



Exploring the Potential of ChatGPT in Diverse Industries in Pakistan: Applications and Research Challenges

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Abstract: Advancements in Artificial Intelligence (AI) has produced a number of inventions, the one which has the capability of transforming the society is the combination of generative and conversational AI commonly known as ChatGPT. With its emergence the tool has immediately gained the attention of tech users, industrialists, health care practitioners as well as numerous around the globe. However, as the use of the ChatGPT increased several shortcomings and drawbacks of the technology are surfaced. This paper explores the benefits of adopting and using ChatGPT through the lens of various practitioners. The sample size for this quantitative study is 200 participants drawn from a diverse background of age and experience that represent educational institutions, software houses, healthcare sectors and research & development (A&D) organizations. The results pointed towards the wide adoption of ChatGPT in almost all the industries of Pakistan with/without understanding the risks and challenges bringing the technology along. Additionally, the enticing features of the technology weighting more than the risks of bias, ethical underpinnings for its use and shallow knowledge and learning provided by the technology. It is also suggested that the majority of participants are using the tool and having a positive experience emphasizes better guidelines to be provided when engaging with this tool.

Keywords: Artificial Intelligence, ChatGPT, adoption and use, Pakistani industry, teaching and learning;

I. INTRODUCTION

ChatGPT, or the Generative Pre-trained Transformer, is a state-of-the-art language model developed by OpenAI based on the GPT architecture. It is specifically fine-tuned for conversational applications of AI, including answering questions, text generation, and conversation. The first version, GPT-1, was released in 2018 and was the starting point of its development. It was based on an unsupervised learning paradigm and had 117 million parameters [2,4,5]. GPT-2 was made public in 2019 with 1.5 billion parameters, considerably boosting its ability to multitask [6,7]. GPT-3 took this forward with significant enhancements, such as meta-learning and in-context learning, allowing it to generalize significantly across different tasks with a whopping 175 billion parameters—well over 100 times the parameters of GPT-2 [8,9,10,11]. The most recent variant, GPT-4, made public in 2023, has 1.76 trillion parameters. This iteration brings sophisticated features like image processing, better ambiguity management, support for multilingual languages, and lots of text-based inputs and outputs, showcasing outstanding performance in both academic and business applications [1].

ChatGPT features like language development and interactive conversation, fosters innovation, efficiency, and better human-computer interactions in a range of domains. That's the most compelling reasons of ChatGPT's potential to transform a variety of industries, including computer

technology, educational institutions, healthcare, and research and development facilities.

The integration of advanced digital technologies—especially conversational AI models like ChatGPT—is reshaping professional practices across the globe. This research investigates how ChatGPT is being utilized within various sectors in Pakistan, while also drawing comparisons with its adoption in leading nations such as the United States, China, and the United Kingdom. These countries have begun employing ChatGPT in fields like education, healthcare, customer engagement, and software development to improve efficiency and support decision-making. By examining both global and local practices, this study identifies common benefits and context-specific challenges, contributing to a more nuanced perspective on the widespread influence of generative AI solutions.

We conducted an extensive survey for this study, which demonstrates ChatGPT's potential across a range of Pakistani businesses. This survey is intended for a diverse range of public and private commercial organizations, including representatives of software corporations, healthcare organizations, educational institutions, and research facilities. On a scale of 1 (ChatGPT being not effective at all) to 5 (ChatGPT being very effective). we disseminated 200 surveys with 10 questions each to find out more about respondents' perspective of ChatGPT's applications across a variety of sectors.

The purpose of the survey is to assess the perception of practitioners on the potential of ChatGPT. The practitioners

who adopted and used ChatGPT in their professional practices in a variety of disciplines including customer service, content generation, creative writing, teaching and learning, information retrieval, language translation, healthcare, and virtual assistance.

The survey results may assist to explain ChatGPT general and particular use and its potential to remain as future of AI. Along with its utilities for commercial practice elsewhere. All upcoming advancements and discoveries in the field of conversational AI would thereafter be guided by these observations.

