ARTIFICIAL INTELLIGENCE IN B2B RELATIONSHIP DISSOLUTION: A BIBLIOMETRIC ANALYSIS OF TRENDS, THEMES, AND FUTURE DIRECTIONS

L'INTELLIGENCE ARTIFICIELLE DANS LA DISSOLUTION DES RELATIONS B2B : UNE ANALYSE BIBLIOMÉTRIQUE DES TENDANCES, DES THÈMES ET DES ORIENTATIONS FUTURES

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ABSTRACT

The necessity to maintain robust inter-firm (B2B) alliances in competitive environments has propelled the assimilation of artificial intelligence (AI) as a prognostic instrument to alleviate the dissolution of relationships. This bibliometric study analyzes 666 Scopus-indexed articles using co-citation and keyword analyses, identifying key trends such as AI's role in predictive analytics, supply chain resilience, and customer churn management. It highlights influential contributors and reveals dominant themes, including AI-driven forecasting, behavioral insights, and ethical considerations. Emerging tendencies, such as Explainable Artificial Intelligence (XAI) and extensive data amalgamation, signify a transition toward more elucidative and flexible resolutions. The study offers actionable insights for scholars and practitioners to foster flexible, value-driven B2B ecosystems.

Key Words: Artificial Intelligence, B2B Relationships, Relationship Dissolution, Predictive Analytics, Supply Chain Resilience, Explainable AI, Big Data, Bibliometric Analysis.

RÉSUMÉ

La nécessité de maintenir des alliances interentreprises (B2B) solides dans des environnements concurrentiels a propulsé l'assimilation de l'intelligence artificielle (IA) en tant qu'instrument de pronostic pour atténuer la dissolution des relations. Cette étude bibliométrique analyse 666 articles indexés par Scopus à l'aide d'analyses de co-citations et de mots-clés, identifiant des tendances clés telles que le rôle de l'IA dans l'analyse prédictive, la résilience de la chaîne d'approvisionnement et la gestion de l'attrition des clients. Il met en évidence les contributeurs influents et révèle les thèmes dominants, notamment les prévisions basées sur l'IA, les connaissances comportementales et les

considérations éthiques. Les tendances émergentes, telles que l'intelligence artificielle explicable (XAI) et l'amalgame de données, signifient une transition vers des résolutions plus claires et plus flexibles. L'étude offre des pistes d'action aux chercheurs et aux praticiens pour favoriser des écosystèmes B2B flexibles et axés sur la valeur.

*Mot clefs***: Intelligence artificielle, relations B2B, dissolution des relations, analyse prédictive, résilience de la chaîne d'approvisionnement, IA explicable, Big Data, analyse bibliométrique.**

1. INTRODUCTION

Business-to-business (B2B) exchanges form the essential foundation for industrial progress and global commerce, playing a vital role in fostering lasting competitive edges and enabling peak market effectiveness.

These relationships go beyond transactional exchanges, forming strategic partnerships that leverage technological innovations to reduce costs, enhance efficiency, and drive industries forward in an increasingly interconnected global marketplace. At the heart of successful relationships is customer relationship management, which focuses on grasping customer needs, keeping strong communication lines, and building trust and dedication to ensure lasting business success **(Zeng, 2022; Chowdhury, 2022)**. The advent of the Internet and the proliferation of e-marketplaces, such as Covisint in the automotive industry, have revolutionized B2B interactions, enabling seamless transactions and network collaborations on a global scale **(Kandampully, 2003)**.

B2B e-commerce is growing quickly, surpassing its B2C equivalent and emphasizing the important role of B2B connections in worldwide trade **(Kshetri & Dholakia, 2005)**.

Understanding the dynamics of B2B relationships, particularly their dissolution, is crucial for organizations striving to mitigate risks, enhance competitiveness, and adapt to volatile market environments.

The dissolution of B2B relationships, while often perceived as a failure, provides invaluable insights into the factors influencing their longevity and the opportunities that arise from their termination. Organizational dissolution is shaped by a confluence of factors, including resource allocation, competitive pressures, and financial management, all of which directly impact survival and success **(Mayer, 2024; Lu et al., 2020)**.

In the context of customer relationships, preventing churn and regaining lost customers are critical for organizational resilience and profitability **(Lopes et al., 2011)**. Leadership dynamics, ethical decision-making, and external regulatory pressures further contribute to the complexity of dissolution, necessitating a multifaceted approach to understanding its underlying causes and implications **(Leonard, 2014; Moldogaziev et al., 2019)**.

