5W

5W Public Relations
Research · 2026

5W RESEARCH · 2026 SERIES

AI BUSINESS SCHOOL INDEX

Which business schools AI names
288 AI answers · October 26 and 27, 2026

Measured :
October 26 and 27, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 68 Google AI Overviews

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5W
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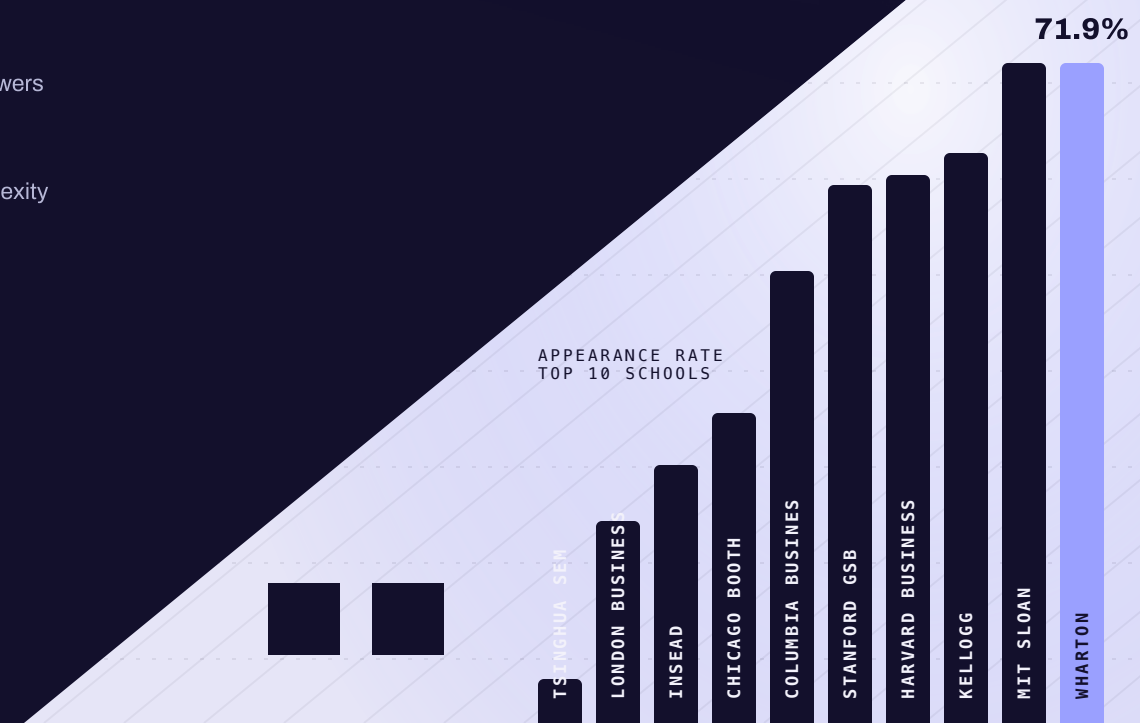

AT A GLANCE

MIT Sloan and Wharton tie. Each is named in 207 of 288 answers.

MIT Sloan and Wharton were the schools that ChatGPT, Claude, Gemini and Perplexity named most often, each in 207 of 288 answers (71.9%) measured October 26 and 27, 2026. MIT Sloan was named first more often than any other school, in 73 of 288 answers. Google AI Overviews appeared on 68 of 72 searches (94.4%).

> Version 2. This version replaces the first version of this study, first published July 27, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

71.9%
of answers named MIT Sloan, the most-named (207 of 288)

10
tracked schools named at least once (of 10)

94.4%
of Google searches showed an AI Overview (68 of 72)

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KEY FINDINGS

01 What the data shows

MOST NAMED

207/288 (71.9%)

MIT Sloan appeared in 207 of 288 four-engine answers (CI 66.4–76.8%). Wharton appeared in exactly as many, 207 of 288. The two are tied.

NAMED FIRST

73/288 (25.3%)

MIT Sloan was the first school named in 73 of 288 answers, more than any other tracked school. Average first position: 2.3.

CHATGPT SKEW

33/72 (45.8%)

ChatGPT named INSEAD in 33 of 72 answers. The other engines did so in 13 to 20 of 72.

PERPLEXITY SKEW

39/72 (54.2%)

Perplexity named Chicago Booth in 39 of 72 answers. The other engines did so in 16 to 26 of 72.

