AI BASED DISCOURSE FOR BANKING INDUSTRY

LITERATURE SURVEY

Date	15 October 2022
Team ID	PNT2022TMID48901
Project Name	AI Based discourse on banking industry
Maximum Marks	2 Marks

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1.

Banking with a Chatbot – A Study on Technology Acceptance

Author: Monika Anetta Alt, Ibolya Vizeli, Zsuzsa Saplacan

The implementation of chatbot technology is evolving rapidly in the banking industry, yet customer acceptance is behind. The aim of the present paper is to identify the factors that influence consumers' intention to use chatbot technology applied in the banking industry. The measurement development and hypotheses were based on the technology acceptance model extended with compatibility, customers' perceived privacy risk and awareness of the service. It enable consumers to get in touch with customers anytime from anywhere using their own mobile devices, thus they can get quick and relevant responses to their questions. The implementation of these applications allows companies to target consumers in a more direct and personal way, and companies can save on personnel costs in the area of customer services. In addition to the benefits of the technology, the usage of chatbots may also involve several risk factors, including issues regarding data security and financial risks (Vieira and Sehgal, 2017; Richad et al., 2019)

2.

Chatbots and Virtual Assistant in Indian Banks

Author: Netra Pal Singh, Devender Singh

This paper discusses the adoption of chatbots and virtual Assistants by different category of banks (private sector banks and public sector banks) in India. The research paper presents a brief introduction of banking industry in India, history, characteristics, and architecture of chatbots and virtual assistants. The research paper also included basic features, way to connect, services offered, accuracy, technology providers of chatbots and virtual assistants implemented by Indian banks. It necessitates enhancement of existing capabilities of chatbots/ virtual assistant deployed by Indian banks and awareness with respect to usefulness among employees and customers. It can be seen that in most of the cases the chatbots are able to answer general queries related to banking services.

3.

The Influence of Artificial Intelligence on the Banking Industry & How AI is Changing the Face of Modern Day Banks

Author: Navleen Kaur, Supriya LAMBA Sahdev, Dr MONIKA Sharma

https://www.researchgate.net/publication/342589183_Banking_40_-_The_Influence_of_Artificial_Intelligence_on_the_Banking_Industry_How_AI_is_Changing_the_Face_of_Modern_Day_Banks

To study the influence of artificial intelligence in the banking sector & how AI is changing the face of modern-day banks. This research mainly focuses on the concept of AI in the field of banking, how it has brought revolutionary changes in banking and its impact on human manpower. As we are aware that humans tend to commit errors, but the world is evolving so does the innovations, there is lack of skilled talents required to handle the automation. Several routine and manual tasks which were earlier performed by the humans are now being replaced by the automated machines with advance technology. Given that the business is experiencing noteworthy change at a quick pace, this research is a preview of the current applications of AI in the banking industry and how it is changing the face of banking in India.