Long-term B2B relationships are particularly vital in modern supply chains and business ecosystems, where collaboration and trust underpin competitive advantage. These relationships enhance operational and financial performance, foster innovation, and mitigate risks in uncertain environments **(Ferro-Soto et al., 2024)**. Strategic partnerships that prioritize value-added services over mere product exchanges strengthen trust and cooperation, contributing to sustainable profitability **(Graça, 2021)**.

Advancements in information technology have revolutionized supply chain relationships, improving information exchange, and enhancing trust and commitment **(Arthanari et al., 2011)**. Whether in agriculture, retail, or manufacturing, strong buyer-seller relationships have been shown to improve market access, product quality, and technical interaction, ultimately driving efficiency and reliability **(Boniface, 2011; Batt, 2006)**.

Even though the significance of B2B relationships is widely acknowledged, there is an increasing demand to investigate their breakdown through creative perspectives like artificial intelligence (AI). AI has emerged as a transformative tool, capable of identifying early warning signs of relationship fragility and predicting dissolution with unprecedented accuracy. However, the academic landscape of AI in B2B dissolution prediction remains fragmented.

This bibliometric study intends to consolidate current knowledge, reveal significant research, and pinpoint new themes within the discipline. Specifically, the study addresses the following research questions:

- **What are the major research trends in AI and B2B relationship dissolution?**
- **Which notable writers, organizations, and academic publications have the most significant impact in this field?**
- **What are the dominant themes and research clusters based on keyword and co-citation analysis?**
- **What deficiencies are present in the existing body of literature, and what paths should upcoming research pursue?**

By mapping the academic discourse and highlighting critical insights, this study seeks to guide scholars and practitioners in leveraging AI to address the complexities of B2B relationship dynamics and dissolution. The results seek to aid in the creation of creative strategies for maintaining strong, adaptable, and value-oriented B2B ecosystems in a swiftly changing global market.

2. MAJOR RESEARCH TRENDS IN AI & B2B RELATIONSHIP DISSOLUTION

Current research on AI trends and the dissolution of B2B relationships highlights a complicated relationship between technological progress and the nature of business interactions. AI is being acknowledged increasingly as a transformative element in B2B sectors, affecting the creation and ending of relationships alike.

One major trend is the exploration of AI's "dark forces," such as algorithmic gatekeeping and dehumanization, which can lead to increased resource costs and opportunistic behaviors, ultimately compromising B2B relationships **(Keegan et al., 2023)**.

Conversely, AI is also seen as a tool for enhancing partner relationship management, improving firm performance, and achieving sustainable competitiveness through better information processing and partner engagement **(Samadhiya et al., 2023)**. The literature highlights AI's role in facilitating B2B marketing innovation across various domains, suggesting that companies can leverage AI to realize digital marketing strategies **(Han et al., 2021)**.

The increasing fascination with AI's impact on buyer-supplier interactions has prompted studies aimed at identifying the technological barriers and facilitators of AI within this domain **(Nitsche et al., 2021)**.

The potential of AI to improve value creation in B2B sales platforms by optimizing resource allocation is recognized, although the integration of AI with platform structures has not been thoroughly examined **(Rusthollkarhu & Aarikka-Stenroos, 2019)**. In terms of relationship dissolution, AI-mediated communication tools are anticipated to play a role in the breakup process, offering support in crafting communication and aiding in post-dissolution recovery **(Fu et al., 2024)**.

It is crucial to revitalize these relationships to promote development and teamwork in the current competitive environment. Research highlights the necessity of comprehending the current state of these relationships and identifying the events that contribute to their deterioration **(Fleming, 2014)**. Despite these advancements, the topic of terminating B2B relationships remains underexplored, presenting opportunities for additional research **(Pick, 2010)**.

The impact of AI on traditional relational constructs like guanxi in Chinese B2B contexts is being examined, with findings suggesting that AI can alter the dynamics of relationship performance **(Liu et al., 2024)**.

