


Review article on Best Practices: Leveraging AI Tools in Teaching Business and Economics Education

Artículo de revisión sobre las mejores prácticas: Uso de herramientas de IA en la enseñanza de la economía y los negocios

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ABSTRACT

The rapid advancement of artificial intelligence (AI) has significantly transformed international business (IB) education by introducing innovative learning methodologies such as AI-driven simulations, market intelligence analytics, and strategic forecasting to enhance global competence and industry readiness. This brief report synthesizes secondary data from published articles (2022–2025) in order to examine the best practices, challenges, and pedagogical implications of AI in IB education. While AI enhances experiential learning and curriculum adaptability, barriers such as resistance to change, ethical concerns, and skill gaps persist. The report advocates for AI-assisted business education communities to support sustainable integration and interdisciplinary collaboration. However, as this study lacks empirical field research, future studies should prioritize evidence-based validation of AI's educational impact through case studies and industry partnerships. By advancing AI-driven pedagogical strategies, educational institutions can prepare students for the evolving demands of an AI-driven global business landscape.

Keywords: artificial intelligence, business education, economy, entrepreneurship, market skills.

RESUMEN

El rápido avance de la inteligencia artificial (IA) ha transformado significativamente la educación en negocios internacionales al introducir metodologías de aprendizaje innovadoras, como simulaciones basadas en IA, análisis de inteligencia de mercado y predicciones estratégicas, con el fin de mejorar la competencia global y la preparación para el sector empresarial. Este breve informe sintetiza datos de artículos publicados (2022-2025) para analizar las mejores prácticas, los desafíos y las implicaciones pedagógicas de la IA en la educación en negocios internacionales. Si bien la IA mejora el aprendizaje experiencial y la adaptabilidad del currículo, persisten barreras como la resistencia al cambio, las preocupaciones éticas y la falta de habilidades. El informe aboga por el desarrollo de comunidades de educación empresarial que utilicen la IA para fomentar la integración sostenible y la colaboración interdisciplinaria. Sin embargo, dado que este estudio no incluye investigación empírica, los futuros estudios deberían priorizar la validación, basada en evidencia, del impacto educativo de la IA mediante estudios de caso y colaboraciones con el sector empresarial. Al implementar estrategias pedagógicas basadas en IA, las instituciones educativas pueden preparar a los estudiantes para las exigencias cambiantes del panorama empresarial global.

Palabras clave: inteligencia artificial, educación en negocios, economía, emprendimiento, habilidades para el mercado.

1. INTRODUCTION

The rapid advancement of artificial intelligence (AI) has profoundly transformed global education, making its integration into international business (IB) teaching indispensable. AI-powered tools are revolutionizing pedagogical approaches by optimizing learning experiences, fostering global competence, and enhancing adaptability to diverse student needs (Dieleman et al., 2022; Ratten et al., 2024). From AI-driven simulations to predictive analytics, incorporating intelligent systems in business education enables institutions to bridge theoretical knowledge with real-world applications, thereby preparing students for the complexities of the global business landscape.

This report offers a unique perspective on AI's role in IB education by evaluating best practices and identifying innovative approaches beyond conventional teaching methodologies. Unlike existing studies, which primarily focus on generic AI applications, this study emphasizes AI's strategic role in refining economic simulations, cross-cultural business strategies, and entrepreneurial ecosystems. By analyzing how AI fosters experiential learning and strengthens decision-making abilities, this study addresses a critical gap in business education: the effective alignment of AI-driven technologies with industry expectations.

The findings derive from secondary data collected between 2022 and 2025 from filtered published articles, ensuring relevance to current and future educational practices. As AI has experienced accelerated adoption in education since 2022, this report contextualizes its evolution in business teaching and long-term applicability. This research contributes to IB pedagogy by offering insights into how AI-driven learning strategies can enhance international market preparedness, refine industry-focused curricula, and support student engagement in a digitally interconnected world. Beyond its role in refining pedagogical methods, this study underscores the importance of establishing an AI-assisted business and economics education community to advance teaching strategies.

