

Understanding Sentiment and Emotion through ChatGPT to Support Emotion-based Management Decision Making

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ABSTRACT

Effective management decision-making is a key element in organisational success. In the ever-evolving digital age, human interaction with computer systems is increasingly complex and diverse. One increasingly popular form of interaction is the use of Chatbots that are based on artificial intelligence technology. Chatbots trained using language models, such as ChatGPT, have demonstrated their ability to communicate with humans naturally and can be used in a variety of applications, including in management contexts. This research aims to fill this knowledge gap by proposing and implementing a customised ChatGPT model for understanding sentiment and emotion in the context of management decision-making. This research is a literature review that adopts a qualitative method approach, which means it will analyse and interpret data by relying on information and text from various sources. The study results show that understanding sentiment and emotion through ChatGPT is an important innovation that can support emotion-based management decision-making in an increasingly complex and rapidly changing business environment. By analysing and recognising feelings, views and attitudes in text, ChatGPT provides valuable insights for managers to respond to market changes, understand customer and employee views, enhance brand and reputation, and create a healthier and more productive work environment.

Keyword: Sentiment, Emotion, ChatGPT, Decision Making, Management

INTRODUCTION

The ability to make effective management decisions is a crucial factor in achieving success within a business (Gadzali, Santosa, et al., 2023). Within the dynamic landscape of the rapidly advancing digital era, the manner in which individuals engage with computer systems has become progressively intricate and multifaceted (Gadzali, Gazalin, et al., 2023). An emerging trend in human-computer interaction is the utilisation of Chatbots, which rely on artificial intelligence technologies. Language models, such as ChatGPT (Generative Pre-trained Transformer), have exhibited their proficiency in engaging in real conversations with human users (Sudirjo, Ausat, et al., 2023). Consequently, these chatbots have found utility in diverse domains, including managerial settings.

Sentiments and emotions are significant factors that influence the cognitive processes involved in human decision-making. Managers that possess the ability to comprehend the thoughts and emotions exhibited by their employees are capable of more effectively identifying their

requirements and concerns, fostering team motivation, and enhancing decision-making processes inside the company (Alam et al., 2020) and (Khan et al., 2020). However, comprehending sentiments and emotions poses a significant challenge, particularly in the context of written or verbal discourse. The efficacy of ChatGPT technology becomes apparent in this context.

Previous research has attempted to understand sentiment and emotion in text using various approaches. (Harahap, Junianto, et al., 2023) conducted research that aimed to explore the use of ChatGPT in building personalised business services by overcoming existing challenges. The focus of the study was mainly qualitative. The study concluded the fact that the use of ChatGPT in building personalised business services offers great potential for improving customer experience, operational efficiency and marketing outcomes. By leveraging ChatGPT's ability to interact in natural language, provide personalised recommendations, deliver responsive customer support, and collect valuable data, businesses can create better customer experiences, build more personalised relationships, and improve their business success. In the contemporary era of digitalisation, prosperous companies show keen interest in their customers' feedback and perceptions regarding the products or services they provide. Customer sentiment analysis, which entails understanding and interpreting the emotions and viewpoints of customers, has emerged as an important element of business tactics aimed at augmenting customer satisfaction and recognising avenues for improvement. (Sudirjo, Diantoro, et al., 2023) conducted research also with the aim to investigate and use ChatGPT in the realm of business customer sentiment analysis. The main focus of this investigation was largely qualitative in nature. The research findings show that the utilisation of ChatGPT has significant potential in enhancing customer sentiment analysis for commercial enterprises. It can help in understanding and addressing customer requirements, tendencies, and satisfaction levels. ChatGPT's proficiency in understanding natural language, detecting customer emotions, and processing extensive data instantly, can equip companies with valuable perspectives to refine their decision-making processes. Some of the above research uses sentiment analysis, which focuses on classifying text into specific sentiment categories, such as positive, negative or neutral. However, this approach is often limited and lacks the ability to capture the complexity of human emotions.

An alternative methodology entails employing sophisticated language modelling techniques to discern underlying emotions inside textual content. Language models, such as ChatGPT, that have undergone extensive training with large datasets possess the capacity to comprehend mood and emotion in a more nuanced and comprehensive fashion within a given context (Subagia et al., 2023). Nevertheless, despite the encouraging outcomes of ChatGPT in human interaction, there is a dearth of study focusing on the application of this technology to comprehend sentiment and emotion within the realm of managerial decision-making.

