AIRSI2024

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PARTICIPANTS BIOGRAPHIES (alphabetical order)

Aboulnasr Khaled - Is Department Chair and Associate Professor of Marketing at Florida Gulf Coast University (Ph.D., University of Houston) has published in journals such as the Journal of Marketing, Psychology & Marketing, Journal of Product & Brand Management, Journal of Consumer Behavior among others. His research primarily explores the intersection of consumer emotions and technology with applications in the areas of technological innovation and consumer brand relationships.

Aghabarari Mina - Is a dedicated radiotherapist committed to improving the lives of cancer patients. She holds a bachelor's degree from Tehran University of Medical Sciences and a master's degree in Radiation Engineering from Tehran University of Science and Research. With over a decade of experience at Iran's leading cancer treatment center, Erfan Niayesh Hospital, she excels in using advanced radiotherapy techniques. Recently, her focus has expanded to the psychology of cancer patients and the pivotal role technology can play in their care and treatment.

Aiello Gaetano - Gaetano Aiello is Full Professor of Marketing at University of Florence and former Dean of Department of Economics and Management. He was member of the Academic Senate of University of Florence. He was the President of Italian Society of Management and Business Administration. He is currently holding courses in Retail Marketing and Business On-Line Management. His research activity is aimed at deepening the retail internationalization, fashion and luxury management, customer value pricing and digital marketing. His research was published in academic journal including *Journal of Retailing, Corporate Social-Responsibility and Environmental Management, Journal of Sustainable Tourism, Qualitative Market Research Journal, Journal of Business Research, Journal of Global Fashion Marketing, Journal of Product & Brand Management, Journal of Global Scholars of Marketing Science, Psychology & Marketing, Journal of Brand Management*. On these issues he is also advisor to important public administrations, trade associations and multinational companies.

**Akdim, Khaoula** - (PhD) is an assistant professor of Marketing at CUNEF University, Madrid. Her research focuses on technologies based on artificial intelligence and their impact on consumer behavior, service marketing, and management. Khaoula has published in internationally renowned journals such as *Psychology & Marketing* and *International Journal of Contemporary Hospitality Management*. **Organising Committee.**
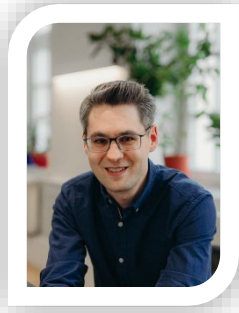
Akos Nagy - Is an assistant professor at the Marketing and Tourism Department at the University of Pécs, Faculty of Business and Economics, Hungary. His main research fields are word-of-mouth marketing, omnichannel marketing and customer valuation.
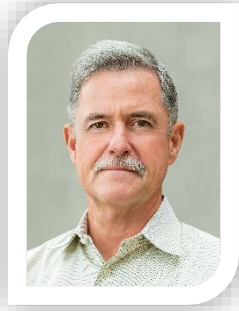
Allan David - Is a professor of Marketing and the current Dirk Warren '50 Sesquicentennial Chair for Business in the Erivan K. Haub School at Saint Joseph's University. He has B.A. in Communications from American University, a Masters in Business Administration in Marketing from St, Joes, a Masters of Legal Studies in Entertainment Law from USC, and a Ph.D. in Mass Media and Communications from Temple University in the US.
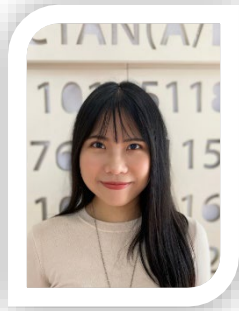
Aoqiao Zhang (Jojo) - Is a PhD candidate in Marketing at ISCTE, with a Bachelor's in International Communication from Hanze University of Applied Sciences and a Master's in Strategic Marketing from the University of Glasgow. Jojo is a recipient of the FCT Merit Scholarship Grant (2022-2026). With expertise in artificial intelligence, human-robot interaction, analytics, and consumer behavior, Jojo specializes in human-AI relationships and interaction, focusing on relationship theories. Passionate about AI, innovative marketing, and AI-embedded systems, Jojo enjoys playing the piano, practicing yoga, and reading in her spare time. Connect on LinkedIn: linkedin.com/in/jojo-zhang-aociao.
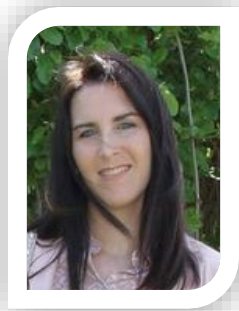
Arce-Urriza, Marta - Is an Associate Professor of Marketing at Public University of Navarra. Her research interests include online consumer behavior, interactive marketing and e-commerce. Her research has been presented in international conferences as well as peer-review journals (e.g., *Journal of Interactive Marketing, Journal of Research in Interactive Marketing, Computers in Human Behavior, Journal of Retailing and Consumer Services, Management Decision, Technology in Society*, among others).

Armani Dehghani Milad - (PhD in Technology Management & Industrial Engineering from the Sapienza University of Rome), is a Senior Research Fellow in FinTech at Nottingham Business School. Besides, he is a sessional lecturer in the Fintech field at Montpellier Business School and IPAG in France. His research focuses on Digital innovation, IP strategy, End-user development, and Technology forecasting. Milad has a decade of research/working experience in various countries such as Hong Kong, Canada, Ireland, and the UK.

Azarakhsh Ziaie - Is a consultant, lecturer, and researcher specializing in digital strategy. He earned his degree in Information Technology Engineering from Sharif University of Technology and a Ph.D. in Information Technology Management from Tehran University. Over the past eight years, he has provided digital marketing and transformation consulting to 20 major Iranian brands, including MCI, the country's largest mobile operator. Currently, he is a digital transformation consultant for Fanap, a leading IT company in Iran. His recent research focuses on customer experience and digital technology psychology, underlined by active participation in conferences and high-quality journal publications.

Ballester Estefania - Is a Doctor of Marketing at the University of Valencia (Spain). She is Teaching Assistant in Marketing. Her research reflects marketing, social media, consumer behaviour, customer engagement, marketing influencer and tourism marketing. She has published articles in several well-known international journals such as *International Journal of Contemporary Hospitality Management, Journal of Tourism and Services and Spanish Journal of Marketing – ESIC*.

Barbosa Belem - Received her PhD in Business and Management Studies - Specialization in Marketing and Strategy from the University of Porto, Portugal. She is Assistant Professor at the School of Economics and Management of the University of Porto. She is a full researcher at the Center for Economics and Finance at U.Porto (CEF.UP) and a collaborator researcher at the Institute for Systems and Computer Engineering, Technology and Science (INESC TEC/LIAAD). Her main research interests include digital marketing and sustainability marketing.
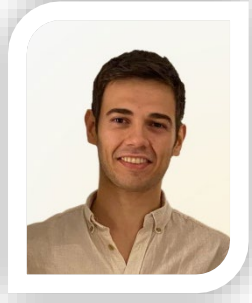
Barta Sergio - Holds a PhD in Economics and Business Management from the University of Zaragoza (Spain). His main research focuses on analyzing the impact of immersive technologies on consumer behavior. His research has been published in journals, such as *Computers in Human Behavior, Journal of Retailing and Consumer Services, Internet Research, Electronic Markets or Cyberpsychology, Behavior and Social Networking*. **Organising Committee.**

Belaid Samy - Is a Full Professor of Marketing at EM Normandie. His work focuses on modelling and developing psychometric scales around "branding", private labels and the study of B2B relationships and he is interested in new reality formats: Augmented Reality, Virtual Reality and Metaverse in the developing countries. He is a member of the GIT-AFM (French Marketing Association), "Distribution in developing countries" area. He published numerous articles in top marketing journals, the J*ournal of Business and Industrial Marketing, International Journal of Emerging Markets, the Journal of Marketing Analytics, Journal of Retailing and Consumer Services, International Journal of Business and Emerging Markets, Décisions Marketing,* and the *IMP Journal*.
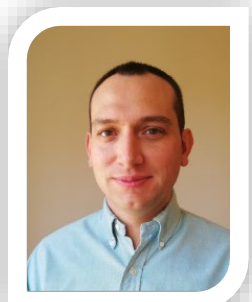
Belanche Daniel - Is Professor of Marketing at the department of Marketing Management and Market Research (Univ. de Zaragoza). Listed on the Stanford University's Top 2% Most Cited Scholars in Marketing in the World 2020, 2021, 2022. Research lines: AI and robots in services, new services adoption, technology and ethics, influencer marketing, emotions influence on purchase decisions, and neuromarketing applications to video advertising. He is Coordinating Editor at the *International Journal of Hospitality Management (IJHM)*. His research results published in conferences and scientific journals as *J. Service Research, J. of Services Management, J. of Interactive Marketing, Information & Management*. Co-chair and chair of the Scientific Committee of previous AIRSI editions*.* **Organising Committee - Conference co-Chair.**

