

2021 Frontiers in Service Conference

Service in the World of Artificial Intelligence and Digital Technologies



Global Institute for
Artificial Intelligence
and Business Analytics



July 9-10, 2021

join by clicking **this Zoom Link:** <https://temple.zoom.us/j/99933920223?pwd=bWZQR3IEdVNCM3JVVaHIBb1dKNkhYdz09>

(same link for the whole conference, plenary and concurrent sessions)

Conference Schedule

Friday, July 9, 2021

*All time in Eastern Standard Time (EST)

All plenary sessions will be livestreamed on Facebook: <https://www.facebook.com/AIMLConference/live/>

8.45 AM – 10.40 AM: Plenary Session,

8.45 AM – 9.00 AM: Welcome by Dean: Ron Anderson

Welcome by Roland Rust and Conference Chair: Xueming Luo

9.00 AM – 10.40 AM: Plenary Session Chair: Roland Rust

9:00 – 9:40 am	Keynote	Jim Spohrer and Jerry Cuomo (IBM) “AI-Powered Automation and the Future of Service”
9:40 – 10:20 am	Keynote	Xueming Luo (Temple) “AIML for Customer Journey Analytics”

10.40 AM – 11.50 PM: Concurrent Sessions 1

	10:40 – 11:00 am	11:05 – 11:25 am	11:30 – 11:50 am
Track A	When and How Do AI Voicebots Work or Backfire? Evidence from Audio Data Analytics and Field Experiments	AI servicescapes: Services innovation through customer-facing intelligent systems	Freelance Orientation in the Sharing Economy: Evidence from Labor Platforms
AI, Chatbot, and Service	Siliang Tong* Nanyang Technological University Zhe Qu Fudan University Zheng Fang Sichuan University	Kathleen J. Kennedy* Hongwei He Panagiotis Sarantopoulos University of Manchester (UK)	Avishek Lahiri* Georgia State University V. Kumar Indian School of Business

Track B

AI and Service,
Customer, Online
Information and
Healthcare

**Engaged versus Exposed: Enhancing the
Effectiveness of Service Education through
Self-Regulated Learning**

Heejae Lee* and Dee Warmath
University of Georgia

**How Artificial Intelligence
Technologies Complement
Transformational Leaders**

Nan Jia*
University of Southern California
Zheng Fang
Sichuan University
Bo Xu
Fudan University

**Service modularization
planning: Developing a decision
support tool for decision-making
rationalization**

Jurga Vesterte*
Vilnius Gediminas Technical
University

Track C

AI, Machine
Learning, Social
Media and Big Data

**Platformization of retailing: the
role of AI in retail platforms
expansions to subscriptions plans
for grocery products**

Eleonora Pantano*
University of Bristol
Daniele Scarpi
University of Bologna

**“LET’S LAUGH ABOUT IT!”:
USING HUMOR TO ADDRESS
COMPLAINERS’ ONLINE
UNCIVILITY**

Mathieu Béal*
Grenoble Ecole de Management

<p>Track D</p> <p>Machine Learning, RDD and Service</p>	<p>Conversational Dynamics: When Does Employee Language Matter?</p> <p>Yang Li* , Grant Packard and Jonah Berger Cheung Kong Graduate School of Business (CKGSB)</p>	<p>Evaluating the Impact of UX Design Using RDD: the Case of Chatbot Disambiguation Dialogues</p> <p>Yang Wang * Temple University Yuran Wang Zhejiang University Xiaoyi Wang Zhejiang University</p>	<p>Identification of Latent Dirichlet Allocation for Theoretical Construct Measurements with Marketing scales</p> <p>Toshikuni Sato* Ishinomaki Senshu University</p>
<p>Track E</p> <p>Customer, Service and IT</p>	<p>Effects of automated social presence on perceptions of service robots</p> <p>Vignesh Yoganathan The University of Sheffield Victoria-Sophie Osburg University of Montpellier Werner Kunz* University of Massachusetts Waldemar Toporowski University of Göttingen</p>	<p>Effects of K-pop celebrities on public communication</p> <p>Linh Hoang Vu* National Economics University Yuhan Wang Excelia Group</p>	<p>Rearranging and Relocating: An Investigation of Changes in Industrial Service Delivery during the COVID-19 Pandemic</p> <p>Mark Hoebertz* and Jens Poepelbus Ruhr-Universitaet Bochum, Germany</p>
<p>Track F</p> <p>Customer Experience, AI and Machine Learning</p>	<p>Data Literacy and Service Design: constructing a common understanding about the quality and validity of research results</p> <p>Mauricio Manhaes* Savannah College of Art and Design Amalia De Götzen Service Design Lab at Aalborg University Nicola Morelli Service Design Lab at Aalborg University</p>	<p>The Challenges and Opportunities of Artificial Intelligence (AI) Chatbots</p> <p>Terrence Chong* and Ting Yu University of New South Wales Debbie Isobel Keeling University of Sussex Ko de Ruyter King's College London and University of New South Wales</p>	<p>Construct a real estate commodity dynamic analysis recommendation system with deep learning algorithm and text comparison system</p> <p>Tsung-Yin Ou and Shih-Chia Wei* National Kaohsiung University of Science and Technology</p>

