Utilizing Artificial Intelligence in Social Media Analytics to Enhance Business Performance and Understand Customer Behaviour

Mohammed Shujath Ali Khan*[1], iD **Muffasil Mohiuddin Syed[2],** iD

Mohiuddin Hussain Sohail Mohammed[3] iD

[1] *Prosis Technologies Inc, Dallas, TX, United States*
[2] *Cloud Resources - Irving, TX 75038, United States*
[3] *Department of Information Systems and Security, University of the Cumberlands, 6178 College Station Drive, Williamsburg, KY 40769, United States*

ABSTRACT

In the digital era, social media platforms have become indispensable tools for businesses seeking to connect with customers, build brand loyalty, and drive market growth. As these platforms generate an overwhelming volume of data every second, organizations are increasingly turning to Artificial Intelligence (AI) to extract actionable insights and inform strategic decisions. AI technologies such as natural language processing (NLP), machine learning, deep learning, and computer vision are revolutionizing the landscape of social media analytics by enabling automated, scalable, and intelligent analysis of vast and diverse data sets. This paper explores the multifaceted role of AI in social media analytics, highlighting how it transforms traditional marketing and customer engagement practices. AI facilitates real-time sentiment analysis, user behavior prediction, image and video recognition, and hyper-personalized content delivery, all of which significantly enhance business intelligence. Companies can now not only monitor brand perception but also forecast trends, identify Important influencers, and respond proactively to changing consumer preferences. The study presents practical frameworks for AI integration, discusses successful industry use cases, and examines Important performance metrics that businesses can adopt to evaluate the effectiveness of their AI-driven social media strategies. Additionally, it addresses ethical and operational challenges, including data privacy, algorithmic bias, and the need for transparent AI practices. As technology continues to evolve, those who embrace AI-powered social media analytics will be better positioned to anticipate market shifts, deliver exceptional customer experiences, and maintain relevance in an increasingly dynamic digital landscape.

Keywords: Artificial Intelligence, Social Media Analytics, Customer Behavior, Business Intelligence, Sentiment Analysis, Machine Learning

1. Introduction

The rise of social media has dramatically transformed the way individuals communicate, share information, and engage with content. In the business world, this transformation has opened new avenues for customer interaction, branding, and marketing. Platforms such as Facebook, Twitter (X), Instagram, LinkedIn, TikTok, and YouTube have become powerful ecosystems where businesses can engage directly with audiences in real time [2]. As of 2021, billions of users are active daily across these platforms, generating an overwhelming volume of user-generated content in the form of text, images, videos, reviews, and reactions. This explosion of data presents both a challenge and an opportunity for modern enterprises. On one hand, the data offers deep insights into customer preferences, behavior patterns, emerging market trends, and brand perception. On the other hand, the sheer volume, velocity, and variety of data—often referred to as the "3Vs" of big data—make it difficult to manage and analyze using conventional tools [3]. Traditional analytics methods, which rely heavily on manual interpretation or basic statistical techniques, are often insufficient to process this dynamic and unstructured content at scale. Enter Artificial Intelligence (AI), which has revolutionized the landscape of data analytics.

AI technologies, particularly those leveraging natural language processing (NLP), machine learning (ML), and computer vision, have demonstrated an unprecedented ability to analyze, interpret, and predict patterns in vast social media datasets [4]. These AI tools can not only automate data collection but also identify sentiment, detect trending topics, recognize Important influencers, and deliver actionable business intelligence in real time.

For businesses, the integration of AI into social media analytics represents a shift from reactive to proactive decision-making. AI systems can continuously monitor online discourse and flag potential issues before they escalate—such as customer dissatisfaction, reputational risks, or shifting market dynamics. Moreover, by understanding consumer sentiment and preferences, companies can create personalized experiences, optimize content strategies, and refine product offerings, thereby improving customer satisfaction and loyalty [5]. AI enables predictive analytics capabilities. For example, analyzing engagement patterns over time can help forecast the success of future campaigns or identify the optimal time to launch a product. Similarly, computer vision technologies can analyze visual content such as product photos or user-generated videos to assess brand visibility or product placement performance [6].

