

AIRSI2022

Technologies 4.0 in Tourism, Services & Marketing

July 11-13, 2022

CONFERENCE PROGRAM

Monday July 11

- 12.30 – 13.00 [Official Inauguration](#)
- 13.00 – 14.00 [Plenary Session 1](#): Keynote Speaker
Giampaolo Viglia (Editor-in-Chief of Psychology & Marketing. Professor of Marketing at the University of Portsmouth, UK and Università della Valle d'Aosta, Italy)
What do we expect from Robots?
- 15.00 – 16.30 Competitive Papers 1. [Session 1A](#) [Session 1B](#) [Session 1C](#)
- 16.45 – 18.15 Competitive Papers 2. [Session 2A](#) [Session 2B](#) [Session 2C](#)

Tuesday July 12

- 09.30 – 11.15 Competitive Papers 3. [Session 3A](#) [Session 3B](#) [Session 3C](#)
- 11.30 – 13.00 Competitive Papers 4. [Session 4A](#) [Session 4B](#) [Session 4C](#)
- 15.30 – 16.30 [Plenary Session 2](#): Keynote Speaker
Martin Wetzels (Co-Editor of the Journal of Service Research. Professor of Marketing and service management at EDHEC Business School, France)
The Artificial Intelligence Narrative: A Meta-mining Approach for Mapping Literature
- 16.30 – 18:00... [Welcome session on the AIRSI2022 Metaverse](#)

Wednesday July 13 - METAVERSE

- 09.15 – 10.45 Competitive Papers 5. Session 5A Session 5B
- 11.00 – 12.00 Plenary Session 3: Keynote Speaker
Jochen Wirtz (Recipient of the Christopher Lovelock Career Contributions to the Services Discipline Award. Professor of Marketing at the National University of Singapore)
Implications for Intelligent Automation, Robotics & AI on Marketing Strategy
- 12.00 – 13.30 Workshops on the Metaverse Virtual Environments Artificial Intelligence
- 15.00 – 16.30 Competitive Papers 6. Session 6A Session 6B
- 17.00 – 18:00... Closing Ceremony

EXTENDED ACADEMIC PROGRAM

Central European Time (CET) Madrid, Brussels, Paris, Rome, Berlin, Budapest

Monday July 11

Official Inauguration. Monday, July 11. 12:30 – 13:00. <https://bit.ly/3NS0XGK>

Carlos Flavián	<i>Welcoming remarks and AIRSI2022 Special Issue</i>
Russell W. Belk (Distinguished Research Professor. York University, Canada)	<i>Opening speech</i>

Plenary Session 1. Monday, July 11. 13:00 – 14:00. Chair: Yogesh Dwivedi <https://bit.ly/3NS0XGK>

Giampaolo Viglia (Editor-in-Chief of Psychology & Marketing. Professor of Marketing at the University of Portsmouth, UK and Università della Valle d'Aosta, Italy)	<i>What do we expect from Robots?</i>
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Competitive Papers (1A). Monday, July 11. 15:00 – 16:30. Service Robots. Chair: Cristina Mele <https://bit.ly/3OTTgBb>

Cultured Robots: Social Imaginaries and Market Speeds	<i>Thomas Robinson</i>
Integrating robots into caregiving practices to reduce caregivers' burden	<i>Marialuisa Marzullo, Irene Di Bernardo, Stefano Paolo Russo, Cristina Mele, Tiziana Russo Spena and Alessandra La Salandra</i>
"Internal Service Error" – Threats to consumer well-being in human-robot service interactions	<i>Heiko Holz and Stefanie Paluch</i>
Impact of service robots on customer satisfaction: the moderating role of online review features	<i>Matteo Borghi and Marcello Mariani</i>
Rational thinking as a criterion for segmenting the acceptance of service robots?	<i>Ruben Huertas Garcia, Santiago Forgas-Coll, Antonio Andriella and Guillem Alenya</i>

Competitive Papers (1B). Monday, July 11. 15:00 – 16:30. Voice Assistants and Artificial Intelligence. Chair: Ana Maria Soares <https://bit.ly/3bWdrzl>

