

**Marketing Seminar
DoIT!**

Robots, Chatbots & Co.: Costs and Benefits of New Technologies
Winter 2017/18

Dr. Sonja Gensler

Technology is rapidly changing the nature of customer-firm interactions. Firms use chatbots, robots and other technologies to interact with their customers. Yet, are consumers willing to interact with machines instead of human beings? What benefits and costs do consumers perceive when they interact with machines instead of human beings? What are consequences of human-machine interactions for customer-firm relationships?

In this seminar, we will have a closer look at these timely questions. More specifically, you will work on one of the following topics:

- (1) Domo Arigato Mr. Roboto: Cost and Benefits of Interactions with Robots
- (2) You, robot: Understanding the Uncanny Valley phenomenon
- (3) Hello I'm Q: Cost and Benefits of Interactions with Chatbots
- (4) Alexa vs. Siri: Who will win the battle?
- (5) Follow me! Consumers' reactions to recommendations

You will develop and conduct a research study to address one of the topics. With the help of your research study, you will generate new insights into consumers' reactions to new technologies and the effects of new technologies on customer-firm relationships.

Learning objectives

The main objective of this seminar is to train your academic research skills. Further, the seminar intends to develop your academic writing, argumentation, and analytical skills. Moreover, you can train your presentation and communication skills.

After participating in this seminar, you are able to develop a research model and to conduct an academic research study yourself. Moreover, you will deepen your knowledge about consumers' reactions to new technologies and the effects of new technologies on customer-firm relationships.

Seminar Requirements

The seminar consists of three mandatory group assignments (3-4 students):

- (1) Presentation of research idea and discussion (10 minutes; not graded)
- (2) Development of research model - Paper that considers the problem statement and outlines the research model (max. 15 pages; 50% of final grade).
- (3) Presentation of the results of your research study and discussion (20 minutes; 50% of final grade)

Assignment 2 and 3 have to be passed to get 12 ECTS for the seminar.

Organizational issues

- How to apply? Please follow the MCM application process for seminars (email by Michael Zylla).
- Please note that submissions of papers and presentations after the submission deadline will not be accepted.
- The number of students for this seminar is restricted to maximum 20 students.
- For specific questions, please contact Dr. Sonja Gensler (s.gensler@uni-muenster.de).

Timetable

What?	When?	Where?
Kick-off meeting incl. allocation of topics	October 12, 2017 (16 hrs to 17:30 hrs)	HMB 110*
Individual meetings with supervisor	Appointments based on individual needs	tba
Presentation of your research idea	October 30, 2017 (14:00 to 16:00 hrs)	HMB 110*
Workshop "How to get from an idea to a research model?"	October 30, 2017 (16:00 to 18:00 hrs)	HMB 110*
Individual meetings with supervisor	Appointments based on individual needs	tba
Deadline for handing in paper (paper-based and electronically)	November 30, 2017 (14:00 hrs)	MCM 202 s.gensler@uni-muenster.de
Individual meetings with supervisor	Appointments based on individual needs	tba
Deadline for handing in presentation (paper-based and electronically)	January 18, 2018 (14:00 hrs)	MCM 202 s.gensler@uni-muenster.de
Presentation of results	January 19, 2018 (12:00 hrs to 15:30 hrs)	HMB 110*

* Heribert Meffert Bibliothek: room 110