

## Research proposal

### 1. Title

Ameliorate food and beverage service: the role of AI in advancement subsequent service model.

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### 2. Area of research & domain research

Hospitality industry, AI technology & Food and Beverage, AI experts, Human resources.

### 3. Objective of the proposal

- Examine the present status of the AI technology acquire the food and beverage service department.
- Propose the substructure for combine AI into subsequent service models.
- Assessment of the influence of AI on optimized processes and CAST.
- Find the advantage and difficulties of using AI technology in food and beverage.

### 4. Background/short description

This research is metamorphic capability of Artificial intelligence in the food and beverage industry. It's to find how the AI can give the innovative enhancement optimized processes, CAST, and find the service models to gain the customers needs, to concentrate the AI applications and their results on interact with customers, innovating menu, manageing stocks, and controlling food and beverage management.

- Survey on food and beverage industry.
- The traditional service model handling difficulties and challenges
- Online survey with food and beverage industry professionals, to gather AI data pros and cons.

## 5. Expected results

- The advantage of AI adaption in food and beverage service industries.
- The way of upcoming scholars and improvement the AI driven in food and beverage service.
- The effect of service models on customer experience, CAST and managing business.
- To know how to control the man power, stocks, security, customer satisfaction, food and beverage cost control and time management with the help of AI technology service models.
- To find the role of AI handling food and beverage service, providing insights into benefits, difficulties, and effort of AI powered service models.

## 6. Reference

MK. Murugesh, July 2024 Enhancing efficiency and personalization in food and beverage service through AI: future trends and challenges/IJMRP\Vol2\Issue 7  
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