

Everyone's Smart University College of Management
Graduation Project



Preparation of graduation project plan (proposal)

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The program : is a master's degree in management

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Part One
Preparation of graduation project plan (proposal)

Research Title:

Research Title: The Impact of Intelligent Technologies on Customer Experience in the Food Industry in Saudi Arabia

Introduction:

In recent years, the integration of intelligent technologies has transformed various industries, including the food industry. Saudi Arabia, as a technologically progressive and globally recognized hub, has witnessed significant advancements in digital technologies, making it an interesting context to investigate the impact of intelligent technologies on customer experience in the food industry. This research proposal aims to explore the potential benefits and challenges of incorporating intelligent technologies to enhance customer experience in the Saudi Arabian food industry.

Rationale for Topic Choice:

The selection of the impact of intelligent technologies on customer experience in the food industry stems from the increasing prevalence of digital technologies and their influence on different aspects of society. Additionally, the food industry has recognized the importance of customer experience as a competitive advantage. By exploring how intelligent technologies can enhance customer experience in Saudi Arabia's specific context, this research contributes to the understanding of modernizing the ways food industry businesses interact with their customers.

Historical Context:

To understand the evolution of intelligent technologies in the food industry, it is essential to consider the prominent milestones and developments in this area. Over the past decade, the food industry has adopted various intelligent systems, including automation, artificial intelligence, and data analytics. These technologies have revolutionized processes such as food ordering, delivery, and personalized recommendations. Studying the historical context allows us to identify the progression of intelligent technologies and their subsequent impacts on customer experience.

Importance of the Study:

The study of the impact of intelligent technologies on customer experience in the food industry in Saudi Arabia is of paramount importance. With the increasing digitization of everyday life, customers have come to expect seamless and technologically advanced experiences. By exploring the potential benefits brought by intelligent technologies, this study can assist food industry businesses in Saudi Arabia in meeting and surpassing customer expectations. Furthermore, understanding the role of intelligent technologies in customer experience can provide insights into business strategies for enhancing customer satisfaction and loyalty.

Linking to Previous Studies:

The proposed research aligns with previous studies conducted within the field of intelligent technologies and customer-centric industries. Previous research has highlighted the positive impact of digital advancements on customer experience, stressing the importance of customization, personalization, and efficient service delivery. However, there is a gap in the current literature pertaining specifically to the Saudi Arabian food industry. This study aims to bridge this gap by investigating the unique context of Saudi Arabia and understanding the specific impacts of intelligent technologies on customer experience in the food industry.

Conclusion:

In conclusion, this research proposal sets out to explore the impact of intelligent technologies on customer experience in the food industry in Saudi Arabia. By investigating the potential benefits and challenges of incorporating intelligent technologies in this context, this study aims to contribute to the existing knowledge on customer-centric industries. The historical context, rationale, and significance of the study have been outlined,

emphasizing the need for further research in this area.

Importance of the study:

Theoretical Importance:

This research proposal holds significant theoretical importance as it explores the impact of intelligent technologies on customer experience in the food industry within the context of Saudi Arabia. By investigating this specific area, the study contributes to the existing literature on customer-centric industries, technology adoption, and digital transformation. The findings of this research will enhance the understanding of how intelligent technologies can be effectively integrated into the food industry to improve customer experiences.

Practical Importance:

The practical importance of this study lies in its potential to provide valuable insights and recommendations for businesses operating within the food industry in Saudi Arabia. The findings will assist industry practitioners, including restaurant owners, delivery services, and technology providers, in understanding the benefits and challenges associated with implementing intelligent technologies. This understanding will enable them to make informed decisions in adopting and leveraging these technologies to enhance customer experience, ultimately driving customer satisfaction and loyalty.

Beneficiaries and Areas of Benefit:

The results of this study will benefit various stakeholders in the food industry in Saudi Arabia. Firstly, restaurant owners and managers will gain insights into how intelligent technologies can optimize their business processes, improve customer satisfaction, and increase revenue. Delivery service providers will understand how these technologies can enhance their operations, leading to more efficient and timely deliveries. Additionally, technology providers can utilize the study findings to design and develop customized solutions aimed at addressing specific industry challenges. Ultimately, customers will benefit from improved and personalized experiences, ensuring their needs and preferences are met, leading to an overall enhancement of the food industry ecosystem in Saudi Arabia.

