

**Workshop on Artificial Intelligence & Robotics in Service Interactions:
Trends, Benefits, and Challenges
July 8-9, 2019**

CONFERENCE PROGRAM

Monday July 8

09.00 – 13:00 & 15:30 – 18:00	Registration	<i>(Seminar M3, Facultad de Economía y Empresa [FEE])</i>
09.15 – 9.45	Official Inauguration	<i>(Salón de Actos, FEE)</i>
09.45 – 10.45	Plenary Session I: Keynote Speakers	<i>(Salón de Actos, FEE)</i>
	Prof. Roland Rust (University of Maryland, US) and Prof. Ming-Hui Huang (National Taiwan University, Taiwan)	
	<i>The Feeling Economy: How Artificial Intelligence Is Creating the Era of Emotion, Empathy and Women</i>	
10.45 – 11.15	Coffee Break	<i>(Cafeteria, FEE)</i>
11.15 – 13.15	Competitive Papers I	<i>(Salón de Actos)</i>
13.30 – 15.15	Lunch	(Parainfo)
15.15 – 16.00	Plenary Session II: Keynote Speaker	<i>(Salón de Actos, FEE)</i>
	Prof. Jeroen Schepers (Eindhoven University of Technology, The Netherlands)	
	<i>Robots or employees in the frontline? Exploring customers' attributions of responsibility and stability in service encounters</i>	
16.00 – 17.30	Competitive Papers II. Parallel Session	<i>(IIa: Seminar M5; IIb: Seminar M6)</i>
17.30 – 18.15	Plenary Session III: Keynote Speaker	<i>(Salón de Actos)</i>
	Ramiro Rego (IBM Engagement Manager)	
	<i>How human is robot perception? How computational is human cognition?</i>	
20:00	Gala Dinner	(Hotel Palafox)
23:00...	Pub Crawl Zaragoza	

Tuesday July 9

09.00 – 13:30	Registration	<i>(Seminar M3, FEE)</i>
09.00 – 10.45	Competitive Papers III. Parallel Session	<i>(IIa: Seminar M5; IIb: Seminar M6)</i>
10.45 – 11.15	Coffee Break	<i>(Cafeteria, FEE)</i>
11.15 – 12.30	Think tank: Agenda for Future Research	<i>(Sala de Juntas, FEE)</i>
12.30 – 13.30	Plenary Session IV: Keynote Speaker	<i>(Salón de Actos, FEE)</i>
	Prof. Linda D. Hollebeek (Montpellier Business School, France; Tallinn University of Technology, Estonia and NHH Norwegian School of Economics, Norway)	
	<i>Rise of the Machines? Customer Engagement through Automated Service Interactions</i>	
13.30 – 14.00	Closing Ceremony	<i>(Salón de Actos, FEE)</i>
14.15 – 16:00	Lunch	(Parainfo)
18.30 – 19.30	Visit to the Aljafería Palace	(Aljafería Palace)
20.30...	Tapas Tour	<i>(Meeting Point: Plaza de España, fountain)</i>

EXTENDED ACADEMIC PROGRAM

Monday July 8

Official Inauguration. Monday, July 8. 09:15 – 09:45. Salón de Actos (FEE)

- José Antonio Mayoral (Rector of the University of Zaragoza)
- Mariano Moneva (Dean of the Faculty of Economics and Business)
- Carlos Flavián (AIRSI2019 Chair)

Plenary Session I. Monday, July 8. 09:45 – 10:45. Salón de Actos (FEE)

Chair: Russell Belk

Prof. Roland Rust (University of Maryland, US)	<i>The Feeling Economy: How Artificial Intelligence Is Creating the Era of Emotion, Empathy and Women</i>
Prof. Ming-Hui Huang (National Taiwan University, Taiwan)	

Competitive Papers I. Monday, July 8. 11:15 – 13:15. Salón de Actos (FEE)

Chair: Linda D. Hollebeek

Ethical Issues in Human-Machine Interaction	<i>Belk, R. (York University, Canada)</i>
Customer Value Co-Creation and Co-Destruction through Interactions with AI Technologies: A Proposed Research Framework	<i>Castillo, D. (Brunel Business School, UK); Canhoto, A.I. & Said, E. (University of Malta, Malta)</i>
Could robot do my job? Service sector's perspective	<i>Savela, N.; Latikka, R.; Oksa, R. & Oksanen, A. (Tampere University, Finland)</i>
What do people think robots should do in hospitality and tourism? Preliminary findings from a global study of market segments	<i>Webster, C. (Ball State University, US) & Ivanov, S. (Varna University, Bulgaria)</i>
Working with Robots: a Curse or a Blessing? Integrating the Job Demand-Resources Model to understand Frontline Employees' Attitudes towards Robots	<i>De Gauquier, L.; Verhulst, N.; Brengman, M. & Willems, K. (Vrije Universiteit Brussel, Belgium)</i>
This chatbot is a smart one! Does perceived expertise increase willingness to interact with chatbots?	<i>Molinillo, S. (University of Malaga, Spain); Viglia, G. (University of Portsmouth, UK); Domínguez Gómez, J. (University of Malaga, Spain) & Ekinci, Y. (University of Portsmouth, UK)</i>