Creating a collaborative network of educators, researchers, and practitioners facilitates knowledge sharing, enables the exchange of AI-driven teaching models, and fosters

interdisciplinary dialogue on the ethical and practical implementation of AI in business education (Zamiri & Esmaeili, 2024). Through interactive platforms, workshops, and shared resources, this community can support educators in effectively adopting AI technologies, bridging skill gaps, and ensuring that AI serves as a catalyst for innovation rather than a passive tool. By leveraging AI to refine business education, institutions can ensure that graduates develop adaptive problem-solving skills, strategic thinking, and digital literacy, which are essential for success in an increasingly AI-driven global economy.

This report not only contributes to academic discourse but also provides practical recommendations for educators, curriculum designers, stakeholders, policymakers, and business practitioners, reinforcing AI's transformative potential in shaping the future of IB education. Additionally, it advocates forming a dedicated teaching community that enables sustainable AI integration while maintaining the integrity and relevance of business education in a rapidly evolving digital landscape.

2. METHOD

This study was developed as an integrative narrative review with the aim of synthesizing current knowledge on the use of AI tools in business and economics teaching. This type of review is particularly useful for addressing emerging and multidisciplinary topics, as it allows for the analysis of empirical, conceptual, and applied evidence without the strict methodological constraints of systematic reviews.

The choice of this approach is justified by the need to understand the diversity of applications, pedagogical approaches, and challenges associated with implementing AI in educational contexts. This is aligned with the methodological recommendations of Whittemore and Knafl (2005) for integrative reviews, as well as with the guidelines of Torraco (2005) and Snyder (2019), who emphasize that this type of review is appropriate when seeking to generate a comprehensive understanding of an evolving phenomenon.

Information was collected through a systematic, though not exhaustive, search of academic databases recognized for their coverage of education and economics, including Scopus, Web of Science, ERIC, ScienceDirect, and SpringerLink. The search period ran from January 2022 to April 2025 to ensure the inclusion of current and relevant literature. Keyword combinations such as "artificial intelligence," "business education," "AI tools in teaching," "entrepreneurship and AI," "AI simulations in economics," among others, were used. The inclusion criteria considered peer-reviewed, English-language publications with an explicit focus on the educational application of AI in business, economics, or entrepreneurship programs. Articles with an exclusively technical focus and no direct connection to pedagogical or educational processes were excluded.

In total, more than 80 documents were reviewed, from which 25 studies were selected that met the criteria of relevance, methodological quality, and pedagogical applicability. The analysis was conducted inductively, identifying recurring thematic categories related to effective practices, technological tools, ethical challenges, and opportunities for curricular innovation. This approach allowed us to construct a comprehensive view of the current state of AI integration in business education, serving as the basis for the recommendations proposed in this article.

3. RESULTS AND DISCUSSION

3.1. Blended Experiential Learning with AI Assistance

Integrating AI tools into international business education requires a strategically planned approach to enhance learning, streamline operations, and foster innovation (Abulibdeh, 2025). Educational institutions must ensure that AI adoption aligns with pedagogical objectives, thereby improving teaching methodologies rather than serving as a superficial enhancement. Critical success factors include access to high-quality data, skilled personnel, and institutional support, whereas challenges such as resistance to change and ethical

concerns must be addressed through clear communication and policy adjustments (Al Maazmi et al., 2024; Alojail et al., 2023).

AI applications range from automating administrative tasks to enhancing decision making and providing personalized learning experiences. Its impact extends beyond efficiency gains, influencing workforce roles and traditional pedagogical models. Continuous assessment is essential for maintaining relevance and optimizing AI-driven strategies in response to evolving technological advancements and industry demands.

Thoughtful AI implementation fosters an innovative learning environment, equipping students with data-driven skills to effectively navigate global markets. Businesses can maximize the benefits of AI by strategically applying it, addressing barriers, and refining processes to ensure measurable value, while mitigating risks for sustainable growth (Butarbutar et al., 2023; Hasyim et al., 2024).

3.2. AI Integration in Enhancing Efficiency and Business Innovation.

AI encompasses a range of technologies, including machine translation, chatbots, and self-learning algorithms, which facilitate individuals' understanding of their environment and enable informed decision-making (Asy'ari & Sharov, 2024; Navas Bonilla et al., 2025). Organizations adopt AI innovations to enhance competitiveness, optimize processes, and disrupt traditional business models. AI augments automation, information processing, and predictive capabilities, while improving human interactions.

