

PhD research pre-proposal

Code: BEAR-2021/PhD3	
Title: Consumers' motivations and engagement with AI-based digital assistants: A cross-cultural perspective	
Supervisors: Prof. Chris N Osakwe (UIR)	
Host college: College of Management, Rabat Business School	Host research unit: BEAR Lab

SUMMARY OF THE RESEARCH PRE-PROPOSAL

The heightened enthusiasm about artificial intelligence (AI) in general and AI-based digital assistants (e.g. Siri, Alexa, Google Assistant) in particular, especially in the last few years, has prompted the need to provide a more nuanced understanding of individuals' motivations to use this nascent technology as well as how they engage and/or interact with the technology (cf. Lee, Lee & Sheeha, 2020; Mishra, Shukla & Sharma, 2021; Tassiello, Tillotson & Rome, 2021). The outcomes of the research are expected to provide the practitioner community with the information they might need to influence the uptake of these technologies in different consumer markets around the world and especially in Africa. The outcomes of the proposed project are equally expected to contribute empirically to emerging research in AI-based digital assistants based on cross-country evidence.

REQUIRED ACADEMIC QUALIFICATIONS & SKILLS

A research background in any of Economics, Information Systems, Management and Marketing disciplines is highly encouraged. Ideally, candidates should demonstrate adequate proficiency in scientific report writing, study design as well as advanced understanding of statistical methods including the use of regression, structural equation modelling and/or data mining. Finally, it is expected that the potential candidate will address the research issue from a multidisciplinary perspective.