<p>Track G</p> <p>Online Ad., Service information and Customer Relationship</p>	<p>The Effect of Tradeoff between Personalization and Privacy Concerns on Acceptance towards Personalized Advertising Techniques</p> <p>YUSHI SONG* and Guoxin Li Harbin Institute of Technology, China</p>	<p>Consumer Perception of Sponsored Listing and its Impact on Online Marketplace</p> <p>Kalyan Rallabandi* UCLA Anderson School of Management</p>	<p>Effective Configurations of E-Service Quality Dimensions</p> <p>Andrew Farrell* Aston Business School Matti Jaakkola Alliance Manchester Business School Geoff Durden La Trobe University</p>
<p>Track H</p> <p>Social Networks, Service and Machine learning</p>	<p>Driving factors of Digital Brand Habit</p> <p>Long Nguyen* ,Trang Diem Vo, Ha Uyen Le Tran and Duy Dang-Pham RMIT University, Vietnam</p>	<p>In-Store Digital Projections - How Vividness Impacts Sales</p> <p>Elisa B. Schweiger* , Carl-Philip Ahlbom, Jens Nordfält, Anne Roggeveen, and Dhruv Grewal King's College London</p>	<p>The Brave New World of Cashierless Service Experiences: Implications for Customer Well-Being</p> <p>Rebekka Saak* WHU – Otto Beisheim School of Management Tillmann Wagner WHU – Otto Beisheim School of Management Gianfranco Walsh University of Jena</p>
<p>Track I</p> <p>AI and Service, Customer and Sharing Economy</p>	<p>An Identity-based Model of Chinese Facework in Service</p> <p>Yan-Zhu (Emma) Wang* and James O. Stanworth National Changhua University of Education</p>	<p>The Smartness Highway: Four Roads of Configurations, Value Propositions, and Customer Logics</p> <p>Bieke Henkens* and Katrien Verleye Ghent University Bart Larivière KU Leuven and Ghent University Helen perks Nottingham University Business School</p>	<p>Design for Service Exchange: A Service Design Framework for Human Well-Being</p> <p>Quang Bach Ho Tokyo Institute of Technology Yutaro Nemoto* Tokyo Metropolitan Industrial Technology Research Institute (TIRI)</p>

The Neglected Effects of Online Advertising			
Track J AI and Deep Learning, Big Data and Service	Lin Boldt* University of Central Florida Qing Liu University of Wisconsin-Madison Xiaoyi Wang Zhejiang University	How Device Type Affects Customers' Return Behavior in E-Commerce Alisa Keller* and Dirk Totzek University of Passau	Integrating touchpoints for building personalised customer experience using A.I. Jan H. Bluemel* University of Cambridge
Track K Customer Management, Social Networks and Service	PLACE MEANING IN TRANSFORMATIONAL JOURNEY EXPERIENCE Tali Seger Guttman* Ruppin academic center, Israel Mark Rosenbaum Saint Xavier University, Chicago	The Effects of Firm Privacy Strategy on Firm Performance Outcomes Christopher Schumacher* University of St. Gallen, St. Gallen, Switzerland	How does mobile app shape visitor experience? The case of Cite Memoire Fei Gao* HEC Montréal

12:00 – 12:50 pm	Lunch Break & JSR ERB meeting	JSR ERB meeting (invitation only in the Zoom break room)
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1.00 PM – 2.20 PM: Plenary Session

Session Chair: Ed Rosenthal

1:00 – 1:40 pm	Keynote	Russell Belk (York) “Promethean Shame vs. Human Exceptionalism: Sex Robots as Consumer Goods & Services”
1:40 – 2:20 pm	Keynote	Ming-Hui Huang (NTU)/Roland Rust (Maryland) “Female Advantage from Artificial Intelligence”

2.40 PM – 3.50 PM: Concurrent Sessions 2

02:40 – 03:00 pm

03:05 – 03:25 pm

03:30 – 03:50 pm

Track A

AI, Chatbot, and
Service

**Impact of Language Style on
Experience with Mr. Chatbot: Role
of Emotional Intelligence**

Do The Khoa*
National Tsing Hua University

**Co-creation misalignments in
innovative healthcare services**

Henriikka Seittu*
Aalto University

**Don't role your eyes at me! How
anthropomorphic markers in text-
based chatbots shape perceptions of
service outcomes, explored through
role theory**

Joseph Ollier*
ETH Zurich

Track B

AI and Service,
Customer, Online
Information and
Healthcare

**Acute Scarcity as An Opportunity
For Service Providers to Leverage
to Accelerate Consumers' Financial
Goal Setting**

Pan-Ju Chen* and Dee Warmath
University of Georgia

**Transformative or Troubling – The
Effect of Online Information on
Physician-Patient Interaction
Quality**

Gianfranco Walsh
Friedrich-Schiller-Universität Jena
Betsy B. Holloway*
Samford University

**Driving engagement in platform
business users: The interdependence of
psychological
ownership and actor engagement**

Jonathan Baker*
Auckland University of Technology
Tresa Kearney
University of Liverpool
Gauri Laud
University of Tasmania
Maria Holmlund
Hanken School of Economics

<p>Track C</p> <p>AI, Machine Learning, Social Media and Big Data</p>	<p>Growing appetite for the wrong services? Investigating the destructive potential of health-related social media for consumers' well-being</p> <p>Gianfranco Walsh and Vivienne Schünemeyer* University of Jena, Germany Tillmann Wagner WHU, Germany Mario Schaarschmidt University of Koblenz-Landau, Germany Zhiyong Yang The University of North Carolina Greensboro, USA</p>	<p>Improving Services with Information-Seeking Argument Mining</p> <p>Bernd Skiera and Shunyao Yan* Goethe University Frankfurt Johannes Daxenberger, Marcus Dombois, and Iryna Gurevych Technical University Darmstadt</p>	<p>Stopping the Spread: The Role of Blame Attributions and Service Provider Measures in Curbing C2C Misbehavior Contagion</p> <p>Ilias Danatzis* and Jana Möller King's College London Freie Universität Berlin, Germany</p>
<p>Track D</p> <p>Machine Learning, RDD and Service</p>	<p>When Brands Start Talking: The Role of Voice and Speech in Brand Perception</p> <p>Maximilian Bruder* University of Augsburg Michael Paul</p>	<p>When Friends Are Watching You – The Effects of Customer Participation in Service Recovery during a Group Service Failure</p> <p>Kira Marie Heimann* and Nicola Bilstein Bielefeld University</p>	
<p>Track E</p> <p>Customer, Service and IT</p>	<p>Smart, Smarter, Dumb: Legal Obligation versus Voluntary Commitment to Provide Service Updates and Their Impact on Consumers' Behavioral Intentions</p> <p>Melina Schlee* , Nicola Bilstein, Paul Schrader and Christian Stummer Bielefeld University, Germany</p>	<p>Impacts of customer relationship management on value creation for the public transport services in France</p> <p>Simon Louis Dit Guérin Excelia Group Linh Hoang Vu* National Economics University</p>	<p>Back to nature: the role of mindful observation in automated driving contexts</p> <p>Frederica Janotta* The Catholic University of Eichstätt-Ingolstadt (KU)</p>

