

# AI-Enabled Experience Crafting and Customer Well-Being: A Job Demands–Resources Perspective on Marketing Transformation

Ameya Chauhan

## Abstract

The increasing integration of artificial intelligence (AI) into marketing is transforming customer experiences, service interactions and value creation. While AI can improve service efficiency, personalization and decision support, emerging research suggests that it may also generate customer uncertainty, technological pressure and experience alienation. This conceptual paper integrates Job Demands–Resources (JD-R) theory, experience crafting and Conservation of Resources (COR) theory to explain customer responses to AI-enabled marketing environments. Organizational AI adoption is conceptualized as a contextual condition that simultaneously creates experiential resources and demands, whereas AI-enabled experience crafting reflects customers' proactive efforts to seek resources, pursue challenges and optimize interaction demands. These behaviors are proposed to influence customer well-being through greater engagement and satisfaction and reduced decision fatigue. Liking of AI is further positioned as an important boundary condition shaping the value customers derive from AI-enabled experience crafting. Five propositions are developed. The paper contributes by shifting attention from the direct consequences of AI adoption toward customer agency and proactive experience redesign, offering marketers guidance for implementing AI in ways that enhance customer well-being.

**Keywords:** artificial intelligence; experience crafting; Job Demands–Resources theory; customer well-being; customer engagement; AI adoption; liking of AI; service marketing

---

## Corresponding author (s):

ITM School of Business and Leadership, ITM University, Gwalior, Madhya Pradesh, India- 475001

Email: ameyachauhan1399@gmail.com

## 1. Introduction

Artificial intelligence has moved from being a specialized technological capability to an increasingly embedded component of marketing operations and customer experience design. AI-enabled systems can support personalization at scale, conversational service interactions, automated recommendation, and creative content generation, thereby changing how customers discover, evaluate, and consume products and services (Bulchand-Gidumal et al., 2024). The broader digital-transformation literature similarly indicates that technological transformation requires alignment among technology, organizational processes, customer capabilities, and strategic marketing objectives rather than technology adoption in isolation (Garay Gallastegui & Forradellas, 2024). The FASECO framework, for example, emphasizes technological infrastructure, strategic alignment, customer experience, and data-driven decision-making as interconnected elements of digital transformation. However, the consequences of AI for customers are not necessarily uniformly positive. AI can improve service efficiency and provide new personalization capabilities, but its implementation can simultaneously alter the customer journey,

increase adaptation requirements, and create uncertainty regarding data privacy, algorithmic transparency, and the authenticity of interactions (Sousa et al., 2024). Recent research on organizational AI adoption explicitly argues that AI is reshaping service encounters, customer roles, and required competencies, making proactive customer adaptation increasingly important (Liu et al., 2025).

The emerging literature also reveals a potential dark side of AI-enabled marketing. Hai et al. (2025) found that human–generative AI collaboration can increase work alienation and, under high digital demands, contribute to problematic outcomes. Translating this insight to the marketing context, customers interacting with AI-driven service systems may experience a form of interaction alienation—feeling that their service experiences are standardized, impersonal, or lacking in human warmth. This suggests that AI should not be regarded as an inherently beneficial service resource; rather, its consequences depend upon how technological changes are incorporated into customers' experienced environments. Experience crafting offers appropriate lens for understanding this customer-level response. Wrzesniewski and Dutton (2001) conceptualized job

crafting as proactive efforts to modify tasks, relationships, and perceptions of work. Extending this to the marketing domain, customers too can proactively craft their service experiences, seeking out personalized options, engaging with new technological features, or optimizing their interaction patterns to reduce effort (Liu et al., 2025). Tims and Bakker (2010) connected crafting with proactive adjustment of demands and resources, and contemporary JD-R research recognizes crafting as a proactive process through which individuals reshape their demands and resources and potentially improve their well-being (Bakker & Demerouti, 2024).

The relevance of experience crafting becomes even greater in AI-enabled marketing environments. Recent research indicates that individuals may respond to generative AI adoption by seeking resources, seeking challenges, and optimizing demands (Liu et al., 2025). Yet the relationship between AI adoption in marketing, customer-enabled experience crafting, and customer well-being remains insufficiently theorized as an integrated process. This paper therefore proposes a JD-R-based framework that places AI-enabled experience crafting at the centre of the relationship between organizational AI adoption in marketing and customer well-being.

