

AIRSI2020

September 3-4, 2020

CONFERENCE PROGRAM

Thursday September 3

10.00 – 10.30 Official Inauguration

10.30 – 11.30 Plenary Session I: Keynote Speakers

Prof. Ko de Ruyter (Vice Dean Research, King's College London, UK) and Prof. Debbie Keeling (University of Sussex, UK)

'Cause you can do it in the mix. Revamping the marketing sales strategy through reality-enhancing technologies

11.45 – 13.15 Competitive Papers I. Parallel Session

BREAK

15.20 – 16.30 Competitive Papers II. Parallel Session

16.45 – 18.15 Competitive Papers III. Parallel Session

Friday September 4

10.00 – 11.00 Plenary Session II: Keynote Speaker

Prof. Dan Wang (The Hong Kong Polytechnic University; Hong Kong)

Capturing the Structuration of Advanced IT in Tourist Behavior and Tourism Business

11.30 – 13.00 Competitive Papers IV. Parallel Session

BREAK

15.00 – 16.00 Plenary Session III: Keynote Speaker

Prof. Russell Belk (York University, Canada)

Chatbots, Hubots, Humbots, and Robots: Stumbling Toward Turing

16.15 – 17.45 Competitive Papers V. Parallel Session

17.45 Awards Ceremony and Conference Closing



HASHTAG: #AIRSI2020

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September 3-4, 2020

EXTENDED ACADEMIC PROGRAM

Thursday September 3

Official Inauguration. Thursday, September 3. 10:00 – 10:30.

Conference Chair: Carlos Flavian (University of Zaragoza; SPAIN)

Plenary Session I. Thursday, September 3. 10:30 – 11:30.

Session chair: Luis V. Casaló (University of Zaragoza; SPAIN)

Prof. Ko de Ruyter (King's College London, UK)	<i>'Cause you can do it in the mix. Revamping the marketing sales strategy through reality-enhancing technologies</i>
Prof. Debbie Keeling (University of Sussex, UK)	

Competitive Papers (Ia). SERVICE ROBOTS. Thursday, September 3. 11:45 – 13:15.

Session chair: Stanislav Ivanov (Varna University of Management, BULGARIA)

Implementing a humanoid service robot to attract and convert shoppers: An observational study comparing placement strategies	<i>Laurens De Gauquier; Malaika Brengman; Kim Willems; Hoang-Long Cao; Bram Vanderborcht (Vrije Universiteit Brussel, BELGIUM)</i>
Perceived Social Norm, Self-Efficacy and Attitudes Towards Robots	<i>Rita Latikka; Nina Savela; Aki Koivula; Atte Oksanen (Tampere University & Turku University, FINLAND)</i>
Human Centered Artificial Intelligence - Role of Robots and Artificial Intelligence in driving Automation and developing Trust in Travel & Hospitality	<i>Vinish Kathuria; Devashish Das Gupta (Indian Institute of Management Lucknow, INDIA)</i>
I won't listen to you because you are like me: The "backfire effect" in human-robot interactions	<i>Héctor González-Jiménez; Taku Togawa; Yoko Sugitani (ESCP Europe Business School Madrid, SPAIN; Chiba University of Commerce & Sophia University, JAPAN)</i>

Competitive Papers (Ib). TECHNOLOGY ADOPTION. Thursday, September 3. 11:45 – 13:15.

Session chair: Marcello M. Mariani (University of Reading, UK)

Connecting with gen Z: acceptance and use of the artificial intelligence in hospitality industry	<i>Vanja Vitezić; Marko Perić (University of Rijeka, CROATIA)</i>
Adoption of a tourist APP: motivating factors for its use, an exploratory study in Spain	<i>Ana Maria Argila-Irurita; Javier A. Sánchez-Torres; Francisco-Javier Arroyo-Cañada; Maria-Lluïsa Solé-Moro (University of Barcelona, SPAIN & Colombia National University, COLOMBIA)</i>
Exploring the factors conducting IoT households adopting	<i>Ana Maria Argila-Irurita; Javier A. Sánchez-Torres; Francisco-Javier Arroyo-Cañada; Luz Alexandra Montoya-Restrepo; Fátima Vila (University of Barcelona & Escuela de Administración de Empresas-EAE, SPAIN & Colombia National University, COLOMBIA)</i>

Makerspaces as a route to democratising Innovation: The case of 3D Printing	<i>Nikolaos Stylos; Ahmad Beltagui; Achilles Sesis (University of Bristol, Aston University & Kingston University, UK)</i>
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Competitive Papers II(a). ARTIFICIAL INTELLIGENCE I. Thursday, September 3. 15:20 – 16:30.

