



Scope Doc



This document covers:

- ☐ Topic
- ☐ Research question & impact
- ☐ Data planning
- ☐ Unit of analysis
- ☐ Objectives & expected deliverables
- ☐ Methods to be used (aligned with syllabus)
- ☐ Scope & constraints

Project Title

The Language of Autonomy: Narratives and Strategic Implications of Agentic AI

How global reports define, frame, and position AI agents

Topic Overview

Background

We all are already less or more familiarized with traditional AI, however nowadays a new concept is emerging and gaining influence over the 2024-2025 technology

landscape : “Agentic AI”. For the uninitiated, we can briefly explain its core concept as AI systems capable of autonomous decision-making, task orchestration, or multi-step execution.

Despite its rising prominence, the term *lacks a stable definition* depending on the domain. Consulting firms, academic institutions, and industry stakeholders all use different vocabulary, conceptual framings, and assumptions.

This project thus aims to analyze how several major global reports (e.g., McKinsey, Bain, MIT, WEF) **describe, define, and narrate** the concept of Agentic AI. Through text analytics and NLP techniques, the goal is to uncover the dominant narratives surrounding autonomy, copilots, orchestration, productivity, and governance.

Research Question

Primary Research Question

How do major consulting, academic, and industry reports define and frame Agentic AI, and what narratives dominate their discussion of autonomy, copilots, and enterprise adoption?

Secondary Questions

1. Do these actors emphasize similar themes (e.g., productivity, governance, workforce impact), or do narratives diverge across domains?
2. How do the definitions of “AI agent” differ between consulting, academic, and industry discourse?
3. What strategic implications emerge for organizations attempting to adopt agentic systems amid inconsistent definitions?

Why This Question Matters

Analytical relevance

Agentic AI is at the center of current AI strategy, automation, and workforce transformation. Understanding how different institutions frame these systems provides insight into:

- the maturity of the technology,

- expectations surrounding enterprise value,
- governance and regulatory discourse.

Policy and business relevance

Divergent definitions and narratives can lead to misaligned organizational strategies. For international organizations, policymakers, and private-sector leaders, clarity on *how* AI agents are framed helps:

- evaluate readiness for adoption,
- assess risks and compliance challenges,
- align internal terminology with global trends.

Data Planning

Corpus

The dataset will consist of 10+ **major, credible reports** on Agentic AI, selected for diversity of perspectives:

- **Consulting firms:** McKinsey, Bain, BCG
- **Industry & Tech players:** Google, Microsoft, Accenture
- **Academic institutions:** MIT Sloan, Stanford HAI
- **Policy organizations:** World Economic Forum (WEF), OECD (if available)

Sources Already Collected

Examples include:

- *Agentic AI: The New Frontier in GenAI (Executive Playbook)*
- *Empowering Advanced Industries with Agentic AI*
- *One Year of Agentic AI: Lessons Learned*
- *Reimagining the Future of Work with Agentic AI*
- *Seizing the Agentic AI Advantage*

- *The Agentic Organization: Next Paradigm in the AI Era*
- (and some more)

Data Format

Reports are primarily PDF documents. The pipeline will include:

- PDF text extraction
- Text cleaning and normalization
- Document-level storage for analysis

Dataset Snapshot

	filename	word_count	page_count	source_type
0	Bain_report_technology_report_2025.pdf	20593	77	Consulting
1	BCG_AI_Agents_2025.pdf	1601	9	Consulting
2	Deloitte_The_business_imperative_for_Agentic_A...	3966	26	Consulting
3	Google_Agentic_AI_TAM_Analysis_2025.pdf	22140	72	Industry
4	Google_The_ROI_of_AI_2025.pdf	1214	8	Industry
5	Harvard_Designing_a_Successful_Agentic_AI_Syst...	2648	7	Academic
6	ITI_Understanding_Agentic_AI_Policy_Guide_2025...	5992	16	Policy
7	McKinsey_Empowering_advanced_industries_with_a...	2455	8	Consulting
8	McKinsey_The_agentic_organization_contours_of_...	4817	11	Consulting
9	McKinsey_What_is_an_AI_Agent_2025.pdf	3390	11	Consulting
10	Microsoft_Agent_AI_Towards_a_Holistic_Intellig...	6706	21	Industry
11	MIT_Reimagining_the_future_of_banking_with_age...	3789	10	Academic
12	MIT_The_Emerging_Agentic_enterprise_2025.pdf	11952	40	Academic
13	OECD_Explanatory_memorandum_on_the_updated_oec...	3597	11	Policy
14	OECD_From_prediction_to_autonomy_What_agentic_...	4825	13	Policy
15	OpenAI_A_practical_guide_to_building_agents_20...	4183	34	Industry
16	OpenAI_Practices_for_Governing_Agentic_AI_Syst...	12210	23	Industry
17	PwC_Agentic_AI_the_new_frontier_in_GenAI_2024.pdf	6770	22	Consulting
18	Stanford_Policy_brief_Simulating_human_behavi...	2320	6	Academic
19	WEF_AI_Agents_in_Action_Foundations_for_Evalua...	11304	34	Policy

Figure 1: Dataset Snapshot

Unit of Analysis

Primary Unit of Analysis

The report (document-level analysis)

Used for:

- topic modeling
- keyword frequency comparisons
- cross-institution comparisons

Secondary Unit of Analysis

Definition excerpts for the mini-taxonomy

Each report has 1–3 segments where “AI agents” are conceptually defined.

These excerpts become a **small qualitative dataset** used to cluster definitions into categories.

This dual-level analysis is feasible and methodologically rigorous.

Planned Analyses

1. Keyword & Frequency Analysis (*Text Analysis*)

- ☐ Identify co-occurring terms around “AI agent”, “autonomy”, “copilot”, “orchestration”, etc.
- ☐ Compare lexical fields across reports.

2. TF-IDF (*Text Analysis*)

- ☐ Detect what each institution uniquely emphasizes.

3. Topic Modeling (LDA) (*Topic Modeling*)

- ☐ Extract dominant themes per report and compare distributions.

Examples expected are “Productivity & ROI”, “Workforce transformation”, “Governance & compliance”, “Autonomous work orchestration”, and “Architecture & infrastructure”.

4. Mini-Taxonomy of Definitions (*Clustering – manual + light NLP*)

- ☐ Extract definition-like paragraphs.
- ☐ Group them into conceptual categories such as “AI as copilots/assistants”, “AI as autonomous workers”, “AI as multi-agent ecosystems”, and “AI as governance/risk systems”.
- ☐ Visualize via a simple table or treemap.

5. Comparative Narrative Analysis

- ☐ Interpret the differences between domains:

▼ Consulting

Business value, ROI

▼ Academic

Ethics & governance

▼ Industry

Technical feasibility,
infrastructure

6. Strategic Implications

- ☐ Align results with enterprise adoption risks & opportunities.

Project Scope & Boundaries

In Scope

- Analysis limited to **textual** content of selected reports.
- NLP methods taught in class: frequency analysis, TF-IDF, topic modeling, clustering.
- Manual qualitative coding for definitions.
- Clear visual deliverables.

Out of Scope

- No deep embeddings (BERT sentence similarity).

- No multilingual analysis (only English reports).
- No predictive modeling.

Expected Deliverables

- ☐ A professional, visual-heavy NLP report (10–12 pages)
- ☐ Code notebook(s)
- ☐ Dataset snapshot table
- ☐ Visualizations (bar charts, word clouds, topic distributions)
- ☐ A taxonomy diagram