Salma ANDRE

Assistant Professor

Academy: Transformation

Research center: SKEMA Centre for Artificial Intelligence

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Education

2024 Doctorate, Management Science, Specaility: AI in Marketing, Université Jean Moulin Lyon 3, France

Experience

Full-time academic positions

Since 2024 Assistant Professor, SKEMA Business School, France

Other academic affiliations and appointments

Since 2024 Program Director - MS Chef de Projet Intelligence Artificielle, SKEMA Business School, France

Publications

Conference proceedings

ANDRE, S. and PAGANI, M. (2023). Customer reactions to compensation after service robot failure.

ANDRE, S. and PAGANI, M. (2023). How should robots apologize to restore satisfaction after a service failure.

ANDRE, S. and PAGANI, M. (2023). When robots say sorry: the role of agency and feeling abilities.

ANDRE, S. and PAGANI, M. (2023). Should Robots apologize after a service failure? The role of perceived feelings abilities and agency.

ANDRE, S. and PAGANI, M. (2021). Customer reaction to robot anthropomorphism in frontline service.

ANDRE, S. and PAGANI, M. (2021). What makes robots appear to have a mind?

ANDRE, S. and PAGANI, M. (2021). Frontline robots anthropomorphism: effects on customer's emotional response and behavioral intention.

Conference presentations

ANDRE, S. (2023). Customer reactions to compensation after a robot service failure. In: Frontiers in Service Conference, Maastricht. Maastricht.

ANDRE, S. (2023). How should robots apologize to restore satisfaction after a service failure? In: EMAC European Marketing Academy Conference. Odense.

ANDRE, S. and PAGANI, M. (2021). Customer reaction to robot anthropomorphism in frontline service. In: SophI.A Summit 2021 Conference. Sophia.

ANDRE, S. and PAGANI, M. (2021). What makes robots appear to have a mind? In: Association for Consumer Research Conference. Virtual.

ANDRE, S. and PAGANI, M. (2021). Frontline robots anthropomorphism: effects on customer's emotional response and behavioral intention. In: European Marketing Academy Conference. Virtual.