Integrating Artificial Intelligence in Strategic Management Education: A Framework for Ethical Implementation at Faith-Based Institutions

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Modern technological integration into higher education curricula has become imperative for maintaining relevance and competitiveness in today's rapidly evolving educational landscape (Vashista et al., 2023). Faith-based institutions face challenges balancing technological advancement with ethical considerations and spiritual values (Lang, 2023). Mercado University, a mid-sized faith-based institution, seeks to enhance its Bachelor of Science in Strategic Management program through innovative technological integration while maintaining steadfast alignment with its Christian mission.

The Problem

Mercado University faces several significant challenges in modernizing its Strategic Management program by the fall of 2025. Current faculty expertise requires enhancement to fully embrace emerging technologies (Chan & Hu, 2023). The curriculum demands careful redesign to maintain relevance amid rapid technological advancement while preserving the institution's core values (Jobin et al., 2019). Additionally, the university must address resource allocation and infrastructure requirements to support this transformation effectively (Michel-Villarreal et al., 2023).

Driving Research Question

This study addressed how faith-based institutions like Mercado University can enhance the relevance, competitiveness, and ethical integration of their Bachelor of Science in Strategic Management program in response to rapid technological advancements and evolving market needs in the coming year.

How can Mercado University develop and implement strategies to enhance the relevance, competitiveness, and ethical integration of its Bachelor of Science in Strategic Management program in response to rapid technological advancements and the evolving market by the fall of 2025?

Methodology

The research methodology included a comprehensive approach by systematically analyzing existing literature on technological integration in higher education (Southworth et al., 2023). This investigation included examining best practices from comparable faith-based institutions, reviewing ethical frameworks for implementation (Chen & He, 2024), assessing faculty development needs, and evaluating current industry demands (Pereira et al., 2023). Also explored were several strategies ensuring effective faculty development while maintaining program integrity (Kohnke et al., 2023) and examining methods for aligning technological integration with Christian ethical principles (Toevs, 2023). Findings were synthesized to develop recommendations aligned with Mercado University's specific context and mission.

Literature Review Findings

The systematic analysis of current research revealed significant themes shaping AI integration in faith-based higher education. Successful implementation of AI technologies in faith-based institutions necessitated comprehensive faculty development frameworks addressing both technical competencies and ethical

considerations (Kohnke et al., 2023). Also, institutions demonstrating effective integration consistently prioritized faculty preparation through structured professional development programs combining technological training with ethical decision-making principles.

The preservation of institutional values during technological advancement emerged as a determinative factor in successful implementation strategies. Faith-based institutions effectively navigating this transformation developed sophisticated ethical frameworks grounded in Christian principles while embracing technological innovation (Chen & He, 2024). These frameworks aided the development and planned implementation of guidelines for maintaining a spiritual mission throughout the implementation process, ensuring alignment between technological advancement and institutional values.

The critical nature of stakeholder engagement within faith-based educational contexts was a significant revelation in the findings. Successful technological implementations have consistently demonstrated robust alignment between administrative vision and faculty implementation capabilities (Kumar et al., 2024). This strategic alignment proved essential for preserving institutional identity while advancing technological capabilities, particularly in maintaining the delicate balance between innovation and tradition. The synthesis of these findings informed the development of a comprehensive implementation framework designed explicitly for faith-based institutions navigating technological transformation.

Analysis

The systematic examination of faith-based technological integration revealed compelling evidence regarding effective implementation strategies. Comprehensive industry research demonstrated an increasing demand for technologically proficient graduates across business sectors, particularly those with technical and ethical decision-making capabilities (George & Wooden, 2023). Leading institutions successfully implemented balanced approaches integrating technical proficiency with ethical considerations throughout their curricula and operational frameworks (Fakhar, 2024). Additionally, robust faculty development programs emerged as a determinative factor in successful implementation, especially when institutions aligned these programs with established ethical frameworks and core institutional values (Rahiman & Kodikal, 2024).

This investigation contributed two significant advancements to the field of faith-based technological integration. The Faith-Based AI Integration Framework was developed as a comprehensive model to aid in synthesizing ethical considerations, faculty development strategies, and assessment metrics aligned with a faith-based institutional mission (Kumar et al., 2024). The Christian Technology Integration Matrix provided administrators with a structured evaluation tool for assessing the alignment between technological initiatives and spiritual mission, addressing a critical gap in current implementation frameworks (Chen & He, 2024).

Virtuous Business Model Integration

The Virtuous Business Model's three key capitals were integrated into the research framework throughout the analysis and the implementation design. Building *spiritual capital* required aligning technological integration with Christian principles through intentional ethical guidelines and faith-based decision frameworks (Brooker & Boyce, 2017). *Social capital* development centered on creating collaborative faculty learning communities and mentorship programs supporting ethical technology adoption. The framework built *economic capital* through sustainable implementation strategies emphasizing resource stewardship and long-term institutional viability.

Recommended Solution

The research supports the implementation of a comprehensive solution combining several elements. The university should develop focused curriculum modules integrated thoughtfully across core courses while implementing thorough faculty training programs emphasizing technical and ethical aspects (Mollick & Mollick, 2023). This approach requires the implementation of ethical guidelines aligned with Christian principles (Johnson, 2023) and the creation of assessment frameworks to measure implementation success (Southworth et al., 2023).

Change Model

The transformation plan outlines a phased approach addressing stakeholder engagement, resource allocation, and ethical considerations (Kumar et al., 2024). Strategies for curriculum development, faculty training, and ongoing evaluation ensure successful implementation by Fall 2025, maintaining program integrity while achieving technological advancement (Trevisan et al., 2024). This strategic initiative positions Mercado as a leader in faith-based education incorporating cutting-edge technology (Castillo, 2024), enhancing its ability to prepare graduates for leadership roles while maintaining commitment to Christian values and ethical principles.

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