Joint Seminar – Service Innovation Alliance & Innovation Pathways, FaBA

Monday 8 July 2024, UQ - St Lucia Campus

Research Seminar

Advancing Service Research Using Large Language Models

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At the invitation of the Service Innovation Alliance (SIA), UQ Business School and Innovation Pathways, FaBA

In this seminar, we will discuss the world of large language models and Natural Language Processing (NLP), exploring their potential to transform service research and practice. We will explore the diverse range of methods they offer and how these potentially new NLP techniques can be used to analyse service data, especially unstructured data. Our aim is to guide service scholars by highlighting specific service domains where these methods can provide valuable insights for both theory testing and practical applications across different service contexts.