Benevento Elisabetta - Ph.D., is an Assistant Professor at the Department of Energy, Systems, and Territory, and Construction Engineering, University of Pisa. She obtained the title of Ph.D. in Enterprise Engineering at the University of Rome Tor Vergata in 2021. She spent a visiting period at RWTH Aachen University in 2018 and 2020. Her main research topics are Business Process Management, Business Analytics, Process Mining, Operations Management, Logistics, Healthcare Management, Digital Marketing, and Influencer Marketing. Her research contributions have been published in leading international journals such as *Technovation, International Journal of Forecasting*, and *International Journal of Information Management*. She took part in several regional, national, and international projects.

Berga Rodrigues Mariana - Is currently pursuing her PhD in Management (with specialization in Marketing) at ISCTE-IUL. She holds an FCT-BRU doctoral scholarship (UI/BD/151513/2021), and her current research interests include technology (namely, VR, AR, and AI), the entertainment industry, and consumer behavior. Mariana completed her Master's in Marketing at ISCTE-IUL and her Bachelor's in Communication Sciences at NOVA University. Before enrolling in the PhD, she worked in Content Marketing for an organization operating in the technological sector. Additionally, she also contributed to the development of SEO strategies for tourism, sports, and cultural projects.

Bettiga Debora - Is Assistant Professor at Politecnico di Milano and a core faculty member of the Polimi Graduate School of Management, where she teaches marketing strategy, consumer behavior, and marketing research methodologies. She is a member of 'PHEEL - Physiology, Emotions, and Experience Lab,' the laboratory at Politecnico di Milano dedicated to consumer neuroscience studies. She has authored several papers published in scientific journals and national and international conference proceedings. Her research focuses on consumer behavior, particularly the cognitive and affective components of the consumer purchasing process in omnichannel and immersive contexts.
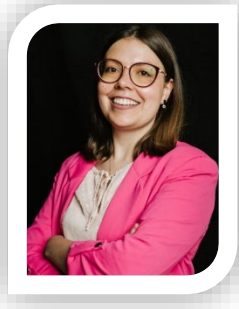
Blanco-Moreno Sofía - Is a Marketing and Tourism expert with specialization in Digital Marketing and technologies such as Web Scraping and Artificial Intelligence (Machine Learning and Deep Learning) applied in Tourism and Hospitality. She is also a PhD student and an assistant professor at the University of León (Spain), and she has worked as a Digital Marketing expert on international companies such as Meliá Hotels. She has received several research awards, such as the best communication at the AIRSI 2023 conference and AIM 2023 conference, I UAM-ASSECO Business Case Award 2022 and "product test" within the University-Business Knowledge Transfer Plan for the platform Photo Data Tour Analytics (https://mktingphotodatatour.unileon.es/).

Blasco-Arcas Lorena - Dr. Lorena Blasco-Arcas (lblasco@escp.eu) is an Associate Professor of Marketing at ESCP Business School. Her research interests revolve around the impact of technology in marketing and services both at the consumer (e.g., co-creation and customer engagement in digital media; personal branding and influencer marketing in social media) and the organizational levels (e.g., technology readiness and adoption of new technologies in service ecosystems).Her research has been published in service, marketing, and technology journals such as the *Journal of Service Research, Journal of Business Research, The Service Industries Journal, Electronic Commerce Research, Journal of Service Management, The Journal of Service Theory and Practice*, and *Internet Research*, among others.
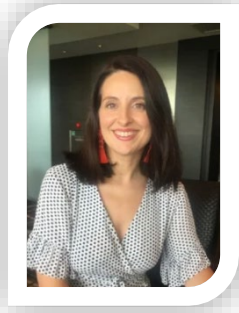
Blazquez Cano Marta - Dr. Marta Blazquez is a Senior Lecturer and Research Lead of the Marketing and Management group at the Department of Materials, University of Manchester, UK. She was awarded a European PhD in Marketing with Cum Laude mention. Marta's research interests include omnichannel retailing, retail futures, immersive technologies and digital sustainability. She has published in leading journals - including J*ournal of Business Research, International Journal of Electronic Commerce, Computers in Human Behaviour or International Journal of Contemporary Hospitality Management*. Marta has been visiting researcher in the Oxford Institute of Research Management (OXIRM), University of Oxford. She holds a BA in Advertising and PR and developed a career in the advertising and marketing industry for more than 10 years.

Cabrera Lawrence Paul - Lawrence Cabrera has recently obtained his MSc degree in Management of Innovation and Entrepreneurship at the University of Milan and is currently under training to become a PhD candidate next year. His research interests include innovation, consumer behavior, and technology adoption, with a focus on artificial intelligence and its related ethical and social issues. He is also a predoctoral researcher at the University of Florence, working on the relationship between digitalization and sustainability in the Italian fashion industry.
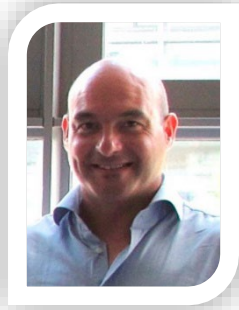
Callarisa Fiol Luis J. - Is associate Professor in Marketing at the Universitat Jaume I. He has participated in more 40 research projects subsidized by public organizations and in different R&D contracts of special relevance with companies and public administrations, both nationally and internationally. He is a speaker at more than 80 national and international conferences and has numerous publications in prestigious national and international scientific journals (*Journal of Business and Industrial Marketing, European Journal of Marketing, Tourism Management, Annals of Tourism Research, Tourism Management Perspectives*, … His research interest includes Relationship Marketing, Digital Marketing, Industrial and services Marketing, Artificial Intelligence and Social Robots in Marketing.
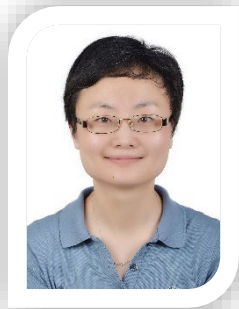
CAO Lanlan - Dr. Lanlan CAO is Full Professor of Marketing at NEOMA Business School. Her research specializes in omnichannel, artificial intelligence, business model innovation, and internationalization in retailing. The results of Lanlan's research have appeared in numerous academic publications such as *Journal of Retailing, Journal of Interactive Marketing, Journal of Business Research, International Journal of Electronic Commerce*, and *International Business Review*. She has coordinated and participated in several funded research projects on such topics as mobile commerce, Business Intelligence & Analytics in Retailing, the impact of new technologies and new consumer behavior on the fundamentals of franchising. She is program Director of the MSc. Retail Management.

Carrera Anaya Antonio - Doctoral student in the Faculty of Commerce and Tourism, Marketing Department, Universidad Complutense de Madrid, Madrid, Spain.Antonio Carrera Anaya is currently the head of the international department in the HMHospitales Faculty of Health Sciences at Universidad Camilo José Cela in Madrid. Founder and CEO of Sonrisas Animacion S.L. and CreaEvents, tourism, and special events companies for 14 years. Due to this background, his areas of interest are tourism, events, health, and communication.

