**Generative Artificial Intelligence Tools and its Initiatives in Service Sector**

**Dr. P. Venkata Subbaiah 1, Prof. M.Jyothsna 2 , Prof. Natalia Kryvinska 3**

1. GITAM School of Business, GITAM (Deemed to be University), Visakhapatnam, Andhra Pradesh 530045. ORCid Id: <https://orcid.org/0000-0002-1550-4186>, Email: Vpotala@gitam.edu (Corresponding author).
2. Professor, Department of Marketing, GITAM School of Business, GITAM (Deemed to be University, Visakhapatnam, Andhra Pradesh-530045, https://orcid.org/0000-0003-0192-6959, Email: jmallela@gitam.edu
3. Faculty of Management, Comenius University Bratislava, Odbojarov 10, 82005 Bratislava, Slovakia. ORCid id: <https://orcid.org/0000-0003-3678-9229>, Email: [natalia.kryvinska@fm.uniba.sk](mailto:natalia.kryvinska@fm.uniba.sk).

**Abstract:**

The increasing development of technological capabilities and the resulting advancements in science have led to an increasing interest in artificial intelligence among the general public and scientific community. The widespread use of the Internet and the development of modern technology have resulted in several noteworthy advancements, one of Generative artificial intelligence (AI) is chatbots. Artificial intelligence (AI) is used by chatbots, which are programmes, that respond to queries submitted by users. Chatbots have revolutionized the way organizations and customers communicate and engage. They offer tailored assistance around-the-clock, without requiring human intervention or time or space limits, and they respond to requests instantly, saving money on labour. For companies hoping to beat the competition, having data and using artificial intelligence to analyze it is now crucial. The use of chatbots has been rapidly growing in many sectors in the past few years. These include mobile commerce, customer assistance, business, insurance, tourism, healthcare, and financial services. After outlining some basic technological concepts, this chapter focuses on four main areas: we examine the factors that influence users to adopt and use chatbots; we talk about the industries that use chatbots most frequently; we examine the countries where research has been conducted specifically on chatbots; and lastly, we examine which behavioral theories have been most frequently used in conjunction with the intention to adopt and use chatbots. Our preliminary investigation on the subject gives us confidence regarding Generative AI-chatbots' and Tools and its Initiatives in Service Sector.

**Keywords:** Generative Artificial Intelligence, Chatbots, Service Sector

1. **Introduction**

When new technology is launched in the market the business sector is electrified. But the hype is usually short-lived. Unless we are discussing AI. The craze around generative AI is growing by the year. In 1966, an MIT professor named Joseph Weizenbaum created the first chatbot. A chatbot is an artificial intelligence (AI) tool. Though a chatbot has been around for many years only recently it has made a comeback largely because of AI. A Bot is nothing but a kind of software that performs tasks that are automated. The primary objective of a chatbot is to have a dialogue with a human being. Therefore, it is desirable to have easy access to information. Messaging platforms like WhatsApp and Facebook messenger are used as convenient platforms for communication. Software programs like Conversational chatbots use natural language processing to mimic human conversations (Pillai & Sivathanu, 2020). Chatbots are bringing a revolution in our methods of communication. Chatbots have entered into many fields which depend on human interaction. They can find a taxi ride, they can give news updates, weather forecast and information about health care to name a few.Chatbots are generally of three types: The first type of Chatbots are based on rules and are interactive in nature. They respond to programmed patterns and answers. The second type of chatbot is an intellectually independent chatbot depends on machine learning to know the human inputs plus it looks out for some known keywords. The third type of chatbot is an AI Chatbot. These chatbots are like artificial brains based on sophisticated algorithms. They use natural language generation tools. They are becoming smarter by the day as they completely understand the request of the user in the right context and the accompanying emotion through each conversation.