<p>Track F</p> <p>Customer Experience, AI and Machine Learning</p>	<p>Establish E-commerce Product Auto-Labeling System and Purchase Recommendation AI System</p> <p>Tsung-Yin Ou and Chia-Wei Chen* National Kaohsiung University of Science and Technology</p>	<p>Do Consumers Care About Job Loss? Effect of AI Automation on Consumers Willingness to Pay</p> <p>Nick Goh King's College London Yusuf Oc* King's College London</p>	<p>Customer Participation in Service Recovery: The Roles of Individual-Psychological Characteristics and Organizational Support</p> <p>Meteb ALOTAIBI* , Mahmoud Saleh and Samiha Mjahed College of Business Administration, King Saud University Walid Chaouali International Institute for Higher Education in Morocco</p>
<p>Track G</p> <p>Online Ad., Service information and Customer Relationship</p>	<p>Scan Based Trading and Bargaining Equilibrium:A Structural Estimation of Channel Surplus</p> <p>Stanley Lim* University of San Diego School of Business</p>	<p>Social Media Marketing and Consumer-Brand Identification</p> <p>Wen-Min Cheng*, Zhao-Hong Cheng Min-Hsin Huang and Chiao-Wen Cheng National Sun Yat-sen University, Taiwan</p>	<p>In Giving We Receive – Service Designs that Elevate Human Experience in the COVID-19 World</p> <p>Elina Tang* Northern Illinois University Christopher Phillips Blocker Colorado State University</p>
<p>Track H</p> <p>Social Networks, Service and Machine learning</p>	<p>The Impact of Gig Economy on the Product Quality through the Labor Market: Evidence from Ride-sharing and Restaurant Quality</p> <p>minkyu shin* , Jiwoong Shin Soheil Ghili and Jaehwan Kim Yale School of Management and Korea University</p>	<p>Economic Significance of High-Frequency Objective Service Metrics and Post-Purchase Surveys</p> <p>Jihoon Cho* Kansas State University</p>	<p>Service Exclusion: Understanding How Asymmetric Power Relations cause Ineffective Service Exchange</p> <p>Sajith Siriwardana*, Gauri Laud, and Rajesh Rajaguru Tasmanian School of Business and Economics, University of Tasmania</p>

<p>Track I</p> <p>AI and Service, Customer and Sharing Economy</p>	<p>Understanding the linkages between relationship length and contributions to charity. The moderating role of donation frequency</p> <p>Ana Minguez* University of Zaragoza</p>	<p>From Recommendation to Habit: A Framework for the Routinization of Iterative Healthcare Recommendations</p> <p>Jennifer Taylor* and Katherine Roberto Texas A & M University - Corpus Christi</p>	<p>Transformative Sharing Services at the Base of the Pyramid segment</p> <p>Daud Nayer* , Amin Nazifi and Alan Wilson University of Strathclyde</p>
<p>Track J</p> <p>AI and Deep Learning, Big Data and Service</p>	<p>Consumer & Chatbot: An experimental study on the factors influencing human experience and provoking consumer response</p> <p>Sandreen Hitti* Neoma Business School</p>	<p>Exploring Customer Motivation to Participate in a Service Recovery</p> <p>Gurbir Singh* Indian Institute of Management Amritsar</p>	<p>A study on Optimal Tenant Combinations in Shopping District</p> <p>Shao-Chieh Liu* National Sun Yat-sen University</p>
<p>Track K</p> <p>Customer Management, Social Networks and Service</p>	<p>Changing Social Norms Around Tipping</p> <p>Shanyu Kates* and Paul Fombelle Northeastern University</p>	<p>Reading the Tea Leaves: The Role of Self-Determination Theory and the Socio-Ecological Model in Help-Seeking Behavior</p> <p>Dee Warmath* , Andrew Winterstein and Susan Myrden University of Georgia</p>	<p>Customer Engagement in Technology-Driven Service Systems</p> <p>Liliane Abboud* and Jamie Burton The University of Manchester Helen Bruce Lancaster University, UK</p>

4.10 PM – 5.00 PM: Plenary Panel Discussion A

4:10 – 5:00 pm	Keynote Panel	<p>“AIML research on text/image/audio/video data analytics in marketing, advertising, service, retail, e-commerce: A” (Pedro Ferreira, CMU, Bernd Skiera, Goethe U. Beibei Li, CMU, Xueming Luo, Temple)</p> <p>Each panel will start with 5 min of their own AIML research domains on text/image/audio/video data analytics in marketing, advertising, service, retail, e-commerce, then open up to audience for Q&A.</p>
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Saturday, July 10, 2021

*all time in Eastern Standard Time (EST)

9.00 AM – 10.40 AM: Plenary Session

Session Chair: Yang Wang

9:00 – 9:40 am	Keynote	<p>Gary Bridge: (former VP, Cisco) How the future of technology will change service</p>
9:40 – 10:20 am	Keynote	<p>Dhruv Grewal (Babson) “The Future of Marketing and Technology: The Age of AI and Robots”</p>

10.40 AM – 11.50 AM: Concurrent Sessions 3

10:40 – 11:00 am

11:05 – 11:25 am

11:30 – 11:50 am

**AI Assistance, Employee Creativity,
And Job Performance: Evidence From
A Field Experiment**

Track A
AI Assistance, Brand,
Consumer, Channel
and Service

**The Effect of Communication
Appeals on Consumers'
Showrooming Decisions**

Janina Kleine*
University of Augsburg

Nan Jia
Marshall School of Business, University
of Southern California
Han Chen*
Fox School of Business, Temple
University
Zheng Fang
Sichuan University