Casais Beatriz - Is Associate Professor of Marketing and Strategy at the University of Minho, School of Economics and Management, Braga, Portugal. She researches on digital marketing apllied to tourism and digital marketing in social marketing context.
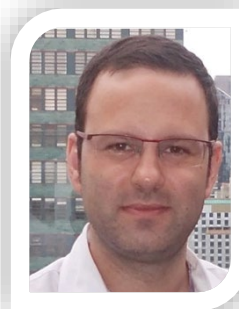
Casaló Luis V. - (PhD.) is Full Professor of Marketing at the University of Zaragoza (Spain). He has published more than 60 papers on new technologies, consumer behavior and service marketing and management in the Journal of Service Research, Journal of Service Management or Tourism Management, among others. He is recipient of several prizes (e.g., AEMARK best marketing paper award), and is currently member of the editorial board of the *Service Industries Journal* and *Internet Research*. **Organising Committee - -Program Chair.**

Castillo Daniela - Is a Lecturer within the Department of Marketing at the University of Malta. She obtained her Ph.D. from Brunel University London, where she investigated customer interactions with AI-powered technologies. Her main research topics revolve around the use of AI technologies, such as chatbots. Daniela's work has been published in top service marketing journals and won awards for its impact on theory and practice. Daniela holds an M.Sc. in International Marketing from the University of Strathclyde in Glasgow, UK. Prior to joining academia, Daniela obtained significant digital marketing experience in a number of industries, including CRM, Software and iGaming, where she was responsible for managing and driving the customer acquisition strategy across multiple digital channels.

Castro-González Sandra - (PhD, University of Santiago de Compostela -USC) is Associate Professor at the Department of Organisation of Companies and Commercialisation at USC. Her research focus on how sustainable companies actions (CSR, fairtrade, etc.) influence on consumer attitudes and behaviors. She is now embarking on a new research project into online consumer behaviour and the use of artificial intelligence to gain a deeper understanding of this behaviour. She teaches Commercial Management and Digital Marketing in the Degree in Business and Technology. She has published her work at international peer reviewed journals such as *Sustainable Production and Consumption, Corporate Social Responsibility and Environmental Management, Current Psychology*, or *Journal of Economic Surveys*.


Changxu (Victor) Li - Is a PhD Researcher (supervised by Prof. Bart Larivière and Prof. Alexander Edeling) at the Marketing Department of KU Leuven and an affiliated researcher at the Center for Service Intelligence of Ghent University. He is also a FWO (Research Foundation Flanders, Belgium) PhD Fellow in Fundamental Research. He obtained two master's degrees, one from Peking University (MA in Communication Science) and the other from KU Leuven (MSc in Statistics and Data Science). His research is located at the junction of digital marketing, service marketing, and marketing modelling, with a focus on how customers respond to new technologies and how companies solve and optimize their managerially relevant strategies.

Christ-Brendemühl Sonja - Studied business administration at the University of Mannheim, Germany. After graduating, she initially worked in publishing. Thereafter, she was named Manager Communications at the HR service provider ManpowerGroup Germany. Sonja then completed her doctorate at the Institute for Management at the University of Koblenz. In four empirical studies, she examined the effects of digitalization on employees. As a post-doc, she analyzed the potential of digitalization for knowledge and technology transfer in research institutions. In September 2022, she was appointed Professor of Business Management and Communication at Bonn-Rhein-Sieg University of Applied Sciences. Her current research focus is generative AI in Higher Education.

Dalli Daniele - serves as Professor of Marketing at the Univesity of Pisa. Research areas: critical dimensions of consumer-brand relationships, consumption communities, and consumer co-creation. His work has been published in the *Journal of Business Research, Journal of Business Ethics, Marketing Theory, International Journal of Research in Marketing, Annals of Tourism Research, Organization Studies, Consumption, Markets and Culture*, among others. Together with other colleagues, he chairs the Eiasm Workshop "Interpretive Consumer Research". Daniele Dalli is the President of the Italian Marketing Association (2024-2027).
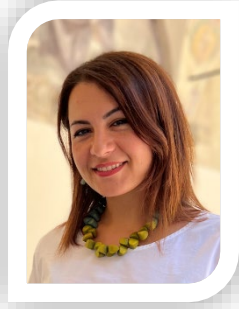
**De Rosis Sabina** - Is an Assistant Professor at the Institute of Management, Department L'EMbeDS, Sant'Anna School of Pisa, in the Healthcare and Management Laboratory (MeS). She held a Ph.D. in Management from the Sant'Anna School, by combining in her research the Service-Dominant Logic perspective with theoretical frameworks on the co-production of public services to empirically analyse the contribution of users and providers to innovations based on e-Health and m-Health. Her current research interest regards customer experience, engagement and participation in value co-creation processes, particularly in the healthcare sector.

Dennis Charles - Is Professor of Consumer Behaviour at Middlesex University London. He has over 110 publications in refereed journals and books, including *British Journal of Management, Journal of International Marketing, Journal of Business Research; Psychology & Marketing; Information Technology & People; International Journal of Electronic Commerce; European Journal of Marketing and Studies in Higher Education*. His publications have over 11,000 citations, top in the UK for Consumer Behaviour (h-index=53, Google Scholar).Current research focuses on (e-)consumer behaviour, especially in relation to consumer wellbeing, responses to technological advances and digital exclusion.
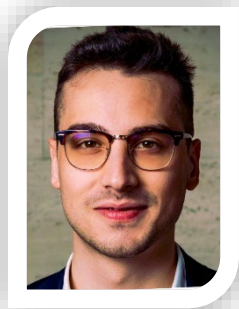
di Dalmazi Michele - Is a Ph.D. Candidate at the Department of Management, Economics, and Industrial Engineering of Politecnico di Milano (Italy). His research involves biofeedbacks, brain activity, and behavioral responses to investigate consumer behavior in virtual settings. He is a coordinator of the Metaverse Marketing Lab of Politecnico di Milano.
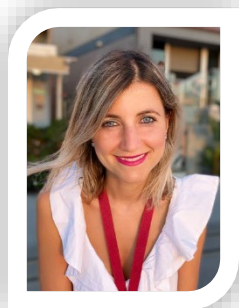
Diaz Estrella - Is an Associate Professor of Marketing at the University of Castilla-La Mancha (Full Prof. accreditation). She has been Marie Sklodowska-Curie Senior Global Fellow, leading a Horizon 2020 project entitled "Smart Tourism Challenges" as principal investigator (PI). Her research career has been focused on the development of different lines of research such as consumer behavior, tourism marketing and new technologies with more than 40 papers in first level publications. She has participated in 11 research projects at the European, national and regional levels and has research stays in Uk, Italy, Belgium and the United States. The quality of her research activities is supported by 16 awards. She is a Full Academic Member of the Young Academy of Spain and the Global Young Academy.

Dimitrova Irina - Is a PhD candidate in Business Administration at Mid Sweden University and the Centre for Research on Economic Relations (CER). Her research focuses on digitalization and innovation in relation to behavioural issues mostly in financial, but also in educational contexts. Her research has been presented at international conferences and published in internationally well-recognized journals such as *International Journal of Quality and Service Sciences, Internet Research* and *Journal of Consumer Behaviour*. She has also published two book chapters and served as a reviewer for international academic journals. She has received Economics Research Foundation Publication Award (2023).

Dolnicar Sara - Professor at the University of Queensland (Australia). Her research lines focus on improving market segmentation methodology and testing and refining survey measures used in social science research. She has also worked in the areas of environmental volunteering, foster care and public acceptance of water alternatives. Currently she is focused on developing and testing interventions that trigger pro-environmental behaviour in tourists. She has received several important recognitions (ARC Queen Elizabeth II Fellowship, ARC Laureate Fellowship). She won more than 30 awards, including two-lifetime achievement awards: The US-based Travel and Tourism Research Association (TTRA) Distinguished Researcher Award (2017) for ground-breaking research that positively impacts the tourism industry, and outstanding service to the tourism research community; and the Slovenian Ambassador of Science 2016. **AIRSI 24 Keynote speaker.**

Dwivedi Yogesh K. - Is a Professor of Digital Marketing and Innovation and Founding Director of the Emerging Markets Research Centre (EMaRC) at the School of Management, Swansea University, Wales, UK. In addition, he holds a Distinguished Research Professorship at the Symbiosis Institute of Business Management (SIBM), Pune, India. Professor Dwivedi is also currently leading the *International Journal of Information Management* as its Editor-in-Chief. His research interests are at the interface of Information Systems (IS) and Marketing, focusing on issues related to consumer adoption and diffusion of emerging digital innovations, digital government, and digital and social media marketing particularly in the context of emerging markets. Professor Dwivedi has published more than 500 articles in a range of leading academic journals and conferences that are widely cited (more than 40 thousand times as per Google Scholar). He has been named on the annual Highly Cited Researchers™ 2020 and 2021 lists from Clarivate Analytics. Professor Dwivedi is an Associate Editor of the Journal of Business Research, European Journal of Marketing, Government Information Quarterly and International Journal of Electronic Government Research, and Senior Editor of the Journal of Electronic Commerce Research. **AIRSI 24 Keynote speaker.**

Elmashhara Maher Georges - Is an Assistant Professor of Marketing at Manchester Metropolitan University Business School. His current research interests focus on consumer behavior and psychology, retailing, sensory and interactive marketing. His work has been published in international journals including *"Psychology & Marketing"*, *"International Journal of Contemporary Hospitality Management"*, *"Journal of Retailing and Consumer Services"*, and *"Travel Behavior and Society"*, among others.

