

Management and Marketing *Public Lecture*



Interacting with AI and Robots as Employees,
Customers, Believers, Patients, and Students

Prof. Kai Chi Sam Yam

Provost's Chair Professor of Management,
Professor of Psychology (courtesy),
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Date : 13 Dec 2023 (Wed)

Time : 2:00 – 3:30 p.m. (Public Lecture)
3:30 – 4:00 p.m. (Q&A Session)

Venue : AG710, PolyU campus

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Please register through the registration form <https://forms.office.com/r/zVYqz416n1> on or before 11 Dec 2023 (Mon).

Today, robots and AI help generate creative content, man hotels, and even make hiring decisions in the workplace. But how humans feel about them remains complicated. In this talk, I will synthesize my past and ongoing work in an attempt to answer one question: do humans enjoy interacting with robots and AI? The answer is that it depends — not so much on the types of robots or AI in question, but rather on what contexts we interact with them in. We generally prefer new technologies that serve us rather than those that work alongside us and are especially averse to them in sacred and moral domains, such as religion and medicine. Technological affinity and cultural differences generally explain small variances, whereas generational differences and a lack of exposure explain larger ones.

Prof. Kai Chi Sam Yam is Provost's Chair Professor of Management at the National University of Singapore Business School, where he also serves as Head of Department. Prof. Yam received his PhD in Organizational Behavior from the University of Washington.

Prof. Yam's current research focuses primarily on the future of work. He has published over 60 papers in premier management and psychology journals. His work has been featured extensively both locally within Asia (e.g., South China Morning Post, The Straits Times) and internationally (e.g., The Huffington Post, The Times, Harvard Business Review).