

School/Department:	ERIM / RSM / Marketing Management
Project Title:	The Psychology of AI
Abstract:	<p>Artificial intelligence (AI) helps companies offer important benefits to consumers, such as health monitoring with wearable devices, advice with recommender systems, peace of mind with smart household products, and convenience with voice-activated virtual assistants. However, the adoption of AI-enabled tools or services depends on consumers' reaction towards AI. This makes it important to understand the "human side" of AI. For instance, what do consumers believe of AI? How do they think of automation? Or how do consumers react to algorithmic product recommendations? Are there consumers who are more or less susceptible to value algorithmic advice? How can we use AI to increase individual and societal welfare?</p> <p>To answer these and related research questions, we have founded the Psychology of AI lab to explore the human side of AI and analytics. Essentially, AI technology can only create positive outcomes if we understand what consumers value and which psychological barriers to adoption may exist. This lab consists of researchers interested in the Psychology of AI who explore societally and managerially relevant research questions in this topic domain. The members collaborate with and disseminate their research findings to organizations, the government, and company. Download this brochure for more information: https://ecda.eur.nl/wp-content/uploads/2020/10/ECDA-presentation-expert-practice-psychology-of-AI.pdf.</p> <p>This PhD position is linked to the Psychology of AI lab and we are looking for a PhD candidate interested in the research questions listed above and/or related questions.</p> <p>This PhD project involves:</p> <ul style="list-style-type: none"> • Identifying novel research questions based on real-world phenomena or extant theory • Understanding theoretical foundations and prior literature relevant to understanding the phenomena • Identifying fundamental variables and relationships that are most important to studying the phenomena, and formalizing them in a measurement model or set of experimental hypotheses

	<ul style="list-style-type: none"> • Gathering experimental or observational data to test hypotheses or measure phenomena • Identifying the critical assumptions needed to draw inferences from empirical results • Writing computer code to analyse experimental or secondary data • Presenting research findings at international conferences • Writing up findings for publication in international journals • Attending classes and seminars (including those offered at other universities) to further develop thinking and research skills • Participating in and contributing to departmental research functions (PhD Day, research seminars, weekly research meetings) • Teaching and/or supervise (to a limited degree) students of the department <p>Through workshops, research seminars, applied and theoretical research with faculty, and seminars on key disciplines that provide the foundations of the marketing discipline (statistics, economics, psychology), the PhD student will gain the requisite experience for independent work. The actual project will be defined by the student and the supervisory group and thus requires creativity, self-direction, and passion for top-notch scientific research.</p> <p>Students have access to world-class research facilities:</p> <ul style="list-style-type: none"> • Erasmus Behavioural Lab provides facilities to conduct high-quality behavioural research, including sound-insulated cubicles, group labs, video labs, and facilities for eye tracking, EEG/ERP, facial coding, and hormone-administration studies. • High-performance computing is available to researchers via SURFSara (a Dutch consortium for scientific computing) • Researchers have access to multiple MRI scanners via Erasmus Medical Centre. <p>We facilitate international research experience:</p> <p>To strengthen their international research networks and complement their time at RSM, students receive funding for a 3- to 6-month research visit at a top international university. Past visits have included Stanford, Wharton, Harvard, Florida, Chicago, Colorado, Cornell, Columbia, and UCLA.</p>
<p>Requirements of candidate:</p>	<p>We seek candidates with the following qualities:</p> <ul style="list-style-type: none"> • Intellectual curiosity, eagerness to learn, and openness to

	<p>criticism and other perspectives</p> <ul style="list-style-type: none"> • Deep interest in the psychology of AI • Strong commitment to methodological rigor and scientific integrity • Strong motivation to pursue an international career as a leading scholar • Excellent speaking and writing ability in fluent English, ideally with experience writing for a scientific audience • Willingness and motivation to independently formulate research projects and carry them through to completion • Excellent organizational skills • Masters' degree (preferably a Research Master's or MPhil degree) <p>Candidates should further match the following profile:</p> <ul style="list-style-type: none"> • Background in psychology, statistics, business, or a related discipline • Energy and passion for consumer behaviour, consumer psychology, and marketing • Experience with conducting experimental research with human participants • Statistical skills and command of standard software packages for analysing experimental data (e.g., R, SPSS, SAS, Stata, JASP), and a strong willingness to develop these skills further • Command of empirical software packages (e.g., Qualtrics, MediaLab, Authorware, E-Prime) and a strong willingness to develop these skills further <p>Master's degree: Yes</p> <p>EUR requirement: See Table Information about English requirements</p> <p>(If the faculty does not have special English requirements, general requirement from Admission Office is applied)</p>
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<p>Supervisor information:</p>	<p>Prof. dr. Stefano Puntoni (Consumer Behavior) spuntoni@rsm.nl https://www.rsm.nl/people/stefano-puntoni/</p> <ul style="list-style-type: none"> • Puntoni, S., Walker Reczek, R., Giesler, M., & Botti, S. (2021). Consumers and Artificial Intelligence: An Experiential Perspective. <i>Journal of Marketing</i>, 85(1), 131-151. https://doi.org/10.1177/0022242920953847 • Wertenbroch, K., Schrift, R., Alba, JW., Barasch, A., Bhattacharjee, A., Giesler, M., Knobe, J., Lehmann, DR., Matz, S., Nave, G., Parker, JR., Puntoni, S., Zweber, Y., & Zheng, YY. (2020). Autonomy in Consumer Choice. <i>Marketing Letters</i>, 31(4), 429-439. https://doi.org/10.1007/s11002-020-09521-z • van Osselaer, S., Fuchs, C., Schreier, M., & Puntoni, S. (2020). The Power of Personal. <i>Journal of Retailing</i>, 96(1), 88-100. https://doi.org/10.1016/j.jretai.2019.12.006 • Granulo, A., Fuchs, C., & Puntoni, S. (2019). Psychological reactions to human versus robotic job replacement. <i>Nature Human Behaviour</i>. https://doi.org/10.1038/s41562-019-0670-y • Leung, E., Paolacci, G., & Puntoni, S. (2018). Man Versus Machine: Resisting Automation in Identity-Based Consumer Behavior. <i>Journal of Marketing Research</i>, 55(6), 818-831. https://doi.org/10.1509/jmr.16.0443 <p>The student may also collaborate with other members of the AI lab (see here: https://ecda.eur.nl/expert-practices/psychology-of-ai/) and/or faculty members from the Marketing department (see here: https://www.rsm.nl/research/departments/marketing-management/faculty/).</p> <p>Fell free to reach out to the PhD program coordinator, Dr. Anne-Kathrin Klesse (klesse@rsm.nl) for more information.</p>
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English requirements: Please refer to Erasmus University China Center official website for your information www.eur.nl/eucc

Erasmus University China Center -> CSC Scholarship -> "I am a prospective CSC PhD Candidate" -> Table 1

Please note that each institute requires difference level of English, make sure to find the right institute. 2022 CSC-PhD programme information will be shared and updated soon!