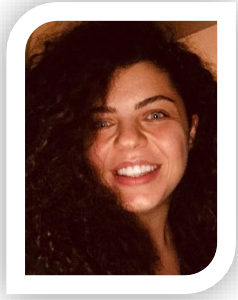


# AIRSI2022

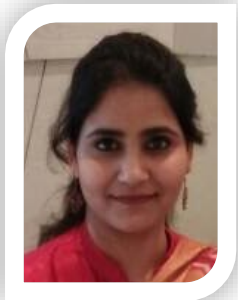
## **Technologies 4.0** in Tourism, Services & Marketing

**PARTICIPANTS BOOK**

## PARTICIPANTS BIOGRAPHIES (alphabetical order)



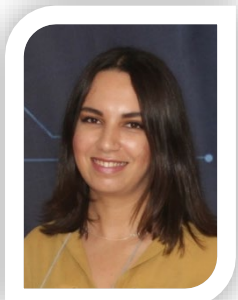
Acikgoz, Fulya is a Ph.D. candidate at University of Bristol, UK. Her research focuses on technology marketing and information management, and social media. She published in journals including *Journal of Business & Industrial Marketing*, *International Journal of Contemporary Hospitality Management*, *Behaviour & Information Technology*, *International Journal of Human-Computer Interaction*, *Journal of Marketing for Higher Education*.



Afaq, Anam is a Research Scholar pursuing her PhD in Marketing Management from Amity University Noida. Her area of interest in research includes Big Data Analytics and Digital Marketing. She is a certified Digital Marketer.



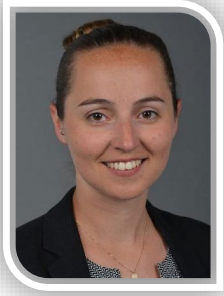
Ajayi, Samson is a second-year doctoral researcher in Management with concentration in Marketing at ISCTE Business School, Lisbon, Portugal. His research interests focus on the internet of things, AI, consumer engagement, and consumer retention. His research has been published in *EuroMed Journal of Business Journal* and *Journal of Marketing Management and Consumer Behavior*. He has presented his research in AIM-AMA-Sheth Foundation Doctoral Consortium 2022. In parallel with his Ph.D. Program, Samson has over 15 years cognate experience across different international brands and currently works as the Country Business Director in Robert Bosch Africa responsible for defining and driving the sales and brand strategy in Nigeria.



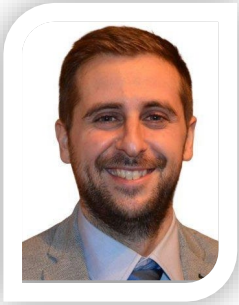
Akdim, Khaoula is a PhD student at the university of Zaragoza (Spain). She is a member of the research group METODO. Her main research interest concentrates on the eWOM and smart technologies in service marketing. She is also concerned about the issues of mobile APPs in travel sector. Ms. Akdim is an agricultural engineer graduated from Agronomic and Veterinary Institute Hassan II, Rabat Morocco, with a Master of Science in Agro-food marketing from the International Center of Advanced Mediterranean Agronomic Studies (CIHEAM) Zaragoza, Spain. **Organising Committee AIRSI2022.**



Alabed, Amani is a PhD student at Newcastle University Business School, Newcastle University, UK. Her research focuses on consumer behaviour and artificial intelligence. She has previously obtained an MSc degree in International Marketing at Newcastle University Business School. She also has a certification in the fundamentals of AI from Microsoft and a certification in social media from the Digital Marketing Institute.



Alina Kerath is a research assistant and PhD candidate at the Chair of Business Administration and International Management at the Catholic University of Eichstaett-Ingolstadt, Germany. Her major fields of research are digital services & digital assistants and their effects on consumers.



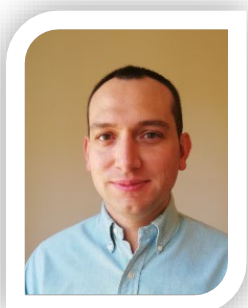
Anaya-Sanchez, Rafael (PhD) is an Associate Professor of Marketing at University of Malaga. His research interests include social media and e-commerce. His research has been presented in international conferences as well as peer-review journals (e.g. *Tourism Management*, *Computers in Human Behavior*, *Electronic Commerce Research* and *Applications*, among others).



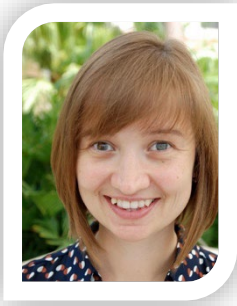
Andreu, Luisa is Associate Professor in Marketing at the University of Valencia (Spain). Her current research focuses on Sustainable Tourism Marketing, Consumer Neuroscience, Virtual Reality and Digital Marketing. She has published her research in journals such as *Annals of Tourism Research*, *Journal of Business Research*, *Journal of Sustainable Tourism*, *Tourism Management*, *Psychology & Marketing*, among others. She is currently Associate Editor of *Tourism Review*. She coordinates an international postgraduate course in Service Marketing & Management at the University of Valencia. She has been visiting scholar at the PennState University (2008), University of Cambridge (2011), and University of Surrey (2019).



Barta, Sergio is a PhD Student in the Department of Marketing Management and Market Research at the University of Zaragoza. He holds a Business and Management degree and a master's degree in Strategy and Marketing. His research interests focus on the effect of electronic devices on flow state and the impact of new technologies on consumer behaviour. **Organising Committee AIRSI2022.**



Belanche, Daniel is Assistant Professor at the department of Marketing Management and Market Research (Universidad de Zaragoza). Listed on the Stanford University's 2021 Top 2% Most Cited Scholars in Marketing in the World. Research lines: AI and robots in services, new services adoption, technology, emotions, influencer marketing, online advertising and place identity. Results and conclusions from this research have been presented at conferences, and published in scientific journals as *Journal of Service Research*, *Journal of Service Management*, *Journal of Interactive Marketing*, *Information & Management*, or *Psychology & Marketing*. **President of AIRSI2022 Scientific Committee.**



Berezina, Katerina, Ph.D., CHTP, CRME, CHIA, is an Associate Professor and a Hospitality Management Program Director in the Department of Nutrition and Hospitality Management at the University of Mississippi. Dr. Berezina's research interests are in the areas of information technology in hospitality and tourism, electronic distribution, and revenue management. She serves as the Managing Editor of the *Journal of Hospitality and Tourism Technology*. Also, Dr. Berezina assumes the roles of the Vice-Chair of the CHTP Advisory Council with Hospitality Financial and Technology Professionals (HFTP), the Director of Membership Services with the International Federation for IT and Travel & Tourism (IFITT), and a member of the Industry-Faculty Partnership Council with Hospitality Sales and Marketing Association



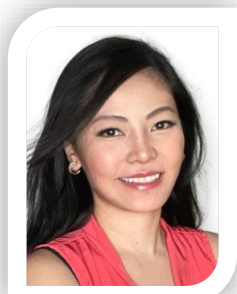
Biggemann, Sergio is Associate Professor of Marketing at The University of Otago Business School, his research interest in in modelling the dynamics of business relationships with focus on the effects of emerging technologies, particularly artificial intelligence in developing and management of relationship between organisational customers and intelligent virtual assistant technologies. He sit in the editorial board of and has published in journals such as *Industrial Marketing Management*, *The Journal of Business Research*, and *The Journal of Business* and *Industrial Marketing* among others.



