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Learning

**BA Leadership and
Management LCLM
6005-BIRM**

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Dissertation submitted as part of the requirements for the award of BA Leadership
and Management

11/2025

Element 2 Self-Reflection

Title: *Analysing the Impact of Artificial Intelligence on Operational Efficiency in the Retail*

Industry: *A Case Study of IKEA*

Model Used: Gibbs' Reflective Cycle (1988)

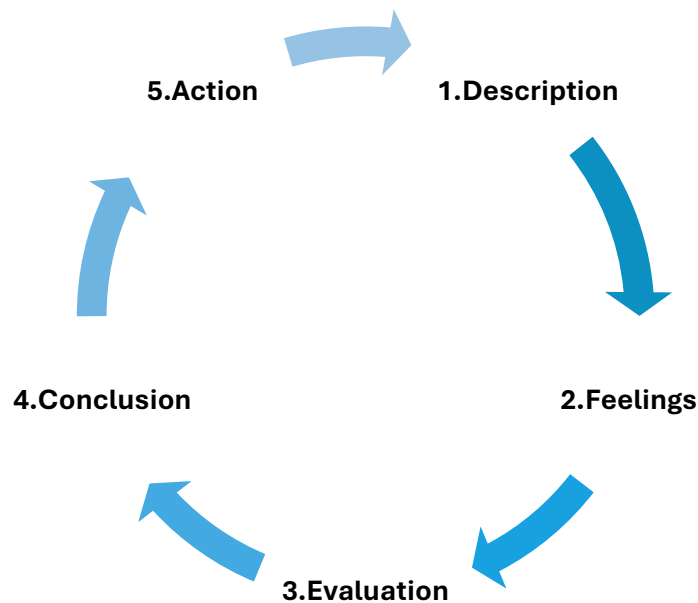


Figure 1

1. Description

My research focused on analysing how Artificial Intelligence (AI) influences operational efficiency in the retail industry, using IKEA as a case study. I adopted a Systematic Literature Review (SLR) approach, drawing information from peer-reviewed journals, industry reports, and corporate publications. The process involved defining research questions, setting inclusion and exclusion criteria, and systematically filtering 210 sources down to 42 final papers using the PRISMA framework. The dissertation was organized into five chapters:

Introduction, Literature Review, Methodology, Results and Discussion, and Recommendations. Throughout the process, I developed strong academic writing, critical analysis, and research organization skills. I also learned to use referencing tools effectively and manage large datasets efficiently. The study explored how AI technologies enhance productivity, improve decision-making, and elevate customer satisfaction within retail operations.

2. Feelings

Initially, I was excited to study AI in retail because it reflects the rapid technological progress in global business. However, during my research, I had cyst and wisdom tooth surgeries, which disrupted my schedule and caused anxiety, fatigue, and demotivation. My lecturer, Mr. Samuel Offori, showed empathy and offered flexibility, assuring me that my health was a priority. His support helped me regain focus and confidence to complete the dissertation.

My son, Jemiyan, also gave emotional support, strengthening my perseverance and reminding me of the importance of determination. Although my recovery limited my time for analysis and reading, overcoming these challenges made me more resilient. I saw a connection between IKEA's use of AI—such as predictive analytics and chatbots—and my own adaptability during the research process. Both required innovation, flexibility, and persistence.

3. Evaluation

The overall research process was highly educational and rewarding. A major strength was the systematic and objective approach, which ensured credibility and reliability. Accessing reputable databases such as ScienceDirect and Emerald Insight contributed to the validity of my findings. Developing a conceptual framework helped visualize how AI adoption improves IKEA's operational efficiency. However, the lack of primary data limited the ability to validate findings through practical evidence. Time management was another challenge, as balancing an extensive literature review with analytical writing required significant discipline. Despite these obstacles, the project successfully met its objectives and greatly improved my analytical and academic skills.

4. Analysis

Through reflection, I realized that my research skills have improved. I learned to go beyond just summarizing literature and to critically assess how different authors' findings relate to my research goals. The PRISMA framework increased the transparency and rigor of my data selection process. Additionally, the research deepened my understanding of how AI boosts operational efficiency through predictive analytics, robotics, and data-driven decision-making. This process aligns with Kolb's experiential learning theory, as I actively engaged with real-world examples and reflected on their academic significance. Constructive feedback from my

supervisor improved my ability to construct arguments and develop logical, evidence-based discussions.

5. Conclusion and Action Plan

This dissertation journey fostered both academic and personal growth. It enhanced my critical thinking, idea synthesis, and methodological discipline. I now see how structured research enhances business knowledge and supports sustainable, technology-driven strategies.

For future research, I plan to initiate earlier, create a detailed timeline, and incorporate primary data collection methods, such as interviews or surveys. I will also improve my referencing and data analysis skills using tools such as NVivo and Excel. Professionally, I aim to apply these insights in consultancy roles, helping organizations leverage AI and digital transformation to improve operational efficiency.

References

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