

# AI and Machine Learning Applications and Implications in Customer Support and Analytics

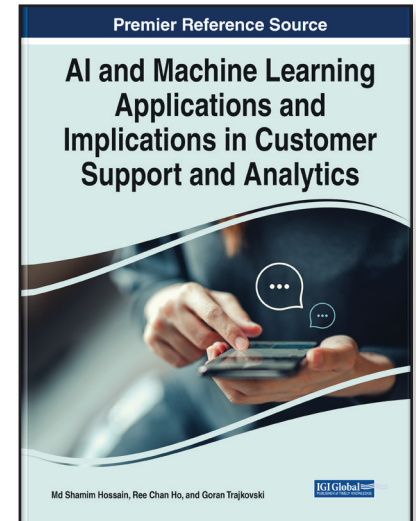
Part of the Advances in Business Information Systems and Analytics Book Series

Md Shamim Hossain (Hajee Mohammad Danesh Science and Technology University, Bangladesh), Ree Chan Ho (Taylor's University, Malaysia) and Goran Trajkovski (Western Governors University, USA)

## Description:

Conclusively, resilience, education, financial inclusion, digital transformation, strategic partnerships, and particularly change management are needed when crises occur in order to save and advance organizational ecosystems and economies. Therefore, it is crucial to know about the ideation and processes of change management to improve companies' negative circumstances.

**AI and Machine Learning Applications and Implications in Customer Support and Analytics** examines organizational change management through the lenses of research and innovative practices contained within the fields of leadership and organizational change. The book enlightens communities through the efforts of a research perspective that amplifies practice-based potential in applying theory, models, and frameworks to real-time issues. Covering topics such as technology, ethics, entrepreneurship, and communication, this reference work is ideal for business owners, managers, researchers, scholars, academicians, practitioners, instructors, and students.



**ISBN:** 9781668471050

**Pages:** 350

**Copyright:** 2023

**Release Date:** April, 2023

**Hardcover:** \$260.00

**Softcover:** \$195.00

**E-Book:** \$260.00

**Hardcover + E-Book:** \$310.00

## Topics Covered:

Change Management  
Communication  
Digital Transformation  
Entrepreneurship  
Ethics

Management  
Organizational Change  
Organizational Structure  
Resilience  
Technology

**Subject:** Business and Management

**Classification:** Edited Reference

**Readership Level:** Advanced-Academic Level  
(Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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