

THE TRANSFORMATIVE ROLE OF LINGUISTIC AI IN SHAPING BUSINESS MODELS

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DOI: <https://doi.org/10.36004/nier.cecg.I.2024.18.16>

***Abstract.** In the ever-evolving business landscape, the convergence of linguistic aspects and artificial intelligence (AI) is reshaping traditional models. Rather than merely automating existing processes, the true potential lies in leveraging AI to create novel goods, services, and experiences. Actuality: We explore the current impact of linguistic AI on business models. Recent developments and trends highlight the transformative role of AI in reshaping traditional approaches. Purpose: Our research aims to investigate how linguistic AI drives innovation. By combining linguistic insights with AI, we unlock new possibilities for customer interactions and revenue streams. Research Methods: Our methodology involves analysing empirical studies, case examples, and industry reports. We examine the effects of linguistic AI on productivity, revenue, and market expansion. Results: Preliminary findings suggest that linguistic AI enhances customer engagement and opens doors to unexplored business opportunities. Responsible deployment requires ethical considerations and a commitment to inclusive growth. In conclusion, linguistic AI transforms business models, positioning language as a strategic asset where innovation thrives at the intersection of human ingenuity and machine intelligence.*

***Key-words:** digitalisation, AI, business models, linguistic AI, language, artificial intelligence, multilingual interpretation, machine translation system, AI, language inclusivity*

***JEL:** C88, H25, J15, J60, L86, O30, O33, R10, Z13*

***UDC:** 004.89*

Introduction. Artificial intelligence (AI) is fundamentally reshaping business models by introducing innovative services and creating new professional roles. By automating routine tasks and providing advanced data analytics, AI enables businesses to operate more efficiently and make informed decisions (Chopra, Sharma, & Kumar, S. (2024). It is not just that this technological revolution enhances a raft of existing processes; it opens up entirely new services, such as tailored

customer experiences and predictive maintenance. Moreover, AI has brought new professions to the workplace: AI specialists, data scientists, and machine learning engineers will become instrumental and vital in driving and managing these changes forward. Besides the IT-centric jobs, this revolution will also bring completely new occupations which we can hardly imagine. As AI continues to evolve, it will only be a matter of time where the business models and professional landscape begin to rely on the same, hence opening avenues of innovation and growth which were earlier unexplored.

The business world is continuously evolving, and the emerging innovative ideas remain a rich source of inspiration through which entrepreneurs can create the storyline for their ventures. A new technical revolution-also referred to as the IoT-AI-blockchain combo-is expected to change the face of the economy and open up a wide array of new entrepreneurial avenues. These recent, revolutionary technologies have both huge challenges and synergies. In this context, the primary challenge for entrepreneurship lies in understanding these novel concepts and applying them to the development of entrepreneurial models (EM) (Bayanati, 2023).

Entrepreneurship and innovation involve the introduction of new practices, offerings, or products by the enterprise that positively affect the industry. This may mean introducing new trends, services, or products to achieve growth in the enterprise. The innovation may involve improving the prevailing practices or introducing a completely new practice (Upadrista, 2021). AI and Blockchain now can disrupt whole industries, change existing EM, and bring new changes in prevailing practices. It may also involve the adaption of previous methodologies and procedures (Rao, 2023) or starting from scratch without any preliminary structure (Sharma, 2021). Artificial intelligence, however, involves the use of machines that carry out intelligent tasks usually done by humans. It operates on data in a speed that no human brain is capable of achieving; hence, a lot of precious time can be saved in the process. Linguistic AI is also creating a huge difference in the market place and also in business opportunities due to increasing customers' interaction by personalizing interaction with them and providing personalized communication strategies. We need to learn from this technological revolution and tap into the created potentials for our success that will be sustainable.

Literature review. Linguistic AI can effectively enhance the engagement of customers through personalization of interactions and the deployment of effective communication strategies. Sharma (2021) supports that AI-driven NLP technologies improve customers' service through real-time and contextual responses. This has fostered more satisfaction and loyalty among customers since businesses now have increased personalized and efficient services.