Etienne Elodie - Is a Ph.D. student at HEC, the Management School of the University of Liège (Belgium). She is a teaching in Mathematics and Statistics. She holds a master's degree in Mathematics from the University of Liège. Her main fields of interest are Artificial Intelligence and the study of new digital technologies for business. She is a part of a research and development lab in Mixed Reality that creates several research and education XR environments in the fields of marketing, psychology, logistics, medicine…Her doctoral research will investigate how to improve Business processes using Machine Learning and Virtual Reality.

Ewout Nas - Is a researcher at Hogeschool van Amsterdam (Amsterdam University of Applied Sciences). His research focusses on the use of social robots in retail, to assist customers and employees. He has a background in Applied Cognitive Psychology.

Ezker Galech Aitor - Finished his economics degree in 2022. He later obtained a Master in Business Administration, both from the Public University of Navarra. He has worked as a research assistant at the university. Now, he's about to start his PhD on virtual avatars and consumer behaviour at the same university.

Fahmi Choirisa Septi - Is currently in her first year of the PhD program at the University of Surrey. Concurrently, she serves as an Assistant Professor at Universitas Multimedia Nusantara in Indonesia. Her most recent research interests include strategic foresight, emerging technologies, business resilience, consumer behavior, and management in the tourism and hospitality sector.

Faizan Ali - Is an Associate Professor in the School of Hospitality and Tourism Management and is a renowned expert in recent research methodologies for consumer behavior and human-computer interaction in the hospitality and tourism industry. Dr Ali was ranked in the top 2% of scientists worldwide and declared as a Highly Cited Researcher for 2022 and 2023 by Clarivate Analytics. He has published over one-hundred twenty (120) research papers and book chapters. He also presented at over 50 conferences and received almost 12,000 citations. Dr. Ali also serves as an editor and editorial board member for several hospitality and tourism journals. **AIRSI 24 Keynote speaker.**
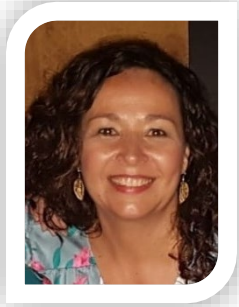
Fandos Herrera Carmina - Is associate professor in marketing management and marketing research at the Universidad de Zaragoza (Spain). Her research topis are Agrofood marketing, Services marketing (Complaint Consumer Behaviour), Tourism marketing and Teaching Innovation. She has been published in journals like *International Journal of Contemporary Hospitality Management, British Food Journal, Journal of Service Theory and Practice, Journal of Product and Brand Management, Journal of Vacation Marketing* and *Agribusiness: an International Journal,* or *Studies in Higher Education*, among others. **Organising Committee.**

Filieri Raffaele - Professor of Marketing at Audencia Business School, Marketing Department, Nantes, France and holds a PhD in Business Engineering from Universita' Roma Tre, Rome, Italy. His research interests include electronic word of mouth; social media marketing; online value co-creation; international brand management; outsourcing innovation. His case studies have been published in Marketing books and in SAGE Business Case Series. His papers have been published in *Journal of Business Research; Journal of Travel Research; Annals of Tourism Research; Tourism Management; Industrial Marketing Management; Journal of Interactive Marketing; Psychology & Marketing; Information & Management; Technological Forecasting & Social Change; Transportation Research Part E; International Journal of Hospitality Management; Computers in Human Behavior; International Journal of Contemporary Hospitality Management; Information, Technology & People; Journal of Brand Management; International Journal of Information Management, Journal of Consumers Affairs* and many more. **AIRSI 24 Keynote speaker.**

Flavián Carlos - (Professor of Marketing, University of Zaragoza, Spain) is director of the METODO Research Lab. His research focuses on the interactions between humans and technology (e.g. GenAI, AR/VR). He studies the characteristics of technology and the perceptions, intentions, and behaviour of users (e.g. tourism, retailing). He holds editorial roles and has guest edited special issues in prestigious journals. He is a highly cited researcher (Clarivate) and the Spanish author with the highest scientific impact in marketing (Stanford University list). The University of Florida classifies some of his papers among the top 20 most influential papers in marketing.) **Organising Committee - Conference Chair.**
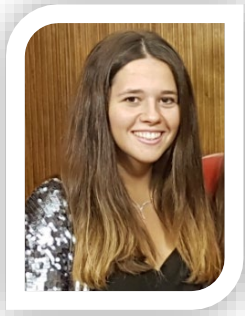
Flavián-Lázaro Marta - Is an interim professor at the University of Zaragoza (Spain). She is a member of the research group METODO. Her main research interest concentrate on influencers and virtual influencers. She is also interested in generative artificial intelligence. Results and conclusions from this research have been published in scientific journals such as J*ournal of Business Research, Journal of Retailing and Consumer Services, International Journal of Contemporary Hospitality Management*. **Organising Committee .**

Francis Stuart - Senior Lecturer with over ten years' experience in the UK Higher Education Sector. Specialising in Marketing and Strategy, with additional expertise in digital and brand marketing, my teaching capabilities are supported by 20 years practical marketing with Blue Chip Organizations including the BBC and Odeon Cinemas
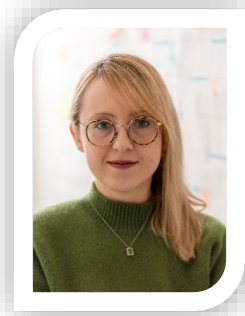
Golf-Papez Maja - Is an Assistant Professor (Lecturer) in Marketing and Deputy Director of the MBA programme at the University of Sussex, UK. Her expertise includes researching, teaching, and consulting on responsibly developing and marketing digital technology, as well as ensuring its responsible use. Maja is passionate about making less mess out of messy problems, using qualitative research methods, particularly participatory research. Her work has been published in journals such as the *Journal of Interactive Marketing, Psychology & Marketing, and Business Horizons*, and presented at several international conferences.

Gong Taeshik - Is a dedicated researcher specializing in the gig economy, algorithmic management, and worker engagement. With a strong academic background and a Ph.D. in Business Administration, Taeshik has authored numerous publications that explore the intersection of technology and labor. His work focuses on understanding how digital platforms influence worker behavior, motivation, and performance. Currently affiliated with Hanyang University ERICA in South Korea, Taeshik is passionate about enhancing the gig work experience through empirical research and innovative solutions.

González-Jiménez Héctor - Is an Associate Professor in Marketing at ESCP Business School, Spain. His main research interests are in consumer-brand perceptions and human-robot interactions. His work has been published in journals such as the *Journal of Business Research, Journal of Advertising, Journal of Travel Research, Psychology and Marketing*, and *Futures*.
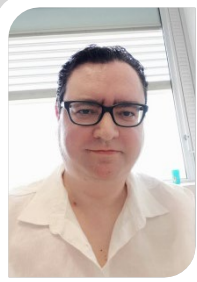
**Guinalíu Miguel** - Is Associate Professor of Marketing (University of Zaragoza, Spain). His main research topics are: online trust, virtual communities. **Organising Committee - Web Chair.**

Gurrea Raquel - Holds a Ph.D. in Business Administration, and she is an Associate Professor in the Faculty of Economics and Business Studies at the University of Zaragoza (Spain). Her main research lines are online consumer behavior and multichannel behavior. Her work has been published in several journals, such as *Journal of Interactive Marketing, Psychology & Marketing, International Journal of Market Research, Information & Management, Computers in Human Behavior, Internet Research* or *Online Information Review*. **Organising Committee.**

Haoyue Yu - Elsa Haoyue Yu is a PhD candidate at the Surrey Institute for People-Centred Artificial Intelligence (AI), University of Surrey, UK (hy00521@surrey.ac.uk). Her research interests encompass tourism marketing, content creation, and human-AI interaction. With a keen focus on the intersections of AI, people, and future work, her PhD research topic is "Exploring Human-AI Collaboration in Digital Tourism Marketing Content Co-Creation". Her research project aims to investigate how to support human employees working alongside AI or in algorithmically managed workplaces in order to augment their work as well as promote their career growth. Prior to doctoral studies, Elsa obtained her MSc in International Tourism Management from the University of Surrey (2021-2022).
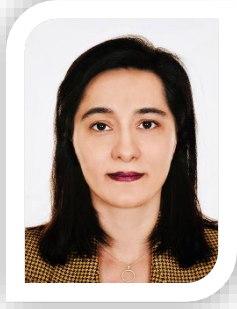
Hazrati Tarzam Anahita - Is a final semester master MBA student at Bahçeşehir University in Turkey. Her current research interests include luxury fashion brand and augmented reality, with a keen interest in exploring AI, neuroscience, and consumer behavior.