## 2. Theoretical Background

### 2.1 Job Demands–Resources Theory Applied to Customer Experience

The Job Demands–Resources theory provides the principal theoretical foundation of this paper. JD-R theory proposes that any environment can be understood in terms of demands and resources. Demands require sustained physical or psychological effort and therefore generate potential costs, whereas resources facilitate goal attainment, reduce the impact of demands, and stimulate motivation, learning, and development (Demerouti et al., 2001; Bakker & Demerouti, 2017). An important feature of JD-R theory is its flexibility. The theory does not assume that all occupations contain the same demands and resources; rather, the relevant characteristics can change across contexts (Bakker & Demerouti, 2017). This flexibility makes JD-R particularly suitable for AI-enabled marketing because AI can fundamentally modify what constitutes a resource and what constitutes a demand within customer experience.

Applying JD-R to the customer domain reconceptualizes the service encounter as an environment that imposes demands on the customer—cognitive effort to evaluate options, emotional labour to navigate automated systems, time costs of learning interfaces—while also providing resources such as personalization, convenience, decision support, and enriched content. Contemporary JD-R research further emphasizes individual agency. People can

proactively alter their environment by changing demands and resources through crafting behaviors (Bakker & Demerouti, 2024). Such adjustments can enhance person–environment fit, meaningfulness, and engagement (Tims & Bakker, 2010; Bakker & Demerouti, 2024). In the marketing context, this means that customers are not passive recipients of AI-driven service but active crafters of their own experience.

### 2.2 Organizational AI Adoption in Marketing as a Changing Experience Context

Organizational AI adoption in marketing can create both resources and demands for customers. From a resource perspective, AI can provide customers with personalized recommendations, conversational support, automated convenience, and opportunities to develop new digital skills. Liu et al. (2025) conceptualizes generative AI as providing resources such as AI tools, data, and automated workflows that individuals can use to adjust their activities and maintain their effectiveness in changing environments. AI adoption in marketing can also create new experiential demands. Customers may have to learn unfamiliar interfaces, adjust to conversational service interactions, and respond to changing expectations about data sharing and algorithmic personalization (Sousa et al., 2024; Ahmed et al., 2025). Liu et al. (2025) similarly describes AI adoption as capable of altering interaction structures, increasing uncertainty, and intensifying technological adaptation challenges.

This dual character is important because AI cannot be theoretically classified as simply a resource or a demand. Its implications depend on how customers experience and respond to the transformation. Evidence from human–GenAI collaboration shows that high digital demands can strengthen alienation, suggesting that technological resources may coexist with substantial psychological costs (Hai et al., 2025). Accordingly, the critical theoretical question for marketing is not merely whether organizations adopt AI, but how customers respond to AI-induced changes in their experiential demands and resources.

## 3. AI-Enabled Experience Crafting

Job crafting was originally introduced to explain how employees actively modify the boundaries and meaning of their jobs (Wrzesniewski & Dutton, 2001). This paper extends the concept to the customer domain, defining experience crafting as customers' proactive efforts to modify their service interactions, relationships with service providers, and perceptions of the experience. Tims and Bakker (2010) conceptualized crafting as proactive changes in demands and resources intended to improve alignment between the environment and individual preferences. Within the JD-R perspective, crafting

includes behaviors through which individuals increase resources, increase challenging demands, and reduce or optimize demanding aspects of their environment (Tims & Bakker, 2010; Petrou et al., 2012). Petrou et al. (2012) distinguish between seeking resources, seeking challenges, and reducing demands as important forms of daily crafting.

