

Artificial Intelligence: Service Employees Skills and Fear of Replacement

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Abstract

Although presented more revolution for business, artificial intelligence (AI) in the workplace is concerning and receiving considerable attention. Throughout four studies, we investigate how skill sets (technical vs. social skills) influence fear of AI replacement and the role of AI framing (e.g., substitution, augmentation) in mitigating these effects. First, we show that there is a different sentiment towards AI depending on the type of skills present (i.e., social or technical). Further, we demonstrate that the fear of being replaced by AI mediates the effect of job skills on turnover intention. Finally, we posit that augmentation (as opposed to substitution) is a more appropriate solution for AI integration. Our study offers important implications for service firms, helping reduce front-line employees fear of AI and minimizing turnover intention.

Keywords: *skills; AI; fear*

Track: Services Marketing