The use of artificial intelligence in the hospitality industry: understanding customer service interactions with smart speakers	<i>Daniel Ruiz-Equihua, Luis V. Casalo, Jaime Romero and Sandra Maria Correia Loureiro</i>
Exploring the essence of tourism experiences through artificial intelligence	<i>Sofía Blanco-Moreno, Ana M. González-Fernández and Pablo A. Muñoz-Gallego</i>
Feeling vulnerable with AI. How interaction modality influences consumers responses to interactions with AI digital assistants.	<i>Valentina Pitardi and Hannah Marriott</i>
Customer interactions between expert users and smart voice assistants: how experiences and love drive to long-term relationships	<i>Blanca Hernandez Ortega, Ivani Ferreira and Sara Lapresta Romero</i>
Exploring the role of Twitter communication flow in tourism demand forecasts	<i>Yuanming Qiu, Ewelina Lacka and Jake Ansell</i>

Competitive Papers (1C). Monday, July 11. 15:00 – 16:30. Social Media. Chair: Nikolaos Stylos
<https://bit.ly/3RncdNY>

Attachment styles moderate applicant's responses to face-to-face vs asynchronous job interviews	Valerio Deriu and Rumen Pozharliev
Understanding how lenders' social presence in peer-to-peer platforms can boost consumers' prosocial behaviour	Giovanni Pino, Marta Nieto Garcia, Giampaolo Viglia, Alessandro Peluso and Raffaele Filieri
Exploring the effects of spectators' identification with esports players and the community on consumer behaviour	Fernando Navarro-Lucena, Rafael Anaya-Sánchez and Sebastián Molinillo
A Cross Cultural Analysis of Emoticon Utilization in Social Media Branding Communication	Altug Tanaltay, Selcen Ozturkcan and Nihat Kasap
Lexicon-based sentiment analysis of fake news on social media	Bahareh Farhoudinia, Selcen Ozturkcan and Nihat Kasap

Competitive Papers (2A). Monday, July 11. 16:45 – 18:15. Miscellaneous. Chair: Sandra Loureiro
<https://bit.ly/3OTTgBb>

Development and Validation of a Technology Paternalism Scale	Martin Rochi, Philipp Rauschnabel, Karl-Heinz Renner and Bjoern Ivens
Does age matter in webrooming?	Vaida Kaduškevičiūtė and Erika Pipiraitė
Determinants of intention to use autonomous buses: A qualitative study	Lidia Caballero-Galeote, Sebastian Molinillo, Francisco Liebana-Cabanillas and Miguel Ruiz-Montañez
New horizons in customer resistance: Exploring consumer difficulties in adopting Autonomous Vehicles (AV) from a marketing perspective	Fraser McLeay, Hossein Olya, Jessica Lichy and Ameet Pandit
Consumer Responses to Private Versus Public Transportation Services By Autonomous Vehicles	Rumen Pozharliev, Matteo De Angelis and Dario Rossi

Competitive Papers (2B). Monday, July 11. 16:45 – 18:15. Chatbots and Voice Assistants. Chair: Raffaele Filieri
<https://bit.ly/3bWdrzl>

Consumer willingness to disclose personal information to conversational agents (CAs): The double-edged sword of CAs' perceived intelligence	Stefanie Sohn, Dominik Siemon and Stefan Morana
Scared off by the joneses: Exploring the complex social nature of adoption of smart home technology for ageing consumers	Brian T Hart, Graham Ferguson and Saadia Shabnam
More than Just a Chat: A Classification of the Anthropomorphised AI – User Relationships	Amani Alabed, Ana Javornik, Diana Gregory-Smith and Rebecca Casey
The impact of voice assistants on flow: a comparison between virtual reality stores and websites	Enrique Bigné, Carla Ruiz-Mafe and Rafael Curras
Customer Perspectives on the Process of Co-Creation with Chatbots	Daniela Castillo, Ana Canhoto and Emanuel Said

Competitive Papers (2C). Monday, July 11. 16:45 – 18:15. New technologies in service and retailing. Chair: Eleonora Pantano
<https://bit.ly/3RncdNY>

Personalized Technology Services for In-store Shopping: Impact on Customer Engagement and Shopping Satisfaction	Youngdeok Lee and Sejin Ha
Investigating consumers' hesitant adoption of medical artificial intelligence	Elisa Konya-Baumbach, Miriam Biller and Sabine Kuester
Generation Zers Engagement with Cryptocurrencies: A Behavioral Reasoning Theory Perspective	Fulya Acikgoz, Nikolaos Stylos and Sophie Lythreatis
Exploring Experts' Perceptions of Key Factors Favoring Successful Implementation of Chatbots in customer service encounters: the Case of the Canadian Financial Industry	Massilva Dekkal, Manon Arcand, Sandrine Promtep, Lova Rajaobelina and Line Ricard
Assessing the role of technology readiness in telemedicine adoption in an international context	Anne Schmitz, Ana M. Díaz-Martín and María Jesús Yagüe Guillén