Bigné, Enrique is Professor of Marketing at the University of Valencia (2001-) and at Jaume I University (1996-2001). He has been visiting scholar at the University of Maryland (2011, 2012) and Berkeley Haas School of Business (2014). His main research interests are advertising, neuromarketing, and virtual reality. His work has been published in *Psychology & Marketing*, *Journal of Current Issues and Research in Advertising*, *International Journal of Advertising*, *Annals of Tourism Research*, *Tourism Management*, *Journal of Business Ethics*, *Journal of Business Research*, *Frontiers in Psychology*, *Journal of Services Marketing*, and *International Journal of Research in Marketing*, among others.



Blanco-Moreno, Sofia is a Marketing and Tourism expert with specialization in Digital Marketing and technologies such as Machine Learning and Deep Learning applied in Tourism, Travel, Hospitality, Leisure industries and Smart Destinations. She is a member of the MKTing research group. She is also a predoctoral researcher at the Universities of León and Salamanca (Spain), and she has worked as a Digital Marketing expert on international companies such as Melià Hotels. She is an assistant professor in the field of Consumer Behavior, Tourism marketing and Cross-Cultural Marketing.



Burkett, Mary Grace is originally from the Philippines, currently residing in Madrid, Spain. Studied Bachelor of Arts in International Studies major in Tourism Management at San Beda College Alabang. Travelled to Spain to pursue her master's degree: Master in European Union studies and Human Rights and Master in Innovation and Tourism Marketing at Universidad Catolica San Antonio de Murcia. Currently studying Doctorate in Tourism and Commerce at Universidad Complutense de Madrid. Previously worked in the airlines as flight attendant and as flight operations inspector. Moved to Spain, after her masters degree and worked in marketing and ecommerce industry. Currently working as SAP Project manager at a multinational electronics company.



Caballero-Galeote, Lidia is a PhD student at the University of Malaga (Spain). She has been working as an airport maintenance technician for more than twelve years and has completed a master's degree in Airline and Airport Management. Her current research interests are transport studies, new technologies, social networks and tourism.



Casaló, Luis V. holds a Ph.D. in Business Administration and is Associate Professor of Marketing at the University of Zaragoza (Spain). His research interests include the influence of social networks and new technologies (e.g. artificial intelligence) on consumer behavior, and service marketing and management (especially in the travel and hospitality industry). He has published more than 50 papers in well-recognized international journals such as *International Journal of Electronic Commerce*, *Journal of Business Research*, *Information & Management*, *Psychology & Marketing*, *Computers & Education*, *Computers in Human Behavior*, *Internet Research*, *International Journal of Information Management*, *Journal of Environmental Psychology*, *Tourism Management* or *International Journal of Hospitality Management*. He is the recipient of several prizes such the 2018 Outstanding Reviewer for Internet Research (by Emerald), or the best paper published at the Spanish Journal of Marketing ESIC. He is regional editor for Europe of the *Spanish Journal of Marketing ESIC* and he is also a member of the editorial board of *Internet Research* and *Journal of Hospitality and Tourism Insights*. **Program Chair AIRSI2022.**



Castillo, Daniela Daniela is a doctoral researcher at Brunel University London, currently investigating customer participation in interactions with AI-powered technologies, such as chatbots. Her main research topics revolve around AI, chatbots, self-service technologies and co-creation. Daniela also lectures digital marketing at the University of Malta, across a number of programmes, including MBA. She holds an M.Sc. in International Marketing from the University of Strathclyde in the 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.



Ciftci, Olena , MS, CHIA, is a Ph.D. candidate and instructor in the Department of Nutrition and Hospitality Management at the University of Mississippi. Her research interest is in information technologies in the hospitality industry, revenue management, consumer behavior, and research methods. Olena is the author of articles in academic journals, publications in professional journals, and two book chapters. She presented her research at international academic conferences. Olena serves as an Editorial Assistant at the *Journal of Hospitality and Tourism Technology* and a reviewer for five highly ranked academic journals in hospitality and tourism.



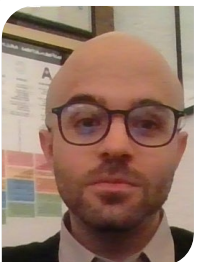
Cobanoglu, Cihan Ph.D., CHTP, is the dean of the School of Hospitality and Tourism Management. He holds the McKibbon Endowed Chair Professor of the School of Hospitality and Tourism Management at USF's Muma College of Business in Sarasota-Manatee. He also serves as the director of the M3 Center for Hospitality Technology and Innovation and is the coordinator of international programs for the college. Dr. Cobanoglu is a renowned hospitality and tourism technology expert and a Fulbright specialist. He is a Certified Hospitality Technology Professional and is editor of the *Journal of Hospitality & Tourism Technology* and the *Journal of Global Business Insights*.



Cristina Mele (PhD) is Full Professor of Service Innovation and the coordinator of the PhD in Management at the Department of Economics, Management and Institutions, University of Naples Federico II. She is delegated of Innovation and Third Mission at University. Her main research interests are innovation and smart technologies, value creation, markets and service ecosystems. She has more than 260 publications. Her articles have appeared in *Journal of The Academy of Marketing Science*, *Marketing Theory*, *Industrial Marketing Management*, *Journal of Business Research*, *Journal of Service Management* and *Journal of Service Theory and Practice*. Cristina is one of co-chairs of The Naples Forum on Service. She is the recipient of S-D logic Award (2019).



Dekkal, Massilva M.Sc., is a Ph.D. candidate at ESG business school of University of Quebec in Montreal (UQAM). Her research interests are in digital marketing applied to financial services (Fintech).



Deriu, Valerio is a PhD Candidate in Management at Luiss Guido Carli University (Rome, Italy). He also received - cum laude - a Master's Degree in Psychology applied to work and juridical-forensic contexts at La Sapienza (Rome, Italy). His current research focuses on emerging technologies in the hiring process, such as the digital job interviews and artificial intelligence, which allow semi- or fully automation of selection decisions. Specifically, he is investigating how attachment styles, defined as relationship-based models of behavior in social contexts, influence job candidates' reactions to these novel technologies.



Dimitrova, Irina is a doctoral student of Business Administration at Mid Sweden University and the Centre for Research on Economic Relations (CER). Her research focuses on financial issues.



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*.



Elmashhara, Maher Georges is a Researcher and Lecturer at the Research Centre in Management and Economics (CEGE) and Católica Porto Business School, Catholic University of Portugal. He teaches Advanced Topics in Marketing and Research Seminars, and his current research interests focus on consumer behavior and psychology, retailing, and sensory interactive marketing. His work has been published in international journals including “*Journal of Retailing and Consumer Services*”, “*Travel Behavior and Society*”, and “*International Journal of Retail & Distribution Management*”, among others. In addition, he has made a research stay at the University of Maribor, Slovenia.



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.



Ezgi Merdin-Uygur works as an Assistant Professor of Marketing at Kadir Has University, Istanbul, Turkey. Her work has appeared in various outlets such as *Journal of Consumer Behaviour*, *Self & Identity*, and *Annals of Tourism Research* amongst others. Her research focuses on social influence as well as robotic and virtual experiences as they unfold in consumer behavior and marketing. She also received Best Track Paper Award at the AMA Winter Conference.