Previous literature has already identified that AI will have a huge potential to impact business models due to various causes that enhance the efficiency, cost reduction, and new ways of value creation. More precisely, the study showed the importance of linguistic AI in reshaping the so-called traditional approaches towards more personalized and interactive ways of providing service. According to Rao,

2023, the businesses that make use of linguistic AI have the potential to reach new markets because they have the ability to provide multilingual support for more personal experiences. It also means that companies can scale up in market share because they are accessing more people.

Recent advancements in linguistic AI include advanced NLP models and AI chatbots that revolutionized the entire process of business interactions (Visor.ai, 2023). Different industries depict cases of leveraging such technologies in engaging better with customers and in streamlining operations. Upadrista (2021) identifies that AI-powered chatbots and virtual assistants have gained quite a significant role in customer service, producing efficiency in response time and decreasing operational costs. Furthermore, advancements in machine translation systems and multilingual interpretation have facilitated global business operations by breaking down language barriers (Bayanati, 2023).

Despite the fact that there is a growing body of research on linguistic AI, few empirical investigations have scrutinized the impact it has on business innovation and market expansion.

As underlined by literature, the deployment of linguistic AI is linked inextricably with questions of ethical considerations and the 'inclusiveness of growth'. For researchers, responsible AI practices are all about ensuring that benefits flowing from AI accrue rather equitably and mitigate potential biases present in AI systems (Sharma, 2021).

In sum, the literature portrays linguistic AI as a factor of change to the traditional business models. By improving customer service, enhancing productivity, and facilitating market reach, linguistic AI is making language a strategic weapon in the ever-changing business scenario. Nevertheless, the deployment of the same shall be undertaken with due consideration of ethics and responsibility in its assurance of inclusive growth and avoidance of possible bias issues in AI systems.

Research methodology. Our study was carried out combining qualitative and quantitative approaches to provide a comprehensive understanding of the impact of linguistic AI on business models. Data was collected from a variety of sources: academic papers, case studies and industry reports. A selection was carried out according to their relevance to the research objectives and their contribution to understanding the role of linguistic AI in business innovation.

Main results. The preliminary findings of this study show that linguistic AI significantly enhances customer engagement, creating new paths for unexplored business opportunities. However, the responsible deployment of these technologies requires careful ethical considerations and a long-standing commitment to inclusive growth. This paper highlights the transformative potential of linguistic AI in shaping new business models while addressing the critical need for ethical and inclusive practices.

AI-driven business models Artificial intelligence (AI) has revolutionized modern business opening up incredible opportunities for innovation and efficiency. AI-driven business models are able to transform traditional business processes and can handle tasks that would take much longer if done by humans. Moreover, AI can learn autonomously and make intelligent decisions, leading to more dynamic and responsive business operations.

By analyzing current trends we were able to identify several AI-driven business models (Figure 1), which are changing different industries.

