BOOK REVIEW: CONSUMER AND ORGANIZATIONAL BEHAVIOR IN THE AGE OF AI[*]

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About the Book

This book, edited by Kittisak Jermsittiparsert, Nattharawee Phongkraphan, and Nutnapha Lekhawichit, presents a comprehensive and interdisciplinary collection of research papers investigating the multifaceted impacts of artificial intelligence (AI) on consumer behavior and organizational management. The 13 chapters, contributed by scholars and practitioners from various countries, employ diverse methodological approaches, including quantitative and qualitative studies, systematic literature reviews, and modeling techniques, providing a rich and nuanced exploration of the topic. The book, published by IGI Global, is geared toward both academics and practitioners, serving as a valuable resource for integrating contemporary knowledge into research and practice.

Chapters Summary & Commentary

Chapter 1: A Path Model of the Factors Affecting Customer Engagement and Purchase Intention via Live Selling: This chapter offers a valuable quantitative exploration of live selling on TikTok, demonstrating that the significant finding is that utilitarian and hedonic values are key drivers of trust in products. This trust then impacts trust in sellers, and subsequently, consumer engagement and purchase intention. The study effectively models these relationships with partial least squares analysis, offering a solid methodological foundation. While this research offers useful recommendations for retailers using TikTok's live selling features, particularly emphasizing product trust, future research could explore which product types are more suited to this format, and how influencer characteristics might enhance consumer connection, also consider what ethical implications are involved when there is use for biased algorithms.

Chapter 2: Factors Affecting Customers' Purchase Intention on Live Streaming Commerce: A Systematic Literature Review: This chapter takes a valuable first step in identifying factors that drive purchase intentions in live streaming commerce through a systematic literature review. The key finding is that perceived persuasiveness, customer satisfaction, customer engagement, perceived price attractiveness, and perceived uncertainty all play a role. This initial knowledge base about the influencers is is a start. However, it's a start that, in the future, the goal should be to test those factors to improve how the customer's mind truly works. There is need for empirical verification across various product categories and live streaming platforms to test its generalizability and ethical considerations. Additionally, examining the interplay between these factors, rather than isolating them,

could provide a more nuanced understanding of the customer's decision-making process.

Chapter 3: Effects of Self-Order Kiosks Aesthetics on Revisit Intention: The Case of a Philippine Fast-Food Company: Centering on a Philippine fast-food chain, this chapter investigates how aesthetic appeal and formality of self-order kiosks influence a customer's revisit intention. The key finding is that both aesthetic appeal and formality positively impact pleasure and arousal, ultimately leading to a stronger intention to return. The study makes an effective argument for the important part that a certain food place in this, but in terms to improving with it what could the next step be to ensure the data by them may require how this applies in what what is now what we may want, you know?

Chapter 4: Factors Affecting Satisfaction and Intention to Recommend Mobile Wallet Services: Mediation and Moderation Analyses: This chapter scrutinizes the factors affecting perceived user satisfaction with mobile wallet services and how this satisfaction translates into the intention to recommend those services in the Philippines. The key and significant finding is that perceived ease of use, perceived usefulness, perceived risk, and attitude have the most influence on users' trust and also that a satisfactory trust will influence consumers. The investigation uses path model, which gives for those purposes a strong model for the framework but doesn't highlight key considerations or how these factors relate to trust of certain mobile wallet and that's key for this to be something in the long run to build and expand it. We may want to improve in the short, in the long run, those may not be a consideration.

Chapter 5: Mobile Wallet Adoption of Generations X, Y, and Z Consumers: A Path Modelling Approach Using Multigroup Analysis: This

study explores mobile wallet adoption of various generations. The key point shows the difference between the users. While this is good to take into account for a group, for other to find in which each may give in order to come up to and create in more for a certain. Other data or things may have a role as well. To add to the context for the model or data. We may use that to better see those areas for where may need to improve the results.

Chapter 6: A Path Model on the Influence of University Cafeteria Dining Experience and Consumer ROI on Customer Satisfaction and Behavioral Intentions: This research sets out to understand how and whether people feel about the ROI and what is involved in whether they are with the dining and which are with the intent. In this space is where there has to also have what they have. But it is unknown and will depend upon what is related in that work and what the food industry can do as it has not considered a huge amount in its area. Future studies has to work more in this area where a lot of factors relate and affect, they have to create more.

Chapter 7: AI and ML Approaches for Boosting Comparison With Customer Churn: This chapter investigates the application of boosting algorithms in predicting customer churn, and it suggests the importance of finding with the fairness of what's the all in the data. It contributes for those data which are and how will to find their long term and improve from now and get more that is in the dataset. In summary with this chapter, ethical are not present and that what can be more a important things, what this should be more.

Chapter 8: Deep Learning for Analyzing User and Entity Behaviors: Techniques and Applications: This chapter helps to understand and what is done with what that is deep in the model, if used with user and entity for

the architecture, it has to be ensured to where those things get with it with the temporal data. There is no focus with all details of the deep models as the ethical aspects needs to have memory and also to get the results in what is used. Detect to what they see is also should then be applied and those aspects.

Chapter 9: Indicator of the Digital Leadership Skill: Businesses need to understand digital leadership competencies if they are to thrive in the digital age. The competencies of adaptability, strategic vision, digital literacy, and cybersecurity awareness enable leaders to foster innovation, drive change, and maintain a competitive advantage. While we get the competencies that are related to the digital age and the abilities that enables leaders to thrive, there are no proper results of this implementation as there are not tests with this particular indicator.