OWN-SITE CITATIONS

48/288 (16.7%)

Harvard Business School's own domains were cited in 48 of 288 grounded answers, more than any other tracked school. Wharton followed at 31 of 288. 1 of 10 tracked schools had 0 of 288.

AIO TRIGGER

68/72 (94.4%)

Google AI Overviews appeared on 68 of 72 searches (CI 86.6–97.8%). On the other 4, no overview was shown.

AIO LEADER

47/68 (69.1%)

Wharton was the school named most often in AI Overviews, at 47 of 68, followed by MIT Sloan at 40 of 68 (58.8%). In the four-engine set, Wharton was named in 207 of 288 answers (71.9%).

TOP DOMAIN

113/288 (39.2%)

poetsandquants.com was cited in 113 of 288 grounded four-engine answers, with 173 of 2,536 citations (6.8%). gmac.com came second with 135 citations in 108 answers (37.5%).

THE LEADERBOARD

02 Which schools AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	MIT Sloan	71.9%	207/288
2	Wharton	71.9%	207/288
3	Kellogg	62.2%	179/288
4	Harvard Business School	59.7%	172/288
5	Stanford GSB	58.7%	169/288
6	Columbia Business School	49.3%	142/288
7	Chicago Booth	33.7%	97/288
8	INSEAD	28.1%	81/288
9	London Business School	21.9%	63/288
10	Tsinghua SEM	4.9%	14/288

02 THE LEADERBOARD

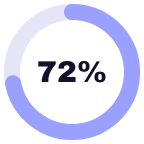
The full list

Own-domain citation is the share of 288 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,536 citations.

#	SCHOOL	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**MIT Sloan**	207/288	**71.9%**	66.4–76.8%	2.3	8.7% (25/288)	1.3%
2	**Wharton**	207/288	**71.9%**	66.4–76.8%	2.8	10.8% (31/288)	1.4%
3	**Kellogg**	179/288	**62.2%**	56.4–67.6%	3.5	8.3% (24/288)	1.1%
4	**Harvard Business School**	172/288	**59.7%**	54–65.2%	2.8	16.7% (48/288)	2%
5	**Stanford GSB**	169/288	**58.7%**	52.9–64.2%	2.6	6.3% (18/288)	0.7%
6	**Columbia Business School**	142/288	**49.3%**	43.6–55.1%	4.7	7.6% (22/288)	0.9%
7	**Chicago Booth**	97/288	**33.7%**	28.5–39.3%	4.4	4.2% (12/288)	0.5%
8	**INSEAD**	81/288	**28.1%**	23.2–33.6%	4.5	9.7% (28/288)	1.1%
9	**London Business School**	63/288	**21.9%**	17.5–27%	5.4	4.5% (13/288)	0.5%
10	**Tsinghua SEM**	14/288	**4.9%**	2.9–8%	2.6	0% (0/288)	0%

PROFILES

03 The top eight, side by side

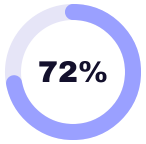


RANK 1

MIT Sloan

207/288 answers · 95% CI 66.4–76.8%

2.3	8.7%	1.3%
first-mention position	owned-domain citation (25/288)	citation share

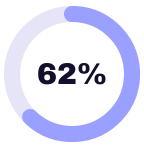


RANK 2

Wharton

207/288 answers · 95% CI 66.4–76.8%

2.8	10.8%	1.4%
first-mention position	owned-domain citation (31/288)	citation share



RANK 3

Kellogg

179/288 answers · 95% CI 56.4–67.6%

3.5	8.3%	1.1%
first-mention position	owned-domain citation (24/288)	citation share

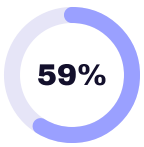


RANK 4

Harvard Business School

172/288 answers · 95% CI 54–65.2%

2.8	16.7%	2%
first-mention position	owned-domain citation (48/288)	citation share

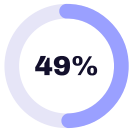


RANK 5

Stanford GSB

169/288 answers · 95% CI 52.9–64.2%

2.6	6.3%	0.7%
first-mention position	owned-domain citation (18/288)	citation share

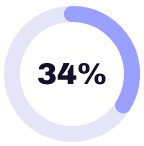


RANK 6

Columbia Business School

142/288 answers · 95% CI 43.6–55.1%

4.7	7.6%	0.9%
first-mention position	owned-domain citation (22/288)	citation share