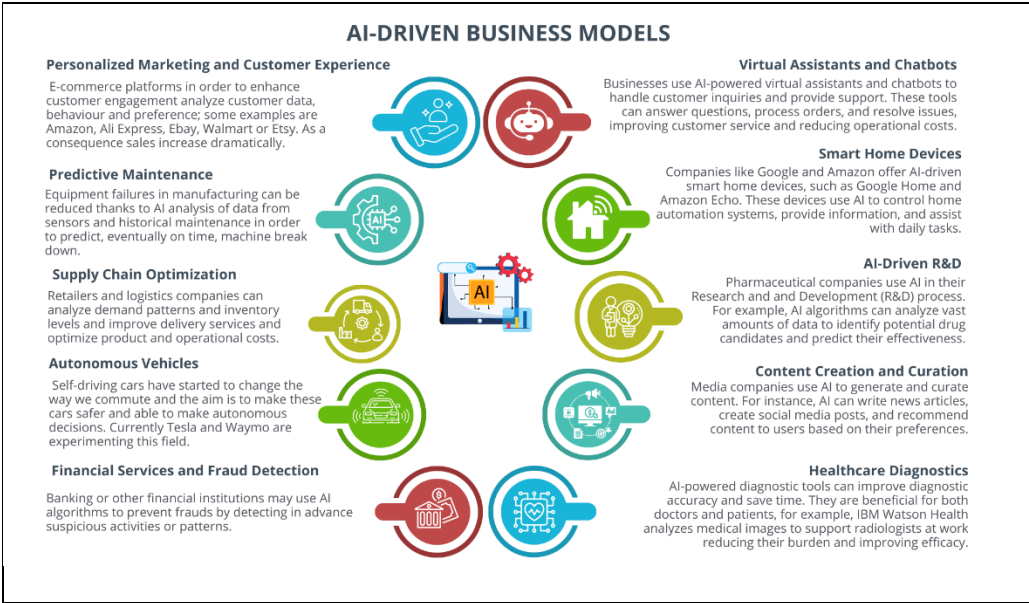


Figure 1. AI-Driven Business Models

Figure 1 shows how AI is currently reshaping business models in different areas bringing growth and efficiency to companies, research and people well-being in general (HSC, 2023).

Impact of AI on the Labour Market. AI technologies have enormous impacts on the labour market. They might promote growth and efficiency but also face deep-seated challenges presented by inequality and bias. Because of this dual nature it is paramount an approach that provides equity, social justice, and human welfare. One of the major threat is that AI-based automation displaces jobs and therefore low-skilled workers are becoming more vulnerable. This could lead to wage polarization, which means that high-skilled workers enjoy more benefits, such as increased demand and higher wages, while low-skilled workers suffer job losses, and diminished income opportunities (Farahani & Ghasemi, 2024). Since access to these AI technologies is not the same for all, there are disparities in adoption. These disparities may further heighten existing inequalities since the marginalized populations would have very limited access to the benefits of AI. Cultural factors, on the other hand, and language barriers can thereby limit the adoption of AI in

relatively diverse societies. Most AI systems favor dominant languages and cultural norms, therefore making these systems less accessible to minority groups and non-English speakers. This may be exclusionary and tend to promote disparities in access and use of AI.

The following is an overview of how AI affects the labour market (Figure 2):

1. Job Displacement and Creation

Job Displacement: AI-driven automation replaces routine and repetitive jobs. This causes unemployment, especially in manufacturing, retail, and administrative support sectors. Besides job displacement, AI creates jobs. Most technology-related jobs are related to the development of AI, data analysis, and cybersecurity. There can be newly evolved duties regarding the maintenance and management of AI systems.

2. Wage Polarization

High-Skilled Workers: The demand for high-skilled workers who will be able to develop and deploy AI technologies will increase, which implies increased wages for this particular class of professionals.

Low-Skilled Workers: Wage stagnation or eventual reduction might be experienced by low-skilled workers in job types that are more susceptible to automation.

3. Transformation of Job Roles

Skill Requirements: For most currently existing jobs, new kinds of skills will be in demand-including digital literacy and the ability to work in conjunction with AI systems. Continuous learning and adaptation will become mandatory.

Hybrid roles would cover the human worker working with AI to augment the role and increase productivity and efficiency.