Tuesday July 12**Competitive Papers (3A). Tuesday, July 12. 09:30 – 11:15. Miscellaneous. Chair: Park Thaichon**
<https://bit.ly/3OTTgBb>

Pay with your Face - Customer Decision-making Journey of Trialling Facial Recognition Payment Technologies	<i>Shasha Wang, Gary Mortimer, Laszlo Sajtos, Byron Keating and Stephanie Chen</i>
Collectives in Social Media: Predicting their brand engagement using deep learning methods	<i>Mohamed Zaki and David Solis Diaz</i>
Unpacking Emotion on Social Media Marketing in Global and Emerging Local Market Contexts with Evidence from Big Data	<i>Altug Tanaltay, Selcen Ozturkcan and Nihat Kasap</i>
Customer relationships formation and development in AI-based organisational frontlines	<i>Arezoo Fakhimi, Tony Garry and Sergio Biggemann</i>
Value-Attitude-Behaviour Model: Explore Consumer Emotions and Purchase Intentions in Live Streaming	<i>Xiaolan Xia, Park Thaichon and Wei Shao</i>
How customers' expectations and experiences towards global chain hotels be captured post-COVID-19? A netnographic perspective	<i>Anam Afaq, Loveleen Gaur and Gurmeet Singh</i>

Competitive Papers (3B). Tuesday, July 12. 09:30 – 11:15. Chabots and Digital Assistants. Chair: Sanjit Roy
<https://bit.ly/3bWdrzl>

Emotional response of virtual assistants as an added value of an interactive product	<i>Álvaro Saavedra Montejo, Raquel Chocarro Eguaras, Mónica Cortiñas Ugalde and Natalia Rubio Benito</i>
Digital companions in marketing: the crucial roles of perceived similarity and perceived humanlikeness in driving of customer outcomes	<i>Katja Gelbrich, Alina Kerath and Helen Chun</i>
Teaming up with chatbots: Creating an effective collaboration between human employee and digital employee to enhance customer experience	<i>Khanh Le, Laszlo Sajtos, Werner Kunz and Karen Fernandez</i>
What's in a Name? Gender Suitability of Task-Specific Digital Assistants	<i>Stewart Palmer, Darius-Aurel Frank, Lina Fogt Jacobsen and Polymeros Chrysochou</i>
Psychological predictors of chatbots continuance intention: The role of subjective knowledge, innovativeness, and customer experience	<i>Raffaele Filieri, Lamberto Zollo, Riccardo Rialti and Sukki Yoon</i>
Does chatbots establish humanness in customer purchase journey?	<i>Janarthanan Balakrishnan, Abdullah Baabdullah, Raffaele Filieri and Yogesh Dwivedi</i>

Competitive Papers (3C). Tuesday, July 12. 09:30 – 11:15. Metaverse and Immersive Technologies.
Chair: Enrique Bigné <https://bit.ly/3RncdNY>

The Effect of Autonomy Need Satisfaction and Escapism Motivation on Consumer's Variety-seeking Behavior in Metaverse	<i>Terry Haekyung Kim and Hyunjoo Im</i>
Psychological ownership of virtual store experiences: the role of control	<i>Ezgi Merdin Uygur, Gulen Sarial Abi and Aulona Ulqinaku</i>
Metaverse: A Bibliometric Analysis	<i>Yioula Melanthiou and Surat Teerakapibal</i>
A Process Model of Metaverse Immersion and Consumer Responses	<i>Christine Sung, Ohbyung Kwon and Kwonsang Sohn</i>
Psychological impacts of digital travel shaped via immersive technology	<i>Tseng-Lung Huang, Tong Xin Hong, Hsin-Yu Chen and Yi-Jyun Cai</i>

Competitive Papers (4A). Tuesday, July 12. 11:30 – 13:00. Artificial Intelligence & Service Robots. Chair: Marcello Mariani <https://bit.ly/3OTTgBb>