Hoang Vu Linh - Assistant Professor in Marketing at Faculty of Marketing, National Economics University, Hanoi, Vietnam. Visiting Professor at University of the West of England, UK. Ph.D. graduate from NEOMA Business School, France. She has participated in several international and national research projects such as the VISTA-AR European Union - funded project as well as written chapters in published course books and reference books. She has received many international and national awards such as the Young Service Researcher Award at the IRSSM-9. Her work has been published in AMS Review. Her main research interests include transformative service research, service-dominant logic, service inclusion and customer experience.

Hongxiao Yu - Assistant Professor - Luther College Ph. D. - University of South Carolina
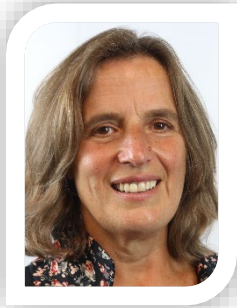
Hudson Sarah - Is a full professor in the Management and Organisation department of Rennes SB. She completed her PhD at Sheffield University, UK. Her work has been published in journals such as the Journal of Business Ethics, Journal of Vocational Behavior and Journal of Business Research. Her current research interests are in the human behavioural and psychological elements of managerial decision-making, employee well-being and consumer behaviour in response to changing technological environments.

Huertas García Rubén - University of Barcelona, Department of Business, PhD Business Administration

Ibáñez-Sánchez Sergio - PhD, is an Associate Professor of Marketing at the University of Zaragoza, Spain. His research focuses on the impact of new technologies on the customer experience. His findings have been published in several academic journals specialized in the fields of marketing, tourism, psychology and new technologies. He has received several awards, including the DON E. SCHULTZ Best Competitive Paper Award and the IFITT PhD Thesis Excellence Award. **Organising Committee - President of the Scientific Committee.**

Ivanov Stanislav - Is a Professor at Varna University of Management, Bulgaria (http://www.vum.bg) and Director of Zangador Research Institute (https://www.zangador.institute/en/). He is the Founder and (Co-)Editor-in-chief of two academic journals: the European Journal of Tourism Research (http://ejtr.vumk.eu) and ROBONOMICS: The Journal of the Automated Economy (https://journal.robonomics.science). His current research interests include robonomics, robots and automation in tourism/hospitality, the economics of technology, automated decision-making, and social aspects of automation. His publications have appeared in different academic journals such as Technology in Society, Foresight, Tourism Management, International Journal of Hospitality Management, etc. **AIRSI 24 Keynote speaker.**
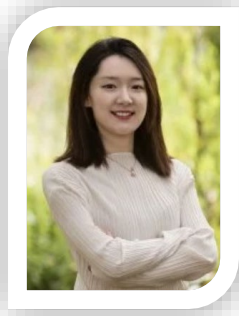
Jiaolong (Mia) Cheng - Jiaolong Cheng is a PhD candidate at the University of Surrey. My research focuses on the future of service design and aims to mitigate the negative impacts of intelligent technologies in the hotel and tourism industry.

Jordan Pau - Professor Pau Jordán, PhD. is a professor of Marketing at University of Zaragoza. His main research topics are virtual teams and online trust. Recently, his research focuses on the study of the adoption of cryptocurrencies as a means of payment. **Organising Committee.**
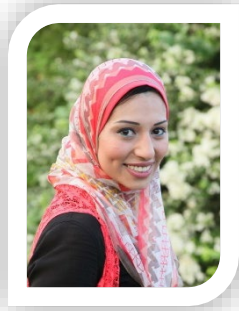
Karam Esraa - I am a fellow of the Higher Education Academy (HEA) and certified management and business educator (CMBE) from the Chartered Association of Business Schools (CABS). In October 2016, I joined the Department of Marketing at the University of Strathclyde as a PhD marketing researcher. Prior to October 2016, I was an Assistant Lecturer at Cairo University where I got my Bachelor of Commerce from in May 2011 and my MSc. in Business Administration in November 2014 in the consumer behaviour track.

Königstein Nicole - Is a research associate and PhD candidate at the Digital Markets research group at Technical University Berlin, Germany. She holds a master's degree in Management from Friedrich-Alexander-University Erlangen-Nuremberg. Her research focuses on the application of AI in products and services and how this affects consumers' perception of them.
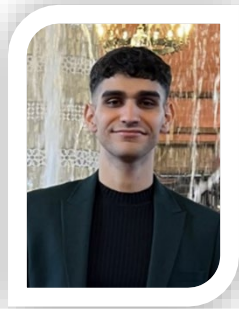
Labuena García Alberto - Is a PhD student at the university of Zaragoza. His main research interest, and topic of his doctoral thesis, is focused on rural tourism, sustainable development and co-creation of tourism experiences. **Organising Committee.**

Larivière Bart - Is Professor of Marketing at KU Leuven (Belgium) and Research Fellow at the Center for Service Intelligence (Ghent University). His research focuses on the role of customers, employees and technology in service encounters. His research appeared in the J*ournal of Marketing Research, Journal of Retailing, International Journal of Research in Marketing, Journal of Interactive Marketing, Journal of Service Research, Journal of Service Management, Journal of Services Marketing, Psychology & Marketing, and the Journal of Business Research* among others. He is the current co-chair of the Service Research Special Interest Group of the European Marketing Academy (EMAC) and is an Associate Editor for the *Journal of Service Research* and the *Journal of Service Management*. **AIRSI 24 Keynote speaker.**
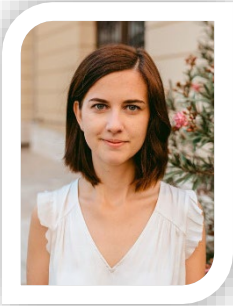
Lázár Erika - Erika Lázár completed her studies in Sociology (MSc) at Budapest Corvinus University in 2014 and later, in 2018, obtained her Master's degree in Marketing at the University of Pécs Faculty of Business and Economics. Since 2018, she has been a doctoral student at the PhD Programme in Business Administration at the University of Pécs. Her doctoral dissertation focuses on the emotional impact of using retail mobile applications on customer experience. In her teaching and research portfolio, she emphasizes customer experience, market research, and the application of innovative marketing research techniques. Since 2019, she has been a researcher at the CoRe lab, Consumer Behavior Research Center at the Faculty, where her work centers on the use of neuromarketing and methods based on digital observations and surveys.

Lennig Leah - After completing my Master's degree in 2021 at the University of Göttingen, I worked as Junior Digital Media at the marketing agency Dentsu. In September 2022, I transitioned to the position of research associate and doctoral candidate at the Chair of Marketing and Innovation Management at the University of Goettingen. In my research, I focus on the impact of Virtual Reality (vs. videoconferences) on meeting outcomes (e.g., creativity).

Liyanaarachchi Gajendra - Dr. Gajendra Liyanaarachchi, a Senior Lecturer at the University of Portsmouth, UK, is an academic and practitioner with a BSc (Hons) in Management, an MBA (Merit), and a PhD. A member of the Chartered Institute of Management Accountants UK, CPA Australia, and the Chartered Institute of Marketing UK, he is also an Associate Fellow of the Higher Education Academy UK. His research focuses on data privacy, digital vulnerability, the dark side of technology transformation, immersive technology, business strategy, and digital finance. He has over 26 years of experience in business, consulting, curriculum design, and teaching.