Hence, the primary objective of this study is to address this existing gap in knowledge by the development and application of a tailored ChatGPT model. The model is specifically designed to comprehend and analyse sentiment and emotion within the realm of managerial decision-making. This study will apply an artificial intelligence-driven methodology to analyse and evaluate textual data derived from managerial and employee interactions within various management contexts. Furthermore, the study will assess the efficacy of the model by analysing both simulated data and historical data gathered from pertinent institutions.

The anticipated outcomes of this study are poised to provide a valuable contribution to the advancement of ChatGPT technology, namely in the domain of emotion-based managerial decision-making. Therefore, this study possesses the capacity to yield favourable outcomes by enhancing managerial efficacy, optimising the manager-employee interaction, and ultimately enhancing overall organisational performance.

LITERATURE REVIEW

Sentiment

Sentiment refers to a person's feelings, attitudes, or opinions towards a particular subject or topic (Medhat et al., 2014). It is an emotional or evaluative expression that can be positive, negative or neutral towards something. Sentiment is often expressed in text form, such as conversations, reviews, tweets, or social media posts (Rodríguez-Ibáñez et al., 2023). In the context

of text analysis and artificial intelligence, understanding sentiment in text is important because it can provide insights into how people feel about a particular topic or product. For example, sentiment analysis can be used to evaluate how people respond to a new product launch, responses to a particular event, or customer responses to a company's service. Sentiment can be classified into several general categories, namely:

1. Positive: Indicates an expression of favourable emotion, praise, or pleasure towards a particular subject. For example, "I really liked this film" or "The service at the restaurant was great."
2. Negative: Refers to the expression of bad emotions, dissatisfaction, or dissatisfaction with a particular subject. For example, "I really hate the traffic this morning" or "This product is of very poor quality."
3. Neutral: Does not express strong positive or negative emotions, but may contain factual information. For example, "Today is Monday" or "The temperature outside is 25 degrees Celsius."
4. Sentiment analysis is the process of using artificial intelligence methods, such as machine learning, to recognise and classify sentiment in text. The goal of sentiment analysis is to extract patterns and valuable information from vast text data to support decision-making, market understanding, and brand management, among many other applications.

Emotions

Emotions are complex psychological and physiological reactions to internal or external stimuli (Tyng et al., 2017). It involves changes in feelings, affect, and behaviour, as well as changes in bodily functions such as heart rate, breathing, and facial expressions. Emotions cover a wide range of feelings, from happiness, sadness, anger, fear, jealousy, love, and more (Hartmann et al., 2023). Emotions are an important aspect of the human experience, and every individual experiences emotions regularly throughout his or her life (Trampe et al., 2015). Emotions play an important role in influencing a person's behaviour, social interactions, decision-making, and emotional well-being (Xiao et al., 2021). Some of the distinctive features of emotions are as follows:

1. Subjectivity: Emotions are subjective experiences, meaning they are different for each individual. Feelings and intensity of emotions can vary from one person to another.
2. Reaction to Stimuli: Emotions arise in response to certain situations or stimuli. A particular event or situation can trigger certain emotions in a person.
3. Physiological Changes: Emotions are often accompanied by physiological changes in the body, such as increased heart rate, rapid breathing, excessive sweating, and so on.
4. Influence on Behaviour: Emotions can affect the way a person behaves and responds to the surrounding environment. For example, anger can lead to rage and aggressive reactions.
5. Emotions are a complex area in the study of psychology and neuroscience. Researchers have been trying to understand the mechanisms behind human emotions and how emotions are processed in the brain. The role of emotions in human interactions and how they interact with thoughts and decisions has been the focus of attention in the fields of psychology, cognitive science, and neuroscience.

Understanding emotions and how to manage them is important in the context of emotional well-being and social relationships. The ability to recognise and manage emotions, both in oneself and others, can help improve quality of life and foster healthier relationships.

