in academic research. The authors used a Python-based AI to analyze three research topics and find connections between different fields using NLP exclusively. The demand for such tools arises from the labor-intensive nature of data mining and the limitations of human memory capacity. The study finds that AI-enabled research might provide a time-efficient way for preparing scientific publications. However, the authors believe that the presented AI tool is not advanced enough to replace human intuition and critical thinking in deep academic research, despite its potential benefits in qualitative research.

**Keywords:** *Academic workflows, Natural Language Processing (NLP), Text mining*