

### Activity summary of CIAS research fellow in Budapest

Grant category:  junior  senior

**Name:** Grzegorz Leszczyński

**Home institute** (name, position, country): Poznan University of Economics and Business, Associate Professor, Poland

**Academic Year / Semester:** 2021/2022, spring semester

**Duration:** 5 months

**Project title:** Business Relationships with Artificial Intelligence

**Project description\*:** In response to the growing applications of AI technology in different industries, the project is about the influence of Artificial Intelligence (AI) on business relationships. It addresses the concepts of technology acceptance and digitalization of relationships. At the beginning it was focused on marketing and sales managers, then it was limited to uncovering the psychological underpinnings of resistance to AI recommendations in the healthcare sector. As humans trust more and prefer recommendations from people over algorithms and statistical models this project shows the specific circumstances under which consumers are more (or less) reluctant to follow medical AI (vs. human) recommendations.

Building on previous empirical findings showing that responses to positive (vs. negative) information are asymmetric, I studied the previously unexplored question of when and how the valence of the medical assessment (good vs. bad health results) determines users' trust toward the diagnosis and willingness to follow AI (vs. human) recommendations.

Empirically, the project consists of 4 experimental studies conducted on 888 English-speaking participants.

**Achieved result(s)\*:** The studies conducted in this project provide insights into users' reluctance to use AI-produced healthcare recommendations. Users are less willing to follow a medical recommendation from an AI (vs. human) when the medical diagnosis provides good (i.e., your symptoms don't require medical care) vs. bad (i.e., your symptoms are worrisome, and you may require urgent care) health results. The effect is mediated by users' perceived diagnosis trustworthiness and enhanced by users' score on health anxiety. Providing social proof (i.e., number of satisfied customers recommending the service) enhances users' trust in the medical diagnosis and increases their willingness to follow the AI's recommendations. The findings provide insights into the psychological drivers of acceptance of automated healthcare and suggest possible actions to overcome users' reluctance to follow AI medical recommendations.

**Connected publications\***

1.

**Title:** Sustainable Value Co-Production and Co-Creation in Virtual Reality: An Exploratory Research on Business-to-Business Interactions

**Date of submission/acceptance/publication:** 19.05.2022/20.06.2022/29.06.2022

**Journal:** Sustainability

**Journal category** (if applicable):  Q1  Q2  Q3

**Status:**  accepted/published  in progress  planned

2.

**Title:** Show me the proof! Overcoming Consumer Resistance to AI in Healthcare

**Date of submission/acceptance/publication:** 31.07.2022/-/-

**Journal:** Journal of Interactive Marketing

**Journal category** (if applicable):  Q1  Q2  Q3

**Status:**  accepted/published  in progress  planned

**Professional collaborations, partnerships\***

1.

Name: Mirko Gati

Institution: Corvinus University of Budapest

Field of research: B2B marketing

Future plans for joined research: qualitative research on value co-creation in Virtual Reality

2.

Name: Amira Mouakher

Institution: University of Perpignan

Field of research: Artificial Intelligence

Future plans for joined research: quantitative research on AI aversion in B2B marketing context

3.

Name: Sofia Almaraz de Leon

Institution: Corvinus University of Budapest

Field of research: Business networks, B2B marketing

Future plans for joined research: conceptualization of value in hydrogen ecosystem

4.

Name: Moreno Frau

Institution: Corvinus University of Budapest

Field of research: B2B marketing

Future plans for joined research: qualitative and quantitative research on managers' reactions to collaboration with Artificial Intelligence

**Additional activities\*** (public lectures, presentations, professional meetings, media connections etc.):

1. Participation in "Friendly reviewer" program.
2. Classes on Creativity in business during Corvinus Intensive week (Contemporary Issues Related to Business and Management course).

3. Presentation of research collaboration opportunities with Poznań University of Economics and Business for members of Marketing Institute of Corvinus University.
4. Public lecture on Creativity in business for students of ELTE University.
5. Presenting a project methodology on CIAS Workshop.
6. Methodological meetings with research teams on projects related to business networks, value creation in B2B context and AI in marketing.
7. Participation in AACSB accreditation meetings.
8. Participation in EMAC conference.
9. Reviewing papers submitted to Industrial Marketing Management, Journal of Business and Industrial Marketing, Sustainability.
10. Professional meetings with Hungarian researchers committed to tourism industry, organizational aspects of application of Artificial Intelligence and B2B marketing (Szeged, Budapest)

**Future plans, planned return (if any):**

- I plan to return to Hungary later
- I plan to maintain my professional contacts via e-mail
- Any other comment:

\*Please give us a properly detailed summary.

Date: 20.09.2022

Signature: *Enezer Leuczynski*