ChatGPT

ChatGPT stands for "Chat Generative Pre-trained Transformer." It is a language-based artificial intelligence model developed by OpenAI. ChatGPT is an evolution of the previous well-known model, GPT (Generative Pre-trained Transformer), which was geared towards a specific task, namely communicating in the form of human conversation (Ausat, Rachman, et al., 2023). The GPT and ChatGPT models are based on the transformer approach in machine learning, which is a type of deep learning model that has become prominent in natural language processing (NLP) (Fauzi et al., 2023). The transformer approach allows the model to recognise patterns and structures in text by using a powerful "attention" mechanism. Firstly, the ChatGPT model undergoes a pre-training process, where it is given the task to predict the next word in a large amount of text data

from various sources on the internet. During pre-training, the model develops an understanding of human language and acquires knowledge of grammar, syntax, and semantics in the text. After pre-training, the ChatGPT model undergoes a fine-tuning process, where the model is customised for specific purposes or specific tasks. For example, in the context of "ChatGPT," the model is customised to communicate in conversations with humans. Fine-tuning involves using training data collated with human conversations so that the model can understand more natural human contexts and interactions. As such, ChatGPT became able to respond to input text in a manner similar to how humans communicate. When presented with questions or statements, the model is able to generate appropriate and relevant responses, based on its extensive knowledge of the language acquired during pre-training and adjustments during fine-tuning. ChatGPT applications include virtual assistants, customer service bots, substitutes for human interaction in online services, and various scenarios where natural and effective human-machine interaction is required (Basir et al., 2023). Please keep in mind that models like ChatGPT are "generative," which means they can generate text that has never been seen before and should therefore be used with caution to prevent the spread of false or harmful information. Proper control and monitoring are necessary when using generative language models like ChatGPT for real-world applications (Dwivedi et al., 2023).

Decision Making

Decision-making is a mental process undertaken by an individual or group to select an action or alternative from a range of available options (Taherdoost & Madanchian, 2023). Every day, people are faced with various situations and problems that require decision-making. This process involves the evaluation of information, consideration of objectives, and possible consequences of each option before finally deciding on the action to take. Decision-making is a key component in many areas of life, including business, management, education, politics, health, and everyday life. Appropriate and effective decisions are essential for achieving goals, solving problems, and improving performance or quality of life (Siebert et al., 2021). The decision-making process involves several stages, including:

1. **Problem Identification:** The first stage is to identify the problem or goal to be achieved. This involves realising there is a situation that requires action or there is a need to achieve a specific goal.
2. **Information Gathering:** Once the problem has been identified, the next step is to gather relevant information about the situation or available alternatives. This information can be obtained from various sources, such as research, observation, or consultation with experts.
3. **Analyse and Evaluate:** After gathering information, the next step is to analyse and evaluate the available options. This involves comparing the advantages and disadvantages of each alternative as well as its impact on achieving the desired goal.
4. **Selecting the Best Solution:** Based on the analysis and evaluation, the individual or group selects a solution or course of action that it deems best suited to the situation or problem at hand.
5. **Implementation:** Once a decision has been made, the chosen course of action is implemented in concrete actions. This involves planning and executing the necessary steps to achieve the desired goal.
6. **Evaluation and Correction:** After implementation, decisions and actions are evaluated to see if the goals have been achieved or if any changes need to be made.

Decision-making can be influenced by various factors, such as values, personal preferences, available information, risks, uncertainties, and the psychological state of the individual. Several approaches and theories have been developed to understand and improve the decision-making process, including decision analysis, prospect theory, and bounded rationality approaches. It is important to develop good decision-making skills, such as the ability to analyse information carefully, manage risk, overcome cognitive biases, and learn from past decisions. Good, informed decisions can help improve efficiency, effectiveness and quality of life in various aspects of life.

Management

Management is the process of planning, organising, directing, and controlling resources to achieve specific goals effectively and efficiently (Kaehler & Grundei, 2019). It is a practice or discipline that involves managing or supervising various aspects within an organisation or group, including human resources, finance, technology, operations, and strategy, to achieve desired results. The main objective of management is to achieve efficiency and effectiveness in achieving organisational or project goals (Islami et al., 2018). Efficiency means achieving goals by making optimal use of available resources, while effectiveness means achieving those goals by ensuring the actions taken are in line with the vision and mission of the organisation (Sonmez Cakir & Adiguzel, 2020). Some important elements in management include:

1. **Planning:** The planning stage involves setting goals, formulating strategies, and planning the steps needed to achieve those goals. This planning includes short- and long-term projections as well as identification of required resources.
2. **Organising:** After planning, management organises the resources and tasks required to achieve goals. This involves the establishment of an organisational structure, assignment of responsibilities, and division of labour according to individual skills and abilities.
3. **Directing:** Management directs and leads the team or employees to work towards the set goals. This involves motivating, communicating, and coaching employees to achieve optimal performance.
4. **Controlling:** The controlling stage involves monitoring performance and work results to ensure that the organisation's activities are proceeding in accordance with the plans and goals that have been set. If there are any discrepancies or changes, corrective actions can be taken.
5. Management is an integral component of many types of organisations, including business enterprises, government agencies, non-profit organisations, and community groups. Effective management can help achieve organisational goals, improve operational efficiency, optimise the use of resources, and build a productive work environment.