Plenary Session II. Monday, July 8. 15:15 – 16:00. Salón de Actos (FEE)

Chair: Daniel Belanche

Prof. Jeroen Schepers (Eindhoven University of Technology, The Netherlands)	<i>Robots or employees in the frontline? Exploring customers' attributions of responsibility and stability in service encounters</i>
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Competitive Papers II(a). Monday, July 8. 16:00 – 17:30. Seminar M5 (FEE)

Chair: Ming-Hui Huang

Artificial Intelligence as an Extended Self: Examining the Role of the “Virtual Self” on Willingness to Share Negative Word-of-Mouth Following Service Failures	<i>Huang, B. & Philp, M. (HEC Montréal, Canada)</i>
What drives the helpfulness of online reviews? Sentiment analysis, pictorial content and reviewer expertise	<i>Ruiz, C.; Bigne, E.; Pérez, C. & Cuenca, A. (Universidad de Valencia, Spain)</i>
AI & Value Co-Creation: An Integrated VSA and SS Perspective	<i>Barile, S.; Bassano, C. (University of Salerno, Italy); Spohrer, J.C. (IBM Research, US); Piciocchi, P. (University of Salerno, Italy); Pietronuto, M.C. (Parthenope University of Naples, Italy) & Saviano, M.L. (University of Salerno, Italy)</i>
An application of the IFM method for the risk assessment of financial instruments	<i>Pons, A.; Cristobal-Fransi, E.; Vintró, C.; Rius, J.; Querol, O. & Teixido, I. (University of Lleida, Spain)</i>

Competitive Papers II(b). Monday, July 8. 16:00 – 17:30. Seminar M6 (FEE)

Chair: Jeroen Schepers

Robot interaction adaptation for healthcare assistance	<i>Andriella, A.; Lobo-Prata, J.; Torrasa, C. & Alenyà, G. (CSIC-UPC, Spain)</i>
Design and Evaluation of a Health Information Assistant	<i>Pérez, J.; Sánchez, Y.; Cerezo, E. & Serón, F.J. (University of Zaragoza, Spain)</i>
A model of dysfunctional/functional emotions for mental-healthcare applications	<i>Sánchez, Y.; Coma, T.; Aguelo, A. & Cerezo, E. (University of Zaragoza, Spain)</i>
Innovating healthcare practices through AI and IoMT	<i>Mele, C.; Russo Spena, T.; Marzullo, M.L. & Morande, S. (University of Naples Federico II, Italy)</i>

Plenary Session III. Monday, July 8. 17:30 – 18:15. Salón de Actos (FEE)

Chair: Carlos Orús

Ramiro Rego (IBM Engagement Manager)	<i>How human is robot perception? How computational is human cognition?</i>
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Tuesday July 9

Competitive Papers III. Tuesday, July 9. 09:00 – 10:45. Seminar M5 (FEE)

Chair: Roland Rust

Human-like Social Robots in a Retail Context: The role of Self-Robot Connections and Construal-level	<i>González-Jiménez, H. (ESCP Europe Business School, Spain) & Togawa, T. (Chiba University of Commerce, Japan)</i>
The landscape of Uncanny Valley – theoretical and empirical studies of the impact of the Uncanny Valley Effect on the quality of Human-Computer Interaction	<i>Ciechanowski, L. & Kovbasiuk, A. (University of Social Sciences and Humanities, Poland)</i>
Beyond human interaction: engaging consumers with Artificial Intelligence devices in services	<i>Palau-Saumell, R.; Matute, J.; Occhiocupo, N. (Universitat Ramon Llull, Spain) & Forgas-Coll, S. (University of Barcelona, Spain)</i>
Service Encounter Theories revisited – an Evaluation of their explanatory Value within the Service Encounter 2.0 Environment	<i>Blaurock, M. (University of Hohenheim, Germany)</i>
Explaining customers' intention to use artificial intelligence in financial services: the role of technology readiness dimensions	<i>Belanche, D. & Pérez-Rueda, A. (University of Zaragoza, Spain)</i>