Fandos Herrera, Carmina is associate professor in marketing management and marketing research at the Universidad de Zaragoza (Spain). Her research topics 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* y *Agribusiness: an International Journal*, or *Studies in Higher Education*, between others. **Organising Committee AIRSI2022.**



Filieri, Raffaele is a Professor of Digital Marketing in the Marketing Department at Audencia Business School, Nantes, France. He is Associate Editor of the *Journal of Business Research* and *European Management Review* and sits on the Editorial Boards of various marketing & service research journals. His research interests include social media (eWOM); digital marketing; consumer behavior in digital settings; cross-cultural brand management; online services management. He has published extensively in top-ranked journals, including *Journal of Service Research*, *Tourism Management*, *Annals of Tourism Research*, *Journal of Travel Research*, *Journal of Interactive Marketing*, *Marketing Letters*, *International Marketing Review*, *Industrial Marketing Management*, *Journal of Business Research*.

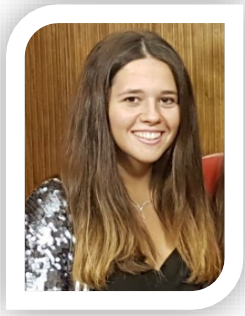


Finken, Davis is 3rd year PhD Candidate & Visiting Scholar @University of Michigan. His dissertation project on Extended Realities' impact on decision-making, preference formation and judgement allows him to delve into areas we know, so far, only very little about. It really motivates him to better understand when and why virtuality can have beneficial consequences for business and society, but likewise to unveil related adverse effects. Certainly, AR, VR, and the "Metaverse" will impact us in the years to come.



Flavián, Carlos is Professor of Marketing at the University of Zaragoza (SPAIN) and Chair of METODO research group. His research focuses on the analysis of people's interaction with new technologies, studying both the particularities of the technology (e.g. usability) and the perceptions, behavioral intentions and actual behaviors of consumers (adoption, recommendation, eWOM, satisfaction, loyalty, etc.). This research is developed in diverse contexts such as the adoption of services through the Internet and more recently in the context of artificial intelligence, virtual reality, augmented reality and other Industry 4.0 technologies. His research has been published in journals specialized in marketing, psychology, tourism and new technologies. He is the founder and editor-in-chief of *Spanish Journal of Marketing-ESIC* and associate editor of *The Service Industries Journal*. AIRSI2022 Conference Chair.





Flavián-Lázaro, Marta has a degree in Business Administration and Management from the University of Zaragoza, and studied entirely in English. Her final degree work addressed the relationship established between the influencers who interact through Instagram, their followers and the products they promote through this growing social network. **Organising Committee AIRSI2022.**



Fuentes-Moraleda, Laura has a PhD in Social Sciences from UNWTO and Nebrija University and she is Lecturer of Tourism Market Analysis and Tourism Planning at Rey Juan Carlos University, both for undergraduate and postgraduate levels. In the past fifteen years her professional activity has been linked to the field of tourism destination management, and she has contributed to activities related to development and sustainable projects in tourist destinations in European and Latin American countries, while working with domestic agencies, public and private. Deputy director at Tourism Studies Centre in Rey Juan Carlos University.



García-Haro, María Ángeles Ph. D., is a full-time Lecturer in Economics and Business Studies at the University Oberta of Catalunya. Her research interests fall in the areas of consumer behavior, tourism, value co-creation and social media. García-Haro is co-author of several articles indexed in JCR Clarivate Analytics and book chapters in prestigious publishers. Also, she has participated as a speaker in more than 15 national and international conferences.



Gelbrich, Katja is a Full Professor of Business Administration and International Management at Catholic University of Eichstaett-Ingolstadt, Germany. Her major fields of research are services marketing & service recovery, digital services & digital assistants, and cross-cultural marketing & management. She has published articles in scientific journals such as *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Service Research*, *Journal of Retailing*, *Journal of Business Research*, *Marketing Letters*, *Business Ethics Quarterly*, *Journal of Retailing and Consumer Services*, and *Journal of Services Marketing*.



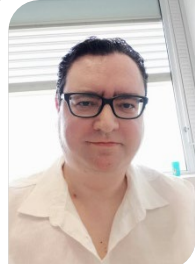
Giroto, Michele holds a doctoral degree in organization and business management, from the Universitat Politècnica de Catalunya. Currently she is teaching international marketing and product management at the Universitat de Barcelona, where she holds a tenure track position in marketing. Her research interest lies in leadership, communication and digital marketing and ecommerce. She participates in the business and management research group and in the GIDM (Research group in teaching of marketing and market research) at the University of Barcelona).



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*.



Gregory-Smith, Diana is a Professor of Marketing and Sustainability at Newcastle University Business School, Newcastle University, UK. Her research focuses on ethical and sustainable marketing and consumption; the psychology of decision making and behaviour change; technology and consumer behaviour. Diana is an interdisciplinary researcher whose work has been published in a range of journals such as the *Psychology and Marketing*, *Journal of Business Ethics*, *Computers in Human Behavior*, *Annals of Tourism Research*, *Tourism Management*, and *European Management Review*, among others.



Guinalú, Miguel is Associate Professor of Marketing (University of Zaragoza, Spain). His main research topics are: online trust, virtual communities. **Web Chair AIRSI2022.**



Gul, Kanwal is a doctoral researcher in Management at the University of Naples in Italy. She is the winner of the research grant offered for the XXXVII cycle at the Department of Economics, Management, and Institutions (DEMI). Her teaching experience is a culmination of half a decade of experiential pedagogy backed by corporate exposure. Kanwal's interests reside in Supply chain and Services with expertise that revolves around sustainability. She is currently pursuing projects that illustrate Neuro-Symbolic AI's role in venture development. Her research acumen offers an interdisciplinary approach using state-of-the-art technologies towards sustainability. Recent work by Ms. Gul is a critical reflection of food loss & waste prevention, where she signifies the role played by technology. It coincides with her belief to make the world a better place & with every public appearance, she inches towards realizing the same!.



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 AIRSI2022.**



Gustafsson, Anders Professor of Marketing BI Norwegian Business School. His research is focused on marketing, retailing, consumer experience and satisfaction. He is a board member of the AMA's non-profit foundation that recognizes outstanding marketing individuals (The Sheth Foundation) President of the Academic Council of the AMA and Editor-in-Chief of the *Journal of Business Research*.



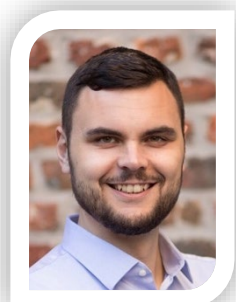
Ha, Sejin is a professor at University of Tennessee, in the Department of Retail, Hospitality and Tourism Management. Her research interests include the dynamics between consumer consumption and retail marketplace, particularly with focus on technology-mediated dynamics. Her research has appeared in *Journal of Business Research*, *Computers in Human Behavior*, *The Service Industries Journal*, *Journal of Service Management*, *Cyberpsychology, Behavior, and Social Networking*, *International Journal of Retail and Distribution Management*, and *Clothing and Textile Research Journal*.