The integration of AI in B2B relationships presents both challenges and opportunities, necessitating further research to fully understand its implications on relationship dynamics and dissolution.
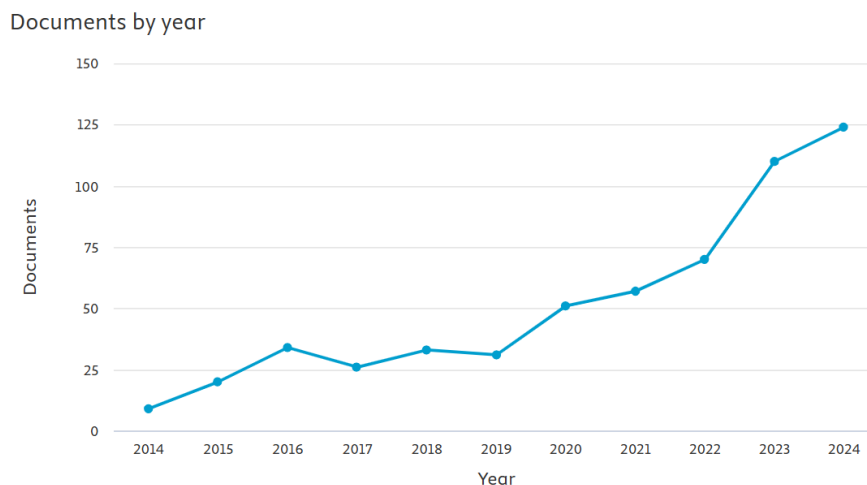
The examination of artificial intelligence (AI) in forecasting the disintegration of business-to-business (B2B) affiliations has acquired considerable traction in recent years, propelled by the escalating significance of sustaining resilient collaborations in exceptionally competitive markets.

The bibliometric analysis of **666 Scopus-indexed articles**, retrieved using the query:

"TITLE-ABS-KEY (("AI" OR "Artificial Intelligence") AND ("Dissolution" OR "Churn" OR "Breakdown") AND ("Predict*"))" provides key insights into the evolving research trends in this domain.

2.1 GROWTH OF PUBLICATIONS OVER TIME

The number of publications related to AI and B2B relationship dissolution has shown a sharp increase in the last decade, particularly since 2020 **(Fig-1)**. The annual publication count rose from **51 articles in 2020** to **124 articles in 2024**, representing a growth rate of over 140% within five years. This escalation can be ascribed to progressions in artificial intelligence techniques, such as machine learning and predictive analytics, and the growing dependence of entities on data-fueled decision-making to alleviate uncertainties in B2B environments. The COVID-19 pandemic may have also accelerated interest in this area, as businesses sought to enhance supply chain resilience and prevent relationship breakdowns in uncertain environments.


Fig -1: Evolution of documents by year (source: Scopus)

2.2 THEMATIC SHIFTS IN RESEARCH FOCUS

An analysis of keyword co-occurrence networks reveals three dominant thematic clusters **(Fig-2)**:

1. **Artificial Intelligence (AI)**: Central to the research is the exploration of AI models, such as neural networks, decision trees, and deep learning, for predictive tasks. Keywords like "machine learning," "predictive analytics," and "data mining" frequently appear, highlighting the emphasis on leveraging AI for forecasting relationship dissolution.

2. **Forecasting**: Research in this cluster focuses on predicting customer churn and relationship breakdowns using historical transaction data, communication patterns, and financial metrics. The prominence of this theme reflects the practical need for early warning systems in B2B contexts.

3. **Dissolution**: Studies under this cluster examine the causes and consequences of B2B relationship breakdowns, integrating organizational theories and behavioral insights with AI-driven models.
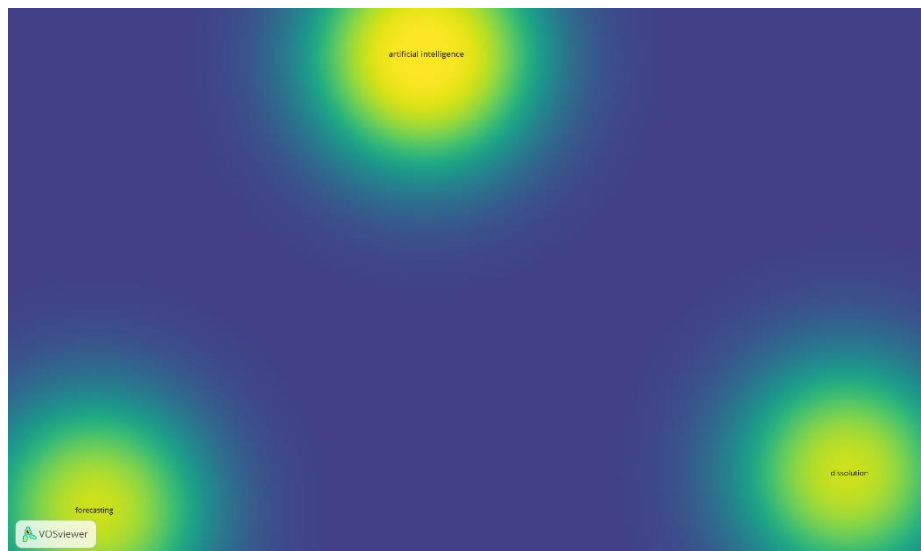
Fig -2: Keywords analysis (source: VOS Viewer)