Competitive Papers IV. Tuesday, July 9. 09:00 – 10:45. Seminar M6 (FEE)

Chair: Sebastián Molinillo

Does the use of chatbots increase customer engagement? Differences between text-based and avatars chatbots	<i>Blasco, M.F.; García-Madariaga, J.; Moya, I. & Simón, P. (Complutense University of Madrid, Spain)</i>
Using Structural Topic Modelling to Detect User Satisfaction with Personal Intelligent Agents: An Application for Amazon Echo	<i>Sánchez-Franco, M.J.; Arenas-Márquez, F. & Cabrera-Sánchez, J.P. (University of Sevilla, Spain)</i>
Tourist acceptance of travel bots in the hospitality industry	<i>Kulakova, G. & Rejón-Guardia, F. (University of The Balearic Islands, Spain)</i>
It feels awkward! The impact of robot human-likeness on customers' attitudes in services	<i>Molinillo, S. (University of Malaga, Spain); Viglia, G. (University of Portsmouth, UK); Grazzini, L. (Università degli Studi di Firenze, Italy) & Buhalis, D. (Bournemouth University, UK)</i>
Telerobots in real estate services: A case of automated service encounters	<i>Nardelli, G.; Alapetite, A. (Alexandra Institute, Denmark); Hansen, J.P. (Technical University of Denmark, Denmark) & Plambech, T. (Alexandra Institute, Denmark)</i>

Think tank: Agenda for Future Research. Tuesday, July 9. 11:15 – 12:30. Sala de Juntas (FEE)

Chair: Carlos Flavián

Plenary Session IV. Tuesday, July 9. 12:30 – 13:30. Salón de Actos (FEE)

Chair: Atte Oksanen

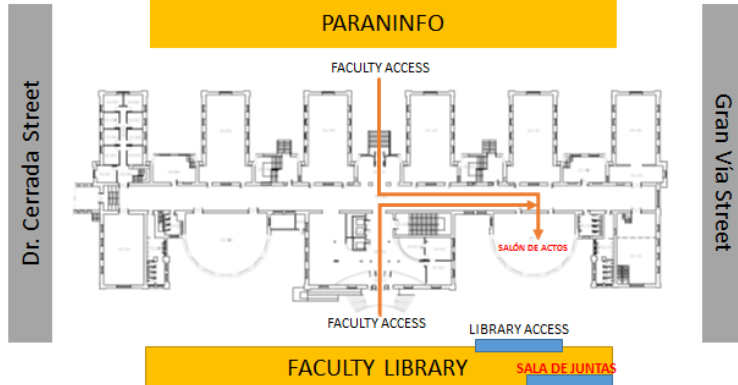
Prof. Linda D. Hollebeek (Montpellier Business School, Tallinn University of Technology and NHH Norwegian School of Economics)	<i>Rise of the Machines? Customer Engagement through Automated Service Interactions</i>
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Closing Ceremony. Tuesday, July 9. 13:30 – 14:00. Salón de Actos (FEE)

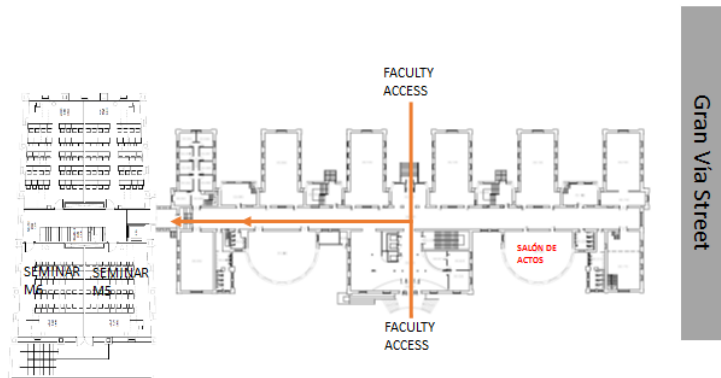
- **Teresa Gálvez (Director General of Research and Innovation of the Department of Innovation, Research and University of the Government of Aragon).**
- **Angel Fernández (CEO at ITAINNOVA Instituto Tecnológico de Aragón).**
- **Pedro Mier (President of the AMETIC Technology Platform, which represents the digital industry and member of the executive committee of Digital Europe).**
- **Pedro Lozano (President of the Federation of Young Entrepreneurs of Aragon-CEO Imascono)**
- **Carlos Flavián (AIRSI2019 Chair)**