The research and literature on ChatGPT and its use revealed the present applications and future research challenges of ChatGPT in various domains [28]. Specifically, ChatGPT was seen with vast potential in the area of customer support to offer real help on a per-need basis. It also worked as an effective AI-based virtual assistant to prepare contents in various use-cases. It has also been helpful in enriching learning and teaching experience on the internet by conducting interactive discussions that are informative and stimulating; They also illustrated the adaptability of their approach in creative writing, fact checking, language translation, and applications for intervention in mental health. Furthermore, by being empathic and supportive, ChatGPT enabled individuals to communicate effortlessly between languages, enhanced individual productivity, enabled support of mental health, accessed relevant information, and ignited creativity. But the research also revealed a number of flaws like the potential for response biases on the part of the model, privacy issues with ethical concerns, contextual understanding issues in long conversations, and ensuring the truthfulness of generated content. These revelations bring to the forefront the importance of continuous research and development endeavors aimed at mitigating biases, developing robust ethical frameworks, and enhancing context awareness etc.

This study adds to the existing body of knowledge by extensively exploring the use and future research avenues of ChatGPT in healthcare, education, research, and various other industries of Pakistan. The current study also explores the possibility of using ChatGPT in customer support, content writing, learning and healthcare industry, language translation, and creative writing through quantitative surveys. It recognizes some of its weaknesses, such as those concerning contextual understanding, accuracy of knowledge, generation of repetitive responses, security and privacy issues, interpretation of data, and strength against misinformation. The research indicates areas of future direction as bias minimization, ethical models, context sensitivity, and knowledge verification techniques. It contributes to further advancing conversational AI technology in the regional market by shedding light on how ChatGPT can potentially be used and its impact on the industries. The acquired knowledge contributes to the growing pool of knowledge regarding ChatGPT and opens the door for further advancements in conversational AI technology.

The structure of paper is organized as below. Section 2 provides an analysis of the existing study on the potentials of ChatGPT in various industries in Pakistan. Section 3 introduces the materials and methods of the proposed work. It

highlights the study design and the data collection procedures used to address the research questions. Section 4, contains the results and discussions of the research work. Section 5 addresses research challenges of ChatGPT in diverse industries. Finally, section 6 concludes the research, which summarizes the main findings and implications of the study.

II. LITERATURE REVIEW

ChatGPT, a natural language conversation model, has attracted a lot of interest due to its varied usage across international industries, ranging from acting as an auto-customer service platform that delivers real-time support and effectively responds to frequent problems [12]. It presents a viable and affordable means of giving feedback to customers, therefore increasing client relationships. ChatGPT is also a personal assistant, making appointments, offering information, and making recommendations. Its capability to mimic actual human interactions improves the interactive experience and triggers user engagement.

The effect of ChatGPT is commonly employed to aid content creation such as content writers by producing suggestions, outlines, blog posts, article writing, summaries, social media titles [13], and hence accelerating the aforementioned contents. The conversational style of ChatGPT improves the learning process and supports more student engagement activities. During a learning process, ChatGPT is a virtual tutor who can help students for answering questions, explaining things, and recommending more investigations [14, 15, 26, 27] in learning institutions.

The features of ChatGPT like real-time response and language learning are largely adopted and used to help in understanding and communicating different languages and their context [16, 17]. This feature diminishes the obstacles of learning different languages and using them in different context. These features advance the language learning process and greatly improve diversity and intercultural communications. ChatGPT is greatly enhance the process of questions and answers process by comparing them from large databases efficiently and improving the information searching and fetching process [18]. This feature again gained extensive popularity in online search and research as well as ecommerce industries because of its enticing features of providing precise and accurate information within a fraction of time. Additionally, ChatGPT is helpful in managing calendars, organizing ones' work, and setting reminders and notifications for particular activities having timelines and all management and organization related activities using its individual and personalized productivity features [16]. Using this function employees remain in order, overall productivity is enhanced, monitor their performance, and set priorities to all the activities correctly and in time.

ChatGPT is an aid in writing, offering suggestions, brainstorming tips, and help with much writing activity, including instant writing and character creation [16]. The function aids writers of any nature by promoting imagination and helping in the construction of interesting plots.

In the health sectors, ChatGPT is used as an aid to mental health support to enable empathy and non-judgmental communication [19]. It is also a useful tool used for information collection and research work for scholars and professionals. It is useful for data collection, methodology

ease, research abstract preparation, title suggestions of research articles etc. [20]. It helps the scholars and professionals accelerate the research process, and quicker access to the concerned information.

