ASU Global Security Initiative

Arizona State University

Center for Human, Artificial Intelligence, and Robot Teaming

Technology teaming with humans for **global security**

CHART Speaker Series
Join us for a presentation by:

Dr. Katsiaryna (Katja) Siamionava is an Assistant Professor in the Department of Information Systems at the W. P. Carey School of Business, Arizona State University

Customer Engagement with Automated Service Agents

Fri, Mar 29, 2024

9:00 – 10:00 am AZ Talk
10:00 – 10:25 am AZ Q&A

Zoom Information:
https://asu.zoom.us/j/88065325695?pwd=aGQ3QnNBNFEydkcwS2x4K2xMUlVkUT09&from=addon

Meeting ID: 880 6532 5695
Password: 436817

In Person: SANCA 151
Register at
https://forms.gle/pPWhu8ZB94oTCsyQ7

Deadline to register: Fri, 3/22 at noon

Abstract:
I will discuss working papers on chatbot linguistic strategies in customer interactions and optimal designs of service robot interfaces. This work draws from research on linguistics, psychology, and experience economy and aims to inform better technological designs and solutions. I will explain how we tackle these questions with the help of multi-method frameworks including econometrics, experimental designs, and ML/DL tools. Potential avenues for future research collaboration will be proposed.

Bio:
Katsiaryna (Katja) Siamionava is an Assistant Professor in the Department of Information Systems at the W. P. Carey School of Business, Arizona State University. She completed her Ph.D. at Georgia Institute of Technology. She studies how companies use technology to successfully interact with customers, improve customer engagement, satisfaction, and loyalty. Her research was published in Administrative Sciences, International Journal of Hospitality Management, and International Journal of Electronic Engineering and Computer Science.

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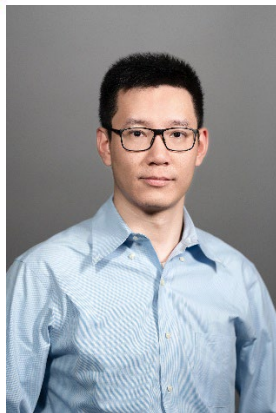**Center for Human, Artificial Intelligence, and Robot Teaming**

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Dr. Tian Lu is currently an Assistant Professor in the Department of Information Systems at the W. P. Carey School of Business, Arizona State University

Human–AI Collaboration Research in Business Field

Abstract:
Recent advancements in artificial intelligence (AI) have unlocked unprecedented potential, offering capabilities beyond human reach. Leveraging strong computational competency and internal algorithmic rules, AI systems excel in decision-making and tackling intricate tasks. The integration of AI algorithms into collaborative efforts with humans is becoming pervasive in various business domains. In this talk, I will provide an overview of cutting-edge human–AI collaboration research within the business field, with a particular focus on the information systems domain. The research draws on diverse contexts, perspectives, and methodologies. Then I will delve into several of my recent empirical studies on human–AI collaboration. Finally, I will touch upon future research directions and visionary outlooks in business.

Bio:
Tian Lu is currently an Assistant Professor in the Department of Information Systems at the W. P. Carey School of Business, Arizona State University. Before joining ASU, he served as a post-doctoral research fellow at Carnegie Mellon University. He earned his Ph.D. from Fudan University, China. His research interests center around dynamically learning the interaction between humans, algorithms, and IT applications, leading to adaptive decision-making. His research projects focus on the business impact of big data and AI, with effective solutions aimed at improving economic and social welfare in emerging business models like Fintech, sharing economy, and e-commerce. Currently, he is exploring human–AI collaboration issues in diverse contexts. His work has been published in leading business journals, including *Management Science*, *Information Systems Research*, *MIS Quarterly*, *Production and Operations Management*, and *Journal of the Association for Information Systems*. Additionally, his papers have been accepted at premier AI conferences such as *AAAI 2022* and *CIKM 2022*. He has been recognized with Best Paper Awards at prestigious information systems conferences, including the *International Conferences on Information Systems (ICIS 2019)*, *CSWIM 2021*, *CSWIM 2019*, and *PACIS 2017*. His work has also received several grants, such as the *Amazon AWS AI Research Grant 2023*, *NET Institute Research Grant 2023*, *Tencent Research Grant 2021*, and *Facebook Research Grant 2019*.

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