Studies highlight AI's capacity of AI to enhance organizational performance across financial, marketing, and administrative functions. Businesses can maximize AI's benefits of AI by integrating its capabilities into process reconfiguration, thereby ensuring efficiency and sustained value generation in transformed projects.

3.3. AI-powered Pedagogical entrepreneurship

The rapid advancement of generative AI in business education, particularly in entrepreneurship training, offers significant opportunities to enhance learning outcomes and streamline processes. To effectively integrate AI, educators must prioritize best practices that balance innovation with ethical and pedagogical considerations. AI-driven tools such as adaptive learning platforms and automated simulations provide personalized instruction that enhances engagement, decision-making, and problem-solving skills.

Furthermore, AI-powered chatbots such as ChatGPT can facilitate essential entrepreneurial activities, including idea generation, business modeling, and customer interaction simulations, ensuring that students develop practical business strategies (Zeb et al., 2025). To maximize the impact of AI, educators must train students in responsible AI usage, emphasizing critical evaluation rather than passive reliance on AI-generated insights. The incorporation of AI into administrative tasks can improve efficiency and enable instructors to concentrate on high-value teaching activities (Ardiningtiyas et al., 2023; Madan & Ashok, 2023).

However, integration must remain human-centered, preserving mentorship, interactive discussions, and collaborative learning environments. Continuous assessment ensures that AI tools complement traditional teaching methodologies, aiding institutions in refining their strategies, while adapting to technological advancements. Thoughtful AI implementation fosters innovation, digital literacy, and adaptability, equipping students with the essential skills to navigate entrepreneurial challenges in the AI-driven business landscape. By strategically embracing AI, educators can create immersive, future-ready classrooms that prepare students for emerging global markets while maintaining the integrity of foundational business principles.

3.4. The Role of AI in Sharpening Futuristic Business Skills

Artificial intelligence (AI) has revolutionized education by enhancing learning experiences, streamlining administrative tasks, and personalizing student engagement. Despite their potential, learners often possess limited awareness of AI's broader applications of AI beyond widely recognized tools such as Chatbot and computer vision. To effectively integrate AI into business education, educators must adopt best practices to ensure meaningful interactions with AI-driven technologies. AI should be strategically incorporated to support teaching activities, optimize resource allocation, and refine learning frameworks rather than serving as a passive tool. Guided AI usage is critical, wherein students are trained to critically analyze AI-generated insights and apply them to practical business challenges.

Additionally, AI enables adaptive learning environments, allowing personalized curriculum design based on individual student needs. However, continuous assessment is necessary to ensure that AI complements traditional pedagogical methods while maintaining accuracy and reliability. By increasing AI awareness, fostering responsible usage, and refining integration strategies, educators can maximize AI's potential of AI in business education. This approach not only enhances efficiency but also equips students with essential digital literacy and analytical skills, preparing them for the evolving demands of entrepreneurship and global business markets (Kamal et al., 2025).

3.5. Promoting the Continuous Development of the Entrepreneurial Ecosystem

Establishing regular communication and collaboration platforms such as seminars, forums, and conferences is essential for the sustained development of the entrepreneurial ecosystem (Aksoy, 2023; Gamidullaeva et al., 2021). These platforms serve as catalysts for innovation by facilitating the exchange of ideas, sharing experiences, and discussing new business strategies among academia, industry, and the government. Stakeholders can identify emerging challenges and opportunities by fostering consistent engagement, thereby forming stronger partnerships that drive economic development. Additionally, students

benefit from participating in industry exchanges, which enable them to network with professionals, gain real-world insights, and refine their entrepreneurial thinking. AI-powered tools can further enhance these platforms by providing data-driven networking opportunities, automated event coordination, and personalized mentorship programs. Encouraging ongoing collaboration ensures that knowledge remains dynamic, leading to a more adaptive, innovative, and resilient

3.6. AI as a Strategic Thinker: Enhancing Market and Economic Trend Analysis

AI has emerged as a significant intellectual partner in the analysis of market dynamics and economic trends, fundamentally transforming the approaches of businesses, policymakers, and students to decision-making processes. AI-driven analytics can process extensive volumes of financial and economic data, identify patterns, forecast market fluctuations, and provide real-time, actionable insights. Through the application of advanced machine learning and predictive modeling, AI enables professionals and students to examine diverse economic scenarios, test fiscal policies, and assess investment strategies with enhanced precision.

