

**BUCHAREST UNIVERSITY OF ECONOMIC STUDIES**  
**Council of Doctoral University Studies**  
*Doctoral School*  
**ECONOMIC INFORMATICS**

**DESIGNING A PERSONAL LEARNING ASSISTANT BASED ON  
ARTIFICIAL INTELLIGENCE AND ADAPTIVE LEARNING**

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### **Summary**

Both technology and its progress influence multiple aspects of modern society, one of them being represented by education and processes that shape it. Therefore, as new technologies continue to emerge, so does the tendency of searching for new ways of including them in different domains with the scope of improving them. As society of our days continues to change, personal characteristics of individuals continue to shift and the efficiency of classic educational processes is now challenged by a more easier access to information and knowledge, decreased attention span and a raise in distractibility.

Therefore, the current research analyzes the potential ways in which new technologies based on artificial intelligence can be integrated into the educational process, improving the students' experience, leading to better results. The research presents statistical analysis regarding the degree of usage of modern educational systems based on artificial intelligence, case studies regarding applications of artificial intelligence in developing innovative educational systems and suggests an architecture of a personal learning assistant based on artificial intelligence that satisfies current students needs and facilitates their progress on a specific learning path.

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