

Artificial Intelligence in College Admissions: Perspectives, Adoption Factors, and Future Directions Based on Existing Literature

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Abstract : This study explores stakeholders' perceptions and use of AI in university admissions using a conceptual model. The model suggests that AI expertise mediates the relationship between various factors (positions, experience, perceived benefits, concerns) and the desire to adopt AI. By reviewing existing research, the study identifies variables, correlations, and research gaps. The findings highlight the influence of institutional positions, AI expertise, knowledge, perceived advantages, and concerns on attitudes and intentions toward AI implementation. The review provides a framework for future research, emphasizes ethical AI use, and offers practical insights for admissions stakeholders.

Keywords : artificial intelligence, college admissions, technology adoption, stakeholder perceptions, ethical considerations

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