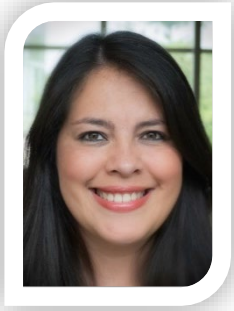
Hammerschmidt, Maik is a Professor of Marketing and Chair in Marketing and Innovation Management at the University of Goettingen, Germany. He earned his Ph.D. at the University of Mannheim, Germany. His research focuses primarily on artificial intelligence in the service frontline, motivational information systems, and corporate social responsibility.



Hart, Brian 't holds a PhD in Marketing from Curtin University, Australia. He also holds a Bachelor of Commerce in Marketing and a first-class honors in Marketing from Curtin University. He currently works as an Assistant Professor of Marketing at Trinity Western University in BC, Canada. His research interests include advertising, branding, technology adoption and ageing consumers. Brian is most passionate about working together with organizations, and supporting an ecosystem of people-centred innovation, particularly within the ageing consumer sector.



Heiko is a PhD student and junior researcher at the Service and Technology Marketing Group at RWTH Aachen University. His research interests focus on the ways in which new technologies re-shape customers' service experience in different service settings. Heiko's PhD thesis consists of three papers which discuss e.g., the impact of AI-technologies on traveler's service experience at airports or the negative consequences customers experience during encounters with humanoid service robots. His work on collaborative service robots was published in the *Journal of Service Management*. He regularly presents his research at renowned service and marketing conferences.



Hernandez-Reyes Alix, currently in the first year of the PhD program in Marketing at the University of Valencia, also holds a Master of Arts in Tourism Management from the University of Derby, and a Masters in Marketing and Market Research (international stream) from the University of Valencia and Jaume I University. With over 20 years of experience in international education (marketing and admissions), she currently resides in Asia (Japan and Singapore), and her main research interests surround the use of technologies (robots and AI) in the service industry and their effects in the customer experience.



Hsu, Hsuan is an Assistant Professor of English Taught Program in Smart Service Management, Shih Chien University. His research focus includes smart technology application, metaverse, digital learning, experience design and aesthetics. He has published articles in top-tier international tourism and hospitality journals such as *International Journal of Hospitality Management*, *Journal of Hospitality and Tourism Technology*, *Journal of Hospitality Marketing & Management*, *Journal of Sustainable Tourism*, *Journal of Hospitality and Tourism Management*, *Journal of Hospitality, Leisure, Sport & Tourism Education*, *Information Technology & Tourism*, *Asia Pacific Journal of Tourism Research*, etc..



Ibáñez-Sánchez, Sergio holds a Ph.D. in Business Administration and is a postdoctoral researcher at the University of Zaragoza (Spain). His main research line focuses on analyzing the impact of new technologies on the customer experience. The main results of his research have been published in academic journals such as *Journal of Business Research*, *Cyberpsychology, Behavior, and Social Networking*, and *Journal of Hospitality Marketing & Management*. His research has also been presented in national and international conferences such as the International Conference on Corporate and Marketing Communications, where he received the DON E. SCHULTZ Best Competitive Paper Award. **Organising Committee AIRSI2022.**



Im, Hyunjoo is an associate professor of Retail and Consumer Studies at the University of Minnesota – Twin Cities. She is interested in how consumers process and respond to information present in the retail environment and how the design of retail services and interfaces affect consumer decision-making, especially in the context of new retail technologies such as voice assistants, virtual reality, AI, etc. Her works have been published in several peer-reviewed journals including *Psychology & Marketing*, *Journal of Retailing and Consumer Services*, *Journal of Business Research*.



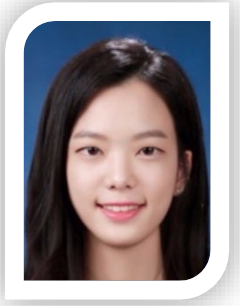
Ivanov, Stanislav is currently Professor and Vice-Rector (Research) at Varna University of Management, Bulgaria (<http://www.vum.bg>) and Director of Zangador Research Institute (<https://www.zangador.institute/en/>). He is the Founder and Editor-in-chief of two academic journals: *European Journal of 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, social aspects of automation. His publications have appeared in different academic journals such as *Annals of Tourism Research*, *Tourism Management*, *International Journal of Hospitality Management*, etc.



Javornik, Ana is an assistant professor in marketing at School of Management, University of Bristol. Her research focuses on the use and deployment of digital and immersive technologies, predominantly in commercial contexts. Her work is regularly presented at international conferences and has been published in internationally recognised journals such as *Journal of Retailing*, *Journal of Interactive Marketing*, *Psychology & Marketing* and others.



Khanh Le is a doctoral student at the department of marketing in University of Auckland Business School in New Zealand



Kim, Terry (Haekyung) is a Ph.D. student in Apparel Studies at the University of Minnesota. She earned her BA and MA in Textiles, Merchandising, and Fashion Design at Seoul National University. Her research interests are in retail merchandising and consumer behavior, specifically digital consumer behavior, retail technology, and sustainable consumption. Her work has been published in international refereed journals such as *Fashion and Textiles* and *the International Review of Retail, Distribution and Consumer Research*.



Konya-Baumbach, Elisa is Assistant Professor of Marketing at the University of Mannheim in Germany. Elisa Konya-Baumbach completed her Master (M.Sc.) in Psychology at the University of Vienna, Austria, and her Ph.D. in Marketing at the University of Mannheim. Elisa Konya-Baumbach worked as a visiting researcher at the Stern School of Business at New York University, U.S., and at the S. C. Johnson School of Management at Cornell University, U.S. Her research has been published in journals such as the *International Journal of Research in Marketing*, *Journal of Business Research*, and *International Marketing Review*.



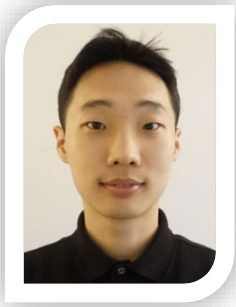
Kunz, Werner H. is Professor of Marketing and director of the digital media lab at the University of Massachusetts Boston. His research interests are in digital & social media, AI & service robots, innovation, and service research. His work has been published, amongst others, in the *Journal of Retailing*, *International Journal of Research in Marketing*, *British Journal of Management*, *Tourism Management*, *Journal of Medical Internet Research*, *Journal of Business Research*, *Journal of Service Management*, and *Computational Statistics* and was awarded multiple times. He is Senior Editor of the *Journal of Service Research* and current board member of the Service Research Special Interest Group (SERVSIG) of the American Marketing Association (AMA), the primary professional association of service researcher with over 2000 community members worldwide.



Lapresta Romero, Sara PhD Student in the Department of Marketing Management and Market Research of the University of Zaragoza. Her main lines of research are focused on the generation of customer experiences in social networks, visual firm generated content and the influence of visual content on customer journey, as well as the adoption of new technologies based on artificial intelligence. Her work has been presented in important discussion forums such as IBIMA 2020.



Larivière, Bart is Associate Professor of Marketing at KU Leuven, and Founder & Research Fellow of the Center for Service Intelligence at Ghent University. His research focuses on the role of customers, employees and technology in service encounters. Professor Larivière has published in academic journals such as the Journal of Marketing Research, Journal of Service Research, the European Journal of Operational Research and Journal of Retailing. He received many awards including the prestigious Emerging Service Scholar Award of the American Marketing Association and the PhD Tutor Award from the faculty of Economics and Business Administration at Ghent University.y.