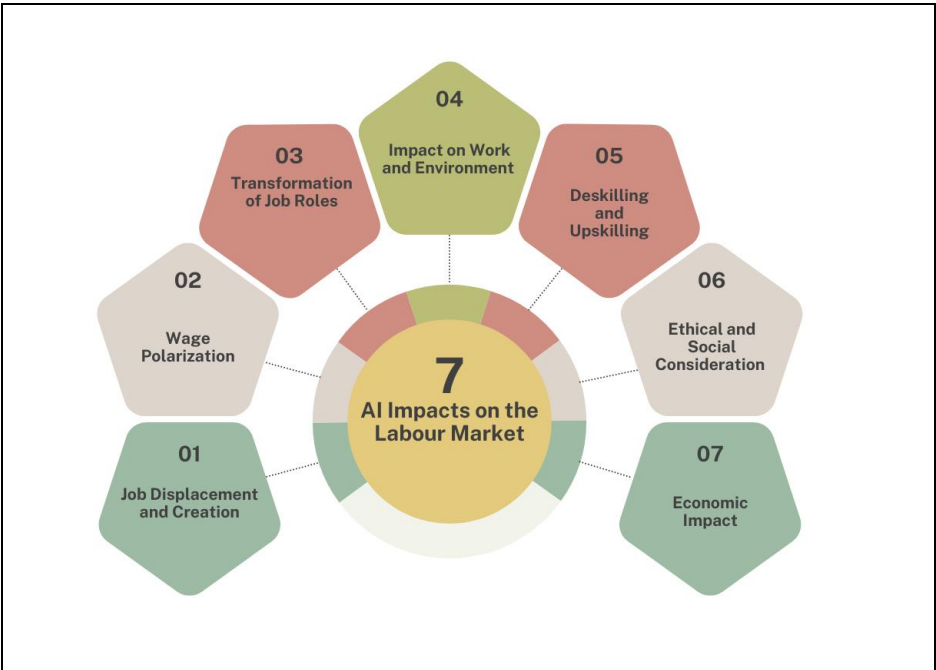


Figure 2. AI Impacts on the Labour Market

4. *Impact on Work Environment*

Remote Work: With the facilitation of virtual collaboration and the automation of tasks related to administration by AI, this would be very much possible.

Workplace Efficiency: AI can help in smoothing and rationalizing workflows for better decision-making processes in enhancing workplace efficiency.

5. *Reskilling and Upskilling*

Training Programs: Projects to reskill or upskill workers should be promoted to put workers into new roles and enable them to compete in a changing job landscape.

Lifelong Learning: Basic emphasis on lifelong learning for workers to keep them competitive in leveraging AI technologies effectively.

6. *Ethical and Social Considerations*

Bias and Fairness: AI systems are designed and implemented in such a way as to reduce bias and promote fairness. However, it is fundamental to ensure that these principles are always applied (Groenewald et al., 2024).

Equitable Access: Access to AI technologies could exacerbate social and economic inequality. In order to avoid such inequalities actions must be taken.

7. *Economic Impact*

Productivity Gains: AI will contribute to productivity gains, leading to economic growth.

Economic Inequality: There could be a threat of increased economic inequality unless the benefits from AI are widely spread.

The better the understanding of these impacts, the better policymakers, businesses, and workers will be at preparing for a changed world brought about by AI and working to create an inclusive, equitable labor market.

Linguistic AI Applications. The term Linguistic AI refers to artificial intelligence technologies designed to interpret, understand and generate human language thanks to NLP (natural language processing) techniques. Linguistic AI is changing people interaction, the way we do business by opening new opportunities to both companies and customers (GeeksforGeeks, 2022).

The following are illustrative examples:

1. *Machine Translation*

- Google Translate: Uses advanced neural machine translation to provide accurate translations across numerous languages.

- DeepL: Provides quality translations, especially with European languages.

2. *Chatbots and Virtual Assistants*

- OpenAI's ChatGPT: Used in customer service for instant responses and in answering queries.

- Amazon Alexa: It uses NLP to understand the user's instruction to act or respond; therefore, it is becoming more popular as a virtual assistant.

3. *Content Generation*

- OpenAI's ChatGPT4: Produces humanlike text applications powering article writing, marketing content creation, and email drafts (Humans of Globe, 2024).

4. *Language Learning Apps*

- Duolingo: Integrates the use of AI in making language learning more personalized and adaptive, depending on the user's proficiency level and learning pace.

- Babbel: Uses AI in delivering interactive language lessons and real-time feedback.

5. *Text Analytics*

- Expert.ai: Provides granular text analysis by converting large volumes of unstructured text into usable insights across vertical industries, including financial services, health care, and marketing.

6. *Speech Recognition*

- Google Assistant: Transcribes spoken language into text, understanding the context for relevant responses.

- Apple Siri: Recognizes speech for the execution of specific commands or answering questions related to particular voice commands.

With such ease of integration into other systems, these AI-based solutions are enabling not only enhanced efficiency and productivity but also greater inclusivity and accessibility in communication.

Linguistic AI and customer care Linguistic AI is transforming customer care into a new paradigm (McKinsey & Company, 2021). Following are some key points highlighting how linguistic AI is making its presence felt:

Personalized Customer Interaction: It deals with technologies such as NLP and LLM, which are used in linguistic AI. These technologies allow companies to respond in personal ways to whatever inquiry the customer may have. AI pulls contexts from previous conversations or customer history and delivers responses that improve the overall customer experience.