Natural language processing, with which users can give commands to models in their own language instead of pre-written commands or structures, is emphasized in ChatGPT studies [21]. Through providing simple and fluid interactions, this function enhances the overall user experience. It is intriguing that ChatGPT is able to give human-like responses that are very much like actual human conversations [22]. Through creating more interesting and context-related content, this feature enables effective, interactive discussions with users.

ChatGPT's flexibility and adaptability allow it to be applied to a broad spectrum of subjects and fields. Since it can transfer knowledge, provide information, and even generate artistic content, it can be applied to a variety of environments, such as customer care, coaching, content creation, etc. [17]. The potential of ChatGPT is the ability to constantly train a large dataset and optimize its performance [18].

Current research emphasizes that although ChatGPT has transformed numerous research areas, it also comes with great ethical issues and biases that must be dealt with cautiously and balanced between AI innovation and human control [23]. In spite of increasing popularity for ChatGPT, writers in [24] highlight that it operates more as a tool of statistical correlation than as a reasoning agent, with ethical implications such as bias, privacy, and possible misuse in actual applications. Researchers have identified significant ethical issues in Large Language Models (LLMs), showing biases in protected characteristics including race, gender, and looks, and highlighting the requirement for systematic evaluation frameworks to promote fair and accountable AI decision-making [25].

In conclusion, although current literature offers insightful information regarding the applications and advantages of using ChatGPT, there remain enormous research gaps that need to be addressed. Future studies need to concentrate on the application of ChatGPT as a writing tool, virtual tutor, language translator, information retrieval aide, personal productivity aid, writing assistant, mental health assistance tool, and helpful tool for research and information acquisition. ChatGPT engages in vibrant and fun conversations with its human response and natural language processing.

ChatGPT is a capable conversational AI model that has many use possibilities because of its flexibility and continuous

learning. It can be supported by academics toward enhancing the depth of knowledge about the capabilities and limitations of ChatGPT as they complete these knowledge gaps, enabling responsible and effective deployment in numerous sectors.

III. METHODOLOGY

We conducted a quantitative survey in order to analyze the perception and potential of ChatGPT across various fields to gain in-depth knowledge. The survey was sent to multiple organizations in Pakistan as five research institutions, ten software businesses, ten universities, and five healthcare industries. We aim to get respondents' views on the efficacy, worth, satisfaction, and comfort of ChatGPT using a 5-point scale through the completion of 200 questionnaires, each consisting of 10 questions. We were able to collect a broad spectrum of ideas and experiences by making the participation diverse from these industries, which was expected to give a balanced view of the perception and potential of the research topic. The questionnaire was distributed to the organizations mentioned above, and we obtained replies from all of them. This made the sample of the survey representative of Pakistan's corporate, industrial, and educational sectors.

We were able to learn about the scholarly community and explore possible applications of ChatGPT in research, education, and student assistance with the help of ten universities. Feedback from software firms informs us of ChatGPT's productivity and efficiency. Research institutes' participation also helps us understand how ChatGPT is utilized in advanced science endeavors and research activities. In addition, we also wanted to understand the potential impacts of ChatGPT across different healthcare sectors, including hospitals, clinics, medical research facilities, and telemedicine services. Thanks to the input received from these industries, each with their own set of demands and challenges, we were able to gain a better understanding of how suitable and useful ChatGPT is in these specific areas.

The fact that these various groups and sectors have been incorporated in our survey advances and deepens our outcomes and enables us to make stronger conclusions about the understanding and potential of ChatGPT in the Pakistani education, corporate, and industrial sectors.

Below are sample research questions that will enable ChatGPT to develop and become more reliable, efficient, and credible in a variety of conversational uses.

Table 1. List of the quantitative survey Research Questions (RQs) using a scale of 1 to 5:

RQs	RQs asked from 200 experienced members of educational institutions, healthcare sectors, research centres, and software companies in Pakistan.
1	How effective do you think ChatGPT can be in offering support to customers?
2	How likely are you to utilize ChatGPT as a virtual assistant in your organization?
3	Please rate on a scale of 1 (Not useful at all) to 5 (Very useful), how useful you believe ChatGPT can be in producing content for your business requirements?
4	What potential do you see ChatGPT to improve educational and learning environments in your organization?
5	How certain are you that ChatGPT can translate languages correctly?
6	How quickly you believe ChatGPT can retrieve a certain piece of information for your personal task?
7	How likely are you to use ChatGPT as a personal productivity tool to manage events and plan your schedule?
8	Please rate your satisfaction with the creative writing capabilities of ChatGPT in your profession.
9	How helpful do you think ChatGPT can be in terms of offering support and assistant for mental health?
10	How comfortable would you feel be interacting with ChatGPT as a language model for various purposes in your organization?