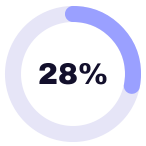


RANK 7

Chicago Booth

97/288 answers · 95% CI 28.5–39.3%

4.4	4.2%	0.5%
first-mention position	owned-domain citation (12/288)	citation share



RANK 8

INSEAD

81/288 answers · 95% CI 23.2–33.6%

4.5	9.7%	1.1%
first-mention position	owned-domain citation (28/288)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

ChatGPT named INSEAD in 33 of 72 answers. The other engines did so in 13 to 20 of 72. Perplexity named Chicago Booth in 39 of 72 answers. The other engines did so in 16 to 26 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Wharton	**72.2%**
MIT Sloan	**69.4%**
Stanford GSB	**62.5%**
Harvard Business School	**58.3%**
Kellogg	**56.9%**
Columbia Business School	**52.8%**

Claude

72 ASKED | 72 RETURNED | 72 GROUNDED

MIT Sloan	**72.2%**
Harvard Business School	**66.7%**
Wharton	**65.3%**
Kellogg	**62.5%**
Stanford GSB	**52.8%**
Columbia Business School	**45.8%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Wharton	**75%**
MIT Sloan	**65.3%**
Stanford GSB	**55.6%**
Harvard Business School	**52.8%**
Kellogg	**51.4%**
Columbia Business School	**36.1%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

MIT Sloan	**80.6%**
Kellogg	**77.8%**
Wharton	**75%**
Stanford GSB	**63.9%**
Columbia Business School	**62.5%**
Harvard Business School	**61.1%**

05

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 72 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 68 = 356 answers.



TRIGGER RATE

Google AI Overviews appeared on 68 of 72 searches (94.4%, CI 86.6–97.8%). The other 4 searches showed no overview. Within the 68 overviews, Wharton was named in 47 (69.1%), MIT Sloan was named in 40 (58.8%), Kellogg was named in 35 (51.5%), Stanford GSB was named in 28 (41.2%). youtube.com was the most-cited source, with 19 citations and an appearance in 15 of 68 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Wharton	71.3%	▲ 1
2	MIT Sloan	69.4%	▼ 1
3	Kellogg	60.1%	=
4	Harvard Business School	55.6%	=
5	Stanford GSB	55.3%	=
6	Columbia Business School	43.5%	=
7	Chicago Booth	30.6%	=
8	INSEAD	27.0%	=
9	London Business School	21.1%	=
10	Tsinghua SEM	4.2%	=

06

LEADERS BY QUESTION

Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

MIT Sloan 91.7%

TIED WITH WHARTON, HARVARD BUSINESS SCHOOL

Wharton	91.7%
Harvard Business School	91.7%

AI Overview shown on 2 of 3 searches

Q02 · 12 ANSWERS

MIT Sloan 100%

TIED WITH KELLOGG

Kellogg	100%
Wharton	75%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Kellogg 100%

Wharton	91.7%
Chicago Booth	58.3%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Wharton 100%

MIT Sloan	91.7%
Harvard Business School	91.7%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Wharton 75%

Harvard Business School	66.7%
Chicago Booth	66.7%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

INSEAD 100%

TIED WITH LONDON BUSINESS SCHOOL

London Business School	100%

AI Overview shown on 2 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,536 citations in total. poetsandquants.com was cited most often, with 173 citations (6.8%) across 113 answers. Next came gmac.com (135), digitaldefynd.com (77), vantagepointmba.com (52), stacyblackman.com (36), bloomberg.com (35).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

poetsandquants.com	**39.2%**
gmac.com	**37.5%**
vantagepointmba.com	**18.1%**
stacyblackman.com	**11.8%**
clearadmit.com	**11.1%**
digitaldefynd.com	**10.4%**
en.wikipedia.org	**10.4%**
hbs.edu	**10.4%**
upenn.edu	**10.1%**
mbaguide.org	**9.7%**

