Recent literature on artificial intelligence in higher education reveals several prominent themes, including the enhancement of administrative proficiency, the personalization of learning experiences, and the ethical considerations surrounding AI implementation. Research indicates that AI technologies have significantly streamlined administrative processes, allowing for more efficient resource allocation and decision-making (Lee et al., 2020). Furthermore, AI's ability to tailor educational experiences to individual student needs is reshaping pedagogical approaches, promoting increased student engagement and learning outcomes (Lee et al., 2020). However, the integration of AI also raises ethical concerns, particularly regarding data privacy and the potential for bias in AI-driven decision-making systems. Addressing these ethical implications is essential to ensure that AI's application in higher education remains aligned with the principles of fairness and equity, highlighting the need for comprehensive policy frameworks and ongoing discourse on responsible AI use within educational settings (Lee et al., 2020).