



“The Social Consequences of Generative AI: Examining Changing Patterns of Work, Communication, and Human Interaction”

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Abstract

Generative Artificial Intelligence (GenAI) is increasingly becoming part of everyday social and professional life. Its growing use is changing how people perform work, communicate with others, and engage in social interactions. However, the social consequences of these changes remain an emerging area of research, particularly in developing societies. This study examines the changing patterns of work, communication, and human interaction associated with the growing use of Generative AI. The study adopts a quantitative and descriptive research design. Primary data are collected through a structured questionnaire from respondents with experience of using Generative AI applications. The analysis focuses on respondents' patterns of AI use, perceived changes in work practices, communication behaviour, and human interaction. Descriptive statistics are used to identify major trends and variations in respondents' perceptions. The study also considers whether demographic characteristics are associated with differences in the perceived social consequences of Generative AI. The study is expected to provide a broader understanding of how GenAI is influencing everyday social practices beyond its technological and economic implications. It highlights both opportunities and concerns associated with AI-mediated work and communication. The findings may contribute to the emerging social science literature on human–AI interaction and provide useful insights for educators, organisations, policymakers, and researchers concerned with the social implications of Generative AI.

Keywords: Generative Artificial Intelligence; Social Consequences; Work Patterns; Communication Behaviour; Human–AI Interaction.

1. Introduction

Generative Artificial Intelligence (GenAI) has emerged as one of the most influential developments in contemporary digital society. Unlike earlier forms of artificial intelligence that were mainly designed for prediction, classification, or automation, GenAI can produce text, images, audio, code, and other forms of content. Tools such as conversational AI and generative content platforms have therefore moved AI beyond specialised organisational settings and into everyday activities. People increasingly use these technologies for learning, writing, information seeking, problem-solving, professional tasks, and communication. This wider use has important implications for social life.

The growing presence of GenAI is also changing the relationship between technology and human activity. Work that previously required direct human effort can now be supported or partly performed by AI systems. Employees may use AI to prepare documents, analyse information, generate ideas, or complete routine tasks. Students and educators may use it for learning and content development. Organisations are also exploring GenAI for communication, customer interaction, and knowledge management. These developments can improve efficiency and reduce the time required for several activities. At the same time, they raise questions about changing work practices, skill requirements, autonomy, and dependence on technological systems.

Communication is another area undergoing visible change. Generative AI can assist users in writing emails, preparing messages, translating content, summarising information, and producing social media material. As a result, communication is becoming increasingly mediated by intelligent digital systems. This may improve



clarity and accessibility, but it can also influence how individuals express themselves and respond to others. The increasing use of AI-generated content further raises concerns about authenticity, originality, credibility, and trust. Human communication has traditionally involved personal experience, emotion, and social context. The growing role of AI introduces a new layer into this process.

The implications extend beyond individual communication and workplace practices. Human interaction itself may be affected when people increasingly rely on AI for information, advice, emotional support, or everyday decision-making. AI systems can provide immediate and personalised responses. This may offer convenience and support, particularly when human assistance is unavailable. However, frequent reliance on AI may also alter patterns of interpersonal engagement. The issue is not simply whether people use AI, but how this use influences their relationships with other people and their expectations of social interaction.

These developments are particularly relevant from a social science perspective. The consequences of GenAI cannot be understood only through technological performance or economic productivity. Technology operates within existing social structures and can influence behaviour, norms, relationships, and institutional practices. Its effects may also vary across individuals and social groups because access to technology, digital skills, education, occupation, and patterns of use are not equally distributed. Therefore, understanding the social consequences of GenAI requires attention to both its practical benefits and its wider behavioural implications. Existing research has examined several aspects of artificial intelligence, including automation, employment, productivity, algorithmic decision-making, and ethical concerns. More recent studies have begun to focus on Generative AI and its effects on human behaviour and social relationships. However, much of the discussion remains concentrated on either technological capabilities or specific organisational applications. There is comparatively greater scope for examining the broader changes experienced by users across work, communication, and human interaction within a single social science framework. A descriptive examination can provide useful evidence about how people perceive and experience these changes in their everyday lives.

Against this background, the present study examines the social consequences of Generative AI by focusing on three interconnected areas: work, communication, and human interaction. The study seeks to understand how users perceive changes in their work practices, communication behaviour, and interactions with other people following the growing use of GenAI. It also considers variations in these perceptions across selected demographic characteristics. By bringing these dimensions together, the study contributes to the emerging discussion on the social implications of Generative AI.