Session chair: Dan Wang (The Hong Kong Polytechnic University, HONG KONG)

Service robots in online reviews: preliminary evidence	<i>Marcello M. Mariani; Matteo Borghi (University of Reading, UK)</i>
Does sentiment drive numerical star ratings? A deep learning study of extreme and neutral online reviews	<i>Enrique Bigne; Carla Ruiz; Antonio Cuenca; Carmen Pérez (University of Valencia, SPAIN)</i>
Service Failures in Co-created, AI-powered Service Encounters: Exploring Customer Attribution of Responsibility	<i>Daniela Castillo; Ana Isabel Canhoto; Emanuel Said (Brunel University, UK & University of Malta, MALTA)</i>

Competitive Papers II(b). CHATBOTS AND PERSONAL ASSISTANTS. Thursday, September 3. 15:20–16:30.

Session chair: Héctor González-Jiménez (ESCP Europe Business School Madrid, SPAIN)

Identifying Key Indicators for a Successful Implementation of Intelligent Personal Assistants in Marketing	<i>Lorena Blasco-Arcas; Ana Reyes-Menendez; Elena Koch (ESCP Europe & Rey Juan Carlos University, SPAIN)</i>
A Study on the Social Presence of Anthropomorphized Chatbots	<i>Elisa Konya-Baumbach; Miriam Biller; Sabine Kuester; Sergej von Janda (University of Mannheim, GERMANY)</i>
A dimensional approach in the use of voiced virtual assistants	<i>Guillermo Calahorra Candao; María José Martín de Hoyos (University of Zaragoza, SPAIN)</i>

Competitive Papers III(a). ARTIFICIAL INTELLIGENCE II. Thursday, September 3. 16.45 – 18.15.

Session chair: Russell Belk (York University, CANADA)

Opportunities of natural computing for tourism studies: the case of an artificial immune system to rethink the resident-tourist relation in local destinations	<i>Francisco J. Navarro-Meneses; Federico Pablo-Martí (Nebrija University & Alcalá University, SPAIN)</i>
How the Mind Perception of Artificial Intelligence in Smart Devices Affects Customer-Brand Relationships	<i>João Guerreiro; Sandra Maria Correia Loureiro (ISCTE Business School, PORTUGAL)</i>
“Find a flight for me Oscar!” Exploring what makes a motivational customer experience with chatbots	<i>Sebastian Molinillo; Jano Jiménez-Barreto; Natalia Rubio (Autonomus University of Madrid & University of Malaga, Spain)</i>
Relationships between tourists and intelligent virtual assistants: promoting the love ties	<i>Sebastian Molinillo; Sandra Maria Correia Loureiro; Ricardo Godinho Bilro; Arnold Japutra (ISCTE- Business School, PORTUGAL, University of Western Australia, AUSTRALIA & University of Malaga, SPAIN)</i>

Competitive Papers III(b). MULTICHANNEL AND SOCIAL MEDIA. Thursday, September 3. 16.45 – 18.15.

Session chair: Daniela Castillo (Brunel University, UK & University of Malta, MALTA)

Willingness to disclose personal data online: not just a situational issue	<i>Sigitas Urbonavicius (Vilnius University, LITHUANIA)</i>
Influencers' credibility in the age of fake news	<i>Khaoula Akdim; Sergio Barta; Marta Flavián; Sergio Ibáñez-Sánchez (University of Zaragoza, SPAIN)</i>
Webrooming: Way to Lower Risk and Increase Enjoyment	<i>Vaida Kaduškevičiūtė; Kamila Eliza Viktorovič (Vilnius University, LITHUANIA)</i>
Social media and value co-creation: the mediating role of motivations to co-create	<i>María Angeles García Haro; María Pilar Martínez-Ruiz; Ricardo Martínez-Cañas; Pablo Ruiz Palomino (International University of La Rioja & University of Castilla-La Mancha, SPAIN)</i>

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September 3-4, 2020

Friday September 4

Plenary Session II. Friday, September 4. 10:00 – 11:00.

Session chair: Carlos Orús (University of Zaragoza; SPAIN)

Prof. Dan Wang (The Hong Kong Polytechnic University; Hong Kong)	<i>Capturing the Structuration of Advanced IT in Tourist Behavior and Tourism Business</i>
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Competitive Papers IV(a). ARTIFICIAL INTELLIGENCE AND ROBOTS IN HOSPITALITY SERVICES. Friday, September 4. 11:30 – 13:00.

