Salma ANDRE

Professeur assistant

Académie : Transformation

Centre de recherche : SKEMA Centre for Artificial Intelligence

Campus : Paris

Email : salma.andre@skema.edu

Formation

2024 Doctorat, Management, spécialité : intelligence artificielle en marketing, Université Jean Moulin Lyon 3, France

Expérience Professionnelle

Positions académiques principales

Depuis 2024 Professeur assistant, SKEMA Business School, France

Autres affiliations académiques

Depuis 2024 Directeur de programme - MS Chef de Projet Intelligence Artificielle, SKEMA Business School, France

Publications

Actes d'une conférence

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

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

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

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

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

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

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

Présentations dans des conférences

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

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

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

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

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