The study is significant for both academic and practical reasons. Academically, it extends the discussion of GenAI from technological adoption to broader patterns of social change. Practically, its findings may help organisations, educators, policymakers, and other stakeholders understand how individuals are adapting to an increasingly AI-mediated environment. A balanced understanding is important because the social consequences of GenAI are unlikely to be entirely positive or negative. Its impact will depend on how the technology is used, how people adapt to it, and how social institutions respond to its growing presence.

2. Objectives of the Study

The study aims to achieve the following objectives:

1. To examine the changing patterns of work associated with the use of Generative AI.
2. To examine the changing patterns of communication associated with the use of Generative AI.
3. To examine the changing patterns of human interaction in the context of Generative AI.
4. To identify the major social benefits and challenges associated with the growing use of Generative AI.

3. Literature Review

3.1 Generative Artificial Intelligence: Concept and Emerging Social Context

Generative Artificial Intelligence (GenAI) represents a significant development in the evolution of artificial intelligence. Unlike conventional AI systems that are primarily designed to classify, predict, or analyse existing information, GenAI can produce new content in response to user instructions. This content may include text, images, audio, video, software code, and other forms of digital material. Large Language Models (LLMs), such



as those underlying contemporary conversational systems, have made these capabilities accessible to a much wider population. Pescapè (2024) describes GenAI as a shift from predominantly discriminative tasks towards the autonomous generation of coherent and novel content. Its development has also expanded the scope of AI from specialised applications to more interactive and creative forms of human-machine engagement.

The growing relevance of GenAI is not limited to technological advancement. Its increasing use is also creating broader changes in social and organisational environments. Storey et al. (2025) argue that GenAI has distinctive characteristics that differentiate it from earlier AI technologies and emphasise the importance of understanding it through a sociotechnical perspective. In this view, AI systems do not operate independently of people and institutions. Their consequences emerge through interaction between technological capabilities, human practices, organisational settings, and wider social structures. This perspective is particularly relevant when examining how GenAI becomes embedded in everyday activities and influences established patterns of behaviour.

The rapid diffusion of GenAI has brought considerable attention to its potential contribution to social well-being. GenAI can support activities across areas such as education, healthcare, finance, communication, and creative work. Its ability to generate and adapt content can improve access to information and provide new forms of assistance. Shafik (2024) highlights the potential of GenAI to contribute to social good and sustainable development through its wide range of content-generation capabilities. Such possibilities suggest that the social value of GenAI extends beyond efficiency and technological innovation. It may also support broader forms of participation, access, and problem-solving.

At the same time, the expansion of GenAI has generated concerns about its wider social consequences. Baldassarre et al. (2023) note that the emergence of ChatGPT has intensified public debate about the benefits, limitations, and risks associated with generative systems. Their analysis points to implications across several social sectors and highlights concerns ranging from privacy to increasing social inequality. This indicates that the consequences of GenAI cannot be evaluated solely in terms of its usefulness or technical performance. Its influence must also be considered in relation to social values, access, behaviour, and institutional practices.

The critical perspective is further developed by Wach et al. (2023), who identify several controversies surrounding GenAI, particularly ChatGPT. Their analysis draws attention to risks associated with misinformation, privacy, security, intellectual property, ethical conduct, and the possible disruption of established practices. These concerns are important because GenAI increasingly participates in activities that involve human judgement and communication. As users become more dependent on generated content, questions of accuracy, responsibility, and human oversight become increasingly significant.

The emerging social context of GenAI is therefore characterised by both opportunity and uncertainty. Pescapè (2024) places particular emphasis on human-AI collaboration, fairness, privacy, bias mitigation, explainability, and societal impact assessment. These issues suggest that the development of GenAI involves not only technical progress but also questions about how humans and intelligent systems should interact. Human oversight and responsible use remain important as generative systems become more capable and more widely integrated into social activities.

Overall, GenAI can be understood as a sociotechnical development with consequences that extend into everyday social life. Its growing presence has the potential to alter established practices rather than simply automate existing tasks. The emerging literature therefore calls for greater attention to how people experience and respond to these changes. Storey et al. (2025) specifically identify the societal impact of GenAI as an important direction for future research. This provides a useful foundation for examining its consequences in specific areas of social life, particularly work, communication, and human interaction, which are the central concerns of the present study.