Session chair: Ko de Ruyter (King's College London, UK)

Willingness to pay for robot-delivered tourism and hospitality services – an exploratory study	<i>Stanislav Ivanov; Craig Webster (Varna University of Management, BULGARIA & Ball State University, USA)</i>
Gender and Personality Stereotypes in Hospitality Robot Acceptance	<i>Santiago Forgas-Coll; Rubén Huertas-García ; Guillem Alenyá; Antonio Andriella (University of Barcelona & Institut de Robòtica i Informàtica Industrial CSIC-UPC, SPAIN)</i>
The use of robots in the tourism industry: What is the better use from a tourist perspective?	<i>Luis Callarisa; Rosa Rodríguez Artola; Yeamduan Narangajavana Kaosiri; Miguel Ángel Moliner Tena; Juan Carlos Fandos; Javier Sánchez García (University Jaume I, SPAIN)</i>
Does the acceptance of service robots in hotels depend on the type of customer and type of robot?	<i>María Teresa Villacé Molinero; Laura Fuentes-Moraleda; Patricia Díaz- Pérez; Alicia Orea-Giner; Ana Muñoz-Mazón; Marlon Felipe Burbano-Fernández (Rey Juan Carlos University, SPAIN & Cauca University, COLOMBIA)</i>

Competitive Papers IV(b). COMPETITIVENESS AND INNOVATION IN HOSPITALITY AND TOURISM. Friday, September 4. 11:30 – 13:00.

Session chair: Sandra Maria Correia Loureiro (ISCTE Business School, PORTUGAL)

Employees' STARA awareness and challenge-hindrances appraisals towards innovative work behavior: A case in the U.S. quick-service restaurant industry	<i>Li Ding; Hailin Qu (Institut Paul Bocuse, FRANCE & Oklahoma State University, USA)</i>
Bridging the gap between blockchain and competitiveness in tourism	<i>Jesús Palomo; C. Figueroa-Domecq; Luisa Andreu (Rey Juan Carlos University, SPAIN, University of Surrey, UK & University of Valencia, SPAIN)</i>
Sources of Price Elasticity of Demand Variability Among Resort Hotels	<i>Aldric Vives; Marta Jacob (University of Illes Balears, SPAIN)</i>
Persuasive voice: The influence of modality in virtual assistant interactions	<i>Carolin Ischen; Theo Araujo; Hilde Voorveld; Guda van Noort; Edith Smit (University of Amsterdam, THE NETHERLANDS)</i>

Plenary Session III. Friday, September 4. 15:00 – 16:00.

Session chair: Daniel Belanche (University of Zaragoza; SPAIN)

Prof. Russell Belk (York University, Canada)	<i>Chatbots, Hubots, Humbots, and Robots: Stumbling Toward Turing</i>
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Competitive Papers V(a). AUGMENTED REALITY AND VIRTUAL REALITY. Friday, September 4. 16:15 – 17:45.

Session chair: Debbie Keeling (University of Sussex, UK)

Technological innovations in hospitality: Virtual reality and neuromarketing.	<i>Liudmila Ostrovskaya; Aldric Vives (University of Alicante & University of Illes Balears, SPAIN)</i>
An Analysis of the Impact of Augmented Reality Marketing (ARM) on Maltese Millennials in the context of Online Shopping.	<i>Leanne Marie Vassallo; Daniela Castillo; Vincent Anthony Marmara (Brunel University, UK & University of Malta, MALTA)</i>
Immersive virtual experiences: shaping the future of museum visits?	<i>María Francisca Blasco; Nuria Recuero Virto; Jesús García-Madariaga (Complutense University of Madrid, SPAIN)</i>
A Picture Can Tell a Thousand Words: Understanding Visual Digital Contents of Chinese Restaurants	<i>Rajibul Hasan; Assem Abdunurova (Rennes School of Business FRANCE & Almaty Management University, KAZAKHSTAN)</i>

Competitive Papers V(b). DIGITAL TRANSFORMATION. Friday, September 4. 16:15 – 17:45.

Session chair: Laurens De Gauquier (Vrije Universiteit Brussel, BELGIUM)

An analysis of the impact of digital competence in customer performance in the hotel industry in Brazil	<i>Lilian Carvalho; Ana Biselli Aida; Eliane Brito (São Paulo Business School- Center of Excellence in Retail, BRASIL)</i>
Management and leadership practices of organizations in the digital transformation context	<i>Nelda Vendramin; Giulia Nardelli; Christine Ipsen (Technical University of Denmark, DENMARK)</i>
Technology with a purpose: The impact of disruptive technologies on retailers' competitive advantage	<i>Myriam Quiñones; Ana M^a Díaz Martín; Ignacio Cruz Roche; Mónica Gómez Suárez; Anne Schmitz (Autonomous University of Madrid, SPAIN)</i>
Extending UTAUT2 to address digital transformation in healthcare	<i>Anne Schmitz; Ana M. Díaz Martín; M^a Jesús Yagüe (Autonomous University of Madrid, SPAIN)</i>

Awards Ceremony and Conference Closing. Friday, September 4. 17:45.

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September 3-4, 2020

ORGANISING COMMITTEE

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