**The relationship between health
literacy and patient adherence**

Judit Simon* and Zsuzsanna Kun
Corvinus University of Budapest

Track B
Big Data, COVID-19
and AI

**The Impact of Brand Activism
(Black Lives Matter) on Social
Media: A Natural Experiment and
Machine Learning Approach**

Marco Shaojun Qin, Yang Wang and
Eric Yu Kou*
Temple University

**The dual threat of COVID-19 to health
and job security - exploring the role of
mindfulness in sustaining frontline
employee-related outcomes**

Junyi Xie* , Keme Ifie and Thorsten
Gruber
Loughborough University

**Customer-salesperson interaction
technologies:
Are robo-advisors replacing
personal selling in financial
services?**

Goetz Greve* and Frederike Meyer
HSBA Hamburg School of Business
Administration

<p>Track C</p> <p>Customer Experience, AI and Service</p>	<p>Human-Centricity as a Strategic Core Value in an AI Dominated World</p> <p>Ajit Mathur* Right Culture</p>	<p>Can We Provide Access to Ownership? Consumer Response to Internal Hardware Upgrading</p> <p>Janina Garbas*, Sebastian Schubach and Jan H. Schumann University of Passau Martin Mende and Maura L. Scott Florida State University</p>	<p>Operational issues and solutions of sharing-service business model: Based on the service triad framework</p> <p>Sooyun Kim* Yonsei University and Korea Aerospace University</p>
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<p>Track D</p> <p>Digital Service and Sharing Economy</p>	<p>The Role of Bricolage in the Co- creation of Services at the BoP</p> <p>Karla Cabrera* and Javier Reynoso EGADE Business School</p>	<p>What if the challenge is to use customer service in a fan's community? Will it make the difference?</p> <p>Carla Carvalho Dias* Practitioner</p>	<p>An Instrument for Measuring Receptiveness to Technology- Based Innovations Rooted in a Technology Readiness Model Framework</p> <p>Charles Colby* Rockbridge Associates, Inc.</p>
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<p>Track E</p> <p>AI, Deep learning, Healthcare, and Financial Service</p>	<p>Is sharing really caring? Examining the effects of voluntary social initiatives in peer-initiated online brand communities</p> <p>Amy Wong and Marcus T. H. Lee* Singapore University of Social Sciences</p>	<p>When Robots are better than humans: examining consumers- Service-Robots interactions in embarrassing encounters</p> <p>valentina pitardi* University of Portsmouth Jochen Wirtz NUS Stefanie Paluch RWTH Aachen University Werner Kuntz University of Massachusetts</p>	<p>Financial Services for the Financially Vulnerable: Discrimination against the Underbanked</p> <p>Kimberly Hutcheson* and Thomas L. Baker University of Alabama</p>
<p>Track F</p> <p>Robotics, Customer Value, Service Management</p>	<p>Service Ecosystem Dynamics: A Systematized Review, Conceptual Synthesis, and Future Research Directions</p> <p>Nabila As'ad* and Lia Patrício INESC TEC and Faculty of Engineering, University of Porto, Portugal Kaisa Koskela-Huotari Stockholm School of Economics, Sweden Bo Edvardsson CTF, Service Research Centre, Karlstad University, Sweden</p>	<p>Bidirectional agency relationships in solution selling: The impact on customers' acceptance of performance- based pricing</p> <p>Eva Kropp* and Dirk Totzek Universität Passau</p>	<p>Shedding More Light on Customer Value: A Meta-Analysis</p> <p>Pirmin Bischoff* and Jens Högrevé KU Eichstätt Ingolstadt Nicola Bilstein Universität Bielefeld Katrien Verleye Ghent University</p>

Track G

AI and Service, Big
Data and Service,
Retailing, Workplace
and Employees

**Optimization of Travel Package
Via AI Algorithm**

Wen-Hao Wu*
National Sun Yat-sen University

**Double-edged Effects Of Artificial
Intelligence For Emotional Labor: The
Moderating Role Of Emotion Valence
And Consumer**

Yuqian Chang*
Rutgers University
Zheng Fang, Sichuan University He Peng
Fudan University
Jaakko Aspara
Haken School of Economics

**Introducing the New Marketing
Mavens: Pop-Up Shops in
Contemporary Retailing**

Mark Rosenbaum*
Saint Xavier University
Karen Edwards
University of South Carolina

Track H

Live Streaming,
Customer, Employees
and Service

**Community Gifting and
Recipients' Engagement with Peers
and Influencers: A Natural
Experiment of Live Streaming
Platform**

Yang Wang
Temple University
Alexander Chaudhry
Southern Utah University
Erya Ouyang*
Temple University

**The Dark Side of Transformative
Services: How Customers' Lack of
Effort Affects Frontline Employees**

Maximilian Lex* and Tillmann Wagner
WHU – Otto Beisheim School of
Management
Gianfranco Walsh
University of Jena

**Solving the Mystery about
Mystery Deals – How the
Resolution of Mystery Deals
Impacts Consumers' Loyalty
Intentions**

Florian Brodschelm* , Sebastian
Schubach and Jan Hendrik
Schumann
Universität Passau

<p>Track I</p> <p>Robotics, Service, Customer, and Prosocial Behavior</p>	<p>Exploring Models, Traces and Driving Forces of Service Ecosystem Evolution</p> <p>Mingyi Liu* Harbin Institute of Technology</p>	<p>When is it OK to attack a healthcare professional? The effect of aggressor and victim characteristics on the justification of aggression against nurses</p> <p>dana yagil* and Hana Dayan Human Services</p>	<p>Intimacy Matters: Portfolio Strategy of Robots' Service Quality</p> <p>Ai-Hsuan Chiang* and Szu-Yu Chou Ming Chuan University</p>
<p>Track J</p> <p>Human and Robots, Customer and Service, Digital Experience</p>	<p>Beyond Presence: Creating Attractive Online Retailing Stores through the Cool AR Technology</p> <p>Yiwei Li*, Min Zhang and Yuzhuo Li Tianjin University Xingyao Ren Nankai University</p>	<p>Digital engagement: Advancing the engagement concept for its application with technology actors</p> <p>Carina Benz* Lara Riefle Gerhard Satzger Karlsruhe Institute of Technology</p>	<p>When Do Consumers Perceive Betrayal</p> <p>Noelle Chung* NEOMA Business School</p>