This paper aims to explore the transformative role of AI in enhancing social media analytics and unlocking business growth. It begins by defining the core components and technologies behind AI-powered analytics, including machine learning algorithms, sentiment analysis tools, and automated data mining techniques. It further illustrates how AI can support strategic decision-making by presenting real-world case studies across various industries such as retail, finance, healthcare, and entertainment, the paper also addresses several challenges associated with deploying AI in social media contexts. These include concerns around data privacy, algorithmic transparency, and the ethical use of AI. Since social media data often contains sensitive or personal information, businesses must ensure compliance with regulations like the General Data Protection Regulation (GDPR) and establish ethical standards for data use [7]. Furthermore, to avoid perpetuating bias or misinformation, it is critical to scrutinize the datasets and algorithms used in AI models, the intersection of AI and social media analytics marks a pivotal moment for businesses striving to remain competitive in an increasingly digital and consumer-driven world. By harnessing the power of AI, organizations can gain a clearer understanding of their customers, respond more rapidly to market signals, and craft strategies that are both innovative and data-informed. This paper provides a comprehensive overview of how AI technologies are reshaping the social media analytics landscape, offering a roadmap for businesses seeking to thrive in the age of intelligent digital engagement.
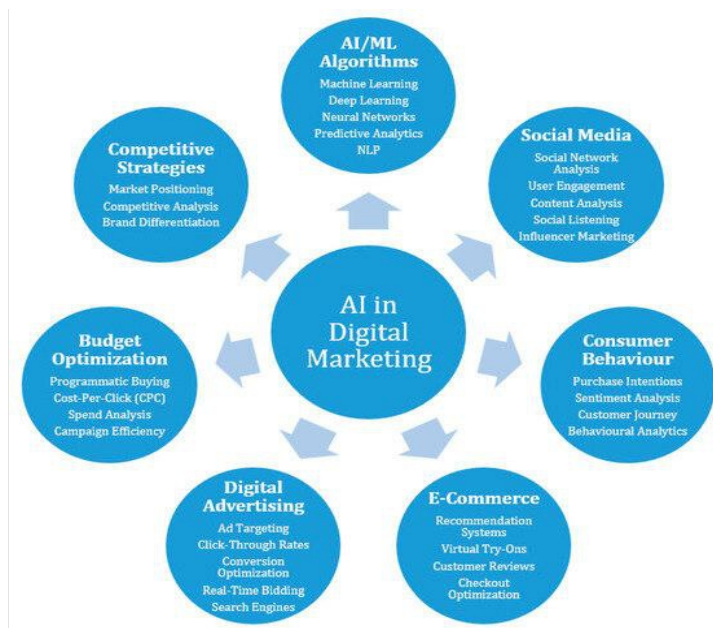

Figure 1: illustrates the key prospects of AI in digital marketing, highlighting its role in enhancing customer targeting, automating campaigns, and driving data-driven decision-making.

AI technologies enable personalized user experiences and real-time optimization of marketing strategies. This figure emphasizes AI's transformative potential to boost marketing efficiency and business growth, copyright permission from MDPI and ref by [1]

2. Understanding Social Media Analytics

Social Media Analytics (SMA) refers to the systematic process of gathering data from social media platforms, analyzing that data, and deriving actionable insights to support business decision-making. It encompasses a wide range of activities—from monitoring user engagement and brand sentiment to identifying trending topics and analyzing campaign performance. With billions of daily interactions occurring across platforms like Facebook, Instagram, Twitter (X), LinkedIn, TikTok, and YouTube, SMA has emerged as a vital component of digital strategy for modern businesses [8].

SMA focused on descriptive analytics, which answers questions such as: How many likes did a post receive? What was the click-through rate on an ad? How many followers were gained in a week? These metrics—such as engagement rate, reach, impressions, shares, comments, and conversions—provided a snapshot of social media performance but offered limited predictive power. The integration of Artificial Intelligence (AI) has revolutionized the scope and effectiveness of SMA. By leveraging machine learning, natural language processing (NLP), and advanced data mining techniques, AI transforms SMA from a basic performance review tool into a robust predictive and prescriptive system [9]. This means that instead of simply describing what happened, AI-enhanced SMA can forecast future trends, recommend strategic actions, and automatically adjust content strategies in real time.