The field of management encompasses a wide range of specialisations and approaches, including human resource management, financial management, marketing management, operational management, project management, and more. In addition, management theory and practice are constantly evolving along with changes in the business environment and technological developments, to deal with ever-changing challenges and opportunities.

RESEARCH METHOD

This research is a literature review that adopts a qualitative approach, which means it will analyse and interpret data by relying on information and texts from various sources. The main focus of a qualitative literature review is to collate, evaluate and integrate existing knowledge on the topic under study, namely sentiment and emotion understanding via ChatGPT to support emotion-based management decision making. In this research, data will be collected from various sources relevant to the topic under study, such as scientific journals, books, research reports, and other articles. The data period covers the time from 2000 to 2023, which allows the researcher to see developments, trends, and changes that have occurred during this period.

The qualitative approach in the literature review allows researchers to describe and characterise complex and multidimensional issues in greater depth (Elo et al., 2014). In addition, this method makes it possible to involve multiple sources of information and cover a range of different viewpoints, thus enriching the analysis and strengthening the validity of the findings. The data collection process will involve meticulous text analysis, searching for information, and categorising relevant data for the research topic. Subsequently, the author will collate this information in a structured format, compare and synthesise findings from multiple sources, and identify patterns, themes and trends that emerge from the collected data.

One of the advantages of a qualitative literature review is its flexibility in understanding and explaining complex phenomena, as it is not limited by numerical or statistical constraints (Rahman, 2016). This method also allows researchers to gain deep insights into how the topic under study has evolved over time, as well as how concepts and understandings of the topic have changed over the years. In this research, it is important to scrutinise the reliability and credibility of the

sources used, as well as critically analyse the information collected. With a qualitative approach, the researcher must be able to present findings objectively and reflectively, provide clear and accurate interpretations, and recognise the limitations of the methods and data used (Bradshaw et al., 2017). The conclusion of this research will hopefully provide a comprehensive picture of the development of the topic under study over the 2000 to 2023 time period, and may also provide recommendations for further research that can broaden the understanding of issues related to the topic.

RESULTS AND DISCUSSION

The success of an organisation is heavily dependent on the efficacy of managerial decision-making. Nevertheless, within a progressively intricate and swiftly evolving commercial milieu, managers are confronted with novel hurdles that may not be comprehensively grasped solely through conventional data and research. The significance of sentiment and emotion comprehension becomes crucial in facilitating decision-making related to emotion-based management. The comprehension of sentiment and emotion entails the capacity to identify and assess the underlying sentiments, attitudes, and perspectives conveyed in human communication (Nandwani & Verma, 2021). The utilisation of sophisticated technologies, such as ChatGPT, exemplifies the advancements in language-based artificial intelligence (AI), hence creating novel prospects for the implementation of sentiment and emotion comprehension within management contexts. ChatGPT, being an AI system centred around language, possesses the capability to comprehend and analyse human language, hence enabling it to generate responses that hold significance and coherence (Harahap, Ausat, et al., 2023). In addition, the system possesses the capability to examine and delve into the emotional connotations inherent in the given material. By using sentiment analysis algorithms, ChatGPT is capable of discerning good, negative, or neutral emotions present inside conversations or other textual data.

The utilisation of sentiment and emotion comprehension within a corporate setting offers significant advantages to managerial operations. First and foremost, ChatGPT has the capability to aid in the examination of feedback provided by both customers and staff. In instances when companies gather data through consumer surveys, sentiment analysis methods can be employed to ascertain the polarity of the input, distinguishing it as positive, negative, or neutral. The provided information will be of great value to management in evaluating the performance of their product or service and implementing any necessary enhancements (Dwivedi et al., 2021). Furthermore, sentiment analysis can be employed to assess the emotional state and contentment levels of personnel within the organisation (Young & Gavade, 2018). For instance, ChatGPT possesses the capability to discern the emotional states of employees, such as happiness, frustration, or lack of motivation, by means of assessing internal dialogues, reports, or even by leveraging chat-based platforms designed for employee communication. This information has the potential to aid management in formulating enhanced policies aimed at enhancing employee well-being and fostering a more favourable work environment.

