PhD Thesis Project Offer

(Valid from March 2026)

Provisional Title of the Doctoral Thesis

Artificial Intelligence and Business: How AI is Redefining Decision-Making, Productivity, and Business Models

Subject area* / Research line

Branch of Social and Legal Sciences / Business and Digital Transformation

Summary of the Doctoral Thesis (maximum 300 words)

The rapid evolution of artificial intelligence, especially generative AI, is transforming how companies operate, make decisions, and create value. This doctoral thesis will analyze how organizations are adopting and integrating AI tools and their impact on decision-making, productivity, innovation, and business models. The research will address both the strategic opportunities offered by AI and the challenges associated with its implementation, including organizational, regulatory, and change management aspects. The work will combine a theoretical review with empirical analysis and business case studies, aiming to understand how organizations can leverage the potential of AI strategically and sustainably.

Is the development of this thesis associated with the execution of any research project? If so, provide details of the project (title, funding entity, and execution period)

No

Academic Profile of the Student (maximum 200 words)

Graduate or Bachelor's degree in Business Administration, Economics, Marketing, or other related degrees in the business or technological field. A Master's degree that grants access to doctoral studies is required, preferably in areas related to business, economics, management, innovation, or technologies applied to business.

Contact: institutional email of the Supervisor

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*See the Subject Areas at https://www.urjc.es/informacion-practica#oferta-proyectos-de-tesis.
Each project will be included in a single subject area.