

Department of Marketing



Research Seminars Series

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Frightful or fantastic? Acceptance of robot interactions in services

Abstract: Many service industries face personnel shortages that will only worsen in the future. Socially engaging service robots can help solve these personnel shortages. In health and elderly care, robots are becoming indispensable helpers, for instance in assisted living, the fastest growing form of long-term care. However, robots cannot (yet) fully replace human service employees. Furthermore, robots encounter resistance from the side of both the human client and co-worker.

Departing from literature documenting resistance to the use of robots in services, I will present evidence on when robots are valued similar, or perhaps even more, than a human service provider. Given that the complexity of real service environments is such that robots can unlikely serve customers on their own, humans and robots are likely to divide tasks and work side-by-side in a team. Therefore, my research pays particular attention to human-robot teamwork, taking both the client perspective and the perspective of the co-worker into account.