Mainil Tomas - (PhD) is Lecturer Research Methods and Senior Researcher at Breda University of Applied Sciences (BUAS), Academy for Tourism, The Netherlands. He has published in several academic journals (such as Health Policy, Social Science & Medicine and Tourism Review) and a Springer edited volume around the topic of Transnational health care and Medical Tourism. He is currently involved in a range of research projects for the research group Digital Transformations in Cultural Tourism (DTCT), and is interested in the relation between ethics and the adoption of new technologies in the Tourism sector.

Marimon Frederic - Dr. Frederic Marimon is a professor of Business Administration at the Universitat Internacional de Catalunya (UIC) and holds a Ph.D. in the field. His academic journey began with an engineering degree from the Polytechnic University of Catalonia, followed by a Master in Business Administration from IESE Business School. At UIC, he has served as Vice Rector of Research and Vice Rector of Planification and Quality. Currently, he coordinates the Ph.D. Program in Business and Management, where he shapes the curriculum and oversees doctoral research.Dr. Marimon's research focuses on operations management in service-oriented companies, emphasizing quality management and the impact of digital platforms on the sharing economy. Recently he investigates on the impact of Artificial Intelligence on quality.

Martinho Nunes Joana - Is a PhD student in Information Management at NOVA Information Management School (Lisbon), specialising in Data-Driven Marketing, with her thesis being related to generative AI and ethics. She is Lab Manager of the NOVA Marketing & Analytics Lab and teaching assistant at the same university. Joana has a master's degree in Neuromarketing from University of Barcelona and her main research interests include consumer behaviour, artificial intelligence, ethics and sustainability.

Matteo Zagni Luca - Third-year PhD student at the University of Turin and the University of Malaga. Under the guidance of supervisors from both institutions, I conduct research on consumer behavior. My focus is on understanding consumer experiences in gaming and immersive technologies. I bring my passion for sports and gaming into my research, aiming to redefine these consumption activities.

Mengyun hu - Lecturer in Information System Management, Newcastle University
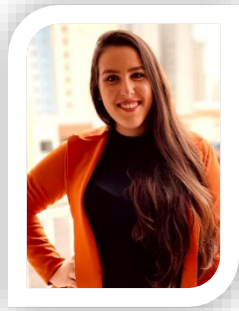
Merenda Richarde Ana Paula - Is a PhD student in Consumer Behavior in the Graduate Program in Administration at the Federal University of Paraná (Brazil). She studies online recommendation systems and, more recently, generative artificial intelligence applied to marketing.
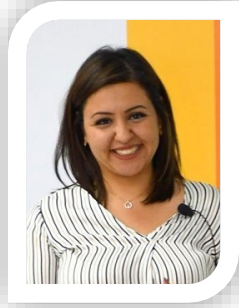

Metry Sandra – Dr. Sandra Habil is a Digital Marketing Lecturer in the Faculty of Business Administration at the German International University (GIU), Egypt. She participated in multiple top-ranked conferences such as Out of and Into Africa summer conference, American Marketing Association (AMA), and Africa Academy of Management (AFAM), and the academy of marketing. Also, she had several publication in the domains of Metaverse (Journal of Management and Sustainability: An Arab Review), Artificial Intelligence, Targeting and Recommendation systems (Book Chapter in the Palgrave Handbook of Interactive Marketing), and Augmented Reality and Covid-19 (Conference Proceeding in AMA: Generation Covid: Augmented Reality and The New Digital Consumer).

Moayery Meysam - Holds a Ph.D. in Business with a specialization in Marketing from the University of Deusto (Spain). His research has been published in several journals, including Frontiers in Psychology, Review of Marketing Science, and Psychologist Papers. His research interests include consumer behavior and marketing. Currently, he is a lecturer and researcher at ISG Business School (Paris), focusing on consumer privacy paradoxes, online reviews, and consumer buying behavior.

Molinillo Sebastian - (PhD) is a Professor of Marketing at the University of Malaga (Spain). His key research interests lie in consumer behavior, digital marketing and technology adoption. His work has been published in journals such as *Tourism Management, International Journal of Contemporary Hospitality Management, Journal of Business Research, Technological Forecasting & Social Change, Computers in Human Behavior, Industrial Management & Data Systems, Electronic Commerce Research and Applications, Journal of Retailing and Consumer Services*, among others. He was appointed a visiting research fellow at Oxford Brookes University, University of Reading, University of Greenwich, and University of Portsmouth.
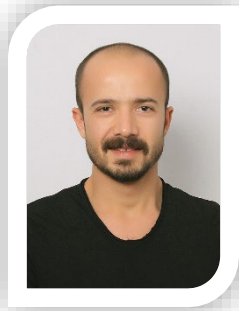
Nurullah BERK Osman - Is a PhD student in the Department of Marketing and a research assistant at the Faculty of Business Administration, Selcuk University (Türkiye). He has completed his Master's thesis on sustainability in hospitality businesses and is currently writing his PhD thesis on Metaverse and tourism. His main research interests are consumer behaviour, sustainability, tourism technology (VR and Metaverse) and influencer marketing.

Olszewski Marcin - Marcin Olszewski, Ph.D., is an Assistant Professor at the Department of International Economics at the Poznań University of Economics and Business, Poland. He completed his Ph.D. in 2011 with a thesis on knowledge management in the hospitality industry. His research interests include university-industry cooperation, entrepreneurship, startup ecosystems and tourism industry competitiveness. He has participated in several research projects and is author or co-author of more than 60 publications (chapters in scientific monographs, articles in scientific journals and conference papers). He works with industry as a business consultant, author of local development strategies and expert.

Orús Carlos - Is a Professor of Marketing at the University of Zaragoza (Spain). He is a member of METODO research group. His research analyzes the impact of the Internet and immersive technologies on user experiences across different domains (retailing, tourism, urbanism, education). His work has been published in top-tier journals (e.g., *Journal of Interactive Marketing, Journal of Business Research, Psychology & Marketing, Computers in Human Behavior, International Journal of Information Management*). He is a member of the Editorial Board of The Service Industries Journal and Journal of Business Research. **Organising Committee.**

Palazón Mariola - Is Associate Professor of Marketing at the University of Murcia. Her research interest focus on consumer behavior, marketing communication, social media, ewom, influencer marketing, CSR, or food consumption. Results and conclusions from this research have been presented at conferences, and published in scientific journals as P*sychology and Marketing, International Journal of Market Research, European Journal of Marketing, Journal of Product and Brand Management, Journal of Retailing and consumer services, Spanish Journal of Marketing, Online Information Review, Electronic Commerce Research and Application, Journal of Research in Interactive Marketing and Appetite*.


Palomo Jesús - Is Full Professor of Business Administration at the Rey Juan Carlos University. He is PhD in Computer Sciences and Mathematical Modeling. Since 2018 serves as Vice President of the Foundation for Applied Research in Crime and Security (FIADYS) and as President of the Economics and Defense Industry Observatory at the Economists Association of Madrid. Jesús' research interests span data analysis and decision sciences, and actively collaborates with researchers across various disciplines, including tourism, political sciences and other social sciences. Prof. Palomo has published more than 60 papers in high-impact journals and books, and has directed more than 20 international projects. He is Co-Director of the Research Group on Good Governance of Public and Private Institutions.

Peñarroya Farell Montserrat - Is a researcher and professor at La Salle – Ramon Llull University in Barcelona, Spain. She holds a PhD in Management from Ramon Llull University. Her research focuses on Business Model Innovation, particularly how companies adapt their business model in response to technological disruptions like Artificial Intelligence. In addition to her academic roles, Montserrat is the General Manager of Quadrant Alfa, S.L., a consultancy firm specializing in the digitalization of companies and territories. Her consultancy work extends globally as she serves as a digital expert facilitator for the United Nations World Tourism Organization (UNWTO).

