The Impact of AI Chatbot Support on Students' Decision-Making in Business Scenarios

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Abstract:

The rapid integration of Artificial Intelligence (AI) across industries has reshaped traditional workflows, with AI technology playing an increasingly prominent role in education. One area of particular interest is how AI, specifically AI-powered chatbots, influences decision-making processes. This proposal seeks to explore how chatbot support impacts students' decision-making in business scenarios, with a specific focus on tactical decisions.

The purpose of this research project is to examine the effect of AI chatbot outputs on the decision-making processes of undergraduate and graduate students enrolled in Management Accounting courses. By understanding how AI tools influence students' business decisions, we aim to evaluate the influence of AI chatbot technology on students' choices in business decision-making scenarios. In addition, we will assess the impact of chatbot interaction on critical thinking and problem-solving skills, key competencies in accounting education. Based on the role AI technology plays in shaping students' approaches to business problems, we also aim to assess the potential need for curriculum revisions.

We design an experiment with an Online Tactical Decision-Making survey to present a series of business-related scenarios. Participants will be asked to make decisions based on the information provided. Immediately after participants' initial decisions, AI chatbot support will be made available, offering real-time suggestions and answers related to the scenarios. We modify the AI answers to ensure they are correct half of the time and incorrect half of the time. We will compare participants' initial responses with their revised decisions with AI assistance. This comparison will reveal whether AI tools significantly influence students' decision-making. The results will be analyzed to determine the impact of AI input on decision-making, the depth of critical thinking, and any notable variations in participants' confidence.

The findings will provide valuable information on how AI technology affects students' abilities to analyze and solve business problems. Based on the outcomes, the study will suggest whether updates to the accounting curriculum are necessary to better prepare students for AI-driven business environments. The study will contribute to a growing body of research examining the use of AI in educational settings, specifically in business and accounting courses. The study will offer insights into how AI can be leveraged to enhance learning experiences, potentially leading to more effective teaching methods and curriculum design. Understanding the impact of AI on decision-making will better prepare students for a future in which AI is integral to business operations, particularly in accounting.

Keywords:

AI chatbot, tactical decision making, decision confidence, decision survey.