

Wearables, smart cities, and cyborgs: how interaction with artificial intelligence affects consumer well-being.

Luk Warlop

BI Norwegian Business School

Maura Scott

Florida State University

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Abstract

Innovative technologies such as artificial intelligence, virtual reality, smart devices, or advanced robotics affect various aspects of consumers' lives such as consumption experiences, consumers' interactions with firms, value creation for consumers and firms, but also consumer well-being. The use of new technology is ubiquitous, as this session demonstrates, and it has many touch points for consumers. The three papers in this special session study three different touch points between AI and consumer experience. wearable technologies such as activity and fitness trackers, enhancement technologies used by service providers to strengthen their ability to deliver services to consumers, and smart cities, that leverage technology in the provision of public services. They illustrate a recent wave in consumer research on technology and innovation, studying the potential transformative effects of using and interacting with technology on consumers' welfare.

Keywords:

Track: