# Navigating the Impact AI Chatbots Job Attrition: A Comprehensive Study Renuka A<sup>#1</sup>, Rohit M<sup>\*2</sup>, Smera C<sup>\*3</sup>, Sandeep J<sup>\*4</sup>, Sreeja C S<sup>\*5</sup>

1,2,3,4,5 Student, Dept. of Computer Science CHRIST(Deemed to be University), Bangalore

**Abstract** — This research carefully investigates the implications of AI chatbots on job attrition, and through the combination of quantitative and qualitative analysis, it tries to go through a complex landscape of modern workplaces. With surveys, interviews as well as rate of attrition analysis, comprehensive knowledge is built which reveals that there is a relationship between adoption of AI and job disillusionment. The study also majors in the use of case studies and sentiment analysis that explains more about their personal experiences. The methodology stresses continuous monitoring, inclusive employee consultation and targeted training programs for enhanced adaptability. Eth- ical considerations such as privacy protection are pivotal to this study. Thus, the findings make specific suggestions for action while also functioning as an organizational compass for using AI chatbots without risking attrition due to no jobs so organizations can embrace technological integration into workforce well-being in future times.

Keywords: AI Chatbots; Job Attrition; Workplace Dynamics; Quantitative Analysis; Qualitative Insights; Employee Satisfaction; Continuous Monitoring,

#### 1. Introduction

Use of AI-powered chatbots in Human Resource (HR) man-agreement and customer service has received a lot of attention in recent years. Automation is playing an important role in the current developments. Human workload has been shared by the automation where the unproductive intelligence like labor jobs has been passed intelligently to machines. One of the works which has less scope for innovation and creation are responding to predefined queries. Investing human intelligence for such activity reduces the productivity of HR. Thus the output of building automation where the machines can handle such work is chatbot.

This examination analyses the utilization of man-made intelligence chatbots in these basic areas. The developing accessibility of artificial intelligence innovation has changed how organizations interface with their clients and oversee HR. It is essential to evaluate the efficacy of AIenabled

Chatbots as well as any potential issues, particularly with regard to employee turnover, as more businesses implement them. Artificial Intelligence (AI) chatbots have become pro- gressively normal in client care, furnishing organizations with a method for dealing with client requests and backing up productively. Different artificial intelligence chatbot models offer different qualities and shortcomings, affecting consumer loyalty and functional proficiency. The potential applications of AI chatbots in practices, including recruitment, employee engagement, and performance management, are also being

investigated. While man-made intelligence chatbots have many advantages, it's critical to consider potential dangers like employment reductions. The purpose of this review is to provide a comprehensive understanding of AI chatbots and how they affect HRM and customer service practices.

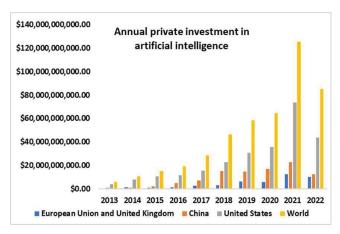


Fig. 1: Annual Private Investment in Artificial Intelligence.

This work presents the AI integration of chat bot for support. It emphasizes more on inclusive customer analysis of various AI chatbots and their effectiveness on job attrition Slack and Microsoft Teams are the two most workplace announcement platforms, already incorporating a variability of digital assistants to enhance their functionality. Gartner's prediction that 25% of digital workers will regularly interact with virtual assistants by 2021 establishes the anticipated significance of AI-powered digital assistants in the workplace of the future. Fig. 1 portrays an outstanding rise in global private investment in

artificial intelligence (AI) during 2022. This implies that businesses and investors across the globe are becoming more aware of how AI can foster innovation and address complex issues. The substantial investments made by influential regions such as the US, China, EU and UK demonstrate a competitive environment in AI development and possibly a faster pace of technological change.