AI-driven chatbots are already starting to transform a number of sectors, including banking, education, healthcare, media, and law (Aung et al., 2021). The educational environment has changed thanks to huge language models like ChatGPT, which have made it possible to implement better management strategies, intelligent teaching strategies, tailored learning, cross-language learning, and effective academic planning. Among the various tasks these virtual assistants aid students with include lesson planning, language translation, homework, and essay writing (Qadir, 2023). In many different domains, they may solve both non-technical (like language and literature) and technical difficulties (like computer programming and engineering technologies). They assist with auto-grading, auxiliary teaching, information retrieval, and case-scenario generation in medical school (Thunstrom, 2022; Hamoudi, 2023), for example, and they also evaluate the quality of students' answers (Moore et al., 2022), help students understand programming by explaining various lines of code (MacNeil et al., 2022). It has been shown that chatbots may reduce language anxiety, boost student engagement, and provide multimodal interactions that facilitate iterative learning. Scholars such as Shawar (2017) have studied this dualistic role of chatbots.Using meta-analytical approaches, Wu and Yu's (2023) research on the influence of AI chatbots on educational results indicates that chatbots are very successful in higher education, in contrast to the more moderate impacts shown in basic and secondary school settings. Chatbot adoption in the classroom faces several challenges. Wang et al. (2023) offer a critical review of the integration of AI into school administration and instruction, highlighting important issues related to privacy, cultural sensitivity, and competency barriers in language.

**1.1 Significance of Chabot in Industry**

Many companies, especially those in the service industry, have begun to use chatbots—digital conversational agents driven by artificial intelligence (AI)—in recent years. An significant reason chatbots are useful is that they offer a trustworthy interface for customer care and can mimic human conversations (Agarwal et al., 2021). According to Aslam (2023), chatbots have the ability to manage several requests simultaneously, answer instantaneously, and be accessible 24/7, all of which greatly enhance the quality of service. They also generate an emotional connection.

One of the several possible applications of AI is to improve industrial sectors. Various companies, including financial institutions, car manufacturers, legal firms, and more, have made use of it. In order to maintain a competitive edge, companies nowadays need data and the ability to analyze it using artificial intelligence. The concept of artificial intelligence is not new, as mentioned earlier. The inability to aggregate massive volumes of data from a variety of sources and classifications meant that the full promise of AI and ML remained unrealized even after their discovery. The construction and testing of AI-based systems required massive volumes of data, which slowed down artificial intelligence development at the time. But things have changed over time. The ability to store, retrieve, compare, and analyze massive volumes of data has opened up new avenues for research. The tools and methods of artificial intelligence change and adapt in tandem with BDs.

For instance, chatbots powered by artificial intelligence are helping businesses assist customers when they are making a purchase (Pizzi et al., 2021).

**2.Behavioral theories have been most frequently used in conjunction to adoption and use of catboats:**

**2.1 Diffusion of Innovation Theory (DIT):**

According to DOI theory, consumers' initial trust behavior towards new technology is a result of the assumptions they have about it (Davis and Davis 2015). Five technology-related elements make up DOI and are thought to be key determinants of whether innovation is accepted or rejected. These elements include trialability, observability, complexity, compatibility, and relative advantage. However, according to (Fagih 2019) , the first three characteristics have the most influence on customers' acceptance of new technology.Therefore, in our investigation, we only used compatibility as the sole element derived from DOI theory.

**2.2 Unified Theory of user Acceptance of Technology Model:**

UTAUT Model, which was proposed by (Venkatesh, Morris, Davis, & Davis, 2019), is useful for figuring out what factors influence people to embrace new technology that businesses use. The Prospects of performance and determination, as well as social influence and enabling circumstances, make up this theory. In contrast, Existing studies has shown that performance expectancy is the most imperative component of UTAUT in explaining people's actions (Venkatesh et al. 2019), (Venkatesh et al. 2019), (Casey and Wilson-evered 2012), (Casey and Wilson-evered 2012),(Zhou, Lu, and Wang 2010). Additionally, according to (Abdallah, Dwivedi, and Rana 2017), social influence ranks as the second most important element in determining behavioral intention. We used performance expectation and social influence, two variables from the UTAUT, to predict how much confidence users would initially have in chatbots. (Davis and Davis 2015) noted that combining theories like TAM and DOI formed the basis of the UTAUT establishment.

**2.3 Technology Acceptance Model**

One of the most popular and well-respected models in the area of research on technology adoption, the Technology Acceptance Model (TAM) investigates the behavioral intention to accept new technology. According to Davis and Venkatesh (1996), the level of confidence that the user has in the new technology's PEA and PUL impacts their purpose. An influential paradigm with roots in information management, the technology acceptance model (TAM) has found use in a wide variety of settings and sectors. Perceived utility and simplicity of use are the two primary components of this paradigm that determine whether people will embrace new technology (Davis, 1986). When looking at the intention to adopt CAs, this model is among the most used in our sample. As an example, Moriuchi (2019) investigated customer engagement and loyalty using an enhanced version of TAM. With the addition of context-specific factors, Pillai and Sivathanu (2020) expanded TAM to examine the behavioral intention and actual usage of AI-powered chatbots by consumers in India's hospitality and tourist industries.