Sentiment Analysis: AI-enabled linguistic intelligence can even parse customer reviews, social media postings, and other textual data for sentiment analysis (Baran & Kocón, 2022). It helps organizations understand their customers' perceptions and opinions and make informed decisions in areas of improvement in services.

Real-Time Language Translation and Multilingual Support: Business owners can have conversations in real time with customers from every corner of the world through the use of conversational AI (Santorelli and Catullo, 2023): AI app translate languages in real-time and offer multilingual support breaking down the language barrier. In this way AI represents an inclusive tool, helping companies to expand into new markets for innovation and growth.

Real-time Responses: AI-powered chatbots or virtual assistants provide responses in real time, as queries are responded to straight away and with loads of preciseness to customer inquiries; it means less waiting time, which is a guarantee for an overall good experience.

Context-Aware Communication: Linguistic AI might understand the context within which customers make interactions. This enables them to give very relevant

and appropriate responses that will help the organization establish a rapport with the customers, who feel understood and valued.

Efficient Customer Service: AI-driven chatbots and virtual assistants are handling a large volume of customer queries with much efficiency. These tools provide instant responses to commonly asked questions, freeing up human agents to handle more complex issues. This enables response times and overall customer satisfaction.

Voice Data Analytics: Voice data analytics, being increasingly advanced, now allows businesses to capture and process conversations that happen with customers in voice. Such technology gives valuable insight into the needs and preferences of the customers, which could be used to shape business services in order.

Put differently, linguistic AI has raised the stakes when it comes to customized, efficient, and inclusive customer care. The more the technology is developed, the higher the stakes for customer care and the diverse opportunities that come for businesses in upgrading the way they treat their customers and reinforcing these bonds.

Opening New Business Opportunities. Linguistic AI also unleashes new business potential, creating opportunities for companies in the pursuit of hitherto unexploited markets-developing products and services, which in turn enable this. It does so in the following ways:

1. *Market Expansion:* With multilingual support and personalization, businesses can extend into new markets. This would translate to increased market share and revenue.

2. *Innovative Products and Services:* Integrating Linguistic AI together with other emergent technologies such as IoT and blockchain holds the prospect of creating a number of new products and services. AI-powered language learning apps, virtual assistants, and so on can provide personalized experiences for the users where unique needs are met.

3. *Enhanced Customer Insights:* Linguistic AI can analyze vast amounts of customer data to uncover precious insights and trends that, once informed, can help drive targeted marketing strategies, product offerings, and business opportunities.

4. *Improved Operational Efficiency:* Linguistic AI automates routine tasks and equips businesses with rich data analytics to operate with much greater efficiency. This, in turn, may yield ultimate cost savings that provide companies latitude to invest resources in much more strategic initiatives.

In other words, linguistic AI enhances customer engagement through contextual, timely, and personalized interaction with customers, while at the same time allowing new business opportunities through market expansion, new products and services, improved insight about the customers, or reduction of operational costs. In this respect, it places linguistic AI as a strategic asset in the dynamic business world.

Challenges in Text-based AI Systems. NLP has achieved milestones in enabling AI systems to understand, interpret, and generate human language. However, real-world language processing still presents a variety of challenges in

understanding nuances, resolving ambiguities, and handling biases intrinsic in the datasets that train these systems. Rajchandar, Manoharan, and Ashtikar (2024) state that the robustness of the systems remains a severe concern. There are three major areas in which robustness is an issue with NLP systems:

- *Semantic Robustness*: the level of accuracy of AI systems when interpreting meaning, including in cases of biases.

- *Domain Robustness*: the performance of systems in the presence of out-of-distribution (OOD) data, with regard to those models that are initially trained on.

- *Handling Ambiguity*: many sentences have different lexical or syntactic ambiguities that make their proper interpretation complicated for AI systems.

Major problems in AI are about lexical and syntactic ambiguities, including the contextual understanding of them. Words and phrases can quite often be multiply ambiguous, and sorting out the context is fairly often the key to finding the right interpretation.

- *Data Quality and Bias*: Data quality used while training the NLP systems is a great divisor in performance. Bias in training datasets, whether related to gender, race, or culture, can distort predictions and lead to ethical concerns. High-quality unbiased data must be used to ensure robustness in models (Rajchandar, Manoharan, & Ashtikar, 2024).