These thematic clusters suggest that the field is moving towards a multidisciplinary approach, combining AI capabilities with insights from organizational and behavioral sciences to better understand and predict B2B relationship dynamics.

2.3 GEOGRAPHIC TRENDS

The geographic distribution **(Fig-3)** of publications indicates a global interest in the field, with **India (142 articles)**, **China (70 articles)**, and the **United States (62 articles)** leading in publication output.
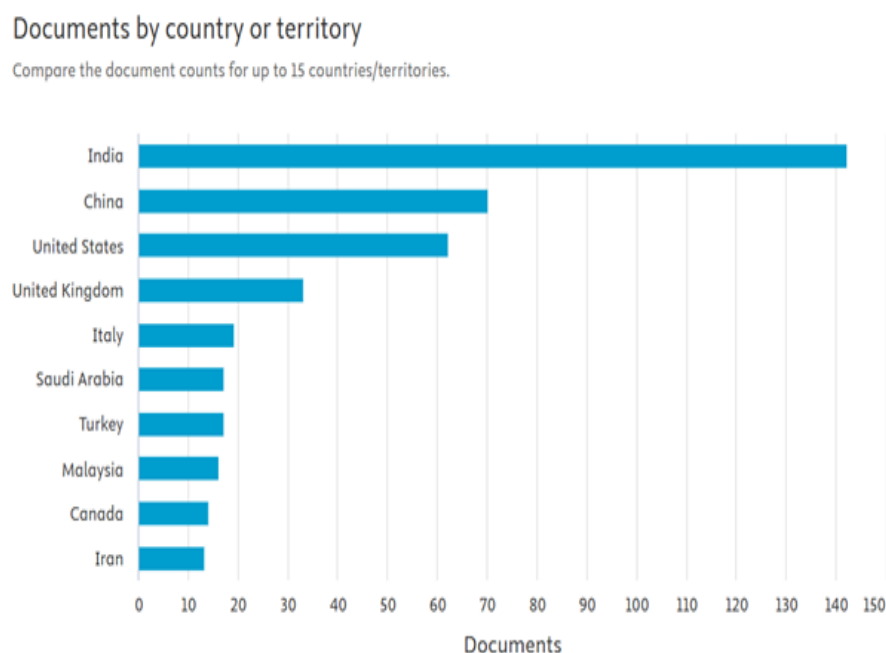

Fig -3: Geographical analysis (source: Scopus)

This distribution reflects the strategic importance of B2B relationships in these regions, driven by their large industrial bases and rapid adoption of AI technologies. European countries, including the United Kingdom and Italy, also contribute significantly, often emphasizing ethical considerations and regulatory frameworks in AI adoption.

2.4 LEADING DISCIPLINES & INTERDISCIPLINARY CONTRIBUTIONS

The analysis of subject areas **(Fig-4)** highlights **Computer Science (325 articles)**, **Engineering (233 articles)**, and **Mathematics (107 articles)** as the dominant disciplines contributing to this field. This dominance underscores the technical focus on developing AI algorithms and predictive models.
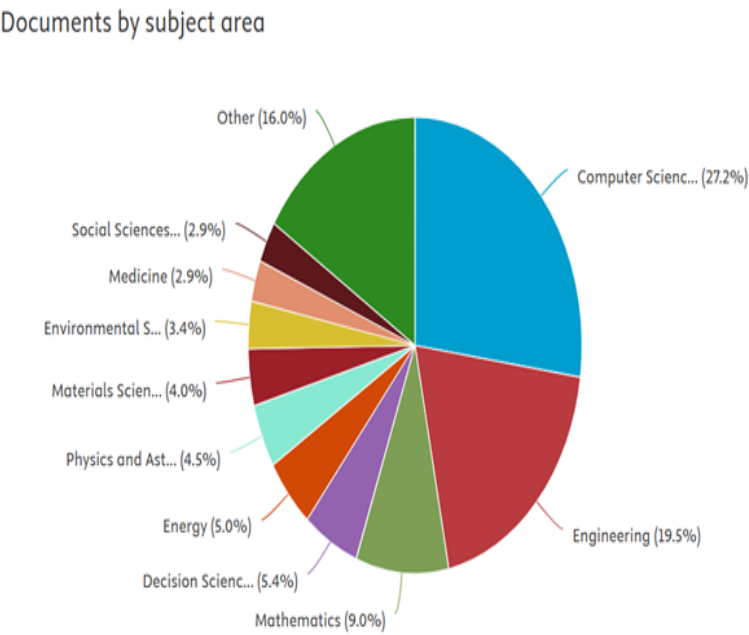
Fig -4: Subject areas analysis (source: Scopus)