<p>Track K</p> <p>Healthcare, Social Media, Customer and Employee, AI and Text-Ming</p>	<p>infertility – Patients’ motives to use social media and the role of social influencers</p> <p>Jana Grothaus*, Sarah Koecher, Sören Köcher, and Hartmut H. Holz Müller TU Dortmund University</p>	<p>AI HEALTHCARE START-UPS IN INDIA: CHALLENGES AND THE WAY FORWARD</p> <p>Hufrish Majra* Chetana's Institute of Management and Research, Mumbai, India Mr. Kuldeep Singh Tanwar, Lead Data Scientist, LafargeHolcim, Mumbai, India</p>	<p>Mapping service value: A text-mining approach</p> <p>Yuliya Kolomoyets* Modul University Vienna, Austria</p>
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12:00 – 12:50 pm	Awards ceremony and Next year host	For all participants
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1.00 PM – 2.20 PM: Plenary Session

Session Chair: Roland Rust

1:00 – 1:40 pm	Keynote	<p>Saurabh Mishra (CEO of Taiyō) “Artificial Intelligence and The Service Economy: Informing Dynamic Corporate and Policy Decisions in an Interconnected World”</p>
1:40 – 2:20 pm	Keynote	<p>Bob Meyer (Wharton) “The AI-driven consumer: How technology is altering consumer choice processes”</p>

2.40 PM – 3.50 PM: Concurrent Sessions 4

02:40 – 03:00 pm

03:05 – 03:25 pm

03:30 – 03:50 pm

Track A

AI Assistance,
Brand, Consumer,
Channel and Service

**Integrating transformative service
research and social innovations to
improve well-being of accused
witches in Ghana**

Isaac Ofori-Okyere* , Farag Edghiem
and Mohammed Ali
Takoradi Technical University
Institute of Management Greater
Manchester

**The Influence of Digitalization on
Customer Experience in Complex
Service Settings: A
Focus on the Insurance Industry**

Maarten Bosma* and Laurence
Dessart
University of Liège

**The impact of temporal structures on
the temporal schemata of
students during COVID-19: Why do
they behave the way they do?**

Selien Vancaillie*, Paul Gemmel and
Melissa De Regge
Ghent University

Track B

Big Data, COVID-19
and AI

**Impacts of Ads Assortment Size and
Attractiveness on Online Service
Search**

Ming Cheng* and Zhen Zhu
Suffolk University
Chris K. Anderson
Cornell University

**Co-creating Value from the
Middle Managers' Perspective: A
new Service Environment through
Humans and technologies**

Lucio Lescano Duncan*
CAME, School of Middle
Management

**Competing for Recommendations:
The Strategic Impact of Personalized
Product
Recommendations in Online
Marketplaces**

Bobby Zhou*
University of Maryland
Tianxin Zou
University of Floridaand

<p>Track C</p> <p>Customer Experience, AI and Service</p>	<p>Glimpse into the future experience: When is virtual reality sampling beneficial?</p> <p>Helen Chun* Cornell University Eunsoo Baek The Hong Kong Polytechnic University Deborah MacInnis University of Southern California</p>	<p>We Know Whats Best for Our Customers! Exploring the Engineering Mindset in Service Innovation</p> <p>Martin Ebel*, Sebastian Knop and Robin Merchel Ruhr-Universität Bochum</p>	<p>Cultural Co-production and the Roles of Creative Technologies</p> <p>Tracy Harwood* Institute of Creative Technologies, De Montfort University Tony Garry University of Otago</p>
<p>Track D</p> <p>Digital Service and Sharing Economy</p>	<p>Ambassadors of service. How services provide by Venezuelans migrants are innovating in service design, transforming culture and creating value</p> <p>Maria Mercedes Henriquez de Urdaneta* and Ylguin Enrique Urdaneta Bohorquez Universidad de Piura Universidad de Navarra</p>	<p>Patient involvement through appHealth encounters – the effects on health-care professionals’ role</p> <p>Nicklas Salomonson* , Per Echeverri and Markus Felleson University of Borås and Karlstad university</p>	<p>Competence or Benevolence? A Race between AI and Human Managers in Employee Performance Evaluations and Feedback</p> <p>Marco Shaojun Qin* Temple University Nan Jia University of Southern California Zheng Fang Sichuan University</p>

<p>Track E</p> <p>AI, Deep learning, Healthcare, and Financial Service</p>	<p>Evolution of Artificial Intelligence in Services: Impact on Service Failure</p> <p>K. Sivakumar* Lehigh University</p>	<p>PREDICTING MOBILE APP DROP: A SCALABLE MACHINE LEARNING APPROACH</p> <p>Venkatesh Shankar* Unnati Narang Shreya Shankar Texas A&M University</p>	<p>It is my Fault! The mediating effect of guilt on the relationship between customers' self-attributed failures and service outcomes</p> <p>Maria Susana Jaramillo Echeverri* The University of Memphis Thomas L. Baker University of Alabama</p>
<p>Track F</p> <p>Robotics, Customer Value, Service Management</p>	<p>Human-Robotic Psychology: The Influence of Speciesism on Human-Robot Interaction</p> <p>Jorge Fiestas Lopez Guido* , Peter Popkowski-Leszczyc and Nicolas Pontes UQ Business School Sven Tuzovic Queensland University of Technology</p>	<p>Smart mobility: The urban consumers' travelling and mobility behavior patterns</p> <p>Kristina Heinonen* , Volker Kuppelwieser and Tang Huamei Hanken School of Economics</p>	<p>The effects of communication style on relational outcomes in interactions between customers and embodied conversational agents</p> <p>Michelle van Pinxteren* and Mark Pluymaekers Zuyd University of Applied Sciences Jos Lemmink Maastricht University</p>