In AI-enabled marketing, these behaviors acquire a specific technological dimension. Seeking resources may involve learning AI applications, requesting personalized recommendations, subscribing to AI-curated content, or acquiring digital skills to navigate AI-driven service platforms. Seeking challenges may involve volunteering for beta-testing AI features, experimenting with new conversational interfaces, or engaging with complex AI-enabled personalization that offers novel experiences. Optimizing demands may involve using AI to streamline repetitive purchase activities, simplify decision-making through recommendation systems, and reduce unnecessary cognitive effort (Liu et al., 2025; Agapitou et al., 2025). Recent empirical research directly supports this conceptualization. Liu et al. (2025) found that generative AI adoption was positively associated with seeking resources, seeking challenges, and optimizing demands. Thus, AI does not merely alter the objective structure of the service encounter; it may also stimulate customers to proactively redesign that encounter.

*Proposition 1.* Organizational AI adoption in marketing is positively associated with AI-enabled experience crafting, reflected in customers' seeking resources, seeking challenges, and optimizing interaction demands.

#### 4. AI-Enabled Experience Crafting and Customer Well-Being

JD-R theory suggests that proactive adjustment of demands and resources can affect well-being. Customers who acquire additional resources can improve their ability to navigate service interactions, while those who seek challenging experiences can enjoy learning and motivational benefits (Bakker & Demerouti, 2017; Petrou et al., 2012). Conversely, optimizing unnecessary demands can conserve cognitive and emotional resources and reduce decision fatigue (Demerouti & Peeters, 2018). The relevance of these mechanisms becomes particularly strong in technologically changing marketing environments. AI-enabled resource seeking can help customers reduce uncertainty by building digital competence. Challenge seeking can generate mastery and discovery experiences, while demand optimization can reduce repetitive or inefficient interactions. These mechanisms are consistent with the JD-R proposition that resources can stimulate

motivation and that proactive adjustment can improve well-being (Bakker & Demerouti, 2024).

Evidence from adjacent crafting research also supports this proposition. Li et al. (2025) show that proactive crafting is associated with higher engagement and lower burnout, partly through identification processes. Although career crafting is conceptually distinct from experience crafting, this evidence reinforces the broader argument that proactive individual-driven adjustment can contribute to positive well-being outcomes. In the marketing context, customer engagement—characterized by cognitive, emotional, and behavioral involvement with a brand or service—is a key indicator of well-being that flows from positive experience crafting (Bilgihan et al., 2025; Hosseini et al., 2025).

*Proposition 2.* AI-enabled experience crafting is positively associated with customer well-being, reflected in higher customer engagement and satisfaction and lower decision fatigue and experience alienation.

#### 5. Differentiated Effects of AI-Enabled Experience Crafting

AI-enabled experience crafting should not necessarily be treated as a single homogeneous behavior. Seeking resources, seeking challenges, and optimizing demands represent qualitatively different proactive responses. Seeking resources primarily concerns the acquisition of additional support, knowledge, and capabilities. In AI-enabled marketing environments, this may be particularly important because customers must continuously acquire digital competencies as AI systems and interfaces evolve (Liu et al., 2025; Godolja et al., 2026). Seeking challenges, by contrast, involves deliberately expanding the scope of the experience. In an AI context, customers may experiment with unfamiliar tools, accept technologically complex interactions, or engage with AI-enabled co-creation features. Such behavior may facilitate discovery and novelty but may also require additional cognitive effort (Petrou et al., 2012; Liu et al., 2025).

Optimizing demands emphasizes efficiency and resource conservation. Customers may use AI to automate routine purchase decisions, restructure their service interactions, or rely on recommendation systems to reduce choice overload. Liu et al. (2025) explicitly describe demand optimization as a way of functioning more efficiently while conserving energy and time. These differences suggest that the three forms of crafting may not contribute equally to customer well-being, and marketing strategies should account for this differentiation rather than treating all AI-enabled interactions as uniformly beneficial (Samala et al., 2022; Jiang et al., 2025).

*Proposition 3.* Seeking resources, seeking challenges, and optimizing interaction demands have differential relationships with customer well-being in AI-enabled marketing environments.

