

Chapter 10

Implementing Educational Leadership and Management Chatbots: Challenges and Opportunities

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ABSTRACT

This paper discusses the challenges and opportunities of implementing educational leadership and management chatbots, focusing on data security, integration platform considerations and user resistance to adoption derived from organisational culture. Literature reveals the trends in growth across various sectors such as customer service and healthcare yet development and adaptation in educational leadership is slow. Chatbots enhances user experience, administrative tasks and communication channels. The study highlights the importance of organizational culture in change management critical for successful implementation of educational leadership and management chatbots. Recommendations for future development include leveraging big data and machine learning to produce sentimental chatbots. Suggestions on leadership development towards transformational leadership style to facilitate institutional growth and success in implementing new technologies such as chatbots.

DOI: 10.4018/979-8-3693-8734-4.ch010

BACKGROUND

Artificial intelligence is slowly filtering through all aspects previously dominated by human activities gaining acceptance and in most cases offering solutions that are more appealing. With the evolution of artificial intelligence, big data analytics and machine learning, social life experiences and business functions have been edified. As such the leadership and management chatbot is no exception as this has changed the way humans interact with each other and subsequently with the computer. With this advancement in technology, chatbots can be integrated in leadership and management space bringing their convenience to the business world. By embracing advancement of technology in application of artificial intelligence, institutions can migrate to leadership and management chatbots towards smart enterprises

Adoption and integration of chatbots into the education addresses administrative challenges by streamlining administrative tasks, enhancing communication channels and educational user experience through personalised support to students and staff

Successful implementation of educational leadership chatbots increases efficiency, customizability and autonomy bringing new business opportunities, (Alqoud, 2022). Educational leadership and management chatbots can also be used to optimise business processes such as Learning, Financial, Human Resources and customer relationship management systems. Research by Cunningham et al. (2019) indicated growth in chatbot development and application from single use chatbot dating back to 1966's Chatbot ELIZA to more complex functionality offering virtual assistants. Informed by market research conducted by Gartner (2019) dating from 2016 which was "termed the year of chatbot", businesses have successfully adopted chatbots for various functions ranging from customer services, retail banking and insurance government institutions, healthcare e-commerce and messaging apps (Zhanga et al., 2021; Taylor et al., 2021; Chandel et al., 2018).

Leadership and management chatbots as digitalization strategies have improved operational efficiencies, customer service experience productivity, accessibility and convenience (Zhanga et al., 2021; Gartner, 2019). Advances in educational leadership and management sector will also offer considerable benefits to institutions.

Reasons for adopting chatbot in leadership and management are quest to enhance productivity (Korzynski, 2023) and attain sustainable competitive advantage critical in the current business environment recovering from the Covid-19 pandemic and other economic shocks, (Bratianu, 2021; Chandel, 2018). By optimising institutional performance, educational leadership and management chatbots are instrumental in cost reduction, efficiency, improved customer experience and differentiation.

Chat robots, commonly known as chatbots can be loosely defined as conversational or dialogue based automated online computer programs with capabilities of both text and voice interactions (Hwang & Chang 2021). Leadership and Manage-

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