Furthermore, the paper explores the multifaceted realm of Artificial Intelligence (AI) and its transformative effect on communication. It is characterized by pragmatic goals that oppose traditional communication patterns by means of AI technologies such as conversational agents and social robots. With the help of developments in Natural Language Processing and Generation, these technologies do not merely support but also mechanize communication processes that obliterate the metaphysical distinction between human beings and machines. In this navigating exploration, AI as a communicator is looked at through three lenses – functional, relational, and metaphys- ical – which render it a fascinating topic for scholars in communication. Artificial Intelligence (AI) chatbots at the moment are critical devices in the current day worldwide and have a large impact on corporations. This takes a look at analyses of the developments of AI chatbots, their capability implications and their impact on personnel [1]. The study specific kinds of chatbots which include voicebased assistants like Amazon Alexa and exclusive textual content-primarily based absolutely channels at the Facebook Messenger platform, this look offers a mixed techniques technique that pursuits to shed mild loss of sturdy dangers combining quantifiable information with qualitative information from enterprise professionals to better apprehend the complicated relationship between AI and chatbots and sustainable personnel Executives and senior leaders will see exceptional benefits in boundaries exploring the possibilities and taking off doors if the realm of computing and HR top judgment is explored.

It is about examining how Artificial Intelligence (AI) is revolutionizing customer service by studying insights from the "New Generation Artificial Intelligence Development Plan." It aims at understanding what AI does for its clients [12]. Fur- thermore, this research continues to evaluate AI's transforma- tional effects on the area of HRM. Such analysis encompasses the plus steps made and potential challenges presented by AI. These shared insights are intended to actively participate in the ongoing debate around the enormous consequences of artificial intelligence technologies, which will shape future organizational practices [3].

#### 2. Use cases of AI Chatbot

AI Chatbots repair problems very fast, answering customers' questions with precision such that they do not

need further explanations when giving responses. It means that these devices are really more reliable and can handle more problems than human beings can. There are some complicated situations where AI chat bots may not be able to give you an answer offhand though. And it is here that man outshines machines because he actually understands feelings and contexts too well. Simply stated, AI chatbots can do many things but humans still bring in that personal touch especially when things become a little bit complicated.

## 2.1 Getting a Quick Answer in an Emergency

AI chatbots are helpful during emergencies because they can quickly provide standardized responses. In urgent situations, people often need immediate information like emergency contacts or instructions, there are instances when human facili- tators become essential. In certain situations, understanding the user's condition might require a nuanced and empathetic ap- proach that AI may lack. Humans can understand a customer's tone better than chatbots can. An understanding of humor, sarcasm, anger, and other similar emotional traits can assist the customer service representative in quickly and efficiently resolving the issue.

#### 2.2 Getting Detailed Answers or Explanations

AI chatbots are able to quickly assist in different fields when clients have inquiries at any time. However, occasionally they may not be spot on, particularly in personal situations. Consequently, human assistance becomes vital as it is capable of making someone understand better. While AI proves useful, there are instances when human support is indispensable making these moments very special for finding the correct answers. AI chatbots in workplaces raise questions about how they affect human jobs. We'll explore both the worries about job changes and the chances for learning new skills. This helps organizations figure out how to make AI and human workers get along well.

# 3. AI Chatbot as Human Resources with Basic Intelligence

The integration of AI chatbots in the modern work envi-ronment is a momentous change. These smart bots are now found across every industry as they easily help in simpli-fying assignments and improving efficiency and productivity at workplaces. Nonetheless, this technological transformation does impact staff, especially those who do not understand AI enough. The presence of these intelligent robots makes people wonder about their positions, happiness with a job and what the general milieu will look like for them in terms of workaday

routine since artificial intelligence is obscure to some. All in all, the main question is to address and find out what the challenges are that may face those employees who do not have a deep knowledge of AI. Are there misgivingsjob uncertainties or hesitancies introduced into this group of people through the introduction of AI chatbots? This question is very critical as it highlights unique dynamics and potential disparities in workplaces that require an examination on how employees who possess varying levels of AI familiarity adjust to and perceive these advancements.