**2.4 Social presence theory (SPT)**

One common aspect of mediated communication is the idea of social presence. Social presence was described by Short et al. (1976) as "the degree to which a person is perceived as a'real person' in mediated communication," utilizing symbolic interactionism and studies of interpersonal communication. In our sample, this hypothesis is frequently used to analyze how individuals interact with CAs. To explain how chatbots' social qualities affect customers' behavioral intentions, Jiang et al. (2022) build a framework based on theories of social presence and self-determination. According to their findings, customers' behavioral intentions are influenced by the innovativeness and intimacy of the retail experience, which are positively impacted by the social presence of chatbots. The researchers Fan, Lu, and Mao (2022) used social presence theory to look at how guests reacted to two different kinds of hotel room electronics. A lack of control is a major reason why AI-enabled voice assistants get lower satisfaction ratings than touch panels. This is especially true for customers who tend to be more independent and self-construal.

**2.5 Self-Determination theory (SDT)**

As an experimentally grounded theory, SDT differentiates between socially controlled and autonomous motivation (Decid and Ryan, 2012). This theory has its roots in studies conducted in the 1970s and 1980s about the link between intrinsic and extrinsic motivation, and Deci (1971) offered data in favor of it. The self-determination hypothesis states that relatedness, competence, and autonomy are the three basic psychological demands that all humans share. The relationship between the chatbot and the consumer consists of five parts: cognitive, interpersonal, behavioral, affective, and perceptual. The study found that customers' levels of satisfaction with the chatbot are influenced by their level of self-directed interaction (Jiménez-Barreto, et al., 2021). Nguyen et al. (2022) compared the ratings of user satisfaction for a chatbot system with those for a menu-based interface system. A study was conducted utilizing Self-Determination Theory (SDT) to examine the effects of chatbot usage on many dimensions, including perceived autonomy, perceived competence, cognitive load, performance satisfaction, and system satisfaction. User satisfaction was worse with chatbot systems compared to menu-based interface systems because these systems reduced perceived autonomy and increased cognitive effort.

**2.6 Social response theory (SRT)**

According to SRT, when interacting with computers and other devices, individuals should adhere to social norms (Huang and Lin, 2011; Moon, 2000; Nass et al., 1999). When engaging with robots and computers that display human-like features or social cues, such as reciprocity, courtesy, interaction between personalities that are similar, and interdependence among group members, humans often follow social rules and behaviors. The application of social rules by humans to anthropomorphically constructed robots has been the subject of much research (Nass et al., 1994). Using social response and commitment-consistency theories, Adam, Wessel, and Benlian (2021) looked at how verbal anthropomorphic design cues and the foot-in-the-door strategy affected user request compliance. They demonstrated how anthropomorphism combined with consistency greatly and favorably impacts customers' willingness to comply with a chatbot's request for service feedback. Social response theory was used by Huang and Lee (2022) to uncover the fintech chatbots' fundamental intention mechanism. Using social response theory as a framework, this study investigates how attitudes about fintech chatbots and social capital affect continuation intention.

**2.7 Uses and gratification theory (UGT)**

The purpose of UGT is to understand mass communication from an audience-centered standpoint. According to Saunders et al. (2001), the study looks at how viewers actively use media content to promote their goals and objectives. Rather than arguing about how media affects people, UGT focuses on how people engage with media. Five categories can be used to organize an individual's requirements and sources of fulfillment: cognitive, emotional, personal integrative, social integrative, and tension-free needs. Rese, Ganster, and Bayer (2020) evaluated how well a text-based chatbot was received by applying the uses and gratifications theory (UGT) in conjunction with the technological acceptance model (TAM). Their results show that both models had nearly comparable prediction skills. In a study published in 2022, Jian et al. investigated how brand credibility affects the relationship between certain AI components and AI perception. Increased brand reputation reduces consumers' concerns about privacy.

