

Topic Selection/Annotated Bibliography

Student's Name

Institutional Affiliation

Week 2 Paper: Topic Selection/Annotated Bibliography

The topic I selected for the BUSN 501 Paper is “The Role of Emotional Intelligence in Enhancing Customer Service Interactions.”

Note: I have provided 3 annotations, you are required to provide 10. Use the below sample annotations to solve the BUSN 501 Week 2 Paper Annotated Bibliography.

Annotated Bibliography

Alzoubi, H. M., & Aziz, R. (2021). Does Emotional Intelligence Contribute to Quality of Strategic Decisions? The Mediating Role of Open Innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2), 130. <https://doi.org/10.3390/joitmc7020130>

This research by Alzoubi and Aziz delves into the crucial relationship between emotional intelligence and the quality of strategic decision-making, emphasizing the mediating role of open innovation. By adopting a quantitative methodology, the authors analyzed data from a variety of industries to investigate this dynamic. Their findings revealed that higher levels of emotional intelligence significantly enhance the quality of strategic decisions through the facilitation of open innovation practices. This study makes a significant contribution to the existing literature by linking emotional intelligence with both innovation and strategic management. It highlights how critical emotional awareness is in enhancing an organization's innovation capabilities, suggesting that leaders' emotional acuity can fundamentally influence strategic outcomes.

Lim, S. H., & Kim, D. J. (2020). Does Emotional Intelligence of Online Shoppers Affect Their Shopping Behavior? From a Cognitive-Affective-Conative Framework Perspective. *International Journal of Human-Computer Interaction*, 36(14), 1304–1313.

<https://doi.org/10.1080/10447318.2020.1739882>

This research by Lim and Kim examines the impact of emotional intelligence on the shopping behaviors of online consumers, using a cognitive-affective-conative framework to structure their analysis. Through an empirical study, the authors explore how emotional intelligence influences each aspect of this framework, which encompasses cognitive, affective, and conative dimensions of consumer behavior. Their findings demonstrate that shoppers with higher emotional intelligence have better online shopping experiences and are more likely to make purchases. This study underscores the crucial role of emotional understanding in enhancing user interactions with e-commerce platforms. It highlights the importance of integrating emotional intelligence into the design and management of online retail environments to improve customer engagement and satisfaction.

Lv, X., Yang, Y., Qin, D., Cao, X., & Xu, H. (2022). Artificial intelligence service recovery: The role of empathic response in hospitality customers' continuous usage intention. *Computers in Human Behavior, 126*, 106993. <https://doi.org/10.1016/j.chb.2021.106993>

In this comprehensive study, Lv and colleagues delve into the effects of artificial intelligence (AI) on service recovery within the hospitality industry, with a specific focus on empathic responses and their influence on customers' continuous usage intentions. Employing an experimental design, the research demonstrates how AI, when programmed to emulate empathetic interactions, significantly enhances customer satisfaction and fosters loyalty. This investigation is pivotal for comprehending the potential of AI in revolutionizing customer service practices in the hospitality sector. By highlighting the importance of empathy in AI interactions, the study suggests that AI can not only replicate human-like responses but also actively contribute to improved customer relations and retention strategies. This paper provides valuable

insights into the evolving role of AI in enhancing customer service experiences, making it essential reading for professionals and researchers in the field of hospitality management.