Lee, Young is a second-year Ph.D. student at UTK, majoring in consumer and retail studies. He is currently working at UTK as a teaching and research assistant. His current research interest is consumers' shopping experience with technology.



Li, Changxu (Victor) is a PhD Candidate at the Marketing Department of KU Leuven and an affiliated member at the Center for Service Intelligence of Ghent University. He obtained his two master's degrees at Peking University HSBC Business School (MA in Financial Media with MA Minor in Management) and KU Leuven (MSc in Statistics and Data Science). His research interests include service intelligence, digital marketing, human-robot Interaction, and marketing modeling. He is keen on bringing new insights from interdisciplinary research (marketing, communication, psychology, and data science) in his doctoral work. His research works has been presented at the winter AMA conference, ACR conference, SERVSIG conference, and ICA conference. He also won the best paper award at the 7th China Media Economies Conference (Beijing).



Mainil, Tomas obtained his PhD on Transnational health care and medical tourism at the University of Antwerp, Belgium in 2012. He also obtained an Advanced statistical master in Social Sciences (QASS, KUL, Belgium; 2004) and a Post-graduate in Big data analytics (KUL, Belgium, 2019). He co-edited the edited volume on ‘Transnational health care and medical tourism’ (Springer) and a special issue section on this field in *Social Science & Medicine* (Elsevier). He published in several academic outputs, ranging from articles in *Health Policy* (Elsevier) towards executing research on Health Tourism for the TRAN Committee of the European Parliament (BUAS). In 2018 he was involved in the NTG project: Next Tourism Generation Alliance: Erasmus+ Programme of the European Union (BUAS). In 2020 he participated in the Horizon project 2020 SmartCulTour: Smart Cultural Tourism as a Driver of Sustainable Development of European Regions (BUAS). His current interests circle around the relationship between disruptive technologies - such as AI, blockchain and neural networks – and the role of these technologies in advancing systemic networks in tourism destination management.



Mariani, Marcello is a Professor of Management at the University of Reading (UK) and University of Bologna (Italy), member of the Henley Center for Entrepreneurship, the Academy of Management and the European Institute for Advanced Studies in Management. His current research interests include big data and analytics, eWOM, digital business models, AI, IoT, automation and coopetition strategies in service industries. His researches have been published in *Harvard Business Review*, *MIT Sloan Management Review*, *Industrial Marketing Management*, *Journal of Advertising*, *Psychology & Marketing*, *Industrial and Corporate Change*, *Journal of Business Research*, *Long Range Planning*, *Technological Forecasting and Social Change*, *International Journal of Electronic Commerce*, *Tourism Management*, *Annals of Tourism Research*, *Journal of Travel Research*, *International Journal of Contemporary Hospitality Management*, *International Journal of Hospitality Management*, *European Management Journal*, *European Accounting Review*, *Journal of Destination Management and Marketing*, and more.



Marques dos Santos, José Paulo is Associate Professor at the Dept. of Business Administration, University of Maia, researcher at the Unit of Experimental Biology, Faculty of Medicine, and at LIACC – Artificial Intelligence and Computer Science Lab, both in the University of Porto, Portugal. His research interests lie in the area of consumer neuroscience, focusing on brand perception and brand meaning, ranging from neuroscientific techniques, like fMRI, EEG, and tDCS/tACS, to qualitative approaches like Grounded Theory, and passing by Semiotics. Modelling neural data with artificial neural networks and other AI methods is also a matter of study.



McLeay, Fraser is Associate Dean (Education) and a professor of marketing at Sheffield University Management School. His current research interests relate to sustainable/ethical consumption, eWOM, and consumers’ perceptions of the barriers and opportunities associated with adopting innovative nascent new technologies including service robots and autonomous vehicles.



Melanthiou, Yioula is an Assistant Professor of Marketing at the Cyprus University of Technology. She holds a PhD in Marketing (University of Manchester, UK) and has been in academia since 2004 where she served as Head of Department and Director of Doctoral Studies. Her academic experience involves teaching Marketing at all levels and supervising doctoral students. Her primary research interests are in the areas of Social Media Marketing and Consumer Behaviour, presenting and publishing extensively on related topics. She has also served as Research Director and Marketing Consultant at a Multinational Company.



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.



Mozafari, Nika is a Ph.D. student and research associate at the chair of Marketing and Innovation Management at the University of Goettingen, Germany. Her research focuses on artificial intelligence-based assistants (e.g., chatbots and service robots) in the service frontline.

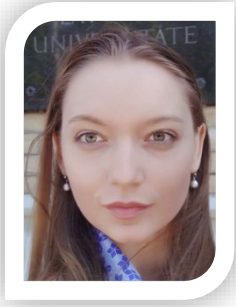


Navarro Lucena, Fernando is in the PhD Programme in Economics and Business at University of Málaga (Spain). He has a Master Digital Marketing Management; a BSc (Hons) Business Management; and BA (Hons) Marketing. His research field is esports and digital transformation. He is member of the Chair of Commerce and Digital Transformation of the University of Málaga.

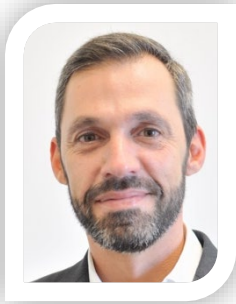


Nieto-Garcia, Marta is a full-time senior lecturer in marketing at the University of Portsmouth, UK. Her academic interests relate to marketing and hospitality management. She received her PhD in Business Economics with a major in marketing from the Universidad de Salamanca, Spain. Her research topics include consumer decision making, pricing, and peer-to-peer economy. Her work has been published in leading journals including *Journal of Business Research*, *Psychology & Marketing*, *Annals of Tourism Research*, *Journal of Travel Research* and *International Journal of Hospitality Management*.

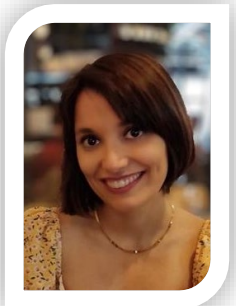




Nikiforova, Anastasija is a researcher (PhD in Computer Science – Data Processing Systems and Data Networking), whose research interests include, but are not limited to, data management with a particular focus on data quality, open government data, Smart City, Society 5.0, IoT, HCI and digitization. She is an assistant professor of Information Systems at University of Tartu (Institute of Computer Science), a part of European Open Science Cloud Task Force “FAIR Metrics and Data Quality” and a visiting researcher at TU Delft, Faculty of Technology, Policy and Management. She is an expert of the COST and Latvian Council of Science.



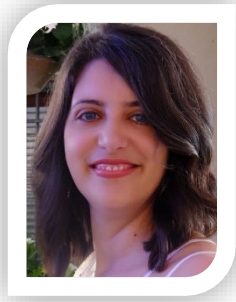
Oliveira, Pedro Miguel is an Invited Lecturer of Introductory and Advanced Excel at Soft Skills Lab (LCT) at Instituto Universitário de Lisboa –ISCTE, and a Research Assistant at the Business Research Unit (BRU) at ISCTE. At Universidade Europeia – IADE, Pedro is an Assistant Professor and Head of Statistics, and of Media Planning and Audiences courses in the Marketing and Advertising bachelor's degree program. Pedro Oliveira holds a bachelor's degree in Economics at NOVA School of Business and Economics (NOVA SBE), a master's degree in Applied Econometrics and Forecasting at ISEG –Lisbon School of Economics and Management, and is currently a Ph.D. candidate in Management with specialization in Marketing at ISCTE. His main research interests include advertising, neurosciences application in marketing, artificial intelligence, and applied statistics.