GOOGLE AI OVERVIEWS · SHARE OF 68 OVERVIEWS

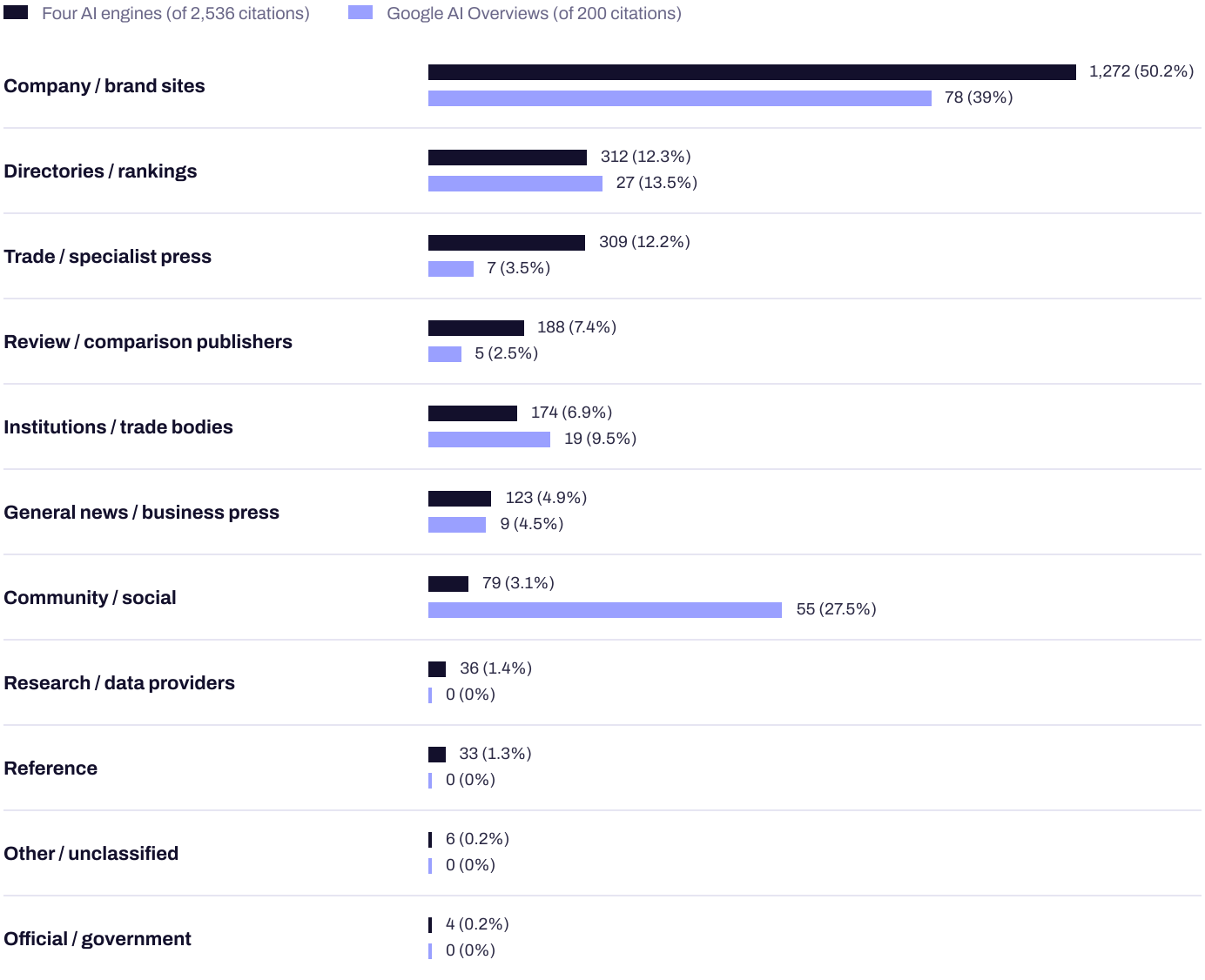
gmac.com	**23.5%**
youtube.com	**22.1%**
reddit.com	**19.1%**
linkedin.com	**8.8%**
facebook.com	**8.8%**
emeritus.org	**5.9%**
research.com	**5.9%**
topmba.com	**5.9%**
find-mba.com	**5.9%**
instagram.com	**5.9%**

07

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited. Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'.



QUESTIONS PEOPLE ASK

08 What AI answers

Q1 Which school do AI engines name most often?

MIT Sloan and Wharton tie, each named in 207 of 288 four-engine answers (71.9%, CI 66.4–76.8%).

Q2 Which school is named first most often?

MIT Sloan was the first school named in 73 of 288 answers, with an average first position of 2.3.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 68 of 72 searches (94.4%, CI 86.6–97.8%). Within those 68 overviews, Wharton was named most often, in 47 (69.1%).