The presence of **Decision Sciences (65 articles)** and **Business Management (47 articles)** suggests growing interdisciplinary collaboration, with researchers integrating AI capabilities into business contexts to address real-world challenges in B2B relationship management.

2.5 EMERGING TRENDS

Recent publications point to several emerging trends in the field:

- **Explainable AI (XAI)**: There is increasing interest in making AI models more transparent and interpretable for stakeholders, ensuring ethical and informed decision-making in B2B contexts.

- **Integration of Big Data**: The utilization of vast datasets derived from customer relationship management (CRM) systems and social media platforms is acquiring momentum to augment the precision of predictive models.

Industry-Specific Applications: Research is progressively concentrating on customizing AI models to particular sectors, such as agriculture, healthcare, and energy, to tackle distinctive challenges in B2B interactions.

3. INFLUENTIAL AUTHORS, INSTITUTIONS, AND JOURNALS

Building upon the understanding of research trends in AI and B2B relationship dissolution, this section delves into the key contributors who have shaped the academic landscape. By analyzing the authors, institutions, and journals associated with the previous articles, several influential entities emerge as leaders in this domain.

3.1 INFLUENTIAL AUTHORS

Our bibliometric analysis identifies several prominent researchers **(Fig-5)** who have significantly contributed to advancing the field. Among the most influential are:

1. **Baesens, B.** and **Ouyang, D.**, each credited with **4 publications**, focusing primarily on applying AI techniques for predictive analytics in customer retention and relationship breakdowns. Their work emphasizes practical applications in managing B2B partnerships.

2. **Fan, C.**, **Leung, C.K.**, and **Nagy, Z.K.**, with **3 publications each**, have explored diverse AI methodologies, including machine learning and data mining, tailored to organizational and supply chain contexts.


Documents by author

Compare the document counts for up to 15 authors.
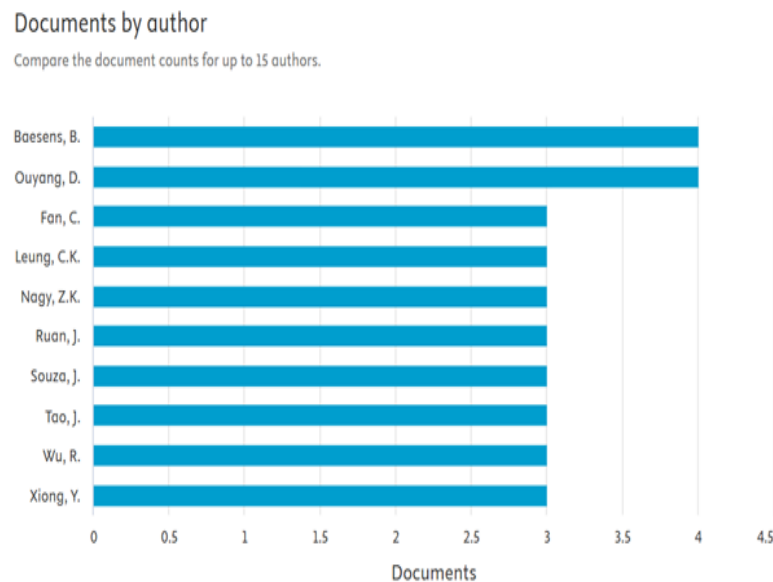
Fig –5: Documents by author (source: Scopus)

These authors, through their consistent contributions, have laid the groundwork for integrating advanced AI models into predictive frameworks for B2B relationship management.