3.2 Generative AI and Changing Patterns of Work

Generative AI is changing how work is organised and performed across different occupations. Its ability to generate text, analyse information, develop ideas, and assist with routine knowledge tasks has expanded the role of AI beyond traditional automation. Ellingrud et al. (2023) suggest that a substantial share of work



activities could be affected by generative AI, particularly those involving language and cognitive tasks. This indicates that its influence extends to professional and knowledge-intensive occupations.

The use of GenAI is also creating new ways of completing workplace activities. It can support content development, information processing, customer service, decision-making, and problem-solving. Marr (2024) highlights its growing applications across business functions and industries. Such applications can reduce the time required for selected tasks and provide employees with additional support in their daily work.

However, the changing nature of work involves more than automation. Law and Varanasi (2025) show that workers are also adapting their roles by interacting with, reviewing, and refining AI-generated outputs. This suggests a shift towards new forms of human-AI collaboration and changing job practices. Employees may therefore require new skills to use AI effectively and evaluate its outputs.

The impact of AI is not uniform across sectors. Dixit and Singh (2024) identify both efficiency-related benefits and concerns related to employment, skills, and responsible use. The growing use of AI may consequently create new opportunities while also generating uncertainty about some existing job roles.

Overall, existing literature suggests that Generative AI is influencing work practices, task allocation, skill requirements, and perceptions of employment. The key change is not simply the replacement of human work but the gradual reorganisation of work around interaction between human capabilities and AI systems. This provides a basis for examining changing patterns of work as an important social consequence of Generative AI.

3.3 Generative AI and Changing Patterns of Communication

Generative AI is becoming increasingly integrated into everyday communication. It can assist users in drafting, editing, translating, summarising, and generating content. As these applications become more accessible, communication is gradually shifting from direct human production towards greater interaction between humans and AI systems.

Akdilek et al. (2024) highlight the influence of GenAI on interpersonal communication dynamics. Their work suggests that generative systems can affect how individuals formulate messages and engage with others. AI-assisted communication may provide greater convenience and efficiency, but it can also change the way people express ideas and respond to communication situations.

The influence of GenAI is particularly visible on social media. Ghani et al. (2022) examine changes in communication patterns associated with generative technologies and highlight their role in content creation and digital interaction. The increasing availability of AI-generated content has made communication faster and more accessible. At the same time, it raises questions about originality, credibility, and the distinction between human- and AI-generated communication.

Kumar and Rabindranath (2025) argue that the future of human communication is likely to involve increasing interaction between human communicators and intelligent technologies. This development may improve the speed and reach of communication, while also creating concerns about authenticity and the preservation of meaningful human expression.

The growing use of GenAI is also evident in institutional communication. Henke (2025) examines its increasing adoption in university communication, indicating that generative technologies are becoming part of routine organisational communication practices. This reflects a broader shift in which AI is moving from an optional technological tool towards a regular component of communication processes.

Overall, the literature indicates that GenAI is influencing how messages are created, delivered, and experienced. While it offers efficiency and convenience, its growing presence also raises questions about authenticity, originality, and human involvement. These changes make communication an important dimension for understanding the wider social consequences of Generative AI.

3.4 Generative AI and Human Interaction

Generative AI is creating new forms of interaction between humans and intelligent systems. Unlike conventional digital tools, GenAI can respond to natural language, adapt its responses, and participate in interactive exchanges. This has made AI increasingly relevant to everyday activities that were previously based mainly on direct human involvement.



Fui-Hoon Nah et al. (2023) emphasise the growing importance of AI–human collaboration in the context of generative technologies. Their work suggests that GenAI can complement human capabilities by providing information, generating ideas, and supporting decision-making. The relationship is therefore increasingly moving from simple technology use towards collaborative interaction between people and AI systems.

The nature of these interactions also depends on how AI interfaces are designed. Ordoumpozanis et al. (2025), in their systematic review, highlight the expanding range of interfaces and interaction patterns associated with GenAI. Conversational and interactive interfaces allow users to communicate with AI in ways that resemble natural dialogue. This can make AI systems more accessible and easier to incorporate into everyday activities. Muehlhaus and Steimle (2024) further demonstrate that interaction with GenAI can develop through different stages of human activity. Users may formulate ideas, interact with AI-generated suggestions, evaluate outputs, and refine the final result. Such processes indicate that human judgement remains important even when AI contributes substantially to the task.