Orea-Giner, Alicia is an Associate Professor of Marketing and Tourism (tenure track) at the Department of Business Economics (Universidad Rey Juan Carlos). She is a member of the Openinnova research group and collaborates with CETUR (Centro Universitario de Estudios Turísticos). She is an associated researcher at the Équipe Interdisciplinaire de Recherches sur le Tourisme and supervisor of Master's theses at Université Paris 1 Panthéon-Sorbonne. She actively participates in international conferences and as a reviewer of JCR indexed journals. In addition, she is ACE at the journal *Tourism Management Perspectives* (JCR Q1).



Orús, Carlos achieved a PhD in Business Administration in 2011. He is an Associate Professor in the Faculty of Economics and Business Studies at the University of Zaragoza (Spain). His main research lines are focused on the impact of the Internet and Web 2.0 technologies on different consumer behavior, specifically on online information processing and multichannel behavior. He is also interested on the impact of new technologies in different fields, such as tourism, urbanism or education. His work has been published in several journals such as *Journal of Interactive Marketing*, *Journal of Business Research*, *Psychology & Marketing*, *Computers in Human Behavior*, or *Computers and Education*. **Metaverse Conference Co-Chair AIRSI2022.**



Pantano, Eleonora is Senior Lecturer (Associate Professor) of Marketing at University of Bristol. She holds a Ph.D. in “Psychology of Programming and Artificial Intelligence” (2008) and she is Senior Fellow of the Higher Education Academy. Her research activities mainly relate to the development of new retail technologies to improve customer solutions, strategies and management, with emphasis on the role of artificial intelligence, emotional analytics, and machine learning algorithms. Her findings appear in several books and textbooks, and in international peer-reviewed journals (i.e., *Annals of Tourism Research*, *British Journal of Management*, *Journal of Service Research*, *Psychology and Marketing*). Her papers (more than 90) have also consistently pushed the frontiers in the area of marketing and have become highly cited by academics in the field



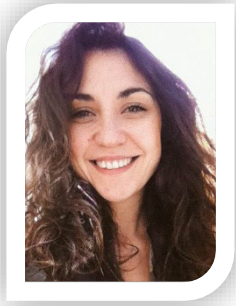
Park, Sungjun (Steven) is an Assistant Professor in the Department of Business Administration at National Chengchi University (NCCU) in Taipei, Taiwan. Before joining NCCU, he worked for Samsung Electronics as a marketing data scientist in Korea. Reflecting on his industry experiences, his research interests include digital marketing. His research has appeared in international journals, including the *Journal of Advertising Research*, *Psychology & Marketing*, *Journal of Vacation Marketing*, and *Telematics & Informatics*.



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. **Proceedings Chair AIRSI2022.**



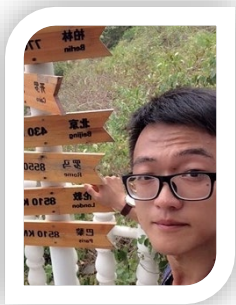
Pino, Giovanni is an associate professor of marketing at the University of Chieti-Pescara, Italy and a former lecturer in marketing at the University of Portsmouth, UK. His research activity focuses on marketing communications sustainable consumption behavior, and tourism marketing strategies. He has published scientific articles in international peer-reviewed journals, such as the *Journal of Business Research*, *International Journal of Research in Marketing*, *Marketing Letters*, *Journal of Advertising Research*, *Tourism Management*, and *Annals of Tourism Research*.



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.



Pozharliev, Rumen Graduated in Marketing with top marks, he holds a doctorate in Marketing from the Erasmus University in Rotterdam. He is currently an Assistant Professor at the LUISS University in Rome where he teaches courses in Neuromarketing, Service Marketing, Markstrat simulation. His main research interests are in the areas of autonomous technology adoption (e.g., service robots, self-driving vehicles), influencer marketing, and sustainable food consumption (e.g., insect-based food). His work has appeared in *Journal of Marketing Research*, *Journal of Advertising*, *European Journal of Marketing*, *Marketing Letters*, *Psychology & Marketing*, and other journals. His research is often featured in the media.



Qiu, Yuanming is a third-year PhD student at the University of Edinburgh Business School. Yuanming's research interest lies in big data analytics (e.g., social media data and blockchain data), tourism marketing, and cryptocurrencies.



Rajguru, Kunjan is a doctoral scholar-2021, working at Institute of Management, Nirma University. Her research interest is service marketing and consumer behaviour. She is also involved in sustainable consumption practices emerging with industrial revolution. Furthermore, she is exploring various dimensions of service plurality and customer journey experiences. The role of disruptive technologies in marketing is also one of her topics of interest. Additionally, she is working on book chapters about green finance and green energy exploration and consumption and the industrial revolution.



Rebecca Casey is Director of the full-time MBA programme and Lecturer in Information Systems Management at Newcastle University Business School. Her research focuses primarily on realising organisational and societal value from digital transformation particularly in health and care.



Recuero Virto, Nuria is PhD in Business Economics. She has more than 10 years of teaching experience. She is a Marketing Lecturer of the Department Management & Marketing at the Complutense University of Madrid, lecturing at the Commerce and Tourism Faculty and Economics and Business Faculty. She is specialized in Cultural Tourism Marketing, IoB and Neuromarketing. She has published extensively on cultural tourism marketing, digital marketing and neuromarketing in JCR and SJR indexed journals, with high impact. Her research has appeared in leading international journals such as *Journal of Destination Marketing & Management*, *Journal of Hospitality and Tourism Management*, *Tourism Review*, among others.



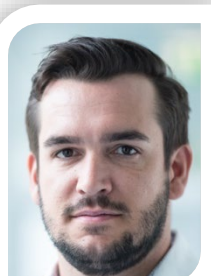
Revina, Aleksandra obtained her M.Sc. in Business Administration with focus on Business Process and Knowledge Management and Engineering from Brandenburg University of Applied Sciences in 2015. She worked as a research scientist and project manager at the Deutsche Telekom Innovation Laboratories in Berlin. In early 2018, she started her industrial Ph.D. at TU Berlin and TH Brandenburg. Currently, she works as an academic and research staff at the Brandenburg University of Sciences. Her research interests include diverse methods and tools from Business Informatics, Business Process Management, and Linguistics to develop efficient decision support for process workers.



Ribeiro Cardoso, Paulo PhD in Advertising and Public Relations from the Autonomous University of Barcelona. Assistant Professor at the Lusíada University in Porto, Portugal and Associate Professor at Fernando Pessoa University, Porto, Portugal, he teaches in the areas of Marketing and Communication. He is a researcher at COMEGI - Center for Research in Organizations, Markets and Industrial Management. Lines of research cover areas such as: online marketing and communication, brand communication, consumer behaviour and social marketing.



Robinson, Thomas is a senior lecturer at Bayes Business School. With a background in philosophy and consumer culture theory, He does qualitative and conceptual research on how temporality informs market orientations and consumer behaviour. His work addresses temporality in context such as mobile phones, robots, sleeping, legitimacy, mobility, food consumption, branding and identity..