AI can analyze sentiment in user-generated content, determining whether customer feedback is positive, negative, or neutral. NLP algorithms scan thousands of posts, reviews, and comments to detect emotional tone, recurring issues, or brand perceptions. This allows businesses to respond proactively to customer concerns and tailor their messaging to align with audience sentiment. AI also enables real-time monitoring of emerging trends and viral content. By analyzing engagement spikes, hashtags, and influencer activity, companies can quickly capitalize on trending topics and increase visibility [10]. AI systems can segment audiences based on behavior, interests, and demographics, allowing for highly personalized marketing efforts that increase conversion rates and brand loyalty. Another major advantage of AI-driven SMA is its scalability. While manual analysis is time-consuming and prone to human error, AI can process vast volumes of data across multiple platforms simultaneously, providing a comprehensive and real-time view of a brand's digital presence, social media analytics—when powered by AI—evolves into a powerful strategic tool that helps organizations anticipate consumer needs, optimize content, and maintain a competitive edge in a rapidly changing digital environment.

Table 1: Important AI Technologies Used in Social Media Analytics

AI Technology	Description	Business Application
Natural Language Processing (NLP)	Analyzes text data for sentiment, Importantwords, and topics	Sentiment analysis, brand reputation monitoring
Machine Learning	Learns patterns from data to make predictions	Predictive analytics, campaign optimization
Computer Vision	Analyzes images and videos	Brand logo detection, product placement analysis
Chatbots	Automates customer interaction	Instant customer service, data collection

Table 2: Benefits of AI-Powered Social Media Analytics

Benefit	Description	Example
Enhanced Customer Insights	Deeper understanding of consumer preferences and feedback	Personalized marketing campaigns
Real-Time Decision Making	Rapid response to trends and issues	Crisis management during negative publicity
Improved Marketing ROI	Targeted campaigns reduce waste and increase conversions	Higher conversion rates on ad spend
Competitive Intelligence	Monitor competitor actions and market trends	Benchmarking social campaigns against competitors

Table 3: Strategic Framework for AI Integration in Social Media Analytics

Stage	Important Actions	Outcome
Goal Setting	Define clear business objectives (e.g., brand tracking)	Focused and aligned AI implementation
Tool Selection	Choose AI platforms (e.g., Sprinklr, Brandwatch)	Effective technology deployment
Data Integration	Aggregate data from multiple social channels	Comprehensive customer and market view
Model Development	Train AI models based on industry-specific data	Accurate predictions and insights
Monitoring and Iteration	Continuous evaluation and refinement	Improved performance and adaptability

Table 4: Common Challenges and Ethical Considerations

Challenge	Description	Mitigation Strategy
Data Privacy	Ensuring user data is handled in compliance with laws (e.g., GDPR)	Implement strong data governance and anonymization
Bias and Fairness	Avoiding prejudiced outcomes from biased training data	Use diverse datasets and regular bias audits
Transparency	Making AI decisions explainable and understandable	Develop interpretable AI models and clear reporting

3. Role of AI in Social Media Analytics

Artificial Intelligence (AI) has emerged as a game-changer in how businesses interact with and understand social media data [11]. Traditional analytics methods often fall short when faced with the sheer scale, speed, and complexity of unstructured data generated across platforms. AI technologies not only make it feasible to analyze this data in real time but also extract actionable insights that were previously inaccessible. This section explores the Important AI applications transforming the landscape of social media analytics.

3.1 Sentiment Analysis

Sentiment analysis is one of the most impactful AI applications in social media analytics. Using Natural Language Processing (NLP), AI algorithms can interpret and classify user-generated content—such as comments, reviews, and tweets—into positive, negative, or neutral sentiment categories [12]. More advanced models go a step further, identifying specific emotions like anger, joy, or sarcasm. This real-time analysis allows businesses to:
- Track brand reputation.
- Measure consumer satisfaction.
- Identify emerging crises before they escalate.

For instance, a sudden surge in negative sentiment related to a new product launch can alert companies to potential quality or communication issues, allowing for immediate intervention.

3.2 Predictive Analytics

AI-powered predictive analytics uses machine learning models to anticipate future outcomes based on historical and real-time data. In the context of social media, predictive models can:
- Forecast engagement rates for different types of content.
- Predict customer churn based on behavioral patterns.
- Identify optimal posting times to maximize reach.
- Anticipate trending topics or viral content.