This involves reviewing the background of this problem in terms of historical development of job technology, rise of artificial intelligent machines (AIMs) as well as reasons for organizations accepting AI chatbots. It also tries to look at wider aspects such as the global labor market, changing labor relation patterns and ethical questions about use of artificial intelligence at work. The purpose is to unravel how AI chatbots affect people without much knowledge about them; therefore, highlighting challenges faced by this cluster. By grasping this dynamic's background, companies can develop policies which promote inclusivity and appropriate training programs ensuring smooth incorporation of their respective personnel into the work environment using AI technologies.

This task aims to understand how such difficulties may be resolved through examining how other firms do similar analysis. Companies could assist in solving these problems by developing strategies that would encourage diversity within its staff members while offering adequate training so that all workers get accustomed to deploying Artificial Intelligence (AI) tools at their disposal.

# 3.1 Chatbots in Workplace

AI Chatbots in the Workplace is a phrase that describes how artificial intelligence-driven conversational agents can be integrated within professional contexts. These artificial beings have been made with natural language processing capabilities in order to enhance communication, improve efficiency, and boost productivity in various organizations. The study aims to review literature on AI chatbots focusing on their functionalities, applications, effects, and employee dynamics like job satisfaction and attrition. By doing this it tries to provide a clear understanding of how intelligent agents are changing modern workplaces and what it means for employees.

### 3.2 Employee Interaction and Satisfaction

"Employee Interaction and Satisfaction" entails looking at how employees interact with AI chatbots at work and its effect on their happiness. This element examines the interaction between humans and robots through evaluating the ease of use, communication effectiveness as well as overall experience of users. In this context, it is important for organizations to understand what leads to high levels of employee satisfaction while integrating technology among other factors which ensures positive workforce morale remains unchanged. This aspect sheds light on the nuanced interplay between human employees and AI chatbot counterparts, influencing overall job satisfaction and engagement levels.

### 3.3 Functionality and Implementation

The diverse roles that chatbots play in the workplace are targets of functionality and implementation. It is aboutconsidering the capacities inherent in them which range from customer care to analysis of data and hence affecting their contributions as well as limitations. This, however, focuses on the technology set up that's most appropriate for a given organization and how it should be deployed. Consequently, both facets must be considered to comprehend how AI chatbots work in professional settings, ensuring they fit seamlessly into workflows while improving communication, productivity and overall organizational processes.

#### 3.4 Alienation and Job Insecurity

Psychological and emotional dimensions of employees at times of AI integration are captured by "Alienation and Job Insecurity." Alienation on the other hand refers to feelings of isolation or detachment experienced by employees working with Artificial Intelligence systems. As a result, apprehension is created which adversely affects morale due to uncertainty over one's status within an organization caused by these advancements. With regards to this, organizations need to understand the implications of artificial intelligence on humans so as to prevent alienation among workers and solve issues related to future job security compared to the present.

#### 3.5 Mitigation strategies

Strategies that are mitigating are usually proactive measures which organizations adopt in order to handle challenges and minimize the possible negative impacts of AI chatbots for businesses.

#### 3.6 Employee Training and Upskilling

Employee Training and Upskilling refers to activities aimed at improving workforce flexibility. As some work skills may become obsolete because of AI chatbots, companies arrange training programs that train employees with new skills which match with changing job requirements. Contrary to reactive approaches, this one does not only prevent job loss but creates a culture of

continuous learning where workers can succeed in the technology-based organizational context.

# 3.7 Transparent Communication

Candid Communication as a basic strategy underscores honesty and clearness in relation to AI executions. Companies openly disclose their adoption of AI chatbots, discussing their effect on jobs as well as the wider working environment. Trust is constructed through candid communication by allaying fears about employment security and making employees appreciate why there is a need for incorporating AI into the system. The quest for transparent communication has been pivotal towards creating positive attitudes towards artificial intelligent technologies and promoting employee-system collaboration.