3.2 LEADING INSTITUTIONS

The institutional landscape **(Fig-6)** reflects a strong global interest in leveraging AI to address B2B relationship challenges. The most prolific institutions include:

- **SRM Institute of Science and Technology (India)**, **Lovely Professional University (India)**, and **Graphic Era Deemed to be University (India)**, each contributing **6 publications**. These institutions focus on AI-driven forecasting tools and customer relationship analytics, emphasizing the practical integration of predictive models into business practices.

- The **University of Johannesburg (South Africa)** and **KU Leuven (Belgium)**, both possessing **5 scholarly publications**, have engaged in interdisciplinary inquiry, integrating artificial intelligence methodologies with decision-making sciences and behavioral analysis.

Documents by affiliation

Compare the document counts for up to 15 affiliations.
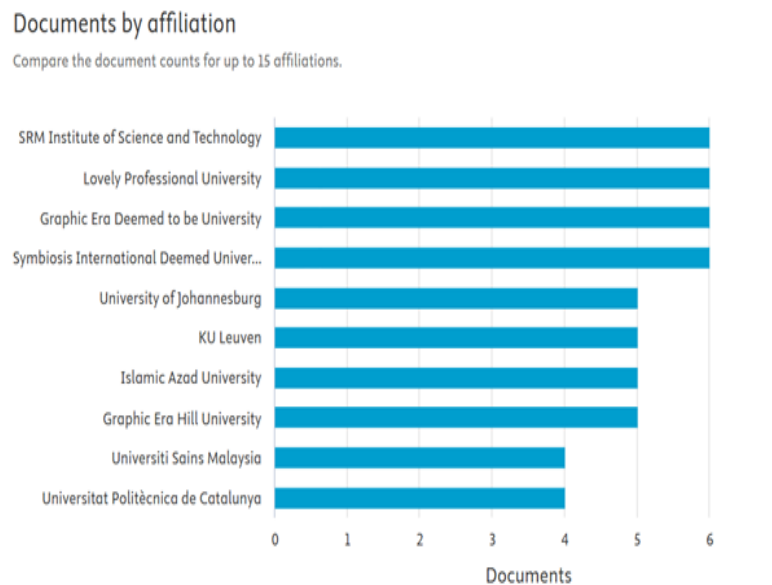
Fig -6: Affiliation analysis (source: Scopus)

The geographic distribution highlights India's leading role in publication output, with European and African institutions also playing critical roles in advancing this research domain.

3.3 PROMINENT JOURNALS

The dissemination of research findings is concentrated in a few high-impact journals **(Fig-7)** that cater to interdisciplinary audiences.

The most influential journals in this domain include:

1. **Expert Systems with Applications**, which regularly publishes cutting-edge research on AI applications in predictive analytics, particularly in customer churn and relationship dissolution.

2. **Journal of Business Research**, which focuses on integrating AI and organizational theories to explore decision-making in B2B contexts.

3. **Decision Support Systems**, accentuating computational and analytical methodologies for augmenting decision-making in commercial enterprises and supply chain administration.
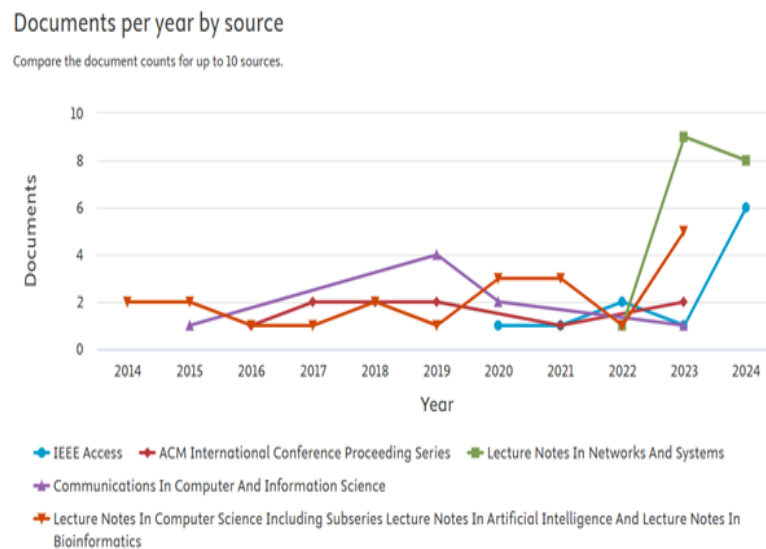
Fig -7: Sources analysis (source: Scopus)

These journals are instrumental in shaping the discourse around AI's role in understanding and mitigating B2B relationship breakdowns.