Rochi, Martin works at the Bundeswehr University Munich as a Research Assistant and is pursuing his PhD on “paternalistic effects of smart technologies”. He holds a MSc in Business of the University of Vienna/Austria.



Rubio Pastor, Marian has a Ph.D. in Economy and Environment from the Complutense University and is Assistant Professor of Economics and Management at the Defense University Center, attached to the University of Zaragoza (Spain). Since she started as a researcher at the Institute of Regional Development in Seville, the object of her research has been focused on rural development, from an endogenous and sustainable approach. The projects carried out cover topics such as strategic planning of the territories, the analysis of the productive structure, the preservation of the environment, the labor market, the provision of public services and the quality of life of its inhabitants. Some of the results of this research have been published in scientific conferences and journals such as the *Journal of Technology Transfer*, *Journal of Social Sciences*, *DELLOS*, *Journal of Ambient Intelligence* and *Smart Environments*. **Organising Committee AIRSI2022.**



Ruiz-Mafe, Carla (PhD) is Associate Professor in the Marketing Department of University of Valencia (Spain) since 1998. Her research interests include online consumer behavior, tourism marketing, machine learning, and neuromarketing. She has co-authored 100+ academic publications and she has presented +130 papers in international Conferences. Since 2016, she is Associate Editor of *Electronic Commerce Research and Applications* (ECRA). She has acted as Guest editor in Online Information review (OIR) and ECRA. Her research has been published in highly-ranked journals including *Journal of Business Research*, *Current Issues in Tourism*, *Journal of Destination Marketing and Management*, *Service Industries Journal*, *Industrial Management and Data systems*, *Online Information Review*, *Information Technology and People*, *Service Business*, *Business Research Quarterly* and *Journal of Service Management*, among others.



Saavedra Montejo, Álvaro has 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. Currently, He is doing a Ph.D. in Marketing at the Public University of Navarra since September 2021. His thesis focuses on the use of virtual assistants both by voice and text, from a user's emotional interaction perspective. In addition, He is research collaborator for “Emotional Films”, and he has written some popular science articles about his field of research.



Sajtos, Laszlo is Associate Professor in the Department of Marketing, University of Auckland, New Zealand. Laszlo's research focuses on how customer-interfacing digital technologies affect customers' relationships with brands and their employees. Laszlo is the lead of a Digital Technologies Research Lab, a co-director of a Health & Well-being Research Group and member of the Centre of Digital Enterprise at the University of Auckland. He has published in leading marketing journals including, *Journal of Interactive Marketing*, *Journal of Service Research*, *Journal of Service Management*, *Industrial Marketing Management* and the like.



Sanjit K. Roy is an Associate Professor of Marketing and Fellow at Centre for Business Data Analytics at UWA Business School, The University of Western Australia. He is an Associate Editor at European Journal of Marketing His research interests include Customer Experience Management, Impact of New Technologies (i.e., AI, robots) on Services, and Transformative Service Research. He has published in *Industrial Marketing Management*, *European Journal of Marketing*, *Journal of Business Research*, *Journal of Marketing Management*, *International Journal of Information Management*, *Information Systems Frontiers*, *Internet Research*, *Journal of Services Marketing*, among others.



Schmitz, Anne has a PhD in Economics and Business from the Autonomous University of Madrid. He has received the Extraordinary Doctorate Award, the award for the best doctoral thesis from the UAM-ASISA Chair on Health Management and Health Economics and the Highly Commended "2020 Outstanding Doctoral Research Award" in the "Health Care Management" category from Emerald & EFMD. She has been a professor at the Department of Marketing at the Autonomous University of Madrid since 2015. Her main research lines focus on service marketing, especially on the impact of digitization on health services.



Schyns, Michael is full professor in Digital Business at HEC, the Management School of the University of Liège (Belgium). He holds degrees in Computer Science and in Management Sciences. His main fields of interest are Operations Research (Optimization) and Machine Learning, as well as the study of new digital technologies for business. He is the head of a research and development lab in Augmented and Virtual Reality. With his team, he created several research and education VR/AR environments in the fields of marketing, psychology, logistics, medicine....



Singh, Harmanjit is a Ph.D. student in the Marketing area at the Indian Institute of Management Kashipur, India. He is also an MBA graduate from ITM Business School, Navi Mumbai, India. After his MBA in 2009, he worked in digital marketing industry in Mumbai and Delhi for the period of nine years, before joining Ph.D. program in 2018. His current research interest is to understand the impact of user-generated content on customer behavior in the e-commerce industry. He intends to research on effect of upcoming technologies like augmented reality and metaverse on consumer behavior.



Soares, Ana Maria is Associate Professor of Marketing and Strategic Management at the School of Economics and Management, University of Minho, Portugal. She teaches several undergraduate, graduate and doctoral courses in international marketing, strategy, and consumer behavior. She is member of the Scientific Committee of the Doctoral Programme in Marketing and Strategy, a joint programme of the Universities of Minho, Aveiro and Beira Interior. She conducts research on consumer behavior and international marketing/strategy. She has published in a variety of international peer-reviewed journals including the *Journal of Retailing and Consumer Services*, *International Journal of Retail and Distribution Management*, and the *Journal of Business Research*.



Sohn, Stefanie is an assistant professor at the University of Southern Denmark, Department of Sociology, Environmental and Business Economics. She received her PhD from Technische Universität Braunschweig (Germany). Her research is focused on retailing, electronic commerce, and consumer behavior. Her works have appeared in international journals, such as *Psychology & Marketing* and *Journal of Retailing and Consumer Services*.



Soifer, Inna Ph.D.,CHE, CHIA is a hospitality educator and meetings and events researcher. She has over a decade of experience in the global hospitality industry, including as a project manager for one of Russia's leading MICE agencies. She has also taught event management at several U.S. universities and published peer-reviewed articles and book chapters on this topic. Dr. Soifer's primary research area is business and trade events.



Solis Diaz, David Assistant Professor, Department of Administration, Faculty of Economics and Business of the University of Chile. His areas of specialization are Business Intelligence, Service Analytics, Finance, Data Mining, Innovation, Management Information Systems, Artificial Intelligence Applied to Asset Valuation and Financial issues. Currently professor Díaz works in Coordinating Business Intelligence area, Undergraduate School, Commercial Engineering Career, Faculty of Economics and Business, University of Chile. He is a member of the Undergraduate School Council Committee. David is a departmental Coordinator Research Committee, Faculty of Economics and Business, University of Chile.



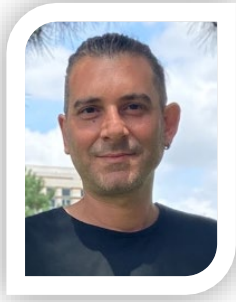
Stewart, Palmer is a 3rd year PhD student at the Department of Management, Aarhus University. My PhD project investigated the boundaries and conceptualizations of trust in artificial intelligence. I work in the cross field of business ethics, AI fairness and technology adoption. I have background in consumer behaviour having worked in marketing, strategy and product development. In my free time I like meditating, swimming and listening to music



Sung, Christine (Eunyoung) is an Associate Professor of Marketing, Jake Jabs College of Business & Entrepreneurship, at Montana State University. She was awarded the PhD in Retailing at Michigan State University.



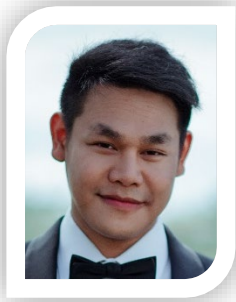
Takhar, Jennifer is an Associate Professor in the Marketing department at ISG Business School. She works on transhuman and posthuman technologies.