These insights help businesses make informed decisions, allocate resources effectively, and develop proactive marketing strategies instead of reactive ones.

3.3 Image and Video Recognition

AI has advanced beyond text analysis to include multimedia interpretation through computer vision. AI-enabled image and video recognition systems can automatically scan and interpret visual content uploaded to social media. Capabilities include:
- Detecting brand logos or products in user-generated photos and videos.

- Analyzing facial expressions to infer emotional reactions.
- Monitoring compliance with brand guidelines in influencer content.
- Identifying settings or objects associated with brand experiences.

This expands the analytical scope significantly, enabling brands to track how they are represented visually across social platforms and assess the effectiveness of visual campaigns.

3.4 Chatbots and Customer Interaction

AI-driven chatbots are transforming customer service on social media by offering 24/7 automated support. These virtual assistants can:
- Respond to frequently asked questions instantly.
- Guide users through purchasing decisions.
- Collect data on customer preferences and pain points.
- Escalate complex queries to human agents when needed.

In addition to improving customer experience, chatbots generate valuable interaction data that can be further analyzed to refine marketing, product design, and customer service strategies. AI capabilities revolutionize how businesses approach social media analytics—turning social platforms from passive broadcasting channels into dynamic, data-rich ecosystems for engagement, insight, and growth [13]. By harnessing sentiment analysis, predictive modeling, visual recognition, and automated interactions, organizations can deepen their understanding of customer needs and maintain a competitive edge in an increasingly digital marketplace.

4. Benefits of AI-Powered Social Media Analytics

Artificial Intelligence (AI) has redefined the scope and scale of social media analytics by transforming raw data into actionable insights. Through sophisticated algorithms and real-time processing capabilities, AI empowers organizations to better understand their customers, react swiftly to market dynamics, enhance the effectiveness of their campaigns, and gain a competitive advantage [14]. The Important benefits of integrating AI into social media analytics are outlined and elaborated below.

4.1 Enhanced Customer Insights

One of the most significant advantages of AI-powered social media analytics is the ability to gain deep, nuanced insights into customer behavior and preferences [15]. Traditional analytics often provide surface-level metrics, such as likes and shares, but AI can interpret context, emotion, and intention behind

user-generated content. Using techniques such as natural language processing (NLP), machine learning, and emotion recognition, businesses can uncover:

- How consumers feel about a brand, product, or service.
- The values and causes that resonate with specific audiences.
- Feedback patterns over time, segmented by demographics or geolocation.

AI model can detect subtle shifts in consumer sentiment following a product launch and identify Important themes in feedback—whether related to quality, price, or usability. This level of understanding allows businesses to fine-tune products, improve service quality, and create more authentic marketing messages.

4.2 Real-Time Decision Making

Speed is crucial in the digital age. Social media moves fast, and public opinion can shift in minutes. AI technologies enable real-time monitoring and analysis, allowing businesses to respond to trends, feedback, and potential crises as they unfold. For example, if a negative hashtag begins trending related to a brand, AI tools can immediately flag the issue, assess sentiment, and help public relations teams take swift corrective action before it escalates. Similarly, real-time data can inform content scheduling, allowing marketers to post timely responses or capitalize on trending topics, improving engagement and visibility [16]. Real-time analytics also supports customer service teams by detecting urgent complaints or inquiries, routing them efficiently, and even initiating auto-responses via AI-driven chatbots.

4.3 Improved Marketing ROI

Marketing investments are most effective when they are guided by data. AI analytics tools allow marketers to understand which types of content, messaging styles, or platforms yield the best results for different audience segments [17]. Predictive analytics further enhances this by forecasting which strategies are likely to succeed based on historical and current data. Important benefits include:

- Targeting the right audience with tailored content.
- Reducing ad spend waste by focusing on high-performing segments.
- Identifying the best times and formats for publishing.
- Continuously optimizing campaigns based on performance feedback.

AI enables dynamic marketing strategies that evolve in real time, leading to increased conversions, higher engagement, and ultimately, a better return on investment (ROI).

