

AIRSI2020

Extended deadline: 31 January 2020

<http://airsi2020.unizar.es/>

AIRSI2020 is an international conference focused on the application and effects of artificial intelligence and other new technologies that are part of the so called Industry 4.0. Specifically, the aim of this conference is to deepen and broaden the current understanding of the use of all these new technologies to offer all kind of products and a wide variety of services (e.g., tourism, hospitality, health, education, banking, etc.) by focusing on their effects on value creation, relationship outcomes (e.g., satisfaction, loyalty, engagement, profitability), customer perceptions (e.g. trust) and concerns (e.g. privacy, security, etc.), ethical issues and other related aspects.

Topics of interest for the Conference include, but are not limited to:

- **A**rtificial Intelligence, Service Automation, Machine Learning, Block Chain, Cybersecurity
- **I**mmersive Technologies, Smart Cities, Geomarketing, Omnichannel Strategies
- **R**obots, Chatbots, Intelligent Assistants, Data Driven Decision Making
- **S**ocial Networks, S-Commerce, UCG, Influencers, Sentiment Analysis, Big Data
- **I**nternet of Things, Digital Transformation, Collaborative Platforms, Cloud Computing, etc.

Publication opportunities:

- Special Issue "[Artificial Intelligence in Hospitality and Tourism](#)" to be published at [International Journal of Contemporary Hospitality Management](#).
- Special Issue on "New Consumer Responses to New Technology Applications" to be published at the [Spanish Journal of Marketing-ESIC](#).

Keynote Speakers:



[Russell Belk](#) (York University, Canada) has more than 650 publications, including more than 30 in the *Journal of Consumer Research*. He has received the Paul D. Converse Award, two Fulbright Fellowships, the Sheth Foundation/*Journal of Consumer Research* Award for Long Term Contribution and is a Fellow in ACR, APA, and the Royal Society of Canada.



[Dan Wang](#) (The Hong Kong Polytechnic University, Hong Kong) focuses her interests on IT & Communication Strategies in Hospitality & Tourism. She has published in the *International Journal of Contemporary Hospitality Management*, *Journal of Travel Research*, *Tourism Management* or *Annals of Tourism Research*, etc.



[Debbie Keeling](#) (University of Sussex, UK) is Regional Editor of the *European Journal of Marketing*. Her research on consumer psychology and new technologies has been published in *Journal of interactive marketing*, *Journal of the Academy of Marketing Science*, *Psychology & Marketing*, *Journal of Services Marketing*, etc.



[Ko de Ruyter](#) (King's Business School; UK) focuses his research on customer loyalty, marketing strategy, technology on the organizational frontline and social media. He has published widely in flagship academic business journals, such as the *Journal of Marketing*, the *Journal of Consumer Research* and *Management Science*. He has been awarded a life-time achievement by the American Marketing Association.

Possible Contributions:

Interested authors are invited to submit papers related to any of the aforementioned areas. All theoretical and methodological (both qualitative and quantitative) approaches are equally appreciated.

- **Extended abstracts:** Should not exceed 1,000 words excluding tables, figures and references. The extended abstract should include keywords at the beginning and the list of relevant references at the end. While writing your abstract, please consider covering the research objectives and questions, the research method, preliminary results or findings and originality of paper.
- **Work in progress:** Should not exceed 4,000 words. However, these papers, which are still work in progress, are expected to cover a short literature review, main research questions, methodological frame and preliminary results of research in order to get constructive feedback during the presentation.
- **Full papers:** 6,000 words in total, including references.

Best Paper Awards:

- The scientific committee will select the best papers in each category to receive the Best Paper Award for both young and senior researchers.

Timeline:

- Submission: 31 January 2020
- Early registration (295 €): 1 March 2020
- Celebration Dates: 2-3 April 2020
- Venue: University of Zaragoza (SPAIN)
[Facultad de Empresa y Gestión Pública](#)



More Information:

- [Authors guidelines](#)
- Submission address: AIRSI2020@gmail.com
- Additional Info: cflavian@unizar.es; lcasalo@unizar.es



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