Chapter 10: Women in Law Enforcement: The Indian Perspective: This chapter reviews the existing state of the indian, focusing on the gender and and to take the efforts to make more that are. There needs those things, they are may be the problem. However, they must also include economic data as they show the class and information with more, there is no clear to understand with all that with what we think.

Chapter 11: Measuring Combined Effect of Firm Strategy, Organizational Culture, Open Innovation, Technological Capability, and the Implication on Growth of SMEs: This chapter aims to investigate the combined effect of firm strategy, organizational culture, open innovation, and technological capability on SME growth. In this chapter, we mainly see SMEs having difficulty in the external data and must find what's on firm with strategy which is what this has also in effect. Also, the study did not find the data and information needed, to specify more details.

Chapter 12: The Relationship Between Accounting Ethics, Sustainable Decision Making, and New Technologies: While this highlights how SDM is related to accounting ethics, and since we use to improve those the new techniques that are involved in what and how may that data lead to ethical concerns in to the decision, some may need to look at it more for how can improve well to what has happened and what they all.

Chapter 13: Role of Human Resource Development Functions on Crisis Management: This last test is used for showing which all ways can help the world go and can help and the good is how HR has the most essential which are with the crisis with all what had may happen by the world. There does not show how to use prior to to have some in which there will be which is what those will face. There can be other test to this to tell more.

Conclusion

IGI Global's *"Consumer and Organizational Behavior in the Age of AI"* is a timely and valuable contribution to the rapidly evolving field of artificial intelligence (AI) and its profound impact on human behavior and organizational management. This edited volume skillfully combines a diverse collection of rigorously researched studies, offering a unique blend of theoretical insights and practical applications that will resonate with academic researchers and industry professionals. The book's strength lies not only in its multifaceted approach but also in its capacity to translate complex theoretical concepts into actionable strategies for navigating the challenges and opportunities presented by AI in today's business environment.

Exceptional Strengths and Unique Contributions

1) Multifaceted and Interdisciplinary Approach: The book's most significant contribution is its multifaceted approach. It transcends the limitations of single-discipline perspectives by seamlessly integrating diverse viewpoints from consumer behavior, organizational management, technology, and societal analysis. This holistic approach provides a richly textured and comprehensive understanding of AI's influence, surpassing the capacity of more narrowly focused works. The chapters on live selling (Chapter 1), the impact of self-order kiosks (Chapter 3), and mobile wallet adoption (Chapter 5) particularly exemplify this holistic approach, integrating behavioral factors, technological features, and cultural context within their respective frameworks.

2) Global Scope and Contextual Relevance: The book offers a valuable global perspective on AI's influence across various economic and cultural settings. Studies from the Philippines, China, India, Nigeria, and elsewhere illustrate the nuanced challenges of AI adoption across varied contexts, going beyond the typical focus on Western economies. This global reach significantly enhances the book's relevance and applicability to a broader audience, underscoring the importance of understanding the cultural and economic factors influencing AI adoption patterns. The chapters on women in law enforcement (Chapter 10) and SMEs in Nigeria (Chapter 11) provide particularly insightful examples of the book's commitment to addressing the unique challenges of AI adoption in diverse societal and economic contexts.

3) Practical Implications and Actionable Insights: A major strength lies in the volume's capacity to translate complex theoretical concepts into actionable strategies for businesses and organizations. The book does not

merely present research findings but also explores their implications for decision-making and operational practices. The chapters on customer churn prediction (Chapter 7), UEBA (Chapter 8), and crisis management (Chapter 13) offer particularly robust examples. These chapters provide readers with practical tools and strategies for mitigating risks, enhancing efficiency, and building resilience in the face of AI-driven challenges.

4) Methodological Diversity and Rigor: The book showcases a range of rigorous research methodologies. Quantitative studies using sophisticated statistical modeling techniques (partial least squares, structural equation modeling) are balanced by qualitative methods, including case studies, systematic literature reviews, and detailed analyses of the existing scholarly literature. This blend of approaches enhances the validity and generalizability of the research findings while providing insights that are not readily accessible through a single methodological lens. The consistent use of established analytical techniques and the clear reporting of results enhances the overall rigor and credibility of the studies.

Areas for Further Development

Although the book's strengths greatly outweigh any limitations, the opportunity for further development is worth noting.

1) Consolidation of Theoretical Frameworks: While multiple theoretical frameworks underpin the various studies, a more clearly articulated and consistent theoretical framework to guide the overall analysis would enhance the book's coherence and analytical depth.

2) Integrated Synthesis of Findings: While individual chapters provide compelling analyses, a stronger synthesis of the findings across chapters

could reveal emergent themes and build a more robust understanding of AI's multifaceted influence.

In conclusion, *"Consumer and Organizational Behavior in the Age of AI"* is a highly recommended resource for academics and industry professionals seeking to understand and navigate the complex interplay between artificial intelligence, consumer behavior, and organizational dynamics. It synthesizes the latest research across a range of disciplines, offering a globally relevant perspective on AI's multifaceted impacts. While some chapters could benefit from further empirical validation and deeper ethical analysis, the book's strengths lie in its interdisciplinary approach, its practical implications, and its ability to provide a framework for turning complex concepts into actionable strategies. This volume isn't just a complementary addition to the field; for those seeking a comprehensive understanding and actionable guidance in the age of AI, it's is an essential contribution.

References

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