4.4 Competitive Intelligence

AI-powered social media tools don't just analyze your own data—they can also track and assess competitor activity. This allows businesses to benchmark their performance, identify gaps or opportunities, and stay ahead of market trends.
For example, AI can:

- Monitor the engagement levels of competing brands.
- Track changes in customer sentiment toward competitors.
- Identify emerging industry trends and customer expectations.
- Analyze successful content formats and strategies used by industry leaders.

AI-powered social media analytics offers a transformative suite of benefits for businesses looking to thrive in the digital era. By providing enhanced customer insights, enabling real-time

decisions, improving marketing efficiency, and delivering competitive intelligence, AI tools turn data into a strategic asset [18]. Companies that embrace these technologies are better equipped to build meaningful customer relationships, adapt quickly to market changes, and sustain long-term growth in an increasingly competitive environment.

6. Strategic Implementation Framework

Integrating Artificial Intelligence (AI) into social media analytics requires a systematic and strategic approach to ensure effectiveness, scalability, and alignment with business objectives. The following five-step framework offers a practical roadmap for organizations aiming to harness the full potential of AI-driven social media insights.

1. Goal Setting

The foundation of a successful AI integration begins with clearly defined goals. Businesses must identify what they aim to achieve through social media analytics. Common objectives include:

- **Brand Monitoring:** Track public perception and reputation in real time.
- **Customer Engagement:** Enhance interaction and responsiveness across platforms.
- **Campaign Optimization:** Improve marketing performance through data-driven feedback.
- **Crisis Management:** Detect and mitigate negative trends proactively.

Setting specific, measurable, achievable, relevant, and time-bound (SMART) objectives ensures that AI tools are used purposefully and strategically.

2. Tool Selection

The next step involves selecting the appropriate AI-powered tools that align with the organization's goals and technical capabilities. Important criteria to consider include:

- **Real-time Analytics Capability:** Ability to process and interpret data as events unfold.
- **Scalability and Integration:** Compatibility with existing digital infrastructure.
- **Customizability:** Flexibility to tailor algorithms to specific industry or brand needs.
- **User Interface:** Ease of use for marketing, data science, and customer service teams.

Popular platforms such as Sprinklr, Brandwatch, Hootsuite AI, Talkwalker, and Crimson Hexagon offer a range of AI features including sentiment analysis, image recognition, trend forecasting, and influencer tracking.

3. Data Integration

For AI to deliver meaningful insights, it must draw from a comprehensive, unified dataset. This involves aggregating social media data across platforms—such as Facebook, Twitter, Instagram, LinkedIn, TikTok, and YouTube—and integrating it with other relevant data sources like:

- CRM systems
- Web analytics
- Email marketing tools
- E-commerce platforms

A holistic view enables better cross-channel insights and reduces blind spots in audience understanding.

4. Model Development

Once data is centralized, businesses can begin developing AI models tailored to their specific use cases. This phase includes:
- **Data Cleaning and Preprocessing:** Ensuring high-quality, structured inputs.
- **Training Models:** Using historical and live data to build machine learning algorithms for sentiment analysis, engagement prediction, or trend detection.
- **Industry-Specific Calibration:** Customizing models for unique terminologies, customer behavior patterns, and domain-specific indicators.

5. Monitoring and Iteration

AI integration is not a one-time effort. Continuous monitoring of model performance and analytics accuracy is essential to maintain relevance and reliability. Businesses should establish performance metrics such as:
- Accuracy of sentiment classification
- Speed of real-time alerts
- Campaign ROI uplift
- Engagement rate improvements

As consumer behavior and platform algorithms evolve, models must be refined regularly using new data and feedback. Iterative improvement ensures the AI system adapts and remains effective over time. Adopting AI in social media analytics is a transformative step, but success lies in strategic execution [19]. By following a structured framework—from setting clear goals to iterative model refinement—businesses can unlock actionable insights, drive customer engagement, and maintain a competitive edge in the dynamic digital ecosystem.

Challenges and Ethical Considerations

While AI-powered social media analytics offers powerful advantages for business growth and customer insights, it also introduces several significant challenges and ethical considerations that organizations must carefully address to ensure responsible and sustainable use.