Q4 Which sources do the engines cite?

Across 2,536 four-engine citations, poetsandquants.com was cited most (173 citations, in 113 of 288 grounded answers), followed by gmac.com (135 citations).

Q5 Do the four engines agree?

Only in part. ChatGPT named INSEAD in 33 of 72 answers, against 13 to 20 of 72 on the other engines. Perplexity named Chicago Booth in 39 of 72 answers, against 16 to 26 of 72 on the other engines.

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	288	+	72
questions		runs each		AI engines		answers		Google searches · 68 AI Overviews

24 questions, each asked 3 times on each engine, measured October 26 and 27, 2026. Market: United States, English. The destination site was not mentioned to any engine. Gemini answers were produced by gemini-3.6-flash; every Gemini answer in this report used that one model. All 72 Gemini answers had search sources. Entities count as named when they appear in the answer text; products and name variants roll up to the tracked name, and people are matched with middle names or initials, nicknames, possessives and suffixes.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	72	68 shown	68

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the entity ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the entity first appears (1 = first).
- Own-domain citation: grounded answers citing the entity's domains ÷ grounded answers.
- Citation share: citations to the entity's domains ÷ all citations.

LIMITATIONS

- Measured over two days, October 26 and 27, 2026. Each engine answered 24 questions 3 times. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- Only 10 tracked schools were scored. Other names that appeared often were not scored, including UC Berkeley Haas School of Business (25).
- AI Overview figures are based on only 68 overviews, so estimates for individual schools are less precise than the four-engine figures.
- Reports describe what the engines said, attributed to the engines. They make no judgement about the people or organizations named and are not legal or financial advice.
- Two questions, "Stanford GSB vs MIT Sloan for an MBA focused on AI?" and "Wharton vs Kellogg for AI and business?", name schools, so those schools' counts include up to 12 answers to each. Without them, Wharton and MIT Sloan are still the top two.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.

APPENDIX

A

The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	Which business schools have the best AI curriculum for MBA students?	AI Business Schools	CORE QUESTION
02	What are the best MBA programs for a career in AI product management?	AI Business Schools	CORE QUESTION
03	Which business schools offer an MBA major or concentration in artificial intelligence?	AI Business Schools	CORE QUESTION
04	What are the best executive education programs on AI for senior leaders?	AI Business Schools	CORE QUESTION
05	Which business schools partner with AI companies?	AI Business Schools	CORE QUESTION
06	What are the best MBA programs in Europe for AI and technology?	AI Business Schools	CORE QUESTION
07	Which business schools in Asia are strongest in AI and analytics?	AI Business Schools	CORE QUESTION
08	What are the best online AI courses from top business schools?	AI Business Schools	CORE QUESTION
09	Which business schools produce the most AI startup founders?	AI Business Schools	CORE QUESTION
10	Stanford GSB vs MIT Sloan for an MBA focused on AI?	AI Business Schools	CORE QUESTION
11	Wharton vs Kellogg for AI and business?	AI Business Schools	CORE QUESTION
12	Which business schools teach generative AI to MBA students?	AI Business Schools	ADDED QUESTION
13	What are the best business schools for business analytics?	AI Business Schools	ADDED QUESTION
14	What are the best MBA programs for technology careers?	AI Business Schools	ADDED QUESTION
15	Which business schools offer AI certificates for working professionals?	AI Business Schools	ADDED QUESTION
16	What are the best part-time MBA programs for technology professionals?	AI Business Schools	ADDED QUESTION
17	What are the best one-year MBA programs for technology?	AI Business Schools	ADDED QUESTION
18	Which business schools have research centers on AI?	AI Business Schools	ADDED QUESTION
19	Which business schools require AI coursework?	AI Business Schools	ADDED QUESTION
20	What are the best executive programs on digital transformation?	AI Business Schools	ADDED QUESTION
21	What are the best MBA programs for fintech?	AI Business Schools	ADDED QUESTION
22	What are the best MBA programs for entrepreneurship?	AI Business Schools	ADDED QUESTION
23	Which business schools rank highest for technology management?	AI Business Schools	ADDED QUESTION
24	How do business schools teach students to use AI tools?	AI Business Schools	ADDED QUESTION

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5W PUBLIC RELATIONS · RESEARCH

AI Business School Index 2026

Measured October 26 and 27, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

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