Chapter 7
The Role of Chatbot Technology in the Cultural Value Proposition:
A Managerial Perspective in Human–Like Interaction

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ABSTRACT

In recent years, the cultural value proposition has acquired an innovative technological component. The daily overexposure to multimedia platforms and the pervasiveness of social networks requires cultural organizations to develop strategic trajectories that can stimulate interest and involvement of current audiences on a par with the attraction of potential audiences. This chapter explores, from a managerial perspective, emerging experimentations regarding the use of artificial intelligence for the enhancement of the cultural-based experience through chatbot technology. The research's findings highlight that this technology can take on different characteristics depending on the implementation used and the purpose to be achieved. The innovativeness of the approach lies in the components of interactivity and customization of human-like interaction, through which museums attract and involve more effectively current and potential audiences.

INTRODUCTION

Technological innovation has become an indispensable element for cultural enterprises and the process through which these organizations are called upon to create value implies the use of structures and tools capable of providing innovative and interactive approaches in cultural fruition (Sfodera et al., 2020). Artificial Intelligence technology is receiving increasing attention from the cultural sector as well as scholars (Boiano et al., 2018). The introduction of software into the cultural market that can dialogue with users and respond to their needs has renewed traditional communication trajectories and led to a personalisation of interaction with users, maximizing the effectiveness and efficiency of services (Huang & Rust, 2021).

The use of artificial intelligence makes it simple and straightforward to understand a customer's intent or need, facilitating the creation of an intuitive interface that can positively affect the user's experience (Pillai & Sivathanu, 2020).

From the design of multimedia approaches integrated in web or Facebook pages to the optimization of the emerging mechanism used by Chat GTP, the application margins of this approach are multiple.

Against this background, the current chapter aims to provide a framework of museum realities that have activated processes and services based on the implementation of artificial intelligence tools and to explore the ways in which this technology can contribute to the creation of new cultural value for institutions and customers, with a focus on human-like interactions. Specifically, the analysis carried out aims to fulfill the following research objective:

RO: Clarify if and how the interplay between the enabling technology of AI and museum management can generate benefits in terms of value proposition and resource optimization for all stakeholders involved.

THEORETICAL BACKGROUND

The present research work has investigated, through a qualitative approach, the use of chatbot technology in the creation and co-creation of cultural value. The authors investigated, specifically, the declinations of managerial character through which the fruition of culture based with chatbot technology. To achieve this goal, the authors first investigated the evolution of the attention paid to chatbot technology in the management sector. Specifically, a longitudinal analysis in the last fifteen years via SCOPUS was carried out with the aim of intercepting and quantifying temporally the attention devoted by the scientific community to the research object. The keywords used for this first research trajectory are reported as follow: *chatbot* and *human-like interaction*. The entire amount of results obtained was filtered by

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