Faculty and Paraninfo Plans

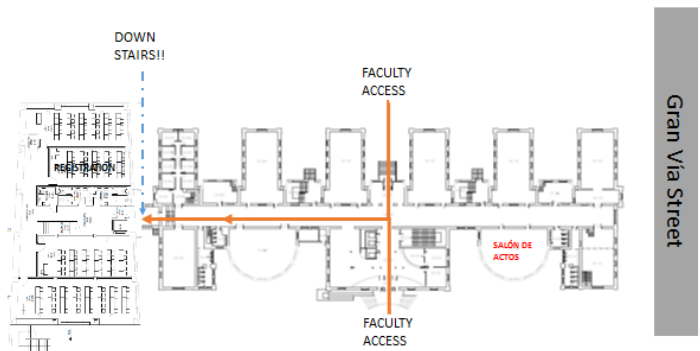
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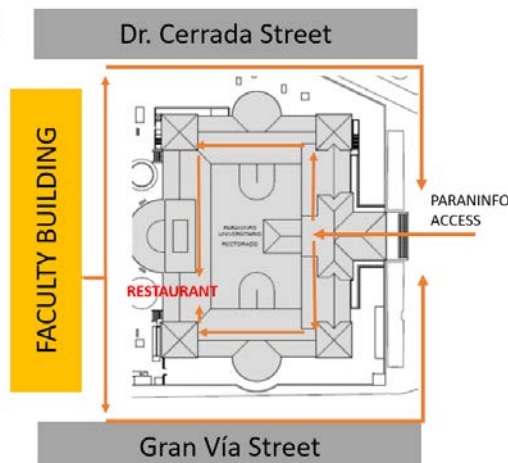
0 FLOOR (ACCESS TO SEMINAR M5 AND M6)



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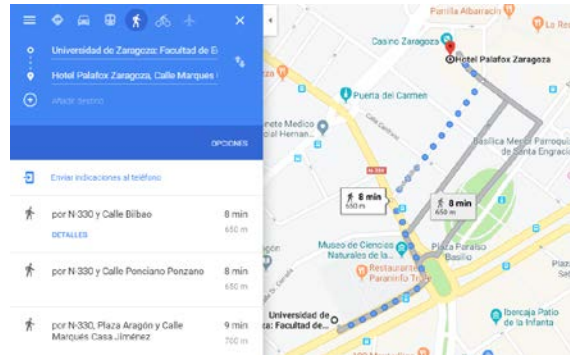
PARANINFO



MAIN LOCATION MAPS

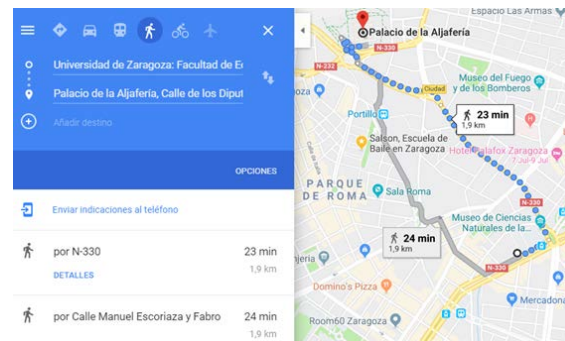
Monday 8, 20:00... Gala Dinner **[Hotel Palafox](#)**

Interactive map: <https://bit.ly/2FnK0mX>



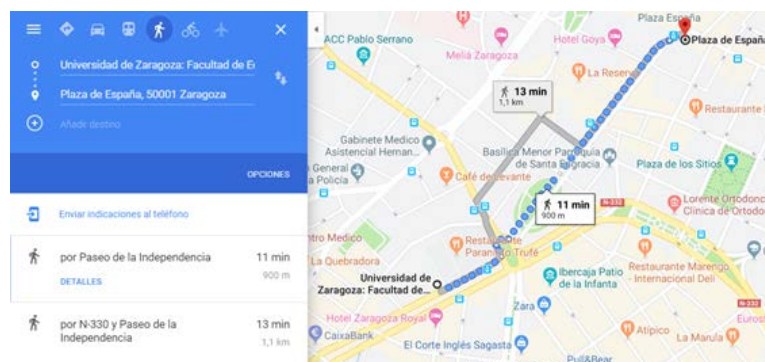
Tuesday 9, 18.30 – 19.30 Visit to the Aljafería Palace - **[Aljafería Palace](#)**

Interactive map: <https://bit.ly/2KsfJaX>



Tuesday 9, 20.30... Tapas Tour - **[Meeting Point: Plaza de España, fountain](#)**

Interactive map: <https://bit.ly/2MYCNQA>



VENUE

[Facultad de Economía y Empresa \(Universidad de Zaragoza\)](#)

Gran Vía 2, 50.005, [Zaragoza](#) (Spain)

ORGANISING COMMITTEE

Prof. [Carlos Flavián-Blanco](#)

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