- *Adversarial Attacks*: Another challenge is the adversarial attack-inputs are ingeniously altered with an aim to manipulate an AI system's output. These attacks expose weaknesses in these models, thereby tricking those systems, including sentiment analysis and spam detection algorithms.

- *Lack of Explainability*: The major challenge in the case of modern AI models, which are deep learning models in particular, is the lack of transparency (Chouhan, Wilbik & Dijkman, 2022). It often becomes challenging to interpret the decisions that the models have made, raising problems in sensitive applications where accountability and trust are very important. LIME (Local Interpretable Model-agnostic Explanations) and SHAP (Shapley Additive Explanations) are two examples of tools that can be used to improve transparency (Li et al, 2022).

It is paramount that a comprehensive strategy is necessary to make AI systems more reliable and effective in real-world applications and to improve the robustness of NLP systems. This includes improving data quality, enhancing model architectures, and incorporating explainability into AI systems to ensure their successful deployment across various applications. Looking ahead, the future of NLP involves refining personalized content recommendations, advancing sentiment analysis, and improving machine translation. Domain-specific applications for healthcare, finance, and other industries are expected to grow, while continual learning mechanisms will enable NLP systems to adapt to changing trends in languages.

Discussion and conclusions. The integration of linguistic AI into business systems is multilayered in its approach and can do much in terms of enhancement of efficiency, customer interaction, and overall business performance. Indeed, the

benefits will emanate from a strategic approach. Businesses can integrate linguistic AI in their systems by focusing on the following:

1. *Identify Use Cases*

- Customer Service: Implement chatbots and virtual assistants to handle customer inquiries and provide support.
- Content Creation: Use AI to generate marketing content, draft emails, and create reports.
- Language Translation: Integrate machine translation tools to facilitate communication with international clients.

2. *Choose the Right Tools*

- AI Platforms: Use those offering impressive linguistic artificial intelligence capabilities on Open AI, Google Cloud AI, and IBM Watson.
- Feature Selection: The chosen tools should include all the most required features: NLP, Speech Recognition System, and Text Analytics, among others.

3. *Integrate with Existing Systems*

- APIs and SDKs: Utilize Application Programming Interfaces and Software Development Kits for API integration to suit whatever specific software and platforms may be in use by the organization.
- Custom Development: Assist developers with the view to providing solutions that inherently integrate AI capabilities within prevailing workflows.

4. *Train and Fine-Tune Models*

- Data Collection: Collect relevant data with which to train the AI models with a view to making it understand specific languages and contexts of business operations.
- Continuous Improvement: Regularly update and fine-tune AI models in the light of new information and feedback. This will enable higher performance to be achieved along with improved accuracy.

5. *Ensure Ethical and Inclusive Practices*

- Bias Mitigation: Highlight and take measures to reduce biases of AI models in order to get nondiscriminatory results.
- Accessibility: Ensure access to AI tools by all users, including people with disabilities or foreign languages.

6. *Monitor and Evaluate Performance*

- Performance Metrics: Establish key performance indicators (KPIs) to measure the effectiveness of AI integration.
- User Feedback: Collect feedback from users to identify areas for improvement and ensure the AI tools are meeting their needs.

7. *Provide Training and Support*

- Employee Training: Employees are to be provided with training programs for understanding the working concepts of AI tools so that they may apply it in a better way.
- Ongoing Support: Problems at each stage are to be addressed with ongoing support and resources regularly.

In conclusion, the integration of linguistic AI into business systems offers numerous benefits, including enhanced efficiency, great customer experiences, and more business potential. In fact, a structured approach to leveraging linguistic AI involves well-framed use cases, choice of right tool, integration of current systems, model training and fine-tuning (Zhang et al., 2024), ethics monitoring, and performance monitoring and training for support. This holistic approach not only considers the integration of AI from a purely technical viewpoint but also focuses on ethical concerns and the need for inclusiveness. Business is in the position to secure sustainable growth and competitiveness with continuous adoption and refinement through AI technologies amidst an increasingly digital economy.

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