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**From Servant to Partner: How AI Chatbots Can Shape
Human Behavior and Drive Innovation**

Manoshij Banerjee ¹
Mohammed Shahid Abdulla ²

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Please contact the corresponding authors for queries.

¹Independent Consultant on digital behaviour and the workplace; Email - manoshijbanerjee@gmail.com

²Associate Professor, Information Systems Area, Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnamangalam, Kozhikode, Kerala 673 570, India; Email - shahid@iimk.ac.in, Phone Number - 0495 2809254

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Abstract:

This paper explores the intersection of artificial intelligence (AI) and human behavior in two distinct contexts: customer service interactions and startup ideation. Section 1 examines how the way consumers perceive a brand's AI chatbot (servant vs. partner) can influence their behavior, potentially leading to increased rudeness. Section 2 investigates the potential of AI-powered chatbots to assist startup founders in the ideation process through Chain-of-Thought (CoT) prompting techniques.

Keywords: *Computers and human behaviour, ethical AI, AI for innovation, lateral thinking, entrepreneurship*



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Indian Institute Management Kozhikode
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Research Office
Indian Institute of Management Kozhikode
IIMK Campus P. O.,
Kozhikode, Kerala, India,
PIN - 673 570
Phone: +91-495-2809237/ 238
Email: research@iimk.ac.in
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