**2.8 The Uncanny Valley Theory**

The idea of the "uncanny valley" illustrates the relationship between a robot's human-like look and the feelings it arouses. A non-linear relationship between people's emotional responses to a robot and its degree of human similarity was described by Mori (1970). He found that, after a certain degree of human similarity is attained, humans have a tendency to see robots more positively as they display more human features. People start to feel increasingly uncomfortable once they cross that barrier. The "uncanny valley," which occurs when humans have negative reactions to humanoid robots such as robot zombies, begins here. People will bond with the robots more when they become to resemble humans. According to Skjuve et al. (2019), hiding details about a CA's actual identity—such as whether they are a chatbot or a person—can make people feel uneasy because of the uncanny valley theory. In order to show how new technologies, affect consumers' journeys and examine their impact on various phases of the purchase experience (pre-, during-, and post-transaction), Hoyer et al. (2020) developed a novel approach. They concentrate on the degree of technological familiarity in the customer journey in accordance with the uncanny valley theory. They predict that the consumer experience will be significantly impacted by developing technologies like IoT, chatbots, virtual assistants, AR/VR/MR, and robots.

**2.9 Expectation Confirmation paradigm (ECM)**

The Technology Acceptance Model (TAM) and Expectation Confirmation Theory (ECT) are combined to create the Expectation Confirmation paradigm (ECM), a new paradigm for continuous usage of information technology. The ECM clarifies how factors including enjoyment, perceived utility, and expectation confirmation impact consumers' behavior once they accept a product, ultimately influencing their intentions to stick with it. Expectation confirmation affects users' perceived usefulness and satisfaction by comparing the actual utility following initial training with the projected usage, which in turn affects users' continued use. User satisfaction may be favorably and directly impacted by perceived usefulness. Satisfied users are more likely to consider a product as useful and continue using it. Perceived utility and expectation confirmation are crucial conditions for satisfaction (Bhattacherjee, 2001).

The majority of ECM's present focus is on information technology, which includes using mobile apps and internet platforms, accepting mobile advertising, and making use of smart devices. In order to better understand customers' satisfaction and their intentions and behavior toward different technology, commodities, or services, researchers may include additional models or change variables based on the specifics of their study. ECM was used by Jung-Chieh Lee and colleagues to investigate how AI features affect customers' long-term motivation to use mobile banking apps. The study shown that by improving perceived utility and expectation confirmation, AI and anthropomorphic services may both raise user satisfaction and promote continued use of mobile banking (Lee et al., 2023). Neeraj Dhiman investigated why individuals continue to use service chatbots while traveling using the Task-Technology Fit (TTF) model with ECM. When a chatbot's technical features correspond with what users do, users' opinions of those features have a significant impact on how valuable they consider such features to be.

**2.10 Theory of Media Equations (MET)**

Reeves and Nass (1996) proposed the Media Equation Theory (MET), which states that people's reactions to media are similar to their reactions to others. According to MET, people view experiences facilitated by technology in the same way as those that are not mediated, conflating media with reality. When engaging with CAs, users should be as courteous as they would be with a human. According to de Gennaro et al., non-human virtual objects do not have the same problems (2020). The Multifaceted Empathy Test (MET) was employed by Gennaro, Krumhuber, and Lucas (2020) to investigate the possibility of an empathetic chatbot in mitigating the negative consequences of social isolation. The study suggests that when using smart media, users adhere to interpersonal privacy management rules. The cautious route, which emphasizes users' experiences with social presence, and the protective route, which emphasizes perceived privacy problems, are the two paths that the authors identify as having an influence on users' contentment.

**2.11 Theory of social cognition (SCT)**

Social Cognitive Theory (SCT), created by Albert Bandura in 1977, postulates that people learn by both their personal experiences and by observing others in their social surroundings. Human development is largely influenced by their upbringing, other people's behavior, and their cognition—that is, their way of thinking. The environment, behaviors, and cognition that make up the triadic model are reciprocally causal, which means that they influence one another in different ways. A research on Airbnb guests' use of smart voice assistants was done by Gao et al. in 2022. They found that visitors' intentions to use smart voice assistants on Airbnb are influenced by their perceptions of the emotional value, the practical advantage, and the privacy risk. The adoption intention of Airbnb visitors is directly impacted by self-efficacy, and it is also indirectly impacted by perceived values. AI-chatbots in customer service are examined by Chong et al. (2021) using SCT, and they offer a three-level classification of AI-chatbot design based on anthropomorphic role, appearance, and interaction (Chong et al., 2021).