Primary data was gathered using structured online surveys for specific professionals across various industries such as customer support, content creation, education, translation, information search, personal productivity, creative writing, and mental support. Proposed sample was employed during the process of sample selection to balance each industry. 200 participants were chosen for study purposes on the basis of their knowledge and experience with ChatGPT.

Descriptive statistics employed to interpret quantitative data collected through surveys. Responses are computed as their means, percentages, standard deviation, and correlation coefficients. To validate the accuracy and interpretation of the responses, member verification was conducted by presenting the preliminary findings to a selected sample of participants. Cross-refer quantitative findings to determine convergence and enhance overall conclusions through triangulation. It is important to acknowledge the limitations of this research. Survey findings cannot be completely generalizable across every industry in Pakistan as they are dependent on a certain sample of respondents. The research was based on self-reported data, which might be prone to bias or subjective meaning.

This study proposes the understanding of the usage, constraints, and future opportunities of ChatGPT across industries in Pakistan. ChatGPT has evolved through its usage across different industries in Pakistan. It is employed in an automated customer support where, in real time, users' questions and issues are dealt with. In education, it produces and educates material to students. ChatGPT is employed in the healthcare industry to make first contact with patients, for checking symptoms and delivering mental support. ChatGPT applies in the financial industry to augment customer interactions, identify frauds and perform quantitative analysis. Its versatility makes it an asset in boosting productivity and fueling innovation worldwide across various industries.

IV. RESULTS AND DISCUSSION

This part presents an in-depth examination of the results of the study on its possible applications of ChatGPT in the

nation across different industries. The questionnaire applied in this study obtained feedback from a diverse sample of 30 industries such as, educational institutions, software companies, research institutes, and health departments in an attempt to compare the perception and possibility of ChatGPT across different fields. A 5-point scale is applied consistently across all of the survey's 10 questions to enable participants to rate their responses.

In Table 2, we distributed a total of 200 questionnaires and received a substantial number of 100 responses. A professional 100 out of 200 participants reported that the use of ChatGPT was highly effective for their work. Their comments further reflect that a considerable percentage of the subjects knew about ChatGPT's capacity for customer service, content writing, homework assignment in education, language translation, creative writing, and medical health support, etc.

Additionally, 20 people claimed that they believed ChatGPT was worth using for work purposes. This outcome shows that these individuals comprehended the importance of using ChatGPT in their own field of interest.

Further, 50 respondents indicate that they were content while conversing with ChatGPT. It indicates that 25% of the users had been content with the performance and functionality of the ChatGPT. Additionally, 30 respondents indicated that they were comfortable using this AI model in their respective field of interest. This finding reveals that individuals had a positive sentiment of using ChatGPT, which represents an intuitive interface or interaction experience. The participants' affirmations of convenience indicate that they were at ease with using ChatGPT for their own careers.

Interestingly, the survey indicates that nobody thinks that ChatGPT is ineffective in a specific domain. Although there are no complaints made, it should be remembered that surveys are only accessible to those who are willing to provide them and that the absence of complaints does not automatically mean that everyone is contented or that the application works.

Table 2. The perception of the people using ChatGPT across diverse Industries in Pakistan

	University Participants	Software Houses Participants	Research Centers Participants	Healthcare Sector Participants	Total	Percentage of the Results
Extremely Effective	70	20	5	5	100	70%
Valuable	30	8	5	7	50	30%
Satisfied	10	4	3	3	20	10%
Comfortable	15	10	3	2	30	15%
Not At All	0	0	0	0	0	0%
Total Participants	125	42	16	17	200	N/A
Mean	25.0	8.4	3.2	3.4	N/A	N/A
Percentage	62.5	21.0	8.0	8.5	N/A	N/A
Standard Deviation	0.345940	0.272794	0.155977	0.292967	N/A	N/A

The results showed, the participants' sample tended to have a generally positive view of ChatGPT as the potential to be a useful tool for a number of businesses and organizations. It is important to consider the limitations of this study, however. 200 responders is a large sample size, but it could not possibly represent the population as a whole. Further, most of the information was collected by self-reporting, which could have been inaccurate or biased. In the future we can have an increased sample size and more diverse participant survey in order to better understand the potential of ChatGPT.