#### 4. Literature Review

Andrea L Guzman et al. in their work, have presented the rise of communicative AI is pushing to rethink traditional communication standards and forcing researchers to reevaluate their basic assumptions. As AI changes from an intermediary to an active participant, researchers are faced with theoretical complexities that require in-depth study of human-machine dynamics. To fully understand the implications for identity and human-computer interaction, researchers must examine a range of theories, recognizing the ongoing need for modification together with advances in artificial intelligence technology [1].

Quynh N. Nguyen et al., Through the evaluation of user reviews, take a look at comparing the personal stories of AI-powered private assistant apps to the ones of traditional IT tools. The solutions imply that even as contemporary IS frameworks capture capabilities like machine excellence and simplicity of use, AI-enabled apps interrelate with customers differently. As AI adjusts consumer-IT interactions, it can be important to reconsider preceding theoretical replicas to ac- count for the extra human-like features of that IT merchandise [2].

Neelam Kaushal et al., This observation examines compli- cated, latest assets, and recommending artificial intelligence (AI) along with HRM games is the challenge of this study. The inspiration breaks down the regions of study required and highlights the implications of AI for HRM tactics along with recruitment, placement, education, and understanding acquisition through bibliometrics and textual content tests. The look provides the AIHRMI framework, which presents realistic steering to assist agencies manage the growing use of AI in HRM (human resource management), based entirely on whole- of-business tests [3].

Lea Katalina Kivinen et al., in their research analysed the incorporation of AI-pushed chatbots into the onboarding procedure for builders to increase efficiency and improve the overall level. The look highlights how important it is for organizations to have green onboarding strategies. It shows undertaking surveys and interviews to discover any faults in the contemporary techniques. The studies suggest addressing those issues with the aid of employing an AI-powered chatbot. It recognizes possible ethical and safety anxieties that can stand up with future programs while also supplying valuable insights that can assist companies in optimizing their onboard- ing methods [4].

Vijay Pereira et al., in their research paper gave the literature on the place of business AI outcomes is lacking in this comprehensive appraisal. It inspects 60 studies from 1995 to 2020 and provides insightful analysis, combining HR functions with the "precursors, marvels, effects" technique. Because it is the primary comprehensive look at this field, it lays the basis for subsequent studies and proposes investigating some devices of analysis that bear in mind the person, series, and authorized tiers. This takes a look at contributing to deliberations concerning the impact of AI on process attrition by addressing capability risks related to their outline [5]. Wieslawa Gryncewicz et al., The purpose of this study paper is to examine the issue that AI algorithms play in human aid control, with a focal point on profession-making plans, worker retention, and staffing. While it recognizes the functionality advantages, it additionally highlights issues algorithmic like preconception [6].

It emphasizes the importance of ethical and humancentered AI integration. By emphasizing AI as a tool in the desire to be a supernumerary for human judgment, they take a look at reverberations of the style in HRM structures. It further studies commands for AI in worker retention and advocates a whole, information-pushed method to HRM techniques. F. Ted Tschang et alIn their research they have delved into the complicated dynamics of AI-brought automation, this examination investigates the twin results of improving and alternative occupations. Utilizing case research and economic studies, it emphasizes moving labor patterns and the social problems that go along with them. They have a look at emphasizing the requirement of governmental measures to assure sustainable livelihoods in light of the converting nature of the labor market and encourage critical dissertation [7].