<p>Track G</p> <p>AI and Service, Big Data and Service, Retailing, Workplace and Employees</p>	<p>Transforming Service Systems to Support Wellbeing: a Case Study of Refugee Support Services in the UK</p> <p>Amir Raki* and Ilma Nur Chowdhury The University of Manchester</p>	<p>A COR perspective on Burnout and CWBs among Generation Z FLEs</p> <p>Elaine Wallace* National University of Ireland Galway Joseph Coughlan Maynooth University</p>	<p>Rethinkink, through service design techniques, the use of voting information in the citizens' journey through augmented reality</p> <p>Magali Dubosson* Emmanuel Fragnière Randolf Ramseyer Antoine Widmer University of Applied Sciences Western Switzerland</p>
<p>Track H</p> <p>Live Streaming, Customer, Employees and Service</p>	<p>Whole-person Services: Identifying the synergies in well-being across life domains</p> <p>Jordan Bell* University of Georgia</p>	<p>Defining, Measuring, and Managing Networked Customer Experience: A Multi-Method Study of Mobile Payment Apps in Retail Settings</p> <p>Nandini Nim* Georgia State University V.Kumar Indian School of Business</p>	<p>Exploring the Relationship between Human Employees and Service Robots</p> <p>Sanjit K. Roy* The University of Western Australia Gaganpreet Singh and Sudip Patra O. P. Jindal Global University</p>

<p>Track I</p> <p>Robotics, Service, Customer, and Prosocial Behavior</p>	<p>Artificial intelligence in service companies</p> <p>Michaela Friedrich* Fraunhofer IAO</p>	<p>Governance Mechanisms for Service Innovation: A case study of public sector digital transformation</p> <p>Hamish Simmonds* Australian National University</p>	<p>Hey Alexa, can I trust you? Examining the variables influencing the users' trust and usage of AI-based voice assistants</p> <p>Valentina Pitardi* University of Portsmouth (UK) Hannah Marriott Cardiff Metropolitan University (UK)</p>
<p>Track J</p> <p>Human and Robots, Customer and Service, Digital Experience</p>	<p>Is our Service Transformative? Case Studies of Services that Prioritize the Well-Being of Customers and Methodologies for Assessment</p> <p>Charles Colby Gina Woodall Hilary Ross-Rojas* Rockbridge Associates, Inc.</p>	<p>Understanding and managing the holistic patient experience to improve patient well-being and healthcare service delivery</p> <p>Sofia Amorim Lopes*, Cláudia Simões, Joana César Machado and Patricio Costa School of Management and Economics, University of Minho</p>	<p>Transparency in Human-Computer Collaboration: Should I Know What My Computer Is Thinking?</p> <p>Michael Vössing*, Niklas Kühl, and Gerhard Satzger Karlsruhe Institute of Technology</p>

**CUSTOMER MISBEHAVIOR:
POWER AND THE DARK
TRIAD**

Track K

Healthcare, Social
Media, Customer and
Employee, AI and
Text-Ming

**AI Enhanced Consumer Journey
Model**

Bu-nga Chaisuwan* and Marissa
Chantamas
NATIONAL INSTITUTE OF
DEVELOPMENT
ADMINISTRATION (NIDA)

Samiha Mjahed Hammami* and
Heyam Abdulrahman Almousa
College of Business Administration,
King Saud University, KSA
Walid Chouali
International Institute for Higher
Education in Morocco
José Verissimo
ISEG Lisbon School of Economics
and Management, Portugal
Lloyd Harris
University of Birmingham, United
Kingdom

**Hey, I am Taking Over this Profile!
Fostering Customer Engagement and
Development of Meaningful
Relationships through Social Media
Employee Takeover**

Valeria Penttinen*
Hanken School of Economics

4.10 PM – 5.00 PM: Plenary Panel Discussion B

4:10 – 5:00 pm	Keynote Panel	<p>“AIML research on text/image/audio/video data analytics in marketing, advertising, service, retail, e-commerce: B” (Sonny Tambe, Wharton, Venky Shankar, TAMU, Martin Mende, FSU, moderated by Xueming Luo, Temple)</p> <p>Each panel will start with 5 min of their own AIML research domains on text/image/audio/video data analytics in marketing, advertising, service, retail, e-commerce, then open up to audience for Q&A.</p>
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Keynotes Bios:



Jim Spohrer is a [computer scientist](#) best known for having led the development of the service science initiative, which brought thinking from computer science and engineering into the service research field. Before retiring from IBM at the end of June, Spohrer was Director, Cognitive OpenTech for IBM. He was previously the Director of IBM Global University Programs Worldwide, and Director of Almaden Services Research with IBM at the [IBM Almaden Research Center](#). His research group received IBM awards for modeling customers and mapping global service systems including performance measures, costing and pricing of complex, inter-organizational service projects, analytics and information service innovations, process improvement methods, and innovation foresight methods, amongst others. Spohrer was the Chief Technology Officer for IBM Venture Capital Relations, and was a Distinguished Scientist in Learning Research at Apple Computer. Spohrer earned a B.S. in Physics from MIT, and a Ph.D. in Computer Science/Artificial Intelligence from Yale.



Jerry Cuomo is currently the CTO of AI Automation at IBM, as well as Vice President Blockchain Technologies leading the definition of IBM Blockchain strategy, offerings and customer engagement methodology. Holding the title of IBM Fellow, he is one of the founding fathers of IBM WebSphere Software. At IBM, Cuomo has led projects in the areas of API Economy, Mobile computing, Cloud computing, Web Application Servers, Java, TCP/IP, real-time collaboration software, and high-performance transactional systems. Cuomo currently has filed for over 50 US patents for IBM. Jerry continues to be a visible spokesperson for IBM in emerging business and technology areas.