## 6. AI-Enabled Experience Crafting as a Mediating Mechanism

The central contribution of the proposed framework is the positioning of AI-enabled experience crafting as the mechanism through which AI adoption in marketing affects customer well-being. JD-R theory explicitly recognizes that individuals can proactively reshape their demands and resources, thereby influencing the consequences of their environment (Bakker & Demerouti, 2024). This argument is also consistent with recent AI research. Liu et al. (2025) conceptualize crafting as a mechanism connecting generative AI adoption with subsequent outcomes, arguing that AI provides opportunities for individuals to acquire resources, pursue challenges, and optimize demands. The mediation perspective is theoretically important because it avoids assuming that AI has one universal effect on customers. The same technology may create positive outcomes for customers who use it to develop resources and redesign their experience, while producing less favorable experiences where customers perceive the technology as an additional demand (Bulchand-Gidumal et al., 2024; Derda & Predescu, 2025).

*Proposition 4.* AI-enabled experience crafting mediates the relationship between organizational AI adoption in marketing and customer well-being.

## 7. Liking of AI as a Boundary Condition

The proposed framework further incorporates liking of AI as a boundary condition. Customers differ in how they perceive and emotionally respond to AI. Some may regard AI as an opportunity for personalization and convenience, whereas others may perceive it as threatening, intrusive, or burdensome (Sousa et al., 2024; Antoniou et al., 2025). The COR perspective suggests that individuals' ability to convert available resources into further resource gains depends partly on how they perceive and value those resources (Hobfoll et al., 2018). Liu et al. (2025) apply this reasoning to AI and argue that liking of AI can function as a psychological resource that strengthens the positive consequences of AI-enabled crafting. Customers who like AI are more likely to perceive AI-related experience crafting as personally meaningful and growth-oriented.

Extending this logic to customer well-being suggests that customers' affective orientation toward AI may determine how strongly proactive AI-enabled experience redesigns translates into positive marketing outcomes. This is consistent with evidence that guest acceptance of AI-enabled services depends

on trust and cultural attitudes (Godolja et al., 2026), that voice-assistant engagement is moderated by use purpose and cultural orientation (Jiang et al., 2025), and that the choice of AI model affects the cultural fidelity and perceived quality of the experience (Antoniou et al., 2025). Customers with a favorable orientation toward AI are more likely to recognize resource gains from AI-enabled crafting, whereas those with less favorable orientations may require additional support, transparency, and gradual onboarding (De Ridder & Scholtz, 2026; Jati et al., 2026).

*Proposition 5.* Liking of AI positively moderates the relationship between AI-enabled experience crafting and customer well-being, such that the relationship is stronger among customers with higher liking of AI.

## 8. Proposed Conceptual Framework

The framework positions organizational AI adoption in marketing as the contextual antecedent, AI-enabled experience crafting as the customer-level mechanism, customer well-being as the outcome, and liking of AI as the boundary condition. Figure 1 presents the framework visually.

## 9. Theoretical Implications

The proposed framework contributes to JD-R theory by introducing AI-enabled marketing as a context in which experiential demands and resources are dynamically reconfigured. The flexibility of JD-R theory makes it capable of accommodating technologically generated resources and demands, while its emphasis on individual agency explains why customers may respond differently to the same AI implementation (Demerouti et al., 2001; Bakker & Demerouti, 2017). This application extends JD-R beyond its traditional organizational-behavior domain into customer experience research, demonstrating its capacity to theorize the customer as an active agent rather than a passive recipient of marketing technology.

The framework also extends crafting research by identifying AI-enabled experience crafting as a context-specific manifestation of proactive experience redesign. Existing crafting research establishes that individuals can modify demands and resources, while recent AI research demonstrates that these behaviors can occur specifically through seeking technological resources, accepting AI-related challenges, and optimizing interactions through AI (Tims & Bakker, 2010; Liu et al., 2025). Finally, the framework broadens AI marketing research by treating customer well-being as a core consequence of technological transformation. This is important because AI research has increasingly documented both beneficial and adverse customer outcomes. For example, human–GenAI collaboration has been associated with

alienation under high digital demands (Hai et al., 2025), while proactive crafting research indicates potential benefits for engagement and satisfaction (Li et al., 2025; Bilgihan et al., 2025). AI-enabled cultural experiences demonstrate that model choice materially

affects narrative quality and perceived authenticity (Antoniou et al., 2025; Derda & Predescu, 2025), reinforcing the argument that customer outcomes are not determined by technology alone but by how customers craft their engagement with it.