AI-informed Transformative Service Research – Deploying AI Agents to Empower Vulnerable Consumers	<i>Nika Mozafari, Maik Hammerschmidt and Welf H. Weiger</i>
Integrating AI into Customer Service: Improving the Actionability of Customer Feedback Analysis Using Machine Learning	<i>Joni Salminen, Mekhail Mustak, Nina Rizun, Aleksandra Revina, Anastasija Nikiforova, Hind Almereki, Soonyo Jung and Bernard J. Jansen</i>
Learning FinTech from AI Chatbot: Two Dimensions of Trust on Financial Self-efficacy on Consumer Adoption of a Wealth Management App.	<i>Chia-Yang Chang, Cong-Minh Dinh and Sungjun Steven Park</i>
The Interplay Between Robot Design, Customer Perceptions and Service Outcomes: A fsQCA Perspective	<i>Héctor González Jiménez and Sun Yang.</i>
The emerging “we” tribe of human-robot partners in consumption spaces	<i>Ezgi Merdin Uygur and Selcen Ozturkcan</i>

Competitive Papers (4B). Tuesday, July 12. 11:30 – 13:00. Technology-based Services. Chair: Yioula Melanthiou <https://bit.ly/3bWdrzl>

Traveling in the post-COVID era: The role of intelligent technologies in enhancing travelers' service experience	<i>Heiko Holz and Stefanie Paluch</i>
Marketing 5.0 and its business applications: a bet on the future	<i>María Pilar Martínez-Ruiz, María Ángeles García-Haro, Ricardo Martínez-Cañas and Juan José Nájera-Sánchez</i>
Does the cognitive style influence user experience? A comparative analysis of website and virtual reality in a hotel choice setting	<i>Enrique Bigné, Luisa Andreu and Isabel Sanchez-García</i>
Uses and gratifications of chatbots: their influence on consumer experience and purchase intention	<i>Paulo Ribeiro Cardoso, María D. Illescas Manzano, Cristina Segovia López and Sergio Martínez Puertas</i>

Competitive Papers (4C). Tuesday, July 12. 11:30 – 13:00. Social Media and Consumer Influence. Chair: Kim Willems <https://bit.ly/3RncdNY>

May I suggest these products to you?: Effects of recommender and product types on expected quality of product recommendations	<i>Hyunjoo Im and Garim Lee</i>
Understanding the impact of pre-existing online reviews upon customer intention to review the products on fashion e-commerce websites	<i>Harmanjit Singh</i>
Micro-level and cross-level moderating effects on customer satisfaction in social commerce platform: A multilevel analysis in the hospitality industry	<i>Xingting Ju and Xiaowei Cai</i>
Virtual influencers: generation of trust, loyalty and purchase intentions.	<i>Rafael Anaya-Sánchez, Carlota Aurora Mesas Ruiz, Sebastián Molinillo and Arnold Japutra</i>
Looking at embarrassment in consumer-technology interactions	<i>Maher Georges Elmashhara and Ana Maria Soares</i>

Plenary Session 2. Tuesday, July 12. 15:30 – 16:30. Chair: Wener Kunz <https://bit.ly/3NS0XGK>

Martin Wetzels (Co-Editor of the Journal of Service Research. Professor of Marketing and service management at EDHEC Business School, France)	<i>The Artificial Intelligence Narrative: A Meta-mining Approach for Mapping Literature</i>
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Welcome session on the AIRSI2022 Metaverse. Tuesday, July 12. 16:30 – 18:00

Chairs: Carlos Orús, Sergio Ibáñez and Sergio Barta <https://bit.ly/3NS0XGK>

Wednesday July 13 – Metaverse**Competitive Papers (5A). Wednesday, July 13. 09:15 – 10:45. Artificial Intelligence & Service Robots.
Chair: Stanislav Ivanov Metaverse: Competitive Papers A**

Artificial Intelligence and Value Creation: Present Research Focus and Future Research Agenda	<i>Kunjan Rajguru</i>
To explain, or not to explain, that is the question. Do we need explainable artificial intelligence (XAI) in consumer neuroscience?	<i>José Paulo Marques dos Santos, José Diogo Marques dos Santos, José Luís Reis and Alexandre Sousa</i>
Relationship quality in customer-service robot interactions: An analysis of value recipes	<i>Sanjit K. Roy, Gaganpreet Singh, Richard Gruner, Saadia Shabnam, Mohammed Quaddus and Bidit De</i>
Citizen Science and Photovoice technique to assess Food Waste Perceptions: An AI-driven approach	<i>Kanwal Gul and Swapnil Morande</i>
Artificial Intelligence Applications. Challenges for Cultural Institutions	<i>Alicia Orea Giner, Ana Muñoz, Teresa Villace and Laura Fuentes</i>