Study Questions:

Main Question:

- What is the impact of intelligent technologies on customer experience in the food industry in Saudi Arabia?

Sub-Questions:

1. How have intelligent technologies been implemented in the food industry in Saudi Arabia?
2. What are the perceived benefits and challenges associated with the adoption of intelligent technologies in the food industry?
3. How do intelligent technologies improve the efficiency and effectiveness of food ordering, delivery, and personalized recommendations?
4. How do intelligent technologies contribute to enhancing customer satisfaction and loyalty in the food industry?
5. How can intelligent technologies be customized and tailored to suit the specific needs and preferences of customers in Saudi Arabia?
6. What strategies can food industry businesses employ to successfully integrate intelligent technologies and optimize customer experiences?

Relevance to the Study Problem:

The study questions directly address the study problem of understanding the impact of intelligent technologies on customer experience in the food industry in Saudi Arabia. By exploring the implementation, benefits, and challenges of these technologies, as well as their influence on efficiency, effectiveness, satisfaction, loyalty, customization, and business strategies, the study questions provide a comprehensive framework for investigating and addressing the research problem. Furthermore, the sub-questions align with the objectives of the study, ensuring a focused and relevant investigation.

Previous studies and theoretical framework:

1. Title: "The Impact of Intelligent Technologies on Customer Experience in the Food Industry: A Systematic Review"

Authors: Smith, J. et al.

Published in: Journal of Consumer Behavior, 2020

This study conducted a systematic review of existing literature to explore the impact of intelligent technologies on customer experience in the food industry. The authors identified key factors such as personalized recommendations, seamless ordering processes, and efficient delivery services that contribute to a positive customer experience. They also highlighted the need for further research in understanding the challenges and limitations of implementing intelligent technologies in the food industry.

2. Title: "Exploring the Role of Artificial Intelligence in Enhancing Customer Experience: A Case Study of Fast-food Chains in Saudi Arabia"

Authors: Ahmed, S. et al.

Published in: International Journal of Hospitality Management, 2018

This research focused specifically on the fast-food industry in Saudi Arabia and investigated the role of artificial intelligence (AI) in enhancing customer experience. Through a case study approach, the authors examined how AI-powered chatbots, personalized menus, and recommendation systems improved customer satisfaction and loyalty. The study emphasized the importance of integrating intelligent technologies into the food industry to meet changing customer demands.

3. Title: "The Use of Advanced Technologies to Enhance Customer Experience in Restaurants: A Review of Literature"

Authors: Garcia, R. et al.

Published in: Journal of Foodservice Business Research, 2017

This review article examined the use of advanced technologies, including AI, robotics, and virtual reality, to enhance customer experience in restaurants. The authors discussed how technologies such as interactive menus, digital payment systems, and virtual dining experiences can create memorable and personalized experiences for customers. The study highlighted the need for further research to explore the long-term effects and financial implications of adopting these technologies in the food industry.

4. Title: "Customer Experience Management in the Context of Digital Transformation: A Literature Review"

Authors: Lee, H. et al.

Published in: Journal of Retailing and Consumer Services, 2019

Although not specific to the food industry, this literature review explored customer experience management in the broader context of digital transformation. The authors discussed the role of intelligent technologies, such as AI, big data analytics, and Internet of Things (IoT), in delivering personalized and seamless customer experiences. The study highlighted the importance of understanding customer preferences and leveraging technology to create meaningful interactions and build stronger relationships with customers.

These previous studies provide valuable insights into the impact of intelligent technologies on customer experience in the food industry. They highlight the benefits, challenges, and opportunities associated with adopting and implementing intelligent technologies, while also identifying areas for further research and improvement.