In the realm of economic education, AI enhances learning by offering adaptive simulations and personalized insights, thereby aiding students in developing critical thinking skills pertinent to economic forecasting and strategic planning. By integrating AI into business and economic curricula, educators can equip students to engage in evidence-based analysis, thereby preparing them for a data-driven global economy in which AI plays a pivotal role in shaping economic policies, financial strategies, and business decisions (Moheno et al., 2024).

3.7. AI-Enabled Market Intelligence and Cross-Cultural Marketing Strategies in Business Education

AI-enabled market intelligence and cross-cultural marketing strategies are revolutionizing business education by equipping students with real-time data analysis tools and predictive models to navigate the complexities of global markets. Artificial intelligence empowers students to assess economic trends, consumer behavior, and competitive dynamics across diverse cultural and socioeconomic landscapes. By integrating AI-driven analytics into the curriculum, educators can enhance students' ability to develop effective marketing strategies that align with varied consumer preferences, local market conditions, and geopolitical influence (Krishnan et al., 2025; Kuran & Khabbaz, 2025).

AI also facilitates adaptive learning by providing personalized insights based on students' analytical proficiency, thereby fostering a deeper understanding of the international business environment. Through AI-enhanced simulations and case studies, students can refine their strategic decision-making skills, explore emerging global opportunities, and apply data-driven solutions to international trade and marketing. This approach not only strengthens students' cross-cultural competence but also prepares them to engage in dynamic and rapidly evolving global business landscapes with confidence and strategic foresight.

3.8. Transforming Business Education: AI-Assisted Curriculum Design for Future-Ready Learning

Artificial intelligence is transforming business education by enabling curriculum developers to create adaptive, data-driven, and industry-relevant learning experiences. AI-assisted curriculum development empowers educators to integrate real-time market insights, predictive analytics, and personalized learning pathways into business education programs. By leveraging AI tools, institutions can design courses that respond dynamically to emerging trends in global trade, digital transformation, and cross-cultural marketing. AI

facilitates intelligent content curation, ensuring that students engage with the latest case studies, simulations, and business models tailored to their individual learning needs. AI also enhances assessment and feedback mechanisms, enabling educators to track student progress, provide targeted support, and refine pedagogical strategies based on real-time analysis.

This innovative approach bridges the gap between traditional business education and the evolving demands of a technology-driven global economy, preparing students with the skills and agility required to succeed in an increasingly digital and interconnected world. By integrating AI-assisted curriculum development into business education, institutions can enhance pedagogical effectiveness, equip students with cutting-edge analytical skills, and prepare them for leadership in an AI-driven global economy. AI does not replace educators, but serves as a powerful assistant, enabling innovative teaching approaches that align with the dynamic demands of international markets (Yahchouchi et al., 2025).

AI can be effectively integrated into pedagogical strategies and teaching methodologies to enhance the efficacy of economic education. This facilitates the creation of economic simulations in which students can virtually test economic policies. The pedagogical implications of AI-enhanced economic simulations in the context of teaching international business are significant as they offer students dynamic experiential learning environments that replicate real-world complexities. Incorporating AI-driven simulations into international business education allows learners to engage with global economic systems, trade policies, market fluctuations, and business strategies in a data-driven manner.

Through AI-powered simulations, students can analyze international trade agreements, explore currency exchange dynamics, and model the effects of geopolitical events on global markets. AI's capacity to process extensive economic data enables educators to design adaptive learning experiences in which students participate in scenario-based decision-making, negotiate trade policies, and test business strategies under diverse global conditions. Examples include EconGames, AI-driven business, market simulations, and

Stock Market Simulators that utilize AI-based forecasting tools. Market Dynamics AI simulations replicate consumer and firm behaviors in response to various economic policies.

