Professor Dr. Dirk Totzek

Chair of Marketing and Services

UNIVERSITY OF PASSAU

School of Business, Economics and Information Systems

Announcement:

Research Seminar and Workshop for Doctoral Students, held by Prof. Dr. Vaibhav Chawla, IIT Madras

Research Workshop:
Morphological Analysis (MA) method for literature reviews

June 8th, 14:00 hrs. – 17:00 hrs.
WiWi 301

Research Talk:
Experiencing Flow with a Chatbot: Examining Antecedents and Consequences

June 9th, 13:30 hrs. – 14:30 hrs.
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Authors: Aishwarya Ramesh and Vaibhav Chawla

Chatbots have become an essential marketing tool, with brands like Levi's, Jeep and Biba adopting the technology. It is essential to understand how to design chatbots to provide the optimal user experience. Literature defines the concept of Flow - which is a state of complete engrossment and enjoyment characterised by concentration, focus, time distortion, intrinsic interest and curiosity. Previous studies have also explored the impact of website atmospherics and have found that atmospherics have an impact on the creation of flow. This study examines the design of chatbots in terms of functionality, aesthetics and anthropomorphism in relation to antecedents of Flow theory in high and low risk situations. This study also examines the different pathways (cognitive and affective) through which the antecedents lead to flow and how the different design cues contribute to these pathways. Finally, the study examines the relationship between flow theory and the purchase intention of chatbots in the presence of moderators such as perceived risk and the screen size of the design used. This study makes significant contributions to the design science literature and the vast literature on flow theory. It also helps guide managers and user experience designers to identify the different antecedents at play while designing chatbots for high risk vs low risk scenarios.

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Recently gaining momentum in management research, the Morphological Analysis (MA) is a unique type of systematic literature review method that involves structuring and organizing the conceptual space of a complex phenomenon or a system into its components, sub-components, and variants (called Morphological Framework). The variants are then plotted in a cross-tabulation format (called Variants' Intersection Matrix) to cross-intersect with each other and help identify avenues for future research through tests of logical consistency. A large number of research gaps can be easily identified through this approach.

The workshop aims at the following:
1. Introducing the MA method and distinguishing it from other methods
2. Sharing examples from research papers
3. Initiating the participants to apply the MA method in their research areas

Prof. Chawla:

Dr. Vaibhav Chawla is an Assistant Professor at the Department of Management Studies, IIT Madras, India. He is currently guiding 7 research scholars and 1 has completed his doctorate under his guidance.

His research interests fall in the area of customer service over social media, product returns in e-tailing, B2C and B2B service recovery, chatbots and customer service, social media usage in selling, and positive psychology concepts (e.g. mindfulness, spirituality, ego) in selling.

His research publications have appeared in journals of international repute including Journal of Interactive Marketing, Journal of Business Research, Journal of Business & Industrial Marketing, Journal of Business Ethics, Marketing Intelligence & Planning, and Journal of Human Values.