The results of the survey reveal that ChatGPT was received positively by the respondents, and its scope in the mentioned industries as in Table 2 appears promising. The outcomes contribute to the growing body of literature regarding the functionality and performance of ChatGPT in various industries in Pakistan. Further research and study in the subject area can provide enlightening information regarding how to make the best use of ChatGPT's strengths and minimize its potential limitations in actual applications.

Table 3. Correlation Matrix among different industries

	Universities	Software Houses	Research Centres	Healthcare Sectors
University	1.000000	0.944778	0.779512	0.554936
Software Houses	0.944778	1.000000	0.770457	0.658844
Research Centers	0.779512	0.770457	1.000000	0.930082
Healthcare Sectors	0.658844	0.554936	0.930082	1.000000

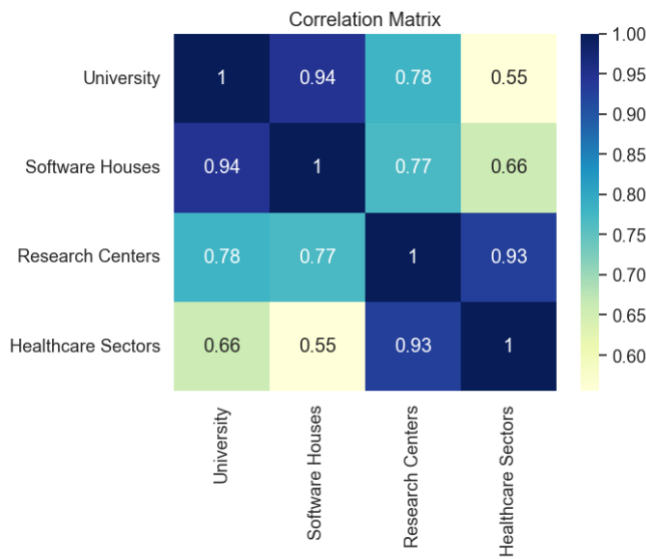


Figure 1. Graphical representations of correlation matrix among different entities

Based on the data in Table 3, Figure 1 illustrates the pairwise correlation coefficients between university, software house, research center, and health sector variables. All of the universities and software house (0.945), universities and research centers (0.780), and research centers and health sector (0.930) have a high correlation in this correlation matrix. There exists a positive correlation (0.655) between healthcare and software companies. These values of correlation show high betweenness among the variables,

implying dependencies and patterns between them.

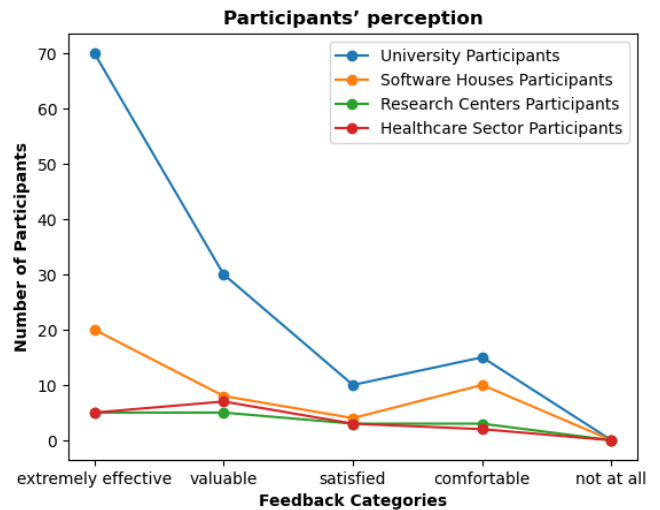


Figure 2. Representation of participants' perception and responses from diverse industries in Pakistan

With the data in Table 2, Figure 2 illustrates the perception of the ChatGPT answers by participants. It renders general trends and patterns within feedback clear so that it can be perceived naturally. Based on this illustration, observers can comprehend the general perception of ChatGPT and it gives meaningful information about how it is received and how it might affect locally.