Data Privacy

The use of AI in social media analytics involves collecting and processing vast amounts of user-generated data, much of which can be personal or sensitive. Compliance with data privacy regulations—such as the General Data Protection Regulation (GDPR) in Europe, the California Consumer Privacy Act (CCPA), and other local laws—is paramount. Businesses must:
- Obtain proper consent from users before data collection.
- Implement robust data protection measures to prevent unauthorized access or breaches.
- Be transparent about data usage and storage policies.
- Provide users with control over their data, including options for data deletion or opting out.

Failing to uphold these principles not only risks legal penalties but also damages brand reputation and consumer trust.

Bias and Fairness

AI models are only as unbiased as the data they are trained on. Social media data can reflect existing societal prejudices, stereotypes, or imbalances, which can inadvertently lead AI systems to produce discriminatory or unfair outcomes. Examples include:
- Sentiment analysis misclassifying certain dialects or minority language expressions.
- Targeted marketing excluding or misrepresenting specific demographic groups.

- Amplification of negative content about marginalized communities.
- To mitigate these risks, digital leaders must ensure:
- Diverse and representative training datasets.
- Regular auditing of AI models to detect and correct biases.
- Inclusive design processes involving multidisciplinary teams.
- Awareness and accountability throughout AI deployment.

Transparency and Explainability

Trust in AI-generated insights depends heavily on transparency. Many AI models, especially deep learning algorithms, function as "black boxes" with complex decision-making processes that are difficult for users to interpret. This opacity can hinder:
- Confidence among stakeholders relying on AI insights.
- The ability to justify or challenge AI-driven decisions.
- Compliance with regulatory frameworks that require explainability.

To build trust, organizations should:
- Use explainable AI (XAI) techniques to clarify how conclusions are reached.
- Communicate findings in clear, accessible language to business users.
- Establish governance frameworks that oversee ethical AI use and accountability. By prioritizing privacy, fairness, and transparency, businesses can foster trust with customers and stakeholders while maximizing the transformative benefits of AI technologies [21-23].

9. Conclusion

Artificial Intelligence is fundamentally transforming social media analytics from a purely retrospective, descriptive activity into a dynamic, forward-looking tool that drives business intelligence and customer engagement. AI technologies such as natural language processing, machine learning, and computer vision empower companies to extract granular insights from vast amounts of unstructured social media data. These insights enable businesses to understand consumer sentiment, anticipate market trends, and deliver highly personalized marketing strategies that foster stronger and more meaningful customer relationships. The ability to predict user behavior and respond in real time gives organizations a significant competitive advantage in today's fast-paced digital marketplace. However, leveraging AI's full potential requires more than just adopting the latest tools—it demands strategic planning, skilled talent, and a culture that embraces continuous learning and innovation. Equally important are the ethical and governance considerations that come with deploying AI in social media analytics. Ensuring data privacy, mitigating biases in AI models, and maintaining transparency are critical for building and sustaining customer trust. Businesses that prioritize responsible AI use not only comply with regulations but also demonstrate corporate accountability and social responsibility, which are increasingly valued by consumers, the future of social media analytics lies at the intersection of advanced AI capabilities and ethical leadership. Organizations that develop scalable, agile AI strategies aligned with customer expectations will be best positioned to harness AI as a catalyst for sustainable business growth and innovation in the digital age.

References

1. Ziakis, C., & Vlachopoulou, M. (2023). Artificial Intelligence in Digital Marketing: Insights from a Comprehensive Review. *Information*, *14*(12), 664. https://doi.org/10.3390/info14120664

2. Popescu, C. C. (2018). Improvements in business operations and customer experience through data science and Artificial Intelligence. In *Proceedings of the International Conference on Business Excellence* (Vol. 12, No. 1, pp. 804-815). Sciendo.

3. Perez-Vega, R., Kaartemo, V., Lages, C. R., Razavi, N. B., & Männistö, J. (2021). Reshaping the contexts of online customer engagement behavior via artificial intelligence: A conceptual framework. *Journal of Business Research*, *129*, 902-910.

4. Bag, S., Gupta, S., Kumar, A., & Sivarajah, U. (2021). An integrated artificial intelligence framework for knowledge creation and B2B marketing rational decision making for improving firm performance. *Industrial marketing management*, *92*, 178-189.