**3. Factors that influence users to adopt and use Chatbots:**

The use of online channels for customer care is an economical and successful approach that enhances the customer experience by providing prompt and continuous support from customer service representatives (McLean and Wilson, 2016). Excellent customer service is provided by the firm (Micu et al., 2019). ATMs, interactive voice response systems (IVRS), phone banking, supermarket kiosks, and vending machines are examples of customer self-service technology (Meuter et al., 2000). For reasons including decision support and search assistance, a lot of internet users particularly choose live chat (Turel et al., 2013). IBM's Watson offers a chat service platform that allows consumers to receive tailored information (IBM, 2017). Chatbots that use natural language are able to have discussions with people. They differentiate themselves from other online platforms by providing a human-like communication experience (Dale, 2016; Deloitte Digital, 2018). There are a number of advantages to online technologies, but they are only fully realized when users actively utilize them (Lin, 2011). Chatbots have been instrumental in much of the progress that technology has made in removing obstacles that once stood in the way of internet business. It is a really nice experience to use human-like services at the push of a button without requiring direct human engagement. As was previously said, the research study provides insights that are pertinent to theory and practice. This chapter examined the many factors that affect Chatbot users' inclination to ask for assistance while completing online transactions. Aspects like customisation and the caliber of information provided impacted how chatbots were used. Enhancing their user-friendliness and offering customized services may optimize the potential of chatbots for commercial companies. This is because the success of any technology that is service-oriented depends on its ability to cater to specific needs. Because they offer such easy services, online retailers have drastically changed peoples' lives. Customers encounter substantial challenges when they cannot acquire information about a product or service face-to-face. This can lead them to either not make a purchase at all or to regret it if the product or service does not live up to their expectations. This example showcases the system that answers customers' specific questions when they make online purchases. Customers gain from virtual assistance that expedites the purchase process and improves their in-store shopping experience. This functionality requires less resource commitment and enables clients to shop online with confidence. The goal of the study is to highlight the many factors that affect consumers' behavioural intention to use AI-powered catboats throughout their online purchasing experiences.

**4. Conclusions:**

According to McLean and Wilson (2016), providing customer support through online channels is a cost-effective and efficient approach to help customers. This method also improves the customer experience by providing continuous and rapid support from service workers. According to Micu et al. (2019), it offers top-notch customer service. According to Meuter et al. (2000), there are several forms of client self-service technology. Some examples include automated teller machines (ATMs), telephone banking, kiosks in supermarkets, and vending machines. In particular, live chat is preferred by many internet users for a variety of reasons, such as assistance with searches and decisions (Turel et al., 2013). Watson, a chat service platform from IBM, is one example that delivers customers personalized information (IBM, 2017). Chatbots that employ natural language may converse with humans in a more human-like way. They stand apart from other online platforms because they offer a conversational experience with human-like engagement (Dale, 2016; Deloitte Digital, 2018). Online technologies have many potential advantages, but these won't materialize unless people start using them (Lin, 2011). Thanks to technological advancements, online shopping has never been easier, and chatbots are responsible for much of the fun that has come from this shift. It is indeed a lovely experience to have human-like services with only one click, without the actual involvement of humans. In keeping with the previous discussion, the research study offers practical and theoretical insights. The purpose of this chapter was to investigate what variables influence the likelihood that customers may seek assistance from chatbots when making online purchases. The quality of the information offered and the ability to personalize chatbots were two criteria that affected user behavior. The great potential of chatbots for businesses may be fully realized by enhancing their user-friendliness and providing personalized service, which is essential for the success of any technology that relies on providing a service. Online shops have revolutionized people's lifestyles with their simplicity of service. On the other hand, consumers face significant obstacles when they can't meet face-to-face to get information about a product or service; this leaves them with only two choices: either not buy the product or service at all, or regret it later on because it wasn't right. This case highlights the technology that allows customers to anticipate individual responses to their questions while purchasing online. Customers have an easier time with the purchasing process thanks to the virtual existence of the help they receive, which gives them a real-time experience. With this feature, customers may purchase online with confidence and little outlay of funds. The goal of this study, in light of the foregoing, is to identify the elements that influence consumers' intentions to utilize chatbots powered by artificial intelligence when making online purchases.

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