Making decisions with AI in a service context: conceptualization and perceived shared agency

Marion Sangle-Ferriere
CY Cergy Paris Université
Benjamin Voyer
ESCP Europe
Laszlo Sajtos
University of Auckland
Billy Sung
Curtin University

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022

Making decisions with AI in a service context: conceptualization and perceived shared agency

Abstract

Customers are increasingly interacting with AI throughout the customer journey. Deciding with AI offers benefits, in the forms of customization, efficiency and decision support. There are, however, disadvantages in the form of reduced autonomy, privacy threats and risks. The aim of this conceptual paper is to offer a research framework that contributes to a greater understanding of decision making between humans and machines in a future where AI-enabled services is the norm. We suggest that preserving customers' sense of agency has implications in terms of the trade-offs they may be willing to make when making a shared decision with AI. Understanding the role of perceived agency-sharing in an AI-customer decision is thus important, as agency represents a source, mechanism, delimiter and effect of a human's or a machine's actions. It may thus differ across various service encounter situations, and with it, the type of risks associated with human-AI interaction.

Keywords: *Perceived shared agency; Consumers-AI interactions; Artificial intelligence*

Track: Services Marketing