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Generative AI-Assisted Literature Analysis for Case Papers in Business and Management

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Abstract: Against the background of the rapid development of generative artificial intelligence technology, the field of academic research is undergoing profound changes. As a core link in academic research, literature analysis in case papers of business and management has long been plagued by pain points such as low efficiency, strong subjectivity, and insufficient systematicness. Taking case papers in the field of financial digitalization as the research object, this paper systematically explores the implementation path, application effect and future prospect of generative AI-assisted literature analysis. Research shows that generative AI can significantly improve the efficiency of literature analysis and realize large-scale literature processing, but it still has limitations in the in-depth mining of logic and the guarantee of academic rigor. The literature analysis framework of "AI preliminary analysis-manual revision-AI batch analysis" constructed in this paper provides a new paradigm of literature research with both efficiency and quality for scholars in the field of business and management.

Keywords: Generative AI; Business and Management; Literature Analysis; Financial Digitalization

1. Introduction

Artificial intelligence technology is reshaping the global industrial pattern and academic research paradigm at an exponential speed. Since 2020, generative artificial intelligence has risen rapidly, with a large number of representative applications emerging, including ChatGPT, DeepSeek, and Ernie Bot. Generative AI is capable of producing entirely new content, can generate multimodal outputs such as text, audio, and video on demand, and supports more natural human-computer interaction.[1]

Up to now, generative artificial intelligence has achieved rapid integration with various industries including medical treatment, industry, finance, real estate, news media, culture and tourism, military, government affairs, education and scientific research, assisting various industries in improving efficiency, promoting innovation and carrying out personalized services [2]. In the field of academic research, literature analysis, as the basic link of knowledge accumulation, is facing the dual challenges of "information explosion" and "efficiency bottleneck". According to statistics, the annual global publication volume of academic papers has exceeded 10 million, and the annual growth rate of core journal literature in economics and management has reached 12.7%. The traditional manual literature analysis model has been difficult to meet the demand of massive literature processing.

This dilemma is particularly prominent in case papers of business and management. Different from the test of variable relationships in empirical research, literature analysis of case papers undertakes the function of "theoretical lens". Researchers need to construct an analysis framework with the help of literature, and then feed back theories through case observation. However, traditional literature analysis often equates the literature review of case papers with general research background introduction, ignoring its circular argumentation demand of "theory-case-theory". More importantly, the current discussion on generative AI-assisted academic research mostly focuses on bibliometrics or data cleaning in quantitative research.

As an important carrier connecting theory and practice, literature analysis of business and management case papers not only requires systematic sorting of theoretical context, but also emphasizes in-depth interpretation and

cross-case comparison of enterprise practice cases. However, traditional literature analysis methods have obvious shortcomings in dealing with such papers, such as long research cycle and insufficient analysis depth, which seriously restrict the improvement of academic research efficiency and quality. The emergence of generative AI provides a new technical path to solve these pain points. It has long text processing ability, rapid semantic understanding and logical reasoning ability, which not only makes the literature review process more efficient and accurate, but also helps researchers reveal the internal connection between literatures and explore potential research topics [3], bringing a revolutionary change to literature analysis of economics and management case papers.

2. Pain Points and Challenges of Traditional Manual Literature Analysis

Literature analysis of business and management case papers has distinct characteristics. It requires not only systematic sorting of theoretical literature and in-depth interpretation of enterprise practice cases, but also the establishment of a dialogue mechanism between theory and practice. The traditional manual literature analysis model faces multiple pain points when meeting these requirements, which are embodied in the following aspects.

2.1 Lengthy Analysis Cycle and High Time Cost

Traditional literature analysis follows the linear process of "retrieval-screening-reading-recording-induction-integration". Each step relies on manual completion, resulting in extremely low efficiency. For economics and management case papers, researchers not only need to read theoretical literature, but also collect case materials such as enterprise annual reports, industry reports and news reports, leading to a longer cycle.

According to the survey, it takes an average of 2-3 months to complete the literature analysis of a high-quality economics and management case paper, among which the literature screening and intensive reading links account for more than 65%. When the research topic involves emerging fields, such as financial digitalization or artificial intelligence application, the number of literature increases exponentially, and the manual analysis cycle is further extended to half a year or even longer, seriously lagging behind the research demand and practical development rhythm.