Amisha Bhargava et al., presented an subjective evaluation that appears to focus on how employees perceive mechanical technology, artificial intelligence, and robotization (RAIA) being used in specific areas of the workplace. The findings underline the necessity of a positive mindset change toward RAIA as a possible

opportunity, as well as the importance of "soft skills" and "human touch." When negotiating RAIA- related technological changes in enterprises, industrial and organizational specialists, as well as strategic decisionmakers, may benefit immensely from the study's findings, which promote adaptation, flexibility, and continuous learning [8]. Pawan Budhwar et al., 2022 [9] This research paper under- takes a very specific task of perusal the forms inside the integration of artificial intelligence (AI) into Human Resource Management (HRM) techniques internal to each nation-wide and worldwide business enterprise. Via in-intensity studies. The overview gives a theoretical framework and testable hypotheses for delivered studies, organizes file gaps, conducts methodological assessment, and highlights the increase and significance of synthetic intelligence applications. The motive of the appearance is to increase information, cause likewise assessments, and contribute to the evolving panorama of AI HRM (Human Resource Management) [9].

Demetris Vrontis et al., In their research paper addresses a know-how by exploring the impact of smart automation on Human Resource Management (HRM) at each organi- zational and personnel tier. After an exhaustive evaluation of 13,136 studies spanning facts management, general manage- ment, global business, and HRM, 45 relevant studies have been identified. The effects spotlight that smart automation, with its inherent benefits and downsides, appreciably affects HRM techniques inclusive of activity displacement and collaboration, as well as sports like hiring and training. The paper notably discusses the theoretical and realistic implications of those adjustments, supplying treasured insights for destiny studies guidelines [10]. Prasanna Tambe, Peter Cappelli et. al., This research paper explains the way Human Resource Management is adjusting to the evolving technology at the intersection of intelligence and human resource management. With the help of data-driven approaches, AI has brought about transformations in HR responsibilities. like recruitment and management. As a result of these change, it is crucial to reconsider HR roles to effectively address challenges. The significance of data underscores how AI has the potential to revolutionize procedures [11].

Dena F. Mujtaba et al., in their research paper, it reveals that artificial intelligence and automation advancements will have an impact on global workforce dynamics by 2030. The integra- tion of AI in resources demonstrated by applications like Arya and Google Recruit streamlines the hiring process. Reduces reliance on human intervention. While AI recruitment tools are prevalent there is a gap in fairness assessments highlighting the need for research on improvement strategies, job models and transparent hiring options to create more equitable and efficient work

environments worldwide [12]. Eleni Adamopoulou et al, have explained about the experiences, innovation, and utilization of regular discourse frameworks, zeroing in on chatbots. It follows the verifiable development, distinguishes shortcomings in each stage, presents an ordered framework, and dissects execution advances. The survey features the advantages and dangers of chatbots in different areas, stressing the requirement for headways in normal language understanding. The vital test lies in overcoming any issues between human discourse and chatbot correspondence, encouraging further examination into the complicated transaction of language and thought [13].

Dena F. Mujtaba et al, 2019[14], this paper tends to reflect the rising reconciliation of AI and man-made intelligence in HR, especially in enrollment processes. While these advances improve effectiveness, concerns emerge about predispositions acquired from human-created information, provoking an em- phasis on decency in AI. The paper gives an outline of decency definitions, techniques, and apparatuses for enlistment, accen- tuating the requirement for moral contemplations. It recognizes holes in decency studies and features valuable open doors for additional headway in advancing enrollment processes [14]. Umasankar Murugesan et al, 2023[15], the paper explores the transformative nature of Artificial Intelligence (AI) in Industry 4.0 with emphasis on its importance to HR functions. Based on data obtained from 271 HR experts, this research highlights the benefits of AI on HR adaptability and resilience. However, it raises concerns about cybersecurity issues and legal matters around artificial intelligence use in human re- source management. The paper recommends further research especially into AI based resourcing urging organizations to overcome any obstacles that could hinder employee confidence in these practices thereby leading to success [15].