Xueming Luo is the Charles Gilliland Distinguished Chair Professor of Marketing, Professor of Strategy and MIS, and Founder/ Director of the Global Institute for Artificial Intelligence & Business Analytics (formerly known as Global Center for Big Data and Mobile Analytics) in the Fox School of Business at Temple University. His research focuses on integrating artificial intelligence, 5G/AR/VR business applications, big data machine learning, and field experiments to model, explain, and optimize customer behaviors, company strategies, and platform economy. He leverages text/audio/image/video data on digital marketing, personalized recommendations, promotions, competitive pricing, omnichannel, and social media networks. Xueming has worked with leading global companies in mobile communications, banking, e-commerce, health care, education, pharmaceutical, and petroleum industries. His research has been featured by most top-ranking journals in Marketing, Strategy, Information Systems, and Management, as well as popular trade presses such as the Harvard Business Review, MIT Sloan Management Review, Wall Street Journal, ScienceDaily, Financial Times, and others. <https://www.fox.temple.edu/about-fox/directory/xueming-luo/>



Robert Meyer is the Frederick Ecker/Metlife Professor of Marketing and Director of Risk Management and Decision Processes Center at the Wharton School of the University of Pennsylvania. He is former editor-and chief of the Journal of Marketing Research, and is Senior Editor of the

Journals of the American Marketing Association. His research focuses in a number of domains of consumer decision making, including choice under risk and uncertainty, and how technology is altering choice processes. He is the recent co-author of *the Ostrich Paradox: Why we Underprepare for Disasters*. <https://marketing.wharton.upenn.edu/profile/meyerr/>



Ming-Hui Huang is Distinguished Professor of AI (artificial intelligence) and service at National Taiwan University. She is the first and only Asian-based fellow of European Marketing Academy (EMAC), International Research Fellow of the Centre for Corporate Reputation, University of Oxford, UK, and Distinguished Research Fellow of the Center for Excellence in Service, University of Maryland, USA. She specializes in interdisciplinary research, with publications encompassing both academic and managerial journals in Marketing, Information Systems and Strategy, such as the J. of Marketing, J. of the Academy of Marketing Science (JAMS), Marketing Science, Harvard Business Review, MIT Sloan Management Review, California Management Review, J. of Service Research (JSR), International Journal of Research in Marketing (IJRM), J. of Management Information Systems, Decision Sciences, J. of Consumer Psychology, J. of Retailing, and Information & Management. She is Editor-in-Chief of JSR, the 11th highest-cited business journal, Associate Editor of IJRM, Information & Management, and Communications of the Association for Information Systems, and serves on the editorial boards of J. of Marketing, JAMS, Int'l J. of E-Commerce, and J. of Strategic Information Systems. <https://management.ntu.edu.tw/en/IM/faculty/teacher/sn/12>



Roland T. Rust is Distinguished University Professor and David Bruce Smith Chair in Marketing at the Robert H. Smith School of Business at the University of Maryland, where he is founder and Executive Director of the Center for Excellence in Service. His lifetime achievement honors include AMA's Lovelock Award for career contributions to service research, the AMA Irwin/McGraw-Hill Distinguished Marketing Educator Award, the EMAC Distinguished Marketing Scholar Award, Fellow of the INFORMS Society for Marketing Science, the Paul D. Converse Award. He served as Editor of the Journal of Marketing, founded the annual Frontiers in Service Conference, was founding Editor of the Journal of Service Research, and served as Editor of the International Journal of Research in Marketing (IJRM). He has consulted with many leading companies worldwide, including such companies as American Airlines, AT&T, Comcast, Dow Chemical, DuPont, Eli Lilly, FedEx, Hershey, Hewlett-Packard, IBM, Lockheed Martin, Microsoft, NASA, NCR, Nortel, Procter & Gamble, Sears, Sony, Starwood, Tata, Unilever, and USAA.
<https://www.rhsmith.umd.edu/directory/roland-rust>



Gary Bridge came to the business world via Academe. While teaching social and organizational psychology at Columbia University, he started a consulting practice that helped technology companies navigate risky strategic decisions. IBM acquired that company during Big Blue's historic turnaround, which was marked by a strategic shift from mainly products to mainly services. Later, Bridge served as Senior Vice President and Global Lead for Cisco System's strategic consulting arm, the Internet Business Solutions Group, which combined competitive strategy, advanced technology, and process re-engineering to fuel innovation in many of the world's largest enterprises and governments. Today, Bridge is an investor and works with software companies to accelerate innovation and align strategy with a rapidly changing competitive environment. He also pursues a research agenda that focuses on the role of technology, particularly artificial intelligence, in service interactions. Bridge holds degrees in Economics (BA) and Experimental Social Psychology (MA, Ph.D.) from the University of California, Los Angeles (UCLA) and has been associated with a number of think tanks, including the RAND Corporation, Battelle, and the Defense Advanced Research Projects Agency (DARPA).



Dhruv Grewal is the Toyota Chair in Commerce and Electronic Business and a Professor of Marketing at Babson College. His research and teaching interests focus on the broad areas of value-based marketing strategies, retailing, pricing and services. He currently serves on numerous editorial review boards, such as Journal of Marketing (AE), Journal of Marketing Research, Journal of the Academy of Marketing Science (AE), Journal of Service Research and the advisory board for Journal of Retailing. He is listed in The World's Most Influential Scientific Minds, Thompson Reuters 2014 and 2020. He was awarded 2020 (Inaugural) Bala Iyer Award for Lifetime Achievement in Scholarship (Babson College), 2017 Robert B. Clarke Outstanding Educator Award (Marketing Edge formerly DMEF), the 2013 University wide Distinguished Graduate Alumnus from his alma mater Virginia Tech. He has taught executive seminars/courses and/or worked on research projects with numerous firms, such as Dell, ExxonMobil, IRI, McKinsey, Motorola and Goodyear Tire & Rubber Company. <https://www.babson.edu/academics/faculty/faculty-profiles/dhruv-grewal.php>



Saurabh Mishra is the CEO of Taiyō, an enterprise AI platform that aggregates, predicts, and visualizes the world's data to help multinational companies become more resilient. He is the former head of Stanford University's AI Index Program, Institute for Human-Centered AI, where he helped shape global AI policy. He also served as an economist at the World Bank, IMF, and IFC, pioneering research at the intersection of international economics, artificial intelligence, and decision-making. Dr. Mishra received a BA in Economics, and an MS in Applied Economic and Finance from the University of California Santa Cruz, and a PhD in Reliability Engineering from the University of Maryland, College Park.