The growing integration of GenAI therefore introduces a different form of human–technology relationship. Users are not simply receiving predefined outputs. They are increasingly engaging in interactive, iterative, and collaborative exchanges with AI systems. This may influence expectations about communication, assistance, and social interaction.

Overall, existing literature suggests that GenAI is contributing to the emergence of new patterns of human–AI interaction and collaboration. Understanding these patterns is important for assessing how the growing presence of generative systems may influence human interaction and broader social behaviour.

3.5 Social Benefits and Challenges of Generative AI

Generative AI has created new possibilities in several areas of social and professional life. It can support learning, information access, communication, creativity, and problem-solving. Shafik (2024) discusses the potential of GenAI in areas related to development and public welfare. Its ability to generate and organise information can also make some tasks easier and more accessible.

The benefits of GenAI are also visible in the workplace. Ellingrud et al. (2023) suggest that GenAI can improve efficiency in tasks involving language, information processing, and knowledge work. Marr (2024) identifies a wide range of applications in business and society, including content creation, customer service, and decision support. Law and Varanasi (2025) further show that employees are adapting their work practices as they increasingly use GenAI. Dixit and Singh (2024) also highlight the potential of AI to improve efficiency and support innovation across different sectors.

Despite these benefits, the growing use of GenAI has raised several concerns. Wach et al. (2023) identify issues related to misinformation, privacy, security, intellectual property, and the reliability of AI-generated content. These concerns are particularly relevant when AI-generated information is used for communication, learning, or decision-making.

Another concern relates to the quality and fairness of AI-generated outputs. Pescapè (2024) points to issues such as bias, privacy, explainability, and the need for human oversight. AI systems may produce useful responses, but their outputs still require appropriate evaluation. Users therefore need to understand the limitations of these systems before relying on their results.

Employment is also an important area of concern. GenAI can assist workers and reduce the time required for some tasks. At the same time, certain job activities may be modified or replaced as AI capabilities expand. Ellingrud et al. (2023) and Law and Varanasi (2025) suggest that the future of work will involve changes in tasks, skills, and job roles rather than a uniform effect across all occupations.

Overall, the literature indicates that Generative AI has both positive and negative implications for society. It can improve access to information, support work, and facilitate communication. At the same time, it raises concerns about privacy, misinformation, bias, employment, and human dependence on AI. A balanced assessment of these benefits and challenges is therefore necessary to understand the wider social consequences of Generative AI.

3.6 Research Gap



Existing literature has examined Generative AI from several perspectives, including technological development, workplace transformation, communication, and human–AI interaction. Studies have also discussed its potential benefits and concerns related to privacy, misinformation, employment, bias, and human dependence. However, these areas have often been examined separately.

There is relatively limited empirical attention to the combined social consequences of Generative AI across work, communication, and human interaction. Much of the existing literature focuses on specific applications or individual aspects of GenAI rather than examining these changes together. This limits a broader understanding of how the growing use of GenAI is influencing everyday social practices.

A further gap concerns the balance between perceived benefits and challenges. Existing studies frequently focus either on the opportunities offered by GenAI or on its associated risks. A descriptive assessment that considers both dimensions together can provide a more balanced picture of its social implications.

The present study addresses these gaps by examining changing patterns of work, communication, and human interaction, while also identifying the major social benefits and challenges associated with the growing use of Generative AI. The study therefore provides a descriptive perspective on the emerging relationship between GenAI and everyday social life.

4. Research Methodology

4.1 Research Design

The present study adopts a descriptive research design to examine the emerging social consequences of Generative Artificial Intelligence (GenAI). The study focuses on three major areas: changing patterns of work, communication, and human interaction. It also considers the major social benefits and challenges associated with the growing use of GenAI. A descriptive approach is appropriate because the study aims to present and organise existing evidence on these developments rather than test causal relationships or develop predictive models.

4.2 Sources of Data

The study is based on secondary data obtained from published academic literature and credible scholarly sources. Relevant research articles, books, book chapters, conference papers, and other academic publications related to Generative AI and its social implications were considered. The literature was selected according to its relevance to the objectives of the study.

4.3 Data Collection Approach

Relevant literature was identified and reviewed with particular attention to the social dimensions of Generative AI. The selected sources were examined to understand how GenAI is influencing work practices, communication patterns, and human interaction. Literature discussing the benefits, risks, and broader social implications of GenAI was also considered. The evidence was then organised according to the major themes of the study.

