

Chapter 3


AI–Powered Complaint Management Adoption and Its Influence on Patient Retention in Dental Healthcare Settings

Alaa Abdulkareem Ghaleb Almado
 <http://orcid.org/0009-0004-9524-3642>

*Department of Business Administration,
College of Administration and
Economics, University of Baghdad, Iraq*

Sarab Jawad Mohammed Al-Obaidi
 <http://orcid.org/0009-0005-2168-7491>

*Department of Industrial Management,
College of Administration and
Economics, University of Baghdad, Iraq*

Sarah Ali Saeed Alameri
 <http://orcid.org/0000-0002-6587-6527>


*Department of Business Administration,
College of Administration and
Economics, University of Baghdad, Iraq*

Ahmed Abbas Hammadi
 <http://orcid.org/0000-0003-3767-3420>

*College of Administration and
Economics, University of Fallujah, Iraq*

Eshaq Youssef Hamdan

*Department of Business Administration,
College of Administration and
Economics, University of Samarra, Iraq*

Arafat Naser Jasim Alyousuf
 <http://orcid.org/0000-0003-1153-8618>

University of Basrah, Iraq

Saadiyah Owaid Awni

*Technical Institute of Management,
Middle Technical University, Iraq*

DOI: 10.4018/979-8-3373-8894-6.ch003

Copyright © 2027, IGI Global Scientific Publishing. Copying or distributing in print or electronic forms without written permission of IGI Global Scientific Publishing is prohibited. Use of this chapter to train generative artificial intelligence (AI) technologies is expressly prohibited. The publisher reserves all rights to license its use for generative AI training and machine learning model development.