The incorporation of emotion understanding can be a significant factor in the formulation of strategic decisions. Managers have the ability to employ sentiment analysis techniques in order to monitor the public's reaction and perception of a new firm or product (Puschmann & Powell, 2018). Through the process of discerning public sentiments and perspectives, management is able to proactively predict shifts in the market, adapt marketing plans accordingly, and effectively and promptly handle any potential challenges that may occur. Nevertheless, it is crucial to acknowledge the necessity of exercising caution when implementing sentiment and emotion comprehension in ChatGPT. AI technologies, exemplified by ChatGPT, are outcomes of training data and may not invariably exhibit 100% accuracy in comprehending intricate emotional circumstances (Ausat, Azaakiyyah, et al., 2023). Hence, the necessity for human review persists in order to validate the findings of ChatGPT studies and uphold the appropriateness and ethicality of the judgements made. In conclusion, the utilisation of ChatGPT for discerning sentiment and emotion has novel prospects for making managerial decisions based on emotional factors. By leveraging this technology,

organisations can enhance their ability to promptly address the demands of customers and employees, gain insights into market dynamics, and develop more flexible and adaptable strategies (Wahyoedi et al., 2023). Nevertheless, it is crucial to consider the constraints of the technology and guarantee appropriate execution to achieve successful emotion-driven decision-making.

The utilisation of sentiment and emotion comprehension via ChatGPT also presents opportunities for prospective emotion-driven decision-making. In the context of a progressively interconnected and digitised corporate environment, the utilisation of textual data and emotional analysis can serve as a fundamental component of a comprehensive and sophisticated approach to management decision-making.

An essential utilisation of comprehending feeling and emotions is in the realm of brand and reputation management. In the current business landscape, characterised by the widespread use of social media platforms, it is evident that the perceptions and reactions of the public may exert a significant influence on the overall reputation and image of firms (Tarigan et al., 2023). By doing sentiment analysis on many sources such as social media content, customer feedback, and news stories, management can expeditiously ascertain the public perception of their firm or products. By gaining this understanding, organisations can implement strategies to enhance their brand reputation, successfully address reputational crises, and adeptly handle delicate matters. Furthermore, the comprehension of sentiment and emotion possesses the capacity to enhance recruitment and human resource management procedures (Cuéllar-Molina et al., 2019). In the context of employee selection, ChatGPT has the potential to support managers in the assessment of candidates' emotions and attitudes by analysing interview tests or questionnaires. The comprehension of sentiment can aid in the identification of personality traits and cultural compatibility that align with the ideals of the organisation. This can lead to the recruitment of personnel who exhibit more emotional compatibility with the organisational work environment, hence enhancing both employee retention rates and productivity levels.

Furthermore, sentiment analysis can be employed not just to facilitate the recruitment process but also to evaluate the overall employee well-being within the organisation (Kundi et al., 2021) and (Xu et al., 2022). Through the utilisation of internal platforms or chat-based solutions, management has the ability to monitor and analyse employee discussions. This enables them to detect indications of stress, burnout, or mental health concerns that could potentially impact employee performance and work-life equilibrium. By prioritising a prompt and effective response to the emotional needs of their employees, organisations have the potential to cultivate a work environment that is characterised by enhanced well-being, increased productivity, and long-term sustainability.

It is imperative to uphold privacy and ethical considerations while incorporating the comprehension of sentiment and emotions into the process of managerial decision-making. Text data that has been analysed should be handled with great caution and in accordance with relevant data protection legislation. Furthermore, the use of sentiment and emotion comprehension should be regarded as a valuable instrument, with the ultimate determination being derived from comprehensive human analysis, sagacity, and expertise (Taboada, 2016).

The increasing advancement of AI technology has led to a corresponding expansion in the significance of comprehending sentiment and emotion through ChatGPT for the purpose of informing management decision-making. ChatGPT offers promising potential for enhanced management practises that prioritise thoughtfulness, adaptability, and emotional understanding by effectively identifying and uncovering latent sentiments and perspectives embedded within textual data (Gill & Kaur, 2023). The utilisation of this technology has the potential to equip managers with the necessary tools to effectively address the intricate issues encountered by contemporary firms and enhance their ability to accomplish objectives. Moreover, it allows managers to acknowledge and consider the significant emotional aspect inherent in making business decisions.