2.2 Difficult Information Screening and Easy Omission of Key Content

In the era of "information explosion", the number of relevant literatures in economics and management literature databases (such as CNKI, Web of Science) is huge, and researchers are facing a "screening dilemma". On the one hand, it is difficult to accurately locate highly relevant and high-quality core literatures from massive literatures; on the other hand, when reading literatures one by one, they are easily affected by factors such as attention and fatigue, leading to the omission of important viewpoints, data or research gaps. For case papers, the omission of enterprise practice details and data may lead to deviation in case analysis and affect the reliability of research conclusions. This phenomenon of "selective blindness" is particularly obvious when the number of literatures exceeds 50, becoming an important factor restricting the quality of literature analysis.

2.3 Significant Subjective Bias and Insufficient Analytical Objectivity

The results of traditional literature analysis highly depend on the researcher's knowledge background, academic preference and understanding ability, and are prone to analysis omissions caused by subjective factors such as emotion and memory. There is strong subjectivity, which will lead to unavoidable "reviewer-biases" [4]. Different researchers may have significant differences in the interpretation of the same literature, especially in the qualitative analysis part of case papers, such as the judgment of enterprise strategic motives. This subjectivity leads to the lack of comparability and repeatability of literature analysis results and affects the rigor of academic research. In addition, researchers may tend to pay attention to literatures that support their own preset views due to "confirmation bias" and ignore contrary evidence, further reducing the objectivity of analysis.

2.4 Lack of Systematicness and Difficulty in Constructing the Overall Research Context

Literature analysis of business and management case papers requires the establishment of a

circular argumentation structure of "theory-case-theory", which needs to systematically sort out the theoretical evolution context, core controversial points and practical application status of research topics. Under the traditional manual analysis mode, researchers often adopt the method of "recording one by one-scattered induction", which leads to inconsistent literature classification standards and insufficient cross-literature comparison, making it difficult to form a panoramic cognition of the research field. This fragmented analysis is enumerative, listing relevant studies one by one like a roll call, without feeling any internal connection between these literatures [5], resulting in the lack of depth and systematicness in literature review and affecting the overall quality of the paper.

2.5 Weak Comparative Analysis and Difficulty in Highlighting Research Innovation

Innovation in the field of business and management often stems from the critical inheritance and development of existing research, which relies on in-depth comparative analysis of different literatures. The traditional manual analysis model has obvious limitations in dealing with multi-literature comparison. On the one hand, it is difficult to compare the research design, core conclusions and research contributions of dozens or even hundreds of literatures at the same time; on the other hand, manual analysis is difficult to find the hidden connections and contradictions between literatures, such as the differentiated conclusions in similar situations in different case studies. This lack of comparative analysis ability makes it difficult for researchers to accurately locate research gaps, and research innovation points often stay on the surface, lacking theoretical depth and practical value.

3. Implementation Path of Generative AI-Assisted Literature Analysis for Financial Digitalization Case Papers

3.1 Research Design and Tool Selection

This paper takes case papers in the field of financial digitalization as the analysis object, adopts the hybrid analysis framework of "AI preliminary analysis-manual revision-AI batch analysis", and selects Openclaw as the core AI tool. Among them, Kimi, with its powerful processing capability of supporting 200,000 words one-time analysis, is used for in-depth analysis of single literature. As a special tool for literature analysis, Openclaw has the functions of CNKI retrieval, batch literature processing and format conversion, and is used for large-scale literature analysis.

3.2 Detailed Implementation Steps

3.2.1 Literature retrieval and screening: openclaw helps precise positioning

First, describe the research needs to Kimi: "I am writing a case paper in the field of financial digitalization. Please help me generate keyword combinations suitable for CNKI retrieval." Kimi returns the keyword combination: "financial digitalization" + "case study" + "enterprise transformation" + "2020-2026". A total of 237 relevant literatures are retrieved from CNKI and downloaded and saved to a local folder.

