1. **Frontiers: Can Large Language Models Capture Human Preferences?**

[Ali Goli](https://pubsonline.informs.org/action/doSearch?text1=Goli%2C+Ali&field1=Contrib), [Amandeep Singh](https://pubsonline.informs.org/action/doSearch?text1=Singh%2C+Amandeep&field1=Contrib) (2024) Frontiers: Can Large Language Models Capture Human Preferences?. Marketing Science 43(4):709-722.

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1. **Artificial Intelligence and Strategic Decision Making: Evidence from Entrepreneurs and Investors**

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1. **The Retail Chain Value: Linking Employee Perceptions to Employee Performance, Customer Evaluations, and Store Performance**

[James G. Maxham, III](https://pubsonline.informs.org/action/doSearch?text1=Maxham%2C+James+G+III&field1=Contrib), [Richard G. Netemeyer](https://pubsonline.informs.org/action/doSearch?text1=Netemeyer%2C+Richard+G&field1=Contrib), [Donald R. Lichtenstein](https://pubsonline.informs.org/action/doSearch?text1=Lichtenstein%2C+Donald+R&field1=Contrib), (2008) The Retail Value Chain: Linking Employee Perceptions to Employee Performance, Customer Evaluations, and Store Performance. Marketing Science 27(2):147-167.

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1. **The Influence of Coworker Feedback on Salespeople**

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1. **Innovation in the frontline: Exploring the Relationship between role conflict, ideas for improvement, and employee service performance**

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1. **Sentence-Based Text Analysis for Customer Reviews**

[Joachim Büschken](https://pubsonline.informs.org/action/doSearch?text1=B%C3%BCschken%2C+Joachim&field1=Contrib), [Greg M. Allenby](https://pubsonline.informs.org/action/doSearch?text1=Allenby%2C+Greg+M&field1=Contrib) (2016) Sentence-Based Text Analysis for Customer Reviews. Marketing Science 35(6):953-975.

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[Surendra N. Singh](https://pubsonline.informs.org/action/doSearch?text1=Singh%2C+Surendra+N&field1=Contrib), [Steve Hillmer](https://pubsonline.informs.org/action/doSearch?text1=Hillmer%2C+Steve&field1=Contrib), [Ze Wang](https://pubsonline.informs.org/action/doSearch?text1=Wang%2C+Ze&field1=Contrib), (2011) Efficient Methods for Sampling Responses from Large-Scale Qualitative Data. Marketing Science 30(3):532-549.

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1. **Making Inclusive Product Design a Reality: How Company Culture and Research Bias Impact Investment**

[Jeffrey D. Shulman](https://pubsonline.informs.org/action/doSearch?text1=Shulman%2C+Jeffrey+D&field1=Contrib), [Zheyin (Jane) Gu](https://pubsonline.informs.org/action/doSearch?text1=Gu%2C+Zheyin+Jane&field1=Contrib) (2023) Making Inclusive Product Design a Reality: How Company Culture and Research Bias Impact Investment. Marketing Science 43(1):73-91.

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1. **Emotional Support from a digital assistant in technology-mediated services: Effects on customer satisfaction and behavioral persistence**

<https://doi.org/10.1016/j.ijresmar.2020.06.004>

Idea #1:

Using a dataset from Mega Western Sales that includes qualitative survey responses, I will be researching the consistency in ChatGPT’s responses regarding themes from the survey responses and managerial decision suggestions. With many iterations of the same ChatGPT response, I will analyze how similar its responses are to each other. I will also compare ChatGPT’s response to different text analysis models. This builds on much of the current research as many researchers are testing the current limitations and opportunities of ChatGPT. This will also build on the research of ChatGPT adding value to a company through efficiency and data extraction and interpretation, which would have positive impacts for managerial level decisions.

Idea #2:

By writing, distributing, and analyzing a survey from Mega Western Sales, I will be analyzing the effects of the Employee-Owned Business Model on Sales Performance. Using employee survey responses, I will research the quantitative effects of having the ESOP model in practice, the understanding of the employee about the model, and further trainings dedicated to encouraging employee involvement in the model to see if there is a positive or negative effect on individual performance. This will build on previous research that has analyzed the effects of company culture and team work through the specific lens of an employee owned business model.