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**UNANTICIPATED AND  
UNINTENDED  
CONSEQUENCES OF SERVICE  
ROBOTS IN THE FRONTLINE**  
ONLINE EVENT  
WORKSHOP PROGRAMME

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15 September 2022

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## INTRODUCTION

The proliferation of touchpoints in today's digitally enriched customer journeys makes managing the customer experience an increasingly complex task. Companies now employ various artificial intelligence (AI) applications such as Service Robots to improve customer experience. While academics have a growing interest in how AI and Service Robots are shaking up the business world, the impact of such technology on the overall customer service experience remains largely unexplored and unintended consequences of such interactions are still unclear.

This workshop will explore topics related to the unanticipated and unintended consequences of service robots in the frontline from a multitude of domains. It brings together researchers from various disciplines including AI, marketing management, consumer psychology, and the digital economy. The shortlisted papers in this workshop will be invited to submit their work to a special issue in the *Journal of Business Research*.

### **Workshop Chair:**

Dr Nima Heirati, University of Surrey

### **Organising committee:**

Dr Valentina Pitardi, University of Surrey  
Prof Chanaka Jayawardhena, University of Surrey  
Prof Werner Kunz, University of Massachusetts  
Prof Stefanie Paluch, RWTH Aachen University  
Prof Jochen Wirtz, National University of Singapore

### **Administrative support:**

Mohamed Mohamed, University of Surrey  
Vicki Blamey, IAS, University of Surrey

# PROGRAMME

(BST)

08.30 – 09.00

Welcome and Introduction

09.00 – 10.40

**Panel 1 - Service Robots acceptance and post-purchase behaviour**

Moderators: Chanaka Jayawardena, Jochen Wirtz

**Knock, knock it's the service robot: field studies on appraisal, coping and post-purchase effects**

Mark Steins, Marc Becker, Frank Mathmann, Gaby Odekerken-Schröder, Dominik Mahr, Rebekah Russell-Bennett

**All the service robot features required? The moderating role of customer attachment styles in relation to service personnel**

Szu-Yu Chou

**Comply or resist? The use of service robots for law enforcement**

Qingxuan Zhang and Liliana Bove

**How Consumers' Mindset Shapes Algorithm Acceptance in Online Services**

Do The Khoa

**May I take over? Measuring the impact of service robots on the hospitality guest experience - insights from cross-context**

Klaas Koerten, Karoline Wiegerink, Alexander Lennart Schmidt

10.40 – 10.50

Break and Networking

10.50 – 12.30

**Panel 2 - Service Robots and the changing role of customers and service employees**

Moderators: Nima Heirati, Werner Kunz

**Artificial Intelligence in Digital Services: An Integrated Framework for Investigating Consumers' Service Chatbots Adoption**

*Qing Lin, Rana Tajvidi, and Mina Tajvidi*

**AI-driven services: Exploring the influence of AI on customer satisfaction**

*Reda Hassan*

**A Humanoid Service Robot in a Grocery Store Environment: Unintended Effects on Children and Employees**

*Michelle Straver*

**How Customers Respond to Being Touched and Assisted by Service Robots in Retail Stores**

*Carmen-Maria Albrecht, Auke Hunneman, and Veronika Quast*

**Investigating hotel managers' and frontline employees' response to service robots in a sector where the 'feeling economy' is the point of difference.**

*Elaine Wallace*

12.30 – 13.20

Lunch

13.20 – 15.00

**Panel 3 - Service Robots failures**

Moderators: Nima Heirati, Valentina Pitardi

**Robots falling flat on the marketers' faces**

*Ezgi Merdin-Uygur and Selcen Ozturkcan*

**When Chatbots Fail: Exploring Customer Responsibility  
Attributions of Service Failures in Disharmonious Co-creation  
Context**

*Daniela Castillo*

**An empirical examination of consumers' responses to service  
failures caused by robots versus human misuse of robots**

*Dahlia El-Manstrly and Sungwoo Choi*

**When service robots make mistakes: how does customers' mood  
regulation affect their continuance intention to adopt?**

*Yang Ding and Dr Yujia Chen*

**Enabling brands to mitigate negative effects of humanoid service  
robot failures: the role of power**

*Luying (Lucy) Zhou and Laura Berry*

15.00 – 15.10

Break and Networking

15.10 – 16.50

**Panel 4 - Service Robots , customer emotions and wellbeing**

Moderators: Valentina Pitardi, Stefanie Paluch

**The implications of anthropomorphic design and gendering of  
service robots: a systematic review**

*Wenzhen Zhang, Emma Slade, and Eleonora Pantano*

**Agency or Presence: Customer Emotions towards Robots in  
Service Encounters**

*Carsten Schultz*

**"Internal Service Error" – Threats to consumer well-being in  
human-robot service interactions**

*Heiko Holz, Werner Kunz, and Stefanie Paluch*

**Feeling Helpless When Robots Fail and Consumers' Complaint  
behavior**

*Sungwoo Choi and Dahlia El-Manstrly*

**Consumer Engagement with Facial-Sentiment Responsive  
Chatbot Systems**

*Daniel Brannon*

16.50 – 17.00

Final Remarks



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