

Adoption of Artificial Intelligence in Financial Markets and Its Strategies for Investment in Industry 5.0: A Systematic Literature Review

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ABSTRACT

The industrial revolution has undergone a paradigm shift in the functioning of various sectors worldwide. The usage of AI and other technology transformations has provided an easier way to predict the financial markets, which uses machine learning, blockchain, and various algorithms for predicting the stock markets and making investment decisions. The increasing availability of big data with advances in the power of computers has enabled the adoption of AI, emerging as an alternative model for traditional methods and techniques. The main objective of conducting a Systematic Literature Review (SLR) is (i) to examine the extent of research studies carried out on the adoption of artificial intelligence with the investment strategies, and the applied AI techniques, and evaluate the effectiveness in financial markets. The Research analyzes the application of predictive analytics in forecasting stock markets and suggests directions for future research that combine AI and analyze stock price predictions. The methodology adopted for Systematic Literature Review (SLR) is through PRISMA (Preferred Reporting Items for Systematic Reviews). The data sources are gathered from Scopus, Google Scholar, and Semantic Scholar through keyword and Boolean operations. The searches are limited through the selection of articles, conference papers, book chapters, and review papers that were published from 2015 to 2025. The relevant studies are filtered based on the title, abstract, and keywords.

Keywords: Artificial Intelligence, Financial Markets, Investment Strategies, Algorithmic Trading, Portfolio Optimization