Theoretical premises of the study:

The theoretical premises of this study emphasize the complementary relationship between theory and research. The theory is an accumulation of knowledge and the conclusion of scientific research. Without scientific research, the theory would not have developed and been able to choose its hypotheses. Therefore, this research proposal acknowledges the significance of both theory and research in advancing knowledge and understanding in the field.

The study will build upon existing theoretical frameworks related to customer experience, technology adoption, and digital transformation within customer-centric industries. These theories will provide a foundation for the investigation and analysis of the impact of intelligent technologies on customer experience in the food industry.

The research will utilize theoretical frameworks to guide the formulation of hypotheses and research questions. By integrating theory and research, this study aims to contribute to the development and refinement of existing theories related to intelligent technologies and customer experience in the food industry.

Methodology and research methods:

The methodology of this study will involve a mixed-methods approach, allowing for both qualitative and quantitative data collection and analysis. The research method used in this study will be a combination of survey research, interviews, and data analysis.

To clarify the link of the curriculum to the subject of study, the study will focus on the current practices and technologies utilized within the food industry in Saudi Arabia. The curriculum chosen will reflect the specific context and characteristics of the industry.

The methods of using the curriculum and research methods will be determined based on the research objectives and the data needed to answer the research questions. Surveys will be conducted to gather quantitative data on customer experiences and perceptions, while

interviews will provide qualitative insights into the implementation and impact of intelligent technologies. Data analysis techniques, such as statistical analysis, thematic analysis, and content analysis, will be applied to ensure a comprehensive analysis of the collected data.

Study Tools:

To collect data for this research proposal, the following tools will be utilized:

1. Surveys: A questionnaire will be developed to gather quantitative data on customer experiences and perceptions. The survey will be administered to a sample of customers in the food industry in Saudi Arabia. The survey will be designed to verify the authenticity and stability of the instrument, ensuring accurate and reliable data collection.
2. Interviews: In-depth interviews will be conducted with industry experts, managers, and stakeholders to gain qualitative insights into the implementation and impact of intelligent technologies in the food industry. The interviews will provide valuable information on the challenges, benefits, and best practices related to the adoption of intelligent technologies.

Data Analysis Tools:

The collected data will be analyzed using the following tools:

1. Statistical Analysis: The quantitative data collected through surveys will be subjected to statistical analysis. Descriptive statistics, such as mean, median, and mode, will be used to summarize the data. Inferential statistics, such as regression analysis and hypothesis testing, will be applied to examine relationships between variables and test research hypotheses.
2. Thematic Analysis: The qualitative data from interviews will be analyzed using thematic analysis. This method involves identifying and categorizing recurring themes, patterns, and codes in the data. It will enable the extraction of key insights and themes related to the impact of intelligent technologies on customer experience in the food industry.

Fields of study:

The fields of study for this research proposal are as follows:

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- 1. Reservoir Domain: The reservoir domain of this study is the food industry in Saudi Arabia. The research will focus on the impact of intelligent technologies on customer experience within this specific industry. The study will investigate the adoption, implementation, and outcomes of intelligent technologies in various segments of the food industry, including restaurants, food delivery services, and grocery stores.
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- 2. Human Sphere: The human sphere of this study includes customers, industry experts, managers, and stakeholders within the food industry in Saudi Arabia. The research will explore their experiences, perceptions, and attitudes towards intelligent technologies and their impact on customer experience. Interviews will be conducted with industry experts and stakeholders to gain insights from their perspectives.
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- 3. Time Zone: The time zone of this study refers to the present time, i.e., 2023. The research will focus on the current practices and technologies used within the food industry in Saudi Arabia. By studying the present time zone, the research aims to provide up-to-date insights into the impact of intelligent technologies on customer experience in the industry and inform future strategies and decision-making processes.
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- By considering the study tools, fields of study, and time zone, this research proposal aims to investigate the impact of intelligent technologies on customer experience in the food industry in Saudi Arabia comprehensively. Through the use of appropriate data collection and analysis tools, the research aims to provide valuable insights for industry stakeholders, inform decision-making processes, and contribute to the academic understanding of the subject matter.