Pérez-Rueda Alfredo - Holds a Ph.D. in Business Administration and is Assistant Professor of Management in the Faculty of Social and Labor Sciences at the University of Zaragoza (Spain). After years of professional dedication to consumer services and neurotechnology development, he is integrating innovative market approaches with traditional marketing research methods. His current research interests include neuroscience applications to marketing, consumer psychology, online advertising, and sustainable consumption. He has co-authored articles presented in international scientific conferences and published in journals such as *Journal of Service Management, Journal of Interactive Marketing, Journal of Marketing Communications, Telematics, and Informatics, Government Information Quarterly, Online Information Review and Spanish Journal of Marketing-Esic*, among others. **Organising Committee - Proceedings Chair.**
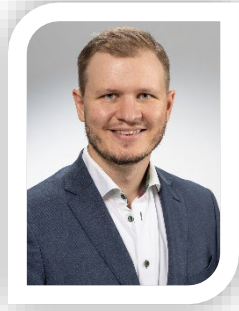
Pesonen Juho - Juho Pesonen is a professor of tourism business and deputy head of the department at University of Eastern Finland Business School. He is the leader of the Tourism Business research group and the director of the International Master's Degree Programme in Tourism Marketing and Management. Prof. Pesonen completed his Ph.D. in marketing at University of Eastern Finland, focusing on market segmentation in rural tourism. Now his research focuses on understanding how tourism businesses can survive and thrive in the digital and sustainability transformations. Prof. Pesonen also has the title of Adjunct Professor of digital marketing at University of Turku. He has widely published his research in dozens of peer-reviewed academic journals and has edited several books in the tourism field. He also holds several board positions in companies and associations.


Pitardi Valentina - Is Assistant Professor of Marketing at Surrey Business School. Her research interests include consumer-technology interactions, consumers negative emotions, and services marketing, with her most recent research focusing on the psychological implications of AI agents' usage (robots, chatbots, and voice-assistants). Her works have been published in several international outlets such as the *Journal of Business Research, Psychology & Marketing, Journal of Service Management, and the Journal of Public Policy & Marketing*. Valentina also serves as Associate Editor of the *International Journal of Market Research*. She holds a PhD and M.Phil. in Marketing and a B.A. in Sociology and Communication Study from Sapienza University of Rome. **AIRSI 24 Keynote speaker.**

Price Michael - Is a Senior Lecturer in Entrepreneurship. Prior to joining Northumbria, he held academic appointments at the University of Leeds and Newcastle University. He is a graduate of the universities of Hull (BSc), Nottingham (MA) and Newcastle (PG Cert, MBA, Ph.D.). Before entering academia Michael had several senior management roles in multinational organisations, predominantly in France.
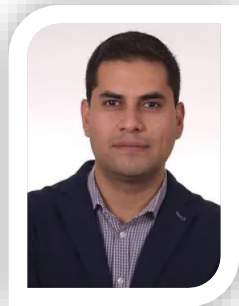
Prieto Mora Hermes Ulises – (Ph.D) Is an interim professor of Marketing at the University of Zaragoza, Spain. His main research interest relate to social marketing, sustainable consumption and advertising for social change. **Organising Committee.**
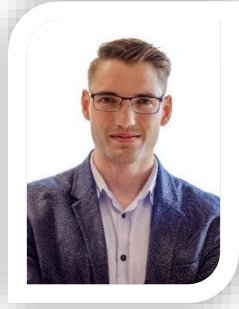
Rejón-Guardia Francisco - Is a researcher and associate professor of Marketing and Market Research at the University of Málaga, Spain. His research focuses on social media and online consumer behavior, new advertising formats, and the use of emerging technologies in education. He has published numerous articles in respected JCR-ranked journals and has contributed to several books and book chapters. Francisco is also actively involved in research projects funded by the Spanish Government. Additionally, he is a member of the research group ESTRATEGIAS DE MARKETING DIGITAL (Grupo de Investigación SEJ-567) and the LICCO laboratory, where he collaborates on various innovative projects.

Rubio Pastor Marian - Received the Ph.D. degree in economy and environment from the Complutense University. She has been a researcher at the Institute of Regional Development in Sevilla and a Lecturer in the Business Management and Organization Department, at the University of Zaragoza. She is currently an assistant professor in the Economics and Business Area at the Defense University Center, attached to the University of Zaragoza. Her research interests include Local Economic Development of rural areas and Characteristics and Needs of Small and Medium-sized Businesses. - **Organising Committee.**

Russell Mike - Ph.D. in computer science from the University of Wales, and an MBA from Nyenrode Business School in The Netherlands. He teaches bachelor and master programs at the International Business School at the Amsterdam University of Applied Sciences, and is a senior researcher within the Entrepreneurship Lectorate. Research interests include blockchain, industry 4.0/5.0 technologies, social and sustainable entrepreneurship, and biodiversity accounting.

Saavedra Montejo Álvaro - Holds a degree in Law and Business Administration and Management from the University of Jaén and a Master's in Marketing Management from the Autonomous University of Madrid. He is currently pursuing a Ph.D. in Marketing at the Public University of Navarra since September 2021. His thesis explores the use of virtual assistants, both voice and text-based, from the perspective of user emotional interaction. Additionally, he is an assistant professor in the business department and has published in the Spanish Journal of Marketing - ESIC, as well as written several popular science articles in his research field.

Saez Ortuño Laura - Is an Adjunct Professor at the UB, Dept of Business. She holds a PhD and is the Principal Investigator for several research projects. She has co-created several successful startups. Her research focuses on data collection methods in social networks and the impact of AI on marketing research. Laura has published in high-impact journals.

Saufnay Sarah - Is a Ph.D. student at HEC Liège, the Management School of the University of Liège, in Belgium. She holds a master's degree in Business Engineering from HEC Liège, with a focus on Digital Business. Her main interests lie in the use of new technologies, such as Artificial Intelligence, Virtual Reality and Mixed Reality, to improve business processes. More specifically, the subject of her thesis is related to the use of such technologies to improve public speaking skills. In addition, she is member of a development lab specialized in the development of VR, AR and MR environments for education and research in a wide variety of fields, such as marketing, psychology, educational sciences and logistics.

Schaarschmidt Mario - Is Professor of Information Systems at University of Duisburg-Essen with a keen interest in service innovation. Hence his work has been published in service related Journals as well as Information Systems Journals.

Schmitz Anne - Is an Assistant Professor at Autónoma University in Madrid, Spain. Her research mainly focuses on the impact of digitalization in healthcare and retail. She has published her work in several national and international academic journals, contributing to the understanding of how digital technologies are transforming these sectors. She recently started to investigate the impact and consequences of sharenting in the digital age.

Schyns Michael - is Professor at HEC, the Management School of the University of Liège. He holds degrees in Computer Science and Management. Michaël runs for 7 years a laboratory where Virtual Reality and Augmented Reality environments are developed from scratch for teaching, research and services to society. He develops these customised environments in-house so that they correspond perfectly to the needs of clients and in particular to the specific requirements of research. He has created a number of environments in different fields fo research projects: marketing and tourism, psychology, logistics, health sector...

Selvanarayanan Lavanya - Is a research scholar pursuing her PhD in Marketing Management at Thiagarajar School of Management, Madurai, affiliated with Alagappa University, Karaikudi, Tamil Nadu, India. Her research focuses on AI, customer experience, and customer engagement. She has presented her work at international conferences, including iMarC III 2024 at IIM Shillong and the VIPANA - International Marketing Conference in 2023 at IIM Visakhapatnam. She also has six years of industry experience as a business analyst.

Semenkin Kirill - Is a PhD student at the University of Applied Sciences in Germany. He is an experienced professional with extensive background in sales and marketing. His research focuses on acceptance studies, particularly in the fields of artificial intelligence (AI), virtual reality (VR), and augmented reality (AR) technologies.

Sicilia Maria – Is a full Professor of Marketing at the University of Murcia (Spain). Her main areas of interests are focused on electronic word of mouth (eWOM), advertising, tourism, digital marketing, artificial intelligence, and consumer behavior. She has co-authored scholarly articles appearing in publications such as *Journal of Business Research, Journal of Advertising, Journal of Interactive Marketing, Electronic Commerce Research and Applications, Internet Research and European Journal of Marketing*. She has published the book titled "Marketing in SNSs" (ESIC, 2021).

Skandali Dimitra - Is a research assistant and PhD candidate in the Department of Business Administration at the National and Kapodistrian University of Athens. Furthermore, she is a permanent faculty member at the University of Peloponnese's Department of Economics. Her primary research interests encompass the application of Artificial Intelligence in Marketing, specifically in analysing the effects of emerging technologies on the customer experience, with a particular emphasis on consumers' behavioural inclination to adopt these technologies. Other research interests include the intersection of Neuroscience in Marketing, as well as Consumer research, and Services Marketing.