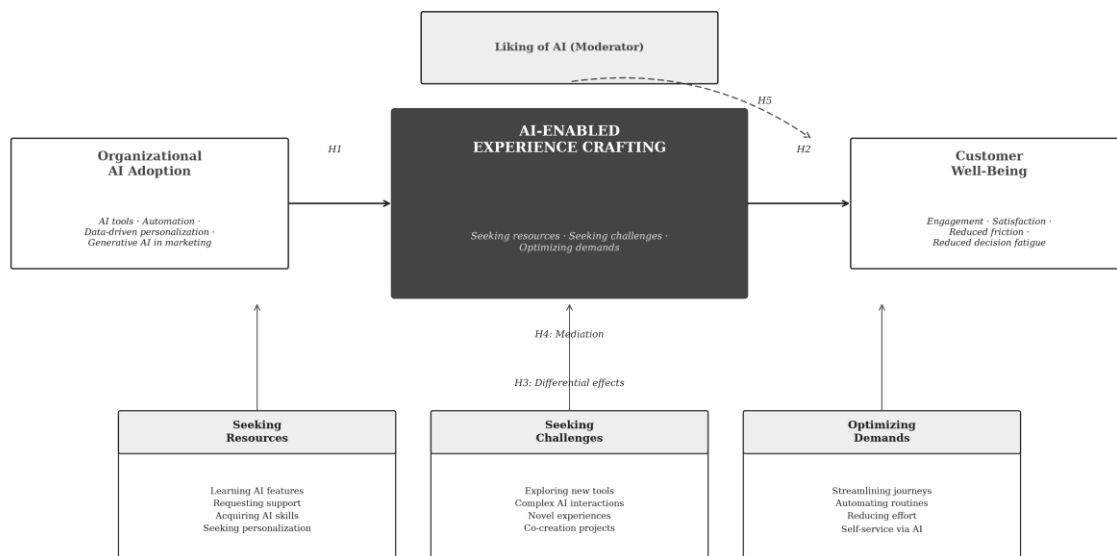


Figure 1. AI-Enabled Experience Crafting and Customer Well-Being: A Marketing Framework

## 10. Marketing Implications

The framework suggests that marketers should manage AI adoption as an experience-design intervention, not simply as a technology implementation. Providing customers with guidance, onboarding, and opportunities to experiment can increase their ability to seek resources and embrace AI-related challenges (Liu et al., 2025; Agapitou et al., 2025). Marketers should also avoid allowing AI implementation to increase experiential demands without simultaneously strengthening resources. High digital demands may contribute to customer alienation, indicating that technological implementation without adequate customer support can undermine marketing outcomes (Hai et al., 2025; Samala et al., 2022).

Organizations should further recognize differences in customers' attitudes toward AI. Customers with higher liking of AI may extract greater value from AI-enabled experience crafting, whereas those with weaker positive orientations may need additional support, transparency, and gradual onboarding (Liu et al., 2025; Godolja et al., 2026). This segmentation logic implies that AI-enabled marketing should not adopt a one-size-fits-all approach but should tailor the depth and complexity of AI interactions to customer predispositions, consistent with evidence that voice-assistant engagement and cultural orientation interact to shape customer behavior (Jiang et al., 2025). Furthermore, the finding that experience crafting mediates the AI adoption–well-being relationship

implies that marketers should design interventions that actively facilitate crafting behaviors—for example, by making personalization options discoverable, by providing tutorials for AI features, and by creating opportunities for customers to engage with AI at their preferred level of challenge (Liu et al., 2024; De Ridder & Scholtz, 2026). The participatory, bottom-up design ethos advocated for heritage experiences (De Ridder & Scholtz, 2026) and the digital-literacy imperative identified for the Global South (Jati et al., 2026) translate directly into a marketing principle: AI-enabled experiences should be designed with customers, not merely for them.