Tanaltay, Altug born in 1980 Istanbul, completed his undergraduate studies on Political Science and Public Administration in Middle East Technical University, 2003, Ankara. Upon completing Master of Science degrees on Management of Marketing and Logistics(2007, Galatasaray University, Istanbul) and on Information Technologies (2007, Sabanci University , Istanbul), he began working as an Instructor at Sabanci University Faculty of Engineering and Natural Sciences in 2008. Since then, he trained hundreds of undergraduate, graduate students and private sector professionals. In addition to his instructorship, he has been working on research projects related with Natural Language Processing, Sports Analytics and Data Mining Applications since beginning of his PhD. studies in Sabanci Business School, 2017.



Teerakapibal, Surat Surat Teerakapibal is currently a full-time Associate Professor of Marketing and the Vice Rector for Administration (Tha Prachan) and International Affairs at Thammasat University. He is also the Advisor to the Chairperson of The Committee on Education and the Chairperson of The Committee on Judiciary, Independent Organizations, State Attorney Organization, State Enterprises, Public Organizations and Funds at The National Assembly of Thailand. Surat's research interests are data-driven business strategies, consumer psychology, international attitudes and behavior, and metaverse. He also obtained the "Highly Commended Paper Award" from the EuroMed Academy of Business and Outstanding Young Researcher Award from Thammasat University.



Thaichon, Park is an Acting Director of Research at the Department of Marketing, Griffith University. Park's research, teaching, and consulting focus are on digital marketing, technology, relationship marketing, and consumer behaviour. He is open to research collaboration, consulting projects, and commercial research. He has been working with organizations such as Australia-ASEAN Council, the Commonwealth Scientific and Industrial Research Organisation (CSIRO), AGL Energy Ltd, True Corporation Ltd, Nhon Trach New Industry City Ltd, among others. Park has supervised five PhD candidates to completion with additional ten current PhD candidates. His commitment to mentoring HDR students is shown in sponsoring more than twenty PhD candidates to attend international conferences. He has been working with ECRs and PhD candidates on publications and projects which resulted in more than 70 A-ranked papers being accepted and published with A-ranked outlets.



Tseng-Lung Huang is an Associate Professor at the Department of Marketing and Distribution Management, National Pingtung University, Taiwan. His research interests include digital interactive marketing, AR/VR experience, and new retailing. His publications have appeared in the *Technological Forecasting and Social Change*, *Journal of Services Marketing*, *Journal of Research in Interactive Marketing*, *Journal of Retailing and Consumer Services*, *Internet Research*, *Electronic Commerce Research*, *Service Business*, *International Journal of Service Industries Management*, *Journal of Electronic Commerce Research*, *Journal of Business and Industrial Marketing*, *International Journal of Mobile Communications*, *Young Consumers*, *Journal of Relationship Marketing*, and *Journal of E-Business*.





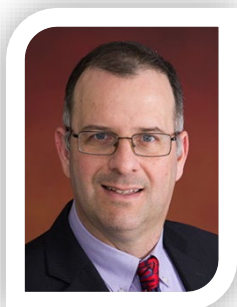
Tuzovic, Sven is a Senior Lecturer (US Associate Professor) in Marketing in the QUT Faculty of Business & Law. In 2020 he was Visiting Research Scholar at the Gabelli School of Business at Fordham University Lincoln Center in New York. His research has been published in leading academic journals including *Industrial Marketing Management*, *Journal of Service Management*, *Journal of Services Marketing*, *International Journal of Hospitality Management*, and *Technological Forecasting and Social Change*. He serves as Education Officer for the American Marketing Association (AMA) Special Interest Group SERVSIG and as Associate Editor for the *Journal of Services Marketing*.



Viglia, Giampaolo is Full Professor of Marketing and the Editor-in-Chief of Psychology & Marketing (3 ABS). His research, teaching, and industry specialisms are in the field of service marketing. He published and reviewed widely for top journals in my field, such as the *Journal of the Academy of Marketing Science*, the *Journal of Retailing*, the *International Journal of Research in Marketing* and the *Journal of Service Research*. He now sits on the Editorial Boards of *Tourism Management*, *Journal of Travel Research*, *Journal of Business Research*, and all the most important service journals. He is also one of the Associate Editors of *Annals of Tourism Research* (4 ABS).



Wang, Shasha (PhD) is a lecturer in advertising in the Business School at Queensland University of Technology, and an Honorary Research Fellow in the Business School of the University of Western Australia. She is an active researcher in the areas of consumer psychology, consumer behaviour, advertising and promotion. She has published articles in *Psychology and Marketing*, *Journal of Retailing and Consumer Services*, *Higher Education*, *Australasian Marketing Journal*, *Journal of Fashion Marketing and Management*, *Journal of Consumer Behavior*, and *Tourism Review*.



Webster, Craig (Ph.D.) is an Associate Professor in the Department of Applied Business Studies at Ball State University, USA. He received an Ph.D. in Political Science from Binghamton University and an MBA from Intercollege, Cyprus. His research interests include the political economy of tourism, the management of events, and automation in the travel, tourism, and hospitality industry. Dr. Webster is the Editor-in-Chief of *Tourism Today*, has published in many peer-reviewed journals internationally, and is co-editor of two books, one with Emerald Publishing and one with Routledge. He currently teaches courses in Hospitality Management at Ball State University's Miller College of Business.



Weiger, Welf is an Assistant Professor of Marketing and Chair of the Marketing Department at the Alfaisal University, Saudi Arabia. He earned his Ph.D. at the University of Goettingen, Germany. His research focuses on customer engagement, social media marketing, motivational information systems, and artificial intelligence in the service frontline.



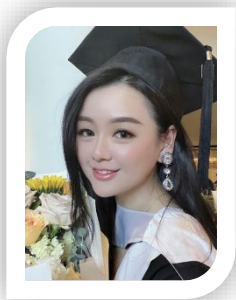
Wetzels, Martin is Professor of Marketing and service management at EDHEC Business School (France). His research focuses on services marketing research and big data analytics, digital marketing, innovation management, relationship management and supply chain management. He serves as Co-Editor of the Journal of Service Research a is part of the Editorial Board of some of the most relevant journals in the area of services and marketing.



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Wirtz, Jochen is Vice Dean and Professor of Marketing at the National University of Singapore. He is a specialist in marketing and services management, frequent keynote speaker, author of some of the best seller service marketing books and very active international consultant. Some of his latest research is focused on Intelligent Automation, AI & Service Robots. He has received the Christopher Lovelock Career Contributions to the Services Discipline Award.



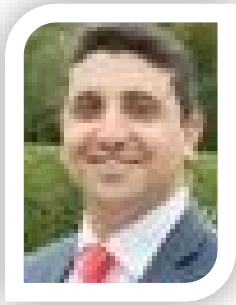
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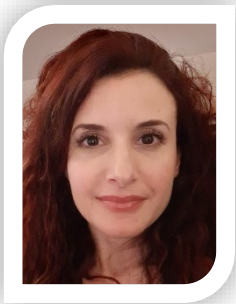
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Zoghaib, Alice is an Associate Professor in the Marketing department at ISG Business School. She works on the use of voice as a marketing tool.