Second, use the intelligent screening function of Openclaw to automatically eliminate low-relevance literatures based on the semantic analysis of literature titles, abstracts and keywords, and initially screen out 68 high-quality case papers.

Third, manually review the screening results, finally determine 52 core literatures as analysis samples, establish a "literature database of financial digitalization case papers", and classify and label them according to enterprise scale (large enterprises/small and medium-sized enterprises), industry type (manufacturing/finance/service industry) and digitalization degree (primary/intermediate/advanced).

3.2.2 AI Preliminary analysis of single literature: kimi in-depth interpretation of core content

Select a representative literature *Digital Transformation and Financial Control Innovation: An Exploratory Case Analysis Based on State Grid* for AI preliminary analysis. The specific steps are as follows:

1) Prompt Design: Please carefully read the content of the following academic paper and give systematic and logical answers to the following 7 questions. Please ensure that the answers are accurate, academic, logically clear and in line with the analysis norms of accounting and economics and management papers.

Question 1: What are the research questions and purposes of this paper?

Question 2: What theoretical foundations are based on this paper? Which core literatures does

it communicate with?
Question 3: What research method is adopted in this paper? What are the data source, sample selection and model setting?
Question 4: What are the core conclusions of the paper? What are the key findings?
Question 5: What are the innovations and main contributions of this paper?
Question 6: What limitations or shortcomings exist in this paper?
Question 7: For my research, what can I learn from this paper? (such as model, variable, logic, theoretical framework)
Please organize the answers into a clear 7-point summary.
The full text of the paper is as follows: [Full Text of the Paper] markdown document
2) Document Upload and Analysis: Paste the full text of the paper into the Kimi dialog box and submit the analysis request. Kimi completes the long text analysis within 3 minutes and outputs structured analysis results, covering detailed answers to 7 questions, with a total word count of about 1,800 words.
3) Manual Revision: Improving Academic Rigor and Depth
Although the AI preliminary analysis results are structured and comprehensive, they are still insufficient in academic rigor, theoretical depth and case detail interpretation. The manual revision link focuses on the following three aspects:
Verify the accuracy of AI content and literature: Check the consistency between Kimi's analysis results and the original text, and correct factual errors. For example, Kimi mistakenly expressed "three-level coding of grounded theory" as "two-level coding", which was revised after manual verification; supplement key data omitted by Kimi, such as the investment amount of State Grid's financial digital transformation and the specific percentage of performance improvement.
In-depth expansion of AI content: supplement theoretical connections and literature dialogues not mentioned by Kimi. For example, in the theoretical foundation part, add the supporting role of "digital twin theory" in financial digital transformation; in the core literature part, supplement the latest research results (2024-2026) to enhance the frontier of literature analysis.
Optimize the logical analysis of AI content: adjust the analysis framework and strengthen the logical connection between various parts. For example, in the research method part, elaborate the grounded theory coding process and the rationality of case selection; in the contribution part, distinguish theoretical contribution and practical contribution, highlighting the unique value of the research.
The number of words in the manually revised analysis results increased to 2,500 words, and the academic rigor and depth were significantly improved, providing a high-quality template for the subsequent AI batch analysis.
3.2.3 AI batch analysis: openclaw large-scale processing of literature
Input the manually revised analysis template into Openclaw, set batch analysis parameters, and start the large-scale literature processing process: upload the standard analysis framework (including 7 questions and detailed analysis examples) to Openclaw to establish a literature analysis model. Openclaw automatically reads the local literature data set and analyzes 52 financial digitalization case papers one by one according to the template format. The average processing time of each literature is about 4 minutes, and the total time is 3.5 hours to complete all literature analysis.
Finally, Openclaw generates a standardized analysis report in Markdown format, including single literature analysis results and literature summary analysis. The literature summary results are classified according to research topic, theoretical foundation, research method and core conclusions, and support export to Word, Excel and other formats for subsequent research.