## 11. Conclusion

The integration of AI into marketing is changing the demands, resources, and boundaries associated with contemporary customer experiences. Existing research demonstrates that these changes can create both opportunities and pressures for customers. The central argument of this paper is that customer well-being cannot be adequately understood from AI adoption alone. Drawing on JD-R theory, the paper proposes that AI-enabled experience crafting provides the critical customer-level mechanism through which organizational AI adoption in marketing may influence customer well-being. Customers can seek resources, seek challenges, and optimize interaction demands in response to AI-enabled changes (Liu et al., 2025). These proactive responses may enhance customer engagement and reduce negative outcomes such as decision fatigue and experience alienation,

although their effects may differ across crafting dimensions. The inclusion of liking of AI further recognizes that technological resources are not valued identically by all customers. By integrating technological change, customer agency, and well-being within one JD-R framework, the proposed model provides a basis for empirical research on human–AI collaboration in marketing, AI-enabled experience design, customer adaptability, and sustainable digital service.

## References

- Agapitou, C., Sabazioti, A., Bouchoris, P., Folina, M. T., Folinas, D., & Tsaramiadis, G. (2025). How can chatbots help companies to improve the customer experience offered to their end users/customers in the tourism industry? *Tourism and Hospitality*, 6(4), 1–21. <https://doi.org/10.3390/tourhosp6040207>
- Ahmed, S., Chowdhury, U. Y., Ashrafi, D. M., Choudhury, M. M., Ahmed, R., & Ahmed, R. (2025). Speak, search, and stay: Determining customers' intentions to use voice-controlled artificial intelligence (AI) for finding suitable hotels and resorts. *Journal of Hospitality and Tourism Insights*, 8(3), 967–987. <https://doi.org/10.1108/JHTI-04-2024-0316>
- Antoniou, A., Theodoropoulos, A., Chaleplioglou, A., Roinioti, E., Dafiotis, P., Lepouras, G., Chalari, P., Gujt, G., Lamprou, I., & Sousa, C. (2025). AI-enabled cultural experiences: A comparison of narrative creation across different AI models. *Electronics (Switzerland)*, 14(20), 1–15. <https://doi.org/10.3390/electronics14204043>
- Bakker, A. B., & Demerouti, E. (2017). Job demands–resources theory: Taking stock and looking forward. *Journal of Occupational Health Psychology*, 22(3), 273–285. <https://doi.org/10.1037/ocp0000056>
- Bakker, A. B., & Demerouti, E. (2024). Job demands–resources theory: Frequently asked questions. *Journal of Occupational Health Psychology*, 29(3), 188–200. <https://doi.org/10.1037/ocp0000376>
- Bilgihan, A., Ostinelli, M. (Max), Zhang, Y., & Lorenz, M. (2025). Artificial intelligence (AI) agents and the future of customer loyalty. *International Journal of Contemporary Hospitality Management*, August. <https://doi.org/10.1108/IJCHM-03-2025-0373>
- Bulchand-Gidumal, J., William Secin, E., O'Connor, P., & Buhalis, D. (2024). Artificial intelligence's impact on hospitality and tourism marketing: Exploring key themes and addressing challenges. *Current Issues in Tourism*, 27(14), 2345–2362. <https://doi.org/10.1080/13683500.2023.2229480>
- De Ridder, K., & Scholtz, M. (2026). Participatory, purposeful, and digitally smart: A bottom-up approach to designing intangible cultural heritage tourism experiences. *Journal of Tourism and Cultural Change*, 1–26. <https://doi.org/10.1080/14766825.2026.2639456>
- Demerouti, E., Nachreiner, F., Bakker, A. B., & Schaufeli, W. B. (2001). The job demands–resources model of burnout. *Journal of Applied Psychology*, 86(3), 499–512. <https://doi.org/10.1037/0021-9010.86.3.499>
- Demerouti, E., & Peeters, M. C. W. (2018). Transmission of reduction-oriented crafting among colleagues: A diary study on the moderating role of working conditions. *Journal of Occupational and Organizational Psychology*, 91(2), 209–234. <https://doi.org/10.1111/joop.12196>
- Derda, I., & Predescu, D. (2025). Towards human-centric AI in museums: Practitioners' perspectives and technology acceptance of visitor-centered AI for value (co-)creation. *Museum Management and Curatorship*, 40(4), 532–554. <https://doi.org/10.1080/09647775.2025.2467703>
- Garay Gallastegui, L. M., & Forradellas, R. R. (2024). FASECO: A framework for advanced support of e-commerce and digital transformation in SMEs with natural language processing-enhanced analysis. *Journal of Open Innovation: Technology, Market, and Complexity*, 10, 100412. <https://doi.org/10.1016/j.joitmc.2024.100412>
- Godolja, M., Muka, R., Tavanxhiu, T., & Sevrani, K. (2026). Guest acceptance of smart and AI-enabled hotel services in an emerging market: Evidence from Albania. *Tourism and Hospitality*, 7(1). <https://doi.org/10.3390/tourhosp7010014>
- Hai, S., Long, T., Honora, A., Japutra, A., & Guo, T. (2025). The dark side of employee-generative AI collaboration in the workplace: An investigation on work alienation and employee expediency. *International Journal of Information Management*, 83, 102905. <https://doi.org/10.1016/j.ijinfomgt.2025.102905>
- Hosseini, S., Carrasco-Santos, M. J., Sthapit, E., & Mercadé-Melé, P. (2025). Reimagining travel memories: The role of artificial intelligence in shaping tourist experiences. *Current Issues in Tourism*, 1–24. <https://doi.org/10.1080/13683500.2025.2576659>
- Jati, R. P., Misky, F., & Anggraini, J. P. (2026). Grassroots hyperlocal media for digital literacy and intangible cultural heritage in the Global South. *Journal of Open Innovation: Technology, Market, and Complexity*, 12(3), 100831. <https://doi.org/10.1016/j.joitmc.2026.100831>
- Jiang, H. L., Lu, L. H., Yuen, T. W., & Liu, Y. L. (2025). Promoting sustainable hospitality:

- Examining the impact of voice assistant recommendations on customer engagement in pre-travel decision-making: Moderating effects of use purpose and cultural orientation. *Journal of Hospitality Marketing and Management*, 34(6), 767–805.  
<https://doi.org/10.1080/19368623.2025.2484282>
- Li, J., Kaltiainen, J., & Hakanen, J. J. (2025). How career crafting promotes employee well-being: The role of professional and organizational identification. *Journal of Business and Psychology*.  
<https://doi.org/10.1007/s10869-025-10037-4>
- Liu, S. Q., Vakeel, K. A., Smith, N. A., Alavipour, R. S., Wei, C., & Wirtz, J. (2024). AI concierge in the customer journey: What is it and how can it add value to the customer? *Journal of Service Management*, 35(6), 136–158.  
<https://doi.org/10.1108/JOSM-12-2023-0523>
- Liu, Y., Sheng, F., & Liu, R. (2025). Generative AI adoption and employee outcomes: A conservation of resources perspective on job crafting, career commitment, and the moderating role of liking of AI. *Humanities and Social Sciences Communications*, 12, 1376.  
<https://doi.org/10.1057/s41599-025-05656-4>
- Petrou, P., Demerouti, E., Peeters, M. C. W., Schaufeli, W. B., & Hetland, J. (2012). Crafting a job on a daily basis: Contextual correlates and the link to work engagement. *Journal of Organizational Behavior*, 33(8), 1120–1141.  
<https://doi.org/10.1002/job.1783>
- Samala, N., Katkam, B. S., Bellamkonda, R. S., & Rodriguez, R. V. (2022). Impact of AI and robotics in the tourism sector: A critical insight. *Journal of Tourism Futures*, 8(1), 73–87.  
<https://doi.org/10.1108/JTF-07-2019-0065>
- Sousa, A. E., Cardoso, P., & Dias, F. (2024). The use of artificial intelligence systems in tourism and hospitality: The tourists' perspective. *Administrative Sciences*, 14(8).  
<https://doi.org/10.3390/admsci14080165>
- Tims, M., & Bakker, A. B. (2010). Job crafting: Towards a new model of individual job redesign. *SA Journal of Industrial Psychology*, 36(2), 1–9.  
<https://doi.org/10.4102/sajip.v36i2.841>
- Wrzesniewski, A., & Dutton, J. E. (2001). Crafting a job: Revisioning employees as active crafters of their work. *Academy of Management Review*, 26(2), 179–201.  
<https://doi.org/10.5465/amr.2001.4378011>