Russell Belk is York University Distinguished Research Professor, Royal Society of Canada Fellow, and Kraft Foods Canada Chair in Marketing at the Schulich School of Business in York University. His research involves the extended self, meanings of possessions, collecting, gift-giving, sharing, digital consumption, and materialism. He co-initiated the Association for Consumer Research (ACR) Film Festival, the Consumer Culture Theory (CCT) Conference, and the Consumer Behavior Odyssey. He is past president and fellow in ACR and has over 700 publications including more than 30 in *Journal of Consumer Research*. This work is primarily qualitative and is often conceptual, visual, and cultural.

<https://schulich.yorku.ca/faculty/russell-w-belk/>

Keynote Panelists:

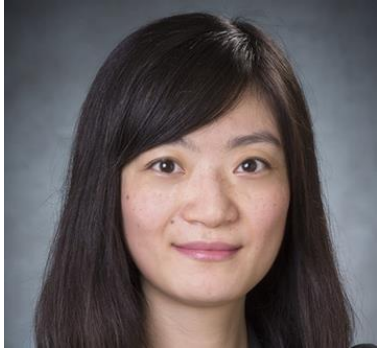


Pedro Ferreira is an Associate Professor at the Heinz College, Carnegie Mellon University. His research focuses on how people use technology to consume experience goods and influence others to do so. He focuses on the application of robust empirical identification methods to analyze large datasets obtained from in-vivo large-scale network-centric randomized field experiments. Pedro has also developed work on the impact of information and communication technologies on educational outcomes. He has published extensively in the top journals in Information Systems (Management Science, MISQ and ISR) and Marketing (Marketing Science, JMR). He is the recipient of the 2018 Information Systems Society Sandy Slaughter Early Career Award. <https://www.heinz.cmu.edu/faculty-research/profiles/ferreira-pedro/>



Prasanna (Sonny) Tambe is an Associate Professor of Operations, Information and Decisions at the Wharton School at the University of Pennsylvania. His research focuses on the economics of technology and labor. Recent projects study 1) how firms compete for software developers and 2) how AI and data science are transforming HR management. This research has won a number of awards, including the Best Published Paper in Information Systems Research and two

papers have been nominees for the Best Published IS Paper in Management Science. Professor Tambe received his S.B. and M.Eng. from the Massachusetts Institute of Technology and his Ph.D. from the Wharton School of the University of Pennsylvania. <https://oid.wharton.upenn.edu/profile/tambe/>



Beibei Li is the Anna Loomis McCandless Chair and Associate Professor of IT & Management at Carnegie Mellon University. She has extensive experience at leveraging large-scale observational data analytics and experimental analysis with a strong focus on modeling individual user behavior across online, offline and mobile channels for decision support. She is the winner of nine Best Paper Awards and is recipient of over \$3M research awards and grants. Beibei has won the INFORMS ISS Sandy Slaughter Early Career Award. She is also the winner of the INFORMS ISS Nunamaker-Chen Dissertation Award and the ACM SIGMIS Dissertation Award. <https://www.heinz.cmu.edu/faculty-research/profiles/li-beibei>



Martin Mende is Professor of Marketing and the Jim Moran Professor of Business Administration at Florida State University. His research focuses on consumer-based strategy and transformative consumer/service research and has appeared in the Journal of Marketing Research, Journal of the Academy of Marketing Science, Journal of Consumer Psychology, Journal of Service Research, Journal of Public Policy & Marketing, Journal of Retailing, Journal of Interactive Marketing, Marketing Letters, and Journal of Business Research. Martin serves as Area/Associate Editor for the Journal of the Academy of Marketing Science, Journal of Service Research, Journal of Public Policy & Marketing, Journal of Retailing, and on multiple Editorial Review Boards (e.g., Journal of Marketing). At FSU, Martin has won college-wide and university-wide teaching awards. <https://business.fsu.edu/person/martin-mende>



Venkatesh (Venky) Shankar is Coleman Chair Professor of Marketing and Director of Research, Center for Retailing Studies, Mays Business School, Texas A&M University. His research areas include artificial intelligence and digital business. He has been recognized as one of *World's Most Influential Scientific Minds*, *Top 1% Marketing Scientists*, and *Top 10 Innovation Scholars*. He is a winner of *AMS Cutco/Vector Outstanding Marketing Educator Award*, *Lifetime Achievement Award in Retailing*, and *Mahajan Award for Lifetime Contributions to Marketing Strategy*. He is *JIM's* Editor-Emeritus and AE at *JMR*, *JM*, *IJRM*, and *Management Science*. He serves on *JR's* and *JIM's* policy boards. <https://mays.tamu.edu/directory/vshankar/>



Bernd Skiera is a chaired professor of electronic commerce at Goethe University Frankfurt (Germany), a Professorial Fellow at Deakin University (Australia) and a member of the board of the EFL-Data Science Institute and the Schmalenbach-Gesellschaft. His research interests are Marketing Analytics, Data-driven marketing, Electronic Commerce, Online Advertising, SalesTech, MarTech, Marketing Automation, and Consumer Privacy. He received an ERC Advanced Grant to conduct research on consumer privacy on the Internet. His publications appeared in journals such as *Management Science*, *Marketing Science*, *Journal of Marketing Research*, and *Journal of Marketing*. He is the winner of the 2018 winner of Sheth Foundation/Journal of Marketing Award, a winner and a three-time runner-up of the MSI/H. Paul Root Award of the Marketing Science Institute and the American Marketing Association. <https://uni-frankfurt.academia.edu/BerndSkiera/CurriculumVitae>