3.4 COLLABORATIVE NETWORKS

A closer examination of co-authorship networks **(Fig-8)** reveals robust collaborative relationships among authors and institutions. Researchers such as **Amirbahman, A.**, **Kopaček, J.**, and **Hejzlar, J.** occupy central positions in these networks, facilitating interdisciplinary studies that combine AI, supply chain resilience, and business strategies.

Fig −8: Co-authorship analysis (source: VOS Viewer)

The visualizations generated using VOSviewer highlight dense clusters of collaboration, particularly between researchers in India, China, and Europe, underscoring the global and interconnected nature of this research area.

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4. DOMINANT THEMES & DOMINANT THEMES & RESEARCH CLUSTERS BASED ON KEYWORD AND CO-CITATION ANALYSIS

This section explores prevailing themes and research clusters in AI and B2B relationship dissolution through analysis of influential contributors, employing keyword co-occurrence and co-citation network examinations to illuminate the conceptual framework and evolving focal points of the domain.

4.1 THEMATIC CLUSTERS FROM KEYWORD CO-OCCURRENCE ANALYSIS

An analysis of keyword co-occurrence networks **(Fig-9)** highlights three dominant thematic clusters that capture the essence of research efforts in this domain:
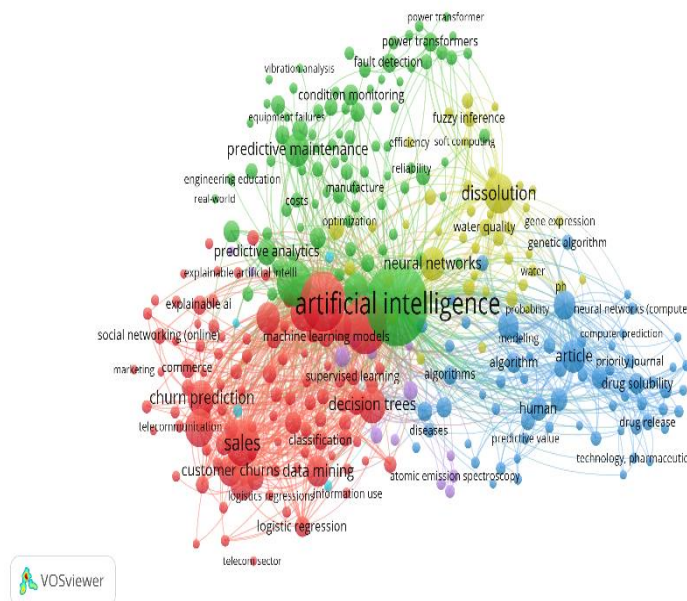
Fig –9: Keyword Co-Occurrence analysis (source: VOS Viewer)

1. **Artificial Intelligence (AI) Models for Predictive Analytics**

   o This theme is central to the research field, with keywords such as **"machine learning"**, **"neural networks"**, **"data mining"**, and **"predictive analytics"** emerging prominently.

   o The focus here lies in developing and applying AI methodologies to predict B2B relationship outcomes. These studies emphasize the use of algorithms like random forests, decision trees, and deep learning models for identifying risk factors in relationship dissolution.

2. **Forecasting and Risk Management in B2B Relationships**

   o Keywords such as **"churn prediction"**, **"forecasting"**, **"supply chain resilience"**, and **"relationship breakdown"** dominate this cluster.

   o Research in this theme explores the practical application of predictive models to identify early warning signs of relationship instability. These studies often leverage data from customer relationship management (CRM) systems, transactional records, and communication logs.

3. **Dissolution and Organizational Dynamics**

- This cluster integrates behavioral and organizational insights with AI-driven analyses, evidenced by keywords like **"dissolution"**, **"commitment"**, and **"trust"**.

- Research in this domain concentrates on the elements propelling relational disintegration, including incongruent anticipations, inadequate communication, or economic precariousness.

These clusters indicate that the field is evolving towards a multidisciplinary approach, where AI-driven models are augmented by organizational and behavioral insights to better understand and predict relationship dynamics.