Furthermore, AI-enhanced economic simulations cultivate critical thinking and analytical skills by enabling students to assess risk, optimize supply chain management, and develop pricing strategies in competitive international markets. AI also personalizes learning by tailoring simulations to individual students' needs and providing adaptive feedback based on their business decisions. From a pedagogical perspective, these simulations support active learning, encouraging students to apply theoretical concepts to practical AI-generated environments that reflect the volatility and interdependence of the global economy.

The integration of AI-enhanced simulations in international business courses also promotes multidisciplinary learning, linking economic principles with finance, marketing, and geopolitical analyses. Students gain a deeper understanding of cross-border trade, market entry strategies, and policymaking in diverse economic contexts, thereby preparing them for careers in international business. Ultimately, AI-driven simulations enhance engagement, provide real-time economic insights, and bridge the gap between theory and practical applications, equipping students with the skills necessary to navigate international business complexities

3.9. AI-Assisted Diagnostic Assessment for Enhancing Economic Education

AI is transforming economic education by enabling educators to accurately diagnose students' prior knowledge, address learning gaps, and implement targeted teaching strategies with precision and adaptability. Traditionally, educators have relied on generalized pre-assessments and student feedback to gauge understanding; however, AI has introduced a data-driven approach that enhances both accuracy and efficiency. Through machine learning algorithms and natural language processing, AI can analyze students' responses to conceptual questions and track patterns to determine their level of comprehension.

This capability allows educators to identify misconceptions, adjust lesson plans accordingly, and provide personalized interventions that cater to diverse learning styles. AI's ability to process and compare historical student data ensures that each learner receives tailored instruction, thereby strengthening their grasp of fundamental economic concepts. AI also enhances pre-assessment strategies, ensuring that students undergo real-time evaluation before new topics are introduced (Zhang et al., 2025)

By leveraging AI-driven analytics, educators can predict the challenges students may face, refine lesson delivery, and incorporate interactive learning tools that align with individual needs. Additionally, AI-generated automated feedback provides instant insights into student performance, allowing teachers to dynamically modify their teaching methods. Beyond diagnostics, AI fosters a collaborative and adaptive classroom environment, in which students receive targeted resources based on their progress. AI-powered platforms can recommend supplementary materials, assign problem-solving exercises, and track skill development. This personalized learning ecosystem ensures that students remain engaged and confident in their economic studies while empowering educators to enhance instructional effectiveness.

By integrating AI-assisted diagnostic assessments into economic education, teachers can transform traditional pedagogy into a more responsive, data-informed, and student-centered learning experience, ensuring that students are well-prepared to navigate the complexities of economic principles and real-world applications. As AI continues to evolve, its role in assisting educators with data-driven decision-making and personalized instruction will become even more critical in preparing students for complex economic challenges in an interconnected global economy.

3.10. Challenges and Recommendations

Despite the many best practices in leveraging AI for teaching business and economics education, challenges remain. The following are some key obstacles:

3.02.1. Challenges

- **Limited Awareness of AI's Advanced Applications** – Many students and educators struggle to leverage AI beyond basic automation and Chabot, limiting its potential in economic education and business learning.
- **Ethical and Governance Challenges** – AI-driven market analysis and simulations require transparency, data security, and regulatory frameworks to ensure fair and unbiased learning.
- **Complexity in AI-Assisted Economic Simulations** – While AI-powered tools enhance experiential learning, students and educators must develop advanced analytical skills to interpret and apply AI-generated insights effectively.
- **Industry Readiness and Market Intelligence** – Business education must align with industry trends by integrating AI into market intelligence, cross-cultural marketing strategies, and digital transformation frameworks.
- **Integration Costs & Infrastructure Demands** – Implementing AI-enhanced curriculum design, diagnostic assessments, and economic simulations requires significant investment in infrastructure, technology, and faculty training.

3.10.2. Recommendation

- *For teachers and educators:* The integration of AI as a learning tool is recommended to support business education concepts, including market simulations, economic trend analysis, and strategic decision-making. AI should be utilized for personalized learning experiences, automated feedback, and development of critical thinking skills based on data-driven insights. It is essential to teach digital literacy and AI ethics to ensure that students comprehend the limitations and responsibilities of AI usage. AI enhances experiential learning by facilitating dynamic economic and business simulations. It encourages active learning, wherein students engage with AI-generated business scenarios and apply data-driven decision making. This

allows educators to allocate more time to mentorship and interactive discussions, while AI manages administrative tasks such as automated assessments.

