

Topic	<b>(No) AI technologies (e.g., service robots) in retail?</b>
<b>Overview</b>	<p>When walking through German city centers, the notices in the windows of numerous retail stores catch the eye: "Employees wanted". Demographic change and the shortage of skilled workers are hitting the retail sector hard. Especially after the Covid 19 pandemic led to many service staff reorienting themselves and not returning to their original profession. But why are promising AI technologies, such as service robots, hardly used in retail? Are they not a promising solution to current problems?</p> <p>With this work you will deep dive into the interaction behavior of humans within human-agent interactions. In addition, you will work with AI technologies (such as service robots) and assist the department in conducting an experiment.</p> <p>Exemplary research questions are:</p> <ul style="list-style-type: none"> <li>• Why are promising AI technologies, such as service robots, hardly used in retail?</li> <li>• Do customers behave differently when they turn to an artificial agent for services (compared to a human)?</li> <li>• Would customers use AI technologies (like service robots) in retail?</li> <li>• Which activities can and which should not be taken over by AI technologies?</li> <li>• How should AI technologies be designed to be most appealing to customers?</li> <li>• How do concepts such as automated social presence (ATM), or the computers are social actors (CASA) paradigm need to be adapted to meet new developments?</li> </ul> <p>The various questions could be answered by collecting data during an experiment conducted by the Marketing and Human Resource Management department or by conducting an online study.</p>
<b>Language</b>	English preferred
<b>Additional information</b>	Start: tbd Type of thesis: Bachelor or master thesis Requirements: interest in the topic, motivation
<b>Publication options</b>	Excellent works can be submitted as international conference paper or to the working paper series on Market-oriented Management of the chair of Marketing and Human Resource Management.
<b>Literature (examples)</b>  <i>All references mentioned here can be accessed via google scholar.</i>	Mende, M., Scott, M. L., van Doorn, J., Grewal, D., and Shanks, I. 2019. "Service Robots Rising: How Humanoid Robots Influence Service Experiences and Elicit Compensatory Consumer Responses," <i>Journal of Marketing Research</i> (56:4), pp. 535-556. Noble, S. M., and Mende, M. 2023. "The Future of Artificial Intelligence and Robotics in the Retail and Service Sector: Sketching the Field of Consumer-Robot-Experiences," <i>Journal of the Academy of Marketing Science</i> , pp. 1-10. Noble, S. M., Mende, M., Grewal, D., and Parasuraman, A. 2022. "The Fifth Industrial Revolution: How Harmonious Human-Machine Collaboration is Triggering a Retail and Service [R]evolution," <i>Journal of Retailing</i> (98:2), pp. 199-208.

	<p>Song, C. S., and Kim, Y.-K. 2022. "The Role of the Human-Robot Interaction in Consumers' Acceptance of Humanoid Retail Service Robots," <i>Journal of Business Research</i> (146), pp. 489-503.</p> <p>Tiutiu, M., Dabija, D.-C., Pantea, M. C., and Felea, M. 2023. "Artificial Intelligence Implications in Retail in the New Normal: A Qualitative Approach," in <i>New Trends in Sustainable Business and Consumption</i>, pp. 547-554.</p> <p>van Doorn, J., Mende, M., Noble, S. M., Hulland, J., Ostrom, A. L., Grewal, D., and Petersen, J. A. 2017. "Domo Arigato Mr. Roboto: Emergence of Automated Social Presence in Organizational Frontlines and Customers' Service Experiences," <i>Journal of Service Research</i> (20:1), pp. 43-58.</p> <p>Wirtz, J., Patterson, P. G., Kunz, W. H., Gruber, T., Lu, V. N., Paluch, S., and Martins, A. 2018. "Brave New World: Service Robots in the Frontline," <i>Journal of Service Management</i> (29:5), pp. 907-931.</p>
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