Artificial Intelligence and Service-Sales Ambidexterity: A Paradoxical Approach

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Abstract

This research aims to explore how the dual tensions of paradoxical artificial intelligence (AI) applications (AI augmentation and AI automation) will influence salespeople in achieving service-sales ambidexterity. This paper has several contributions. First, this research answers recent calls to investigate AI's impact on business services and sales. Second, this research effort contributes to service-sales ambidexterity and paradox theory by exploring the "dual tensions" between AI augmentation and AI automation, as well as service and sales activities. Third, we investigate the role of environmental dynamism in moderating the relationships between AI augmentation and AI automation and service-sales ambidexterity. Our research provides useful insights for business executives who want to tap the full potential of AI and service-sales ambidexterity.