- *For curriculum designers and developers:* AI should be embedded in international business education to ensure alignment with the industry trends. The development of AI-based learning modules that utilize market intelligence, economic simulations, and strategic business applications is recommended. It is crucial to ensure that AI enhances cross-cultural education by adapting materials that meet the needs of students from diverse socioeconomic backgrounds. AI supports data-driven learning approaches that enhance business analysis and strategic planning. It provides students with flexible and adaptive learning experiences, where AI personalizes educational materials based on their progress. Teaching effectiveness is enhanced by offering real-time case studies that are relevant to global business development (Butarbutar & González Vallejo, 2025; Butarbutar, 2024).
- *For stakeholders and educational institution recommendations:* Investment in AI infrastructure and faculty training are necessary to increase industry readiness. AI should be used in academic research and educational strategy development to understand its impact on global business education. Building partnerships with businesses is recommended to strengthen the connection between business education and professional industry requirements. Students should be provided with hands-on experience using AI within international business contexts. Universities are encouraged to collaborate with industry and integrate real-world AI applications into business education. Support for experimental learning models that combine AI and academic-industry research collaborations is essential.
- *Governments, policymakers, and ministries of education:* The development of national education policies that incorporate AI into business education curricula. Funding should be allocated to the AI infrastructure in schools and universities to ensure digital workforce readiness. AI research has focused on global economic transformation and international business education should be promoted. An educational ecosystem that integrates AI with industry-specific training should be

created to ensure that graduates are prepared for the digital economy. AI literacy should be facilitated at an early stage to prepare students for future market demands. Policies should be established to regulate AI use in education while ensuring ethical and responsible implementation.

- *For Business Leaders and Entrepreneurs Recommendations:* AI can be leveraged for professional development programs that utilize simulations and market analytics. Partnerships with educational institutions should be established to offer industry exposure and practical AI applications through internships and real-world projects. Contributions to AI-based curriculum development by sharing industry data and experiences with educational institutions are encouraged

4. CONCLUSION

The incorporation of AI into international business education necessitates transforming pedagogical strategies, enhancing student engagement, and promoting industry-relevant learning experiences. AI-driven tools, such as adaptive learning platforms, economic simulations, and market intelligence analytics, empower educators to cultivate a global perspective while equipping students with analytical and strategic decision-making competencies.

As AI continues to propel digital transformation, educators must adopt innovative methodologies that align with the evolving demands of the international business environment. AI contributes to teaching business and economics education by enriching experiential learning, facilitating cross-cultural competence, and supporting interdisciplinary approaches to enhance business educational outcomes. By integrating AI into curriculum development, instructors can personalize learning pathways, optimize instructional strategies, and create immersive, future-ready classrooms tailored to diverse socioeconomic and cultural contexts.

However, the adoption of AI presents challenges such as ethical considerations, resistance to change, and skill gaps, which must be addressed through clear governance frameworks

and guided AI usage. Institutions must prioritize responsible AI implementation, ensuring that technology complements traditional teaching models rather than replacing human interaction. Collaborative research, industry engagement, and AI-supported mentoring platforms further bridge the gap between theoretical education and practical applications, thereby strengthening student preparedness for the complexities of global business. By embracing AI-driven innovation in business education, educators can foster digital literacy, enhance cross-cultural marketing strategies, and promote evidence-based learning. AI-powered insights and economic simulations create dynamic learning environments in which students engage with international trade policies, financial modeling, and global market trends in real time.

Ultimately, AI serves as a transformative force that enables educators to refine their learning methodologies, enhance student engagement, and prepare graduates for leadership roles in an AI-driven global economy. The thoughtful integration of AI into business education ensures that learners develop the agility, ethical awareness, and strategic capabilities necessary to thrive in rapidly changing international markets.

Pedagogical implication, students' skills are enhanced by providing real-world AI-driven market scenarios and business applications. Students' readiness for the workforce is accelerated by exposure to AI in industry-specific settings. It is ensured that business education remains aligned with industry development, preparing graduates for leadership roles in the global markets.

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EDITORIAL

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