Mohand Tuffaha et al., The research exposes the low usage of AI in HRM, focusing on chatbots in Indian recruitment. The study shows limitations of HR chatbots in certain circumstances like hiring at middle and senior level positions. It underscores the need for matured chatbot systems in recruitment. Importantly, there is a divide between what Indian IT companies offer and what recruiters know about chatbot innovations. This finding has implications for HR managers who may consider adopting chatbots into India's recruitment ecosystem [16].

# 5. An Approach to Assess Job Attrition Effects of AI Chatbots

To assess the job attrition effects of AI chatbots, an inclusive approach must be applied, combining quantitative analysis with qualitative insights. We will conduct surveys and interviews across different organizations to reveal what

they think about AI chatbots and how it can potentially be associated with job dissatisfaction. And at the same time, we will take a quantitative view by analyzing attrition rates before and after implementation of AI chatbots to establish statistical correlations. Besides numbers, we also go deep into people's personal experiences. By conversing with workers and observing their everyday interactions with AI chatbots, we receive much useful qualitative data. Therefore, this laborious mode avails of several aspects of AI chatbot characteristics in varied organizational setups where they are used and possibly how it may lead to reduced employee satisfaction.

A comparative perspective is made possible through case studies that cover various businesses, revealing similarities and differences in terms of integration of artificial intelligence bots as well as probable relationship with job attrition dangers. Furthermore, sentiment analysis on employee's feedback (collected through questionnaires and interviews), provides valuable cues which capture emotions other than just fig- ures. Our methodology goes beyond identifying problems by stressing continuous monitoring and Adaptability. Employees' consultation is one stakeholder-based approach that allows various views to be collected from workers to managers. By introducing training programs, the company endeavors to ensure that all its employees possess enough skills for interaction with AI chatbots so as to avoid any adverse effects and encourage a positive working environment. This study is overseen by ethical concerns targeting privacy protection and responsible artificial intelligence applications. The aim is not merely to expose difficulties, but also steer towards remedies that enhance workplace conditions for everyone.

Fig. 2 shows the all-inclusive process of assessing the impact of AI chatbots on employees' job satisfaction. The investigation brings together numerical data like questionnaires and employee turnover and qualitative findings from interviews and case studies. Ethics have been integrated into the whole cycle of evaluating using questions on responsible AI applications as well as privacy for data. By analyzing statistical correlations, understanding emotional responses, and comparing insights from different sources, its methodology pinpoints areas that can be made better. The results formed the basis for actionable responses such as training programs to lower risks and create a favorable work environment for all parties involved.

#### 6. Challenges and Considerations

It is difficult to adjust to new responsibilities or even anticipate downsizing thus being dissatisfied with their jobs. Addition- ally, ignorance of AI technology in the workforce is another issue. Employees may not be

comfortable with communicating using chatbots which leads to lower job satisfaction. The ethical aspects of workplace AI also need considering. Privacy protection and ethical use of AI are key in building trust with workers. Furthermore, continuous upskilling represents a challenge to both employees and organizations alike. Adoption of new technologies entails ongoing training initiatives aimed at equipping staff members with skills needed for preventing staff exodus as a result of technological advancements.

Thus, overcoming these obstacles necessitates thoughtful inclusive steps. Organizations must put great emphasis on effective communication concerning introduction of Al so as to foster a positive working environment that values human-machine collaboration.

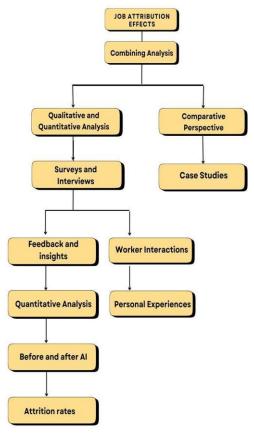


Fig. 2: Job Attrition Impact Methodology

# 7. Conclusion

The research on how AI chatbots and job attrition are related indicates that the modern workplace poses both challenges and opportunities. This involves how traditional jobs could become obsolete due to AI systems and employees' feeling for unfamiliar AI being restricted. The organizations need a holistic strategy that stresses out transparent information sharing, continuous learning

processes as well as the development of ethical guidelines to address these dilemmas. However, there is potential in challenging circumstances. When handled with care, AI chatbots can enhance efficiency and positively contribute to work environments.