Szucs Krisztian - Is an associate professor and the head of the Marketing and Tourism Department at the University of Pécs, Hungary. He has been employed by the School since 2002, during which time he served as Vice Dean for a period of 11 years. He teaches consumer research and marketing strategy, as well as consumer behaviour and branding strategy. His principal research interests are the evolving methodology of applied marketing research in the digital age and the models of omnichannel consumer decision-making. He is currently engaged in research within a group that is investigating the omnichannel customer journey and the customer emotional experience.


Tamtama Gabriel Indra Widi - Is a PhD student at the Institute of Service Science at National Tsing Hua University, Taiwan. His current research focuses on social media analysis, digital well-being, and human-AI collaboration.


Tingelhoff Fabian - Is a PhD candidate and research associate at the University of St. Gallen. In his PhD, he investigates platform ecosystems in the context of virtual environments. His research focuses on organizational venturing in immersive platforms, value creation potentials in the metaverse, and organizational co-evolution in platform ecosystems. Throughout his PhD, he received the merit-based doctoral scholarship of the German-based Konrad-Adenauer-Stiftung (KAS).
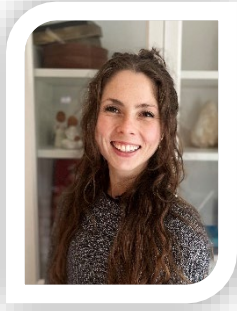
Trabandt Melanie - Is post-doctoral researcher at Audencia Business School, France. Her research interests lie in the areas of digital business models, consumer behavior and psychology, sustainable marketing and (un)ethical consumption. Her work has been published in international journals, such as *Tourism Management* and *Journal of Cleaner Production*.
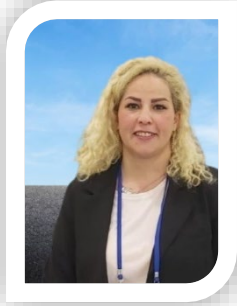
Vahideh Arghashi - Is an Assistant Professor of Marketing at the Department of Social Science at BAU University, Turkey. She holds a Ph.D. in Marketing Management. Her specific research interests include Metaverse, AR, VR, Marketing, consumer behavior, brand engagement, and multi-channel marketing. Some of her research appears in the *Journal of Retailing and Consumer Services, Journal of Marketing Theory and Practice, Electronic Commerce Research and Applications, and Journal of Relationship Marketing. She is a reviewer of the International Journal of Information Management, Journal of Retailing and Consumer Services, Journal of Marketing Theory and Practice, and Electronic Commerce Research and Applications*.
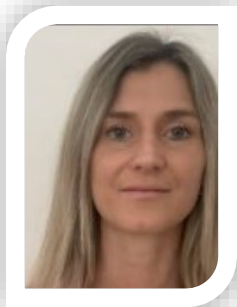
Van de Sanden Stephanie - Is Senior Researcher and Lecturer at the Faculty of Business & Economics of the Amsterdam University of Applied Sciences. She holds a Ph.D. from the Vrije Universiteit Brussel with a thesis titled "Optimizing digital signage for in-store marketing: Insights on adoption intentions and message persuasiveness". Her research interests lie at the intersection of in-store digital marketing, consumer behavior and technological innovation. She has published articles in J*ournal of Retailing & Consumer Services, Journal of Marketing Management, International Journal of Retail and Distribution Management*.

Vaziri Maryam - holds a Ph.D. in "Entrepreneurship and Management" with a specialization in Strategic Marketing from the Autonomous University of Barcelona (UAB). She is a Smart Society research group member and an associate professor at LaSalle Barcelona-URL. Her research areas are consumer behavior, brands, AI and marketing, sustainable consumption, and production. Maryam attended and presented at related international conferences such as AEMARK and Global Brand Conference and has been published in the Journal of Islamic Marketing, Journal of Open Innovation, and Journal of Open Innovation: Technology, Market, and Complexity.

Ven Maaike - Is a PhD researcher at Hasselt University and Vrije Universiteit Brussel. She holds two master's degrees in 'Communication Sciences: Strategic Communication' and 'Organisation and Management' from the University of Antwerp. Her doctoral research combines two fascinating topics, namely, immersive technologies (AR and VR) and online consumer behavior. She delves into the impact of these innovative technologies to enhance imaginary touch in online retail stores.

Verhulst Isabelle - Is an immersive media and psychology PhD candidate at Royal Holloway University of London (RHUL), with global marketing and new product development experience. For her PhD she investigates the determinants of the sense of presence ('being there') in immersive technology experiences (VR, AR, immersive audio) in non-lab settings. She holds Management (BA, MBA) and Clinical Psychology (MSci) degrees. Orcid ID 0000-0003-4603-0435. www.linkedin.com/in/isabelleverhulst/

Verteramo Saverino - Is Assistant Professor at the Department of Mechanical, Energy and Management Engineering, University of Calabria. He graduated in Management Engineering . He holds a PhD in Business and Economic Engineering from the University Tor Vergata of Rome. He teaches Strategy and Organizations, and Control Management Systems. His research interests are in the fields of: innovation and technology management for marketing (with emphasis on retailing); organizational design of knowledge management system; digital transformation. He is vice-coordinator of the Bachelor and Master degree in Management Engineering at University of Calabria (Italy).

Viglia Giampaolo - is a Professor of Marketing at the Faculty of Business and Law (part-time appointment). He is also the Research Lead for the Marketing Subject Group, the Editor-in-Chief of Psychology & Marketing (3 ABS) and one of the Associate Editors of Annals of Tourism Research (4 ABS) and Journal of Business Research (3 ABS). His research interests revolve around consumer decision-making, pricing, services, including tourism and hospitality marketing. He has published, reviewed and guest-edited for top journals in my field, such as the J*ournal of the Academy of Marketing Science, the Journal of Retailing, the International Journal of Research in Marketing, the Journal of Product Innovation Management and the Journal of Service Research* (4* and 4 ABS journals in Marketing). **AIRSI 24 Keynote speaker.**

Watanabe Kentaro - Ph.D., is Team Leader of Service Value Augmentation Research Team in Human Augmentation Research Center, National Institute of Advanced Industrial Science and Technology (AIST), Japan. His research topics include service design and engineering, service innovation including user/employee-driven approach, servitisation of manufacturing, human augmentation and its application. He also employs international standardization activities for services in ISO/TC 159 (ergonomics) and 324 (sharing economy).


Willems Kim - (PhD in Applied Economics: Business Engineer, Hasselt University and Vrije Universiteit Brussel), is Associate Professor of Marketing at the VUB at the Faculty of Social Sciences & Solvay Business School, in research group Imec-SMIT. Her research mainly addresses transformational and digital innovations in (retail) services, studied from a (consumer) psychological lens. Her work is presented in several renown journals and conferences. She currently supervises a team of 9 PhD students and 25 master thesis students. She is head of her faculty's marketing & communications committee as well as chair of her faculty's educational board. For *Journal of Retailing & Consumer Services* and *Journal of Product & Brand Management*, she is editorial review board member.

Yan TSE Sin - Dr. Sin Yan Tse is an Assistant Professor in the Department of Marketing, School of Business, The Hang Seng University of Hong Kong. She received her Ph.D. in Marketing from the Hong Kong Baptist University and her Bachelor of Business and Master of Marketing from Griffith University, Australia. Dr Tse's research interests focus on marketing channel strategy, channel relationship, digital platform, and international business. Her research has been published in the *European Journal of Marketing, Industrial Marketing Management,* and *Journal of Product Innovation Management*, among many others.

Yaqiu Li - Is a Ph.d. student at ESCP business school. Her research interests are artificial intelligence, computer vision and visual marketing.
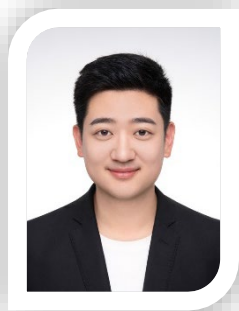
Zhaoxin Sun - PhD student at Autonomous University of Madrid, focusing on consumer behavior in the retail sector within the Metaverse and other virtual environments. I also hold a Master's in Research in Business, Marketing, and Accounting from Complutense University of Madrid, and a Master's in Digital Business from ESIC University.