3.3 Advantages and Limitations of Analysis Results

3.3.1 Significant advantages
AI-assisted analysis can greatly shorten the analysis time. Manual literature screening takes about 40 hours, while AI assistance takes about 2.5 hours; single in-depth analysis takes about 3 hours manually, while AI assistance takes about 1.05 hours; batch analysis takes about 160 hours manually, while AI assistance takes about 3.5 hours. The total manual labor is about 203 hours, and AI assistance is about 7 hours, improving efficiency by about 29 times, achieving a breakthrough in large-scale literature processing.
In addition, AI assistance improves the comprehensiveness of literature analysis. AI can extract the core information of each literature without omission, avoiding the problem of

"selective blindness" in manual analysis. Finally, AI-assisted analysis results are consistent. AI analysis based on a unified template ensures that all literatures adopt the same analysis framework and evaluation standards, improving the comparability and repeatability of analysis results.

3.3.2 Main limitations

AI analysis lacks sufficient in-depth mining of literature logic. AI analysis mainly stays in the "surface extraction" of literature content, and it is difficult to deeply dig the implicit logic and complex causal relationship behind cases. For example, when analyzing the impact mechanism of financial digital transformation performance, AI failed to fully reveal the interaction of three-dimensional factors of "technology-organization-environment".

Secondly, AI has limited academic judgment ability. AI lacks academic critical thinking, so it is difficult to deeply evaluate the rationality of research methods and the reliability of conclusions. It has not yet achieved integration with the researcher's domain knowledge and experience. At this stage, it is more appropriately regarded as a ''research tool'' rather than an ''intelligent research assistant''[6].For example, AI failed to effectively question the sample selection bias in case studies. Finally, to fulfill assigned tasks, AI may fabricate logically plausible but factually incorrect responses based on conventional patterns.[7]In batch analysis, the quality of AI content shows a decreasing trend. With the increase in the number of analyzed literatures, AI may have a "fatigue effect", and the analysis quality gradually decreases. It is worth noting that the "fatigue effect" of AI is not evenly distributed. After analyzing more than 30 consecutive literatures, the quality of AI in the two links requiring critical thinking, "research method evaluation" and "limitation identification", decreased particularly significantly, with the detail level dropping from the initial 85% to 60%.

4. Conclusion and Prospect

4.1 Research Conclusions

Through the systematic research on generative AI-assisted literature analysis of business and management case papers, this paper draws the following conclusions:

Traditional manual literature analysis faces five major pain points such as low efficiency, strong subjectivity and insufficient systematicness, which seriously restrict the development of economics and management academic research. Generative AI (taking Kimi and Openclaw as examples) can significantly improve the efficiency of literature analysis and realize large-scale literature processing. The framework of "AI preliminary analysis-manual revision-AI batch analysis" constructed in this study provides a new paradigm for literature analysis of economics and management case papers. AI-assisted literature analysis has significant advantages in efficiency, comprehensiveness and standardization, but it still has limitations in in-depth logic mining and academic critical thinking, requiring manual intervention and quality control. The organic combination of generative AI and manual analysis is the development direction of literature analysis in economics and management in the future, which can achieve the dual improvement of "efficiency and quality".

4.2 Future Prospect

When the generative AI-assisted literature analysis system for economics and management matures in the future, it can be deeply applied to core fields such as academic research, enterprise management decision-making, industry-university-research transformation and industry policy formulation. At the academic level, AI can sort out literatures in the fields of financial digitalization and organizational management in batches, quickly locate research gaps and theoretical gaps, and greatly shorten the literature review cycle, providing efficient support for master and doctoral thesis writing and scientific research projects.

At the enterprise management level, AI-assisted analysis can integrate massive cases and empirical results, provide real-time decision-making basis for enterprise digital transformation, cost control, risk prevention and control, and reduce management trial-and-error costs.

In the industry-university-research transformation link, it can break the barrier between academic theory and industrial practice. AI-assisted analysis can quickly extract mature management models, technology application paths and implementation frameworks, so as to promote the rapid commercialization of technologies and products such as financial digitalization tools from theoretical research, and

significantly shorten the achievement transformation cycle.

At the same time, AI-assisted analysis can also analyze industry cases and research trends on a large scale, providing data support for regulatory authorities to formulate digital transformation policies and industry standards. The human-machine collaboration model not only guarantees academic rigor, but also realizes efficient knowledge transformation, so that economics and management research results can effectively serve enterprise quality and efficiency improvement and industrial digital upgrading.

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