

**PhD-Student Conference in Economics and Business
EB-UMA 2023
University of Malaga (Spain)**

Special Session on *Being Human in a Digital World*

Technologies directly affect our present and will shape our near future. These technologies cause innovations and developments in many areas of our lives and have also changed the way consumers interact with the world around them. With the rise of technologies such as domotics, artificial intelligence (AI), robots, virtual reality, augmented reality, and the metaverse, we need to understand how the use of all these new technologies influences consumers' lives and the way they experience brands, products and services.

This special session aims to build on this growing area of literature focusing on how consumers and organizations perceive and experience technology. We therefore invite innovative submissions exploring how consumers and organizations adopt and use technological innovations. We welcome both quantitative and qualitative empirical research and encourage the use of varying methodologies. Also, theoretical, conceptual and critical papers are welcome.

Suggested topics include but are not limited to:

- Influence of technologies on customer experience.
- Motivations and consequences of customers' technology adoption behavior.
- Consumer interaction with technologies
- Situational and personal factors that affect customers' behavior.
- Customer preferences for services provided by technologies and/or employees.
- Impact of technology on consumers' wellbeing.
- The drivers and barriers to technology implementation in businesses, non-profit organizations and public administrations.
- Employees and technologies integration.
- Technologies impact on employees' productivity and wellbeing.

The sessions will be organized in a way that both presenters and the audience benefit from a constructive and appreciative discussion. The format will consist of some presentations and a brief subsequent discussion to encourage the exchange of ideas on the proposed models and the results obtained.

Both the written communications and the oral presentations corresponding to this session must be made in English.

Visit the [website of the Conference](#) for further information.