As per Figure 2, 100 of 200 users considered ChatGPT highly useful. This could show that a significant number of the participants in universities, software firms, research institutions, and healthcare organizations know about the possibility of ChatGPT. Moreover, 50 users were happy with the performance of ChatGPT, while 20 accepted the usability of the tool. Further, 30 users reported feeling useful with

ChatGPT. Interestingly, none of the participants gave ChatGPT a rating of "totally ineffective," which implies that nobody considered ChatGPT to be ineffective at all.

V. FUTURE RESEARCH CHALLENGES OF CHATGPT IN DIVERSE INDUSTRIES

Following are the potential research challenges in diverse industries using ChatGPT.

1. Improving Responsiveness and Promptness:

Improving ChatGPT's responsiveness and promptness is one of the major issues. These models must produce outputs as fast and accurately as possible, which is very critical in real-time conversational applications. In regard to where the research needs to proceed, I believe we should concentrate on how reduced latency (the period it takes for something to be processed) while still having high interaction speed and thereby keeping everything appear really responsive.

2. Controlling Generation for Specific Outcomes:

Yet another major challenge is how to devise ways to regulate ChatGPT and ensure that it produces contents depending on our intended goal or aligning with what the user prefers. This involves addressing issues in terms of bias, facts and aesthetics over the produced content.

2. Contextual Understanding and Long-Term Memory:

Another direction of research is to enhance the contextual comprehension and enhancing long term memory for ChatGPT. For longer and more complicated conversations, it needs to be capable of keeping the conversation coherence even if there is a time lag between responses and it needs to remember the earlier portions correctly. Conversational ability needs to be constructed over a long discourse where comprehension and reasoning take intricate trajectories.

3. Handling Ambiguity and Clarification:

For ChatGPT, there is always the issue of having to deal with ambiguities with more than one correct answer and that need more information. And it should know when a question or statement is ambiguous and goes and gets clarification that will give a correct answer. This research should be focused on positive solutions and best method of dealing with ambiguity.

4. Ethical Considerations and Bias Mitigation:

Although bias management and ethical problems are still a significant issue. ChatGPT minimizing the Bias, and preventing possible ethical problems such as- Producing non-aggressive/discriminatory material Misuses Training to Chat GPT Future research must investigate approaches that ensure model responses are fair, unbiased and transparent.

5. Understanding and Handling Emotional Nuances:

Future research needs to be done to see how good ChatGPT is at recognizing and identifying emotional cue. Enhanced empathizing capacity and EQ enable human-like

communication with the model particularly when used in health care, counseling or support system such as customer chat bot.

6. Multilingual and Cross-Cultural Conversations:

Realizing this potential of ChatGPT in an effective manner with multi-lingual and many-culture dialogue is indeed a challenging task one from research perspective. That model needs to be capable to understand in several of above-mentioned languages, respond the questions and adapt itself with greater than one landscape. Technologies which empower multilingual and intercultural abilities must be examined for wider embracing.

7. Robustness to Noisy and Misleading Inputs:

ChatGPT must be able to cope with noisy or incorrect input in order to provide accurate and correct responses. It can handle and flag off topic, redirect the subject if necessary, request clarification etc.

8. User Feedback and Interaction Improvement:

Enhancements to user-feedback driven chatbot response adaptation. Reinforcement learning, active learning and user modelling approaches could be established to enhance the responsiveness (and flexibility) of this model.

9. Privacy and Security Concerns:

Ensuring ChatGPT's Security and Privacy is a Challenge in the future. Researchers need to come up with strategies to secure privacy and confidentiality of the users, avoid data leakage from happening in sensitive zones while still being useful, as well as counter the threats.

VI. CONCLUSION

Finally, this research gives valuable information on the possibilities and challenges of research on ChatGPT in various industries in Pakistan. Through a survey of 200 respondents, it showed that it has tremendous potential for use in customer care, virtual assistance, content generation, education, translation, information retrieval, productivity, writing and mental health care. ChatGPT is to a large extent perceived by respondents as extremely comfortable, useful, and rewarding in educational institutions, research institutions, software firms, and health facilities.

Future studies should widen the sample and include a variety of individuals, while considering study constraints (sample size, self-report). Mitigation of bias, model stability, and scalability are essential.

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