
What and why Artificial Intelligence affects Airbnb: A bibliometric analysis

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Abstract

The introduction of Data bases and Artificial intelligence (BDAI) in different industries has impacted many aspects of consumer experiences and business management. BDAI has been fostering the development of new business models such as Short-term peer rentals, like Airbnb. The platform is built around algorithms that analyzes travelers' behavior and preferences to select personalized matching results and tailored offers. To better understand this evolution, we seek to explore publication sources and literature that feature the application of AI within Airbnb. By utilizing a systematic literature review methodology, and a portfolio of 67 publications on "the use of AI within Airbnb" from Scopus database, we strive to depict a better understanding of the application of BDAI in Airbnb. Using performance analysis and science mapping this study identifies which are the sources of value creation for BDAI are featured in literature. Findings indicate that scholars' interests are mainly focuses on BDAI support on Revenue management, Travelers' experiences and Spatial configuration. This research brings implications for managers and academics and identify the benefits that BDAI could bring to this sector.

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