

# **The contribution of artificial intelligence to stimulating the innovation of educational services and university programs in public administration**

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## **Abstract**

In the new current pandemic paradigm, higher education in public administration, as well as in other domains, faces challenges, problems and is exposed to essential global opportunities for the academic process. The flexible approaches of the actors involved, the digital transformation, quality assurance, innovation and the modernity of the management of university programs, are some of the goals for the leaders and administrators of higher education. Shocks, environmental changes, and physical distancing in recent years have led to the implementation of efficient solutions in educational services, based on artificial intelligence. Thus, in the global academic landscape, many international universities have adopted a "chatbot", a digital interface designed to stimulate conversation with people. Modern algorithmic communications have many beneficial effects, such as: increasing the number of enrollments in public administration programs, improving academic experience and active student participation, while reducing administrative tasks on university staff. The main objective of the research is to find new ways to improve and facilitate the communication inside university and with external entities / clients, but also to prepare the academic environment for the unforeseen challenges by integrating and supporting conversational artificial intelligence (chatbot) in public administration university programs. The paper will focus on how these tools will help university programs to be more effective, and how technology will support the limited human resources in this sector. The method used is a qualitative method, and the paper presents numerous case studies from international universities that have implemented a chatbot. Even in Romania, there is already the first chatbot for local universities, recently implemented in July 2021. The research findings capture technological and digital advances that will continue to shape higher education and public administration curricula. As a result, leaders will need to monitor how conversational artificial intelligence influences their performance and be proactive in initiating pilot projects. In this sense, implementing a chatbot can be a sustainable academic imperative and a competitive advantage in a market where modern details and technologies weigh heavily and make a difference.