4.4 Analytical Approach

The study uses a descriptive thematic approach to organise and interpret the available literature. Findings from previous studies were grouped under four broad areas: changing patterns of work, changing patterns of communication, changing patterns of human interaction, and social benefits and challenges of Generative AI. The analysis focuses on identifying common observations, emerging trends, and important concerns reported in the existing literature. No causal or predictive relationships are tested.

4.5 Scope of the Study

The study focuses specifically on the social implications of Generative AI rather than its technical development or computational performance. The discussion covers changes associated with the growing use of GenAI in professional and everyday settings. Particular attention is given to work, communication, human interaction, and the broader benefits and challenges emerging from these changes.

4.6 Limitations of the Study

The study is based on secondary sources and therefore depends on the availability, quality, and scope of existing literature. The findings do not represent primary-level observations from a specific population. In addition, the



rapid development of Generative AI means that new applications and social consequences may continue to emerge after the completion of the present review. These limitations should be considered when interpreting the findings of the study.

5. Discussion

The reviewed literature indicates that Generative AI is becoming increasingly connected with everyday work and social practices. Its influence is not limited to automation. It is also changing how people perform tasks, communicate, and interact with technology.

In relation to work, GenAI is supporting information processing, content creation, problem-solving, and other knowledge-based activities. The literature suggests that employees are increasingly working with AI rather than simply using it as a separate technological tool. This is contributing to changes in tasks, skills, and professional roles. At the same time, concerns about job security and dependence on AI remain relevant.

The evidence on communication shows a similar shift. GenAI is being used to draft, edit, translate, and generate messages and other forms of content. This has made communication faster and more convenient. However, increased use of AI-generated content also raises questions about originality, authenticity, credibility, and the role of individual expression.

GenAI is also influencing human interaction. Interactive AI systems allow users to engage with technology through increasingly natural forms of communication. This creates opportunities for assistance and collaboration. However, greater reliance on AI may also change expectations about human communication and interpersonal engagement. The long-term implications of these changes require careful attention.

The literature further indicates that GenAI has both benefits and challenges. Improved access to information, greater efficiency, learning support, and assistance with everyday tasks are important benefits. Privacy concerns, misinformation, bias, employment uncertainty, and excessive dependence represent significant challenges. These effects are unlikely to be identical across all social groups or contexts.

Overall, the evidence suggests that GenAI is contributing to gradual changes in established social practices. Its significance therefore extends beyond technological innovation. The way individuals, organisations, and institutions respond to these changes will shape its broader social consequences.

6. Implications

The reviewed evidence has important implications for individuals, organisations, educational institutions, and policymakers. For individuals, the growing use of Generative AI highlights the need for informed and responsible engagement with AI-generated content. Users should develop the ability to assess the accuracy, relevance, and credibility of generated information before relying on it.

For organisations, the increasing integration of GenAI requires greater attention to changing work roles, skill requirements, and human oversight. Organisations need to consider how AI can complement human capabilities while maintaining accountability, professional judgement, and appropriate control over AI-assisted tasks.

For educational institutions, the expansion of GenAI highlights the importance of developing AI literacy and critical digital skills. Students and educators need to understand both the capabilities and limitations of generative systems. Institutional practices should therefore encourage appropriate, transparent, and responsible use of GenAI in learning and communication.

For policymakers, the wider social use of GenAI creates a need for appropriate frameworks concerning privacy, misinformation, transparency, bias, and accountability. Policy measures should also recognise differences in digital access and technological capabilities across social groups. Such measures can help ensure that the benefits of GenAI are not accompanied by greater social inequality.

7. Conclusion

Generative AI is becoming increasingly embedded in work and everyday social practices. The reviewed literature indicates changes in work patterns, communication, and human interaction. GenAI can improve efficiency, provide information support, and facilitate communication. At the same time, its growing use raises concerns related to privacy, misinformation, employment, authenticity, bias, and dependence on AI systems.



The social consequences of GenAI depend not only on its technological capabilities but also on the ways in which individuals, organisations, and institutions incorporate it into existing practices. The present study therefore highlights the need to view GenAI as both a technological development and a factor contributing to social change. A responsible and balanced approach can help maximise its benefits while reducing potential social risks. Future research should examine these developments across different social groups, occupational contexts, and institutional settings to develop a deeper understanding of the long-term consequences of Generative AI.

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