This precarious balance necessitates constant training programs, ethical considerations and keeping communication channels open. In simple terms, this study provides action- able ideas for firms adopting AI chatbots. By understand- ing difficulties and employing calculated techniques to solve them, companies can utilize AI's strengths while fostering a working culture that nurtures employees' welfare in an ever- changing technological world. The goal is not just solving problems associated with the use of AI chatbots but also creating a more resilient business environment, collaborative, and humancentric future of work.

#### References

- L. Andrea, Guzman, Seth C. Lewis, "Artificial intelligence and communication: A Human- Machine Communication research agenda," 2019.
- [2] Quynh N. Nguyen, Anna Sidorova, "capabilities and user experiences: a comparative study of user reviews for assistant and non-assistant mobile apps," Twenty-third Americas Conference on Information Systems, Boston, 2017.
- [3] N. Kaushal, Rahul Pratap Singh Kaurav, Brijesh Sivathanu, "Artificial intelligence and HRM: identifying future research Agenda using systematic literature review and bibliometric analysis," under exclusive license to Springer Nature Switzerland AG 2021.
- [4] Lea Katalina Kivinen, "AI-driven chatbot as a support tool for develop- ers during the onboarding process," 27 April 2023.
- [5] Vijay Pereira, Elias Hadjielias, Michael Christofi, Demetris Vrontis, "A systematic literature review on the impact of artificial intelligence on workplace outcomes: A multi-process perspective," 30 August 2021.
- [6] Wieslawa Gryncewicz, Ryszard Zygala, Agnieszka Pilch, "AI in HRM: case study analysis. Preliminary research," Procedia Computer Science, 225 (2023) vol, 2351–2360.
- [7] F. Ted Tschang, Esteve Almirall, "Artificial intelligence as augmenting automation: Implications for employment," Academy of Management Perspectives. 35, (4), 642-659, 2021.
- [8] Amisha Bhargava, Marais Bester, Lucy Bolton, Employees' Perceptions of the Implementation of Robotics, Artificial Intelligence, and Au- tomation (RAIA) on Job Satisfaction, Job Security, and Employability, Journal of Technology in Behavioral Science (2021) 6:106–113.
- [9] Pawan Budhwar Ashish Malik, M. T. Thedushika De Silva & Praveena Thevisuthan, "Artificial intelligence challenges and opportunities for international HRM: a review and research agenda," The International Journal of Human Resource Management, 33:6, 1065-1097, 06 Mar 2022.
- [10] Demetris Vrontis, Michael Christofi, Vijay Pereira, Shlomo Tarba, Anna Makrides, Eleni Trichina, "Artificial intelligence, robotics, advanced technologies and human resource management: a systematic review," The International Journal of Human Resource Management, 12 Feb 2021.
- [11] Prasanna Tambe, Peter Cappelli, and Valery Yakubovich, "Artificial Intelligence in Human Resources Management: Challenges and a Path Forward," California Management Review, Volume 61, Issue 4, 15-42, 2019. https://doi.

- org/ 10.1177/0008125619867910
- [12] Chenzhuoer Li, Runjie Pan, Huiyu Xin and Zhiwen Deng,"Research on Artificial Intelligence Customer Service on Consumer Attitude and Its Impact during Online Shopping," Journal of Physics: Conference Series, 2020.
- [13] Eleni Adamopoulou, Lefteris Moussiades, "Chatbots: History, technology, and applications," Machine Learning with Applications, 2 (2020).
- [14] Dena F. Mujtaba, Nihar R. Mahapatra, "Ethical Considerations in AI- Based Recruitment," IEEE International Symposium on Technology in Society (ISTAS) Proceedin