4.2 C-CITATION ANALYSIS OF RESEARCH CLUSTERS

Co-citation analysis **(Fig. 10)** further uncovers key clusters of research that underpin the academic discourse in this domain.
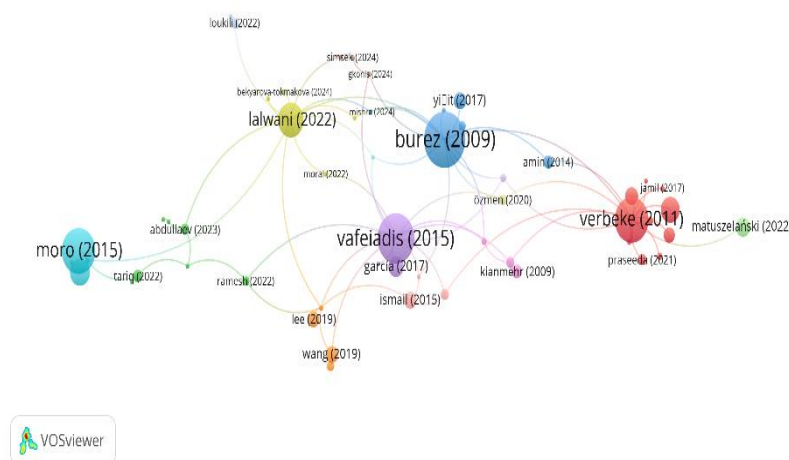
Fig −10: Co-citation analysis (source: VOS Viewer)

The visualized co-citation network reveals the following research clusters:

1. **Algorithm Development and Optimization**

   - This cluster focuses on the technical advancement of AI models for predicting customer churn and relationship dissolution. Highly cited works in this cluster often address the challenges of model scalability, accuracy, and interpretability.

2. **Application of AI in Supply Chain Management**

   - This research cluster emphasizes the integration of AI techniques in improving supply chain performance and resilience. Papers in this cluster often study the role of long-term partnerships in mitigating risks and fostering collaboration in uncertain environments.

3. **Behavioral and Strategic Insights**

   - This cluster bridges the gap between AI and behavioral sciences, exploring how trust, commitment, and organizational culture influence relationship outcomes. Co-cited papers in this group often propose frameworks that combine data-driven insights with strategic interventions to prevent dissolution.

4.3 EMERGING THEMES

The keyword co-occurrence (**Fig-9)** and co-citation analyses (**Fig-10)** also highlight emerging themes that are gaining traction in the field:

- **Explainable Artificial Intelligence (XAI):**

  o Researchers are increasingly focusing on the interpretability of AI models, ensuring that decision-makers can understand the reasoning behind predictive outputs. This is particularly important in high-stakes B2B decisions.

- **Big Data Integration:**

  o The use of large, diverse datasets, including social media interactions, CRM logs, and transactional data, is becoming a cornerstone of research in predictive analytics. These datasets enhance model robustness and accuracy.

- **Ethical AI in Relationship Management:**

  o Studies are beginning to address the ethical implications of using AI in B2B contexts, particularly concerning data privacy, bias in decision-making, and the transparency of AI-driven recommendations.

4.4 VISUALIZED RESEARCH LANDSCAPE

The visualizations generated provide a clear depiction of these themes:

- The **keyword density map** highlights the dominance of terms like "artificial intelligence," "forecasting," and "dissolution," indicating their centrality in the research field.

- The **co-citation network map** shows distinct clusters of works focused on algorithmic development, supply chain applications, and behavioral insights, demonstrating the interdisciplinary nature of the field.

5. CONCLUSIONS

To conclude, the investigation of enterprise-to-enterprise (B2B) affiliations, especially through the perspective of artificial intelligence (AI) and relationship termination, uncovers a multifaceted and dynamic environment that possesses considerable ramifications for organizational achievement and fortitude.

This bibliometric study underscores the increasing importance of understanding both the formation and dissolution of B2B partnerships, particularly in light of technological advancements and the dynamic nature of global commerce.

The results underscore the pivotal function of artificial intelligence as a revolutionary instrument that not only augments predictive analytics but also improves the comprehensive administration of B2B affiliations. This research seeks to offer a thorough summary of the existing academic conversation by recognizing important research trends, significant contributors, and new themes, while also highlighting opportunities for future investigation.

As entities traverse the complexities of sustaining resilient alliances in competitive marketplaces, utilizing revelations from this inquiry will be imperative for formulating pioneering methodologies that cultivate trust, cooperation, and enduring value generation within B2B ecosystems.

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