5. Ghani, N. A., Hamid, S., Hashem, I. A. T., & Ahmed, E. (2019). Social media big data analytics: A survey. *Computers in Human behavior*, *101*, 417-428.

6. Verma, S., Sharma, R., Deb, S., & Maitra, D. (2021). Artificial intelligence in marketing: Systematic review and future research direction. *International Journal of Information Management Data Insights*, *1*(1), 100002.

7. Mustak, M., Salminen, J., Plé, L., & Wirtz, J. (2021). Artificial intelligence in marketing: Topic modeling, scientometric analysis, and research agenda. *Journal of Business Research*, *124*, 389-404.

8. Misra, N. N., Dixit, Y., Al-Mallahi, A., Bhullar, M. S., Upadhyay, R., & Martynenko, A. (2020). IoT, big data, and artificial intelligence in agriculture and food industry. *IEEE Internet of things Journal*, *9*(9), 6305-6324.

9. Wamba-Taguimdje, S. L., Fosso Wamba, S., Kala Kamdjoug, J. R., & Tchatchouang Wanko, C. E. (2020). Influence of artificial intelligence (AI) on firm performance: the business value of AI-based transformation projects. *Business process management journal*, *26*(7), 1893-1924.

10. Lee, I. (2018). Social media analytics for enterprises: Typology, methods, and processes. *Business Horizons*, *61*(2), 199-210.

11. Sheng, J., Amankwah-Amoah, J., Khan, Z., & Wang, X. (2021). COVID-19 pandemic in the new era of big data analytics: Methodological innovations and future research directions. *British Journal of Management*, *32*(4), 1164-1183.

12. Davenport, T. H. (2018). From analytics to artificial intelligence. *Journal of Business Analytics*, *1*(2), 73-80.

13. Chu, S. C., & Chen, H. T. (2019). Impact of consumers' corporate social responsibility-related activities in social media on brand attitude, electronic word-of-mouth intention, and purchase intention: A study of Chinese consumer behavior. *Journal of Consumer Behaviour*, *18*(6), 453-462.

14. Zhang, Y., Xiong, F., Xie, Y., Fan, X., & Gu, H. (2020). The impact of artificial intelligence and blockchain on the accounting profession. *Ieee Access*, *8*, 110461-110477.

15. Niu, Y., Ying, L., Yang, J., Bao, M., & Sivaparthipan, C. B. (2021). Organizational business intelligence and decision making using big data analytics. *Information Processing & Management*, *58*(6), 102725.

16. Davenport, T. H., & Ronanki, R. (2018). Artificial intelligence for the real world. *Harvard business review*, *96*(1), 108-116.

17. Lalicic, L., & Weismayer, C. (2021). Consumers' reasons and perceived value co-creation of using artificial intelligence-enabled travel service agents. *Journal of Business Research*, *129*, 891-901.

18. Chopra, K. (2019). Indian shopper motivation to use artificial intelligence: Generating Vroom's expectancy theory of motivation using grounded theory approach. *International Journal of Retail & Distribution Management*, *47*(3), 331-347.

19. He, W., Tian, X., & Wang, F. K. (2019). Innovating the customer loyalty program with social media: A case study of best practices using analytics tools. *Journal of Enterprise Information Management*, *32*(5), 807-823.

20. Hasan, R., Shams, R., & Rahman, M. (2021). Consumer trust and perceived risk for voice-controlled artificial intelligence: The case of Siri. *Journal of Business Research*, *131*, 591-597.

21. Vassakis, K., Petrakis, E., & Kopanakis, I. (2017). Big data analytics: applications, prospects and challenges. *Mobile big data: A roadmap from models to technologies*, 3-20.

22. Doborjeh, Z., Hemmington, N., Doborjeh, M., & Kasabov, N. (2021). Artificial intelligence: a systematic review of methods and applications in hospitality and tourism. *International Journal of Contemporary Hospitality Management*, *34*(3), 1154-1176.

23. Gursoy, D., Chi, O. H., Lu, L., & Nunkoo, R. (2019). Consumers acceptance of artificially intelligent (AI) device use in service delivery. *International Journal of Information Management*, *49*, 157-169.