**Competitive Papers (5B). Wednesday, July 13. 09:15 – 10:45. Virtual Assistants & New Technologies.
Chair: Sebastián Molinillo Metaverse: Competitive Papers B**

What if we took a holiday? Enriching Advertising with Intelligent Voice Assistants	<i>Pedro Miguel Oliveira, João Guerreiro and Paulo Rita</i>
Chatbots as service recovery agent: the role of chatbot disclosure on perceived justice and forgiveness	<i>Kaiwen Xue, Sven Tuzovic and Udo Gottlieb</i>
Reshaping the Hospitality Industry by Technologies 4.0: The perspectives of top managers	<i>Hsuan Hsu</i>
Perception of avatar attitudes in Virtual Reality	<i>Elodie Etienne, Anne-Lise Leclercq, Angélique Remacle and Michaël Schyns</i>
Analysis of seller's persuasive styles impact on audience participation in a multi-brand live-streaming shopping event	<i>Michele Giroto, Mel Solé Moro and Jordi Campo Fernández</i>

Plenary Session 3. Wednesday, July 13. 11:00 – 12:00. Chair: Valentina Pitardi Auditorium Metaverse

Jochen Wirtz (Recipient of the Christopher Lovelock Career Contributions to the Services Discipline Award. Professor of Marketing at the National University of Singapore)	<i>Implications for Intelligent Automation, Robotics & AI on Marketing Strategy</i>
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Workshops on the AIRSI2022 Metaverse. Wednesday, July 13. 12:00 – 13:30.

Virtual Environments and Technologies 4.0	<i>Carlos Orús</i>
Artificial Intelligence and Technologies 4.0	<i>Daniel Belanche</i>

Competitive Papers (6A). Wednesday, July 13. 15:00 – 16:30. New Technologies & Virtual Reality. Chair: Philipp Rauschnabel **Metaverse: Competitive Papers A**

Privacy-Personalization Paradox in Adoption of Facial Recognition Technology at Business Events	<i>Olena Ciftci, Katerina Berezina and Inna Soifer</i>
Implications of new technologies on consumer engagement	<i>Samson Ajayi, Sandra Loureiro and Daniela Langaro</i>
Effects of Perceived Risks on Innovation of Tourism Industry: The Case of Contactless Airline and Hotel Services	<i>Mary Grace Burkett and Nuria Recuero Virto</i>
Virtual reality and other video types in destination marketing: Which one is more effective in attracting travelers?	<i>Katerina Berezina, Olena Ciftci and Cihan Cobanoglu</i>
Barriers to full-adoption of digital payment methods: the mediating role of barrier-breakers	<i>Irina Dimitrova and Peter Öhman</i>

Competitive Papers (6B). Wednesday, July 13. 15:00 – 16:30. Artificial Intelligence & Service Robots. Chair: Bart Larivière **Metaverse: Competitive Papers B**

Together or Alone: Should Service Robots and Frontline Employees Cooperate at the POS	<i>Kim Willems, Malaika Brengman, Laurens De Gauquier, Hoang-Long Cao and Bram Vanderborght</i>
Humans and/or robots? Tourists' preferences towards the humans-robots mix in the service delivery system	<i>Stanislav Ivanov, Craig Webster and Faruk Seyitoğlu</i>
When is artificial intelligence "too intelligent"? A critical thresholds approach in retail service	<i>Eleonora Pantano and Daniele Scarpì</i>
Anthropomorphic Service Robot Design: The Impact of Linguistic Human Cues on Customer Reaction	<i>Changxu Victor Li and Bart Larivière</i>
Consumer experience with voice-based artificial intelligence: exploring voice love and its acoustic origins	<i>Alice Zoghaib and Jennifer Takhar</i>

Closing Ceremony. Wednesday, July 13. 17:00 – 18:00.. **Metaverse:Closing Ceremony**

Carlos Flavián	<i>Closing remarks</i>
Werner Kunz (Director of the Digital Media Lab. University of Massachusetts, Boston)	<i>AIRSI2023 Special Issue</i>
<i>Best Papers Awards Winners and Metaverse Awards</i>	

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