In continuing the application of sentiment and emotion understanding through ChatGPT to support emotion-based management decision-making, it is important for organisations to thoroughly integrate this tool into their business processes. Here are some further steps that can be taken to maximise the potential of this technology:

1. Further AI Training: To improve the accuracy and effectiveness of sentiment and emotion understanding, ChatGPT needs to be given more advanced training using relevant data and covering the organisation's specific business environment. This training will help the AI in understanding relevant industry-specific language, terms, and emotional nuances.
2. Integration with Other Data: To gain a more comprehensive understanding, the sentiment and emotion analysis results from ChatGPT should be integrated with other relevant data, such as sales data, financial performance data, and employee data. This integration allows management to see a more complete and data-driven picture in making informed decisions.
3. Emotion-Based Chatbot Development: Apart from using ChatGPT for sentiment analysis, organisations can also develop emotion-based chatbots that interact directly with customers or employees. These chatbots can provide more empathetic and relevant responses by recognising and responding to the emotions exhibited by the interlocutor.
4. Use of Real-Time Analysis: The implementation of sentiment and emotion understanding can be even more powerful if applied in real-time. By monitoring and analysing text data continuously, organisations can respond to changes in emotion and sentiment more quickly, thereby taking appropriate action according to the needs of the moment.
5. Use in Market Research and Competition Analysis: The use of sentiment and emotion understanding can also extend to market research and competitive analysis. By analysing customer feedback on competitors' products or services, companies can identify their own strengths and weaknesses and develop more effective strategies to compete in the market.
6. Manager Education and Engagement: Managers and executives need to be educated about the potential and limitations of sentiment and emotion understanding technology. They should also be actively involved in the implementation and emotion-based decision-making process. This education helps understand how to use these technologies wisely and maximise their benefits.
7. Performance Monitoring and Evaluation: As with every other business initiative, it is important to monitor and evaluate the performance of implementing sentiment and emotion understanding. Measurements of success can be based on parameters such as increased customer satisfaction, happier and more productive employees, or positive changes in brand image and company reputation

Through the integration of sentiment and emotion comprehension into ChatGPT, along with strategic management efforts, businesses have the opportunity to harness the power of artificial intelligence in order to facilitate enhanced and consequential decision-making processes that are rooted in emotions. This technology possesses the potential to serve as a valuable instrument in addressing the continuously growing challenges and opportunities within an increasingly intricate and diverse business environment. Nevertheless, it is vital to acknowledge that whilst artificial intelligence (AI) offers significant contributions, ultimate determinations should be founded upon a fusion of technology examination, human intuition, and robust organisational principles.

CONCLUSION

Understanding sentiment and emotion through ChatGPT is an important innovation that can support emotion-based management decision-making in an increasingly complex and rapidly changing business environment. By analysing and recognising feelings, views and attitudes in text, ChatGPT provides valuable insights for managers to respond to market changes, understand customer and employee views, enhance brand and reputation, and create a healthier and more productive work environment. However, this technology must be integrated sensibly and its limits understood, keeping privacy and ethics in mind. Therefore, the following suggestions can be made from the results of this research:

- a) Further Training: To increase the effectiveness of sentiment and emotion understanding, it is important to train ChatGPT with relevant data and organisation-specific business environments.
- b) Integration with Other Data: Sentiment and emotion analysis results should be integrated with other relevant data to get a more complete picture for decision-making.

- c) Emotion-Based Chatbot Development: Organisations can develop emotion-based chatbots to provide more empathetic and relevant responses to customers and employees.
- d) Use of Real-Time Analytics: The implementation of sentiment and emotion understanding in real-time enables quick responses and appropriate actions in the face of changing emotions and sentiments.
- e) Manager Education and Engagement: Managers need to be educated about the potential and limitations of this technology and involved in the implementation process to ensure judicious use.
- f) Performance Monitoring and Evaluation: There is a need for performance monitoring and evaluation in the implementation of sentiment and emotion understanding to measure its effectiveness and impact on business goals.
- g) Appreciate the Emotional Dimension and Organisational Values: While technology provides valuable insights, final decisions should still be based on a combination of technological analysis, human intuition, and strong organisational values.

By following these suggestions, organisations can better harness the potential of understanding sentiment and emotions through ChatGPT, improve business competitiveness and adaptability, and bring emotion-based management into an integral part of corporate success in this fast-paced digital age.

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