

MTA硕士生和管理学权威期刊发表两篇论文

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国际旅游与公共管理学院宋蒙蒙副教授指导MTA硕士生张慧娟撰写的两篇学术论文在SSCI高水平期刊《Journal of Retailing and Consumer Services》发表。该期刊是国际权威性的学术刊物，为JCR Business领域1区(19/154)，影响因子为10.4，致力于发表与零售服务、消费者管理、旅游和休闲消费行为等领域的最新研究成果。

关于服务机器人的论文“Optimizing service encounters through mascot-like robot with a politeness strategy”于2024年4月在线发表，第一作者为硕士生张慧娟，通讯作者为宋蒙蒙副教授。关于在线聊天机器人的论文“Appreciation vs. apology: Research on the influence mechanism of chatbot service recovery based on politeness theory”于2023年7月发表，第一作者为宋蒙蒙副教授，通讯作者为硕士生张慧娟。两篇论文均以海南大学为唯一署名单位。

两篇论文聚焦款待业的人机交互，为采用智能机器人的旅游企业提供实践指导。(1) 论文成果建议OTA企业采购具有感激礼貌策略回复程序的聊天机器人，包含模式匹配和智能措辞的积极礼貌策略，为聊天机器人服务失败提供充分的回应策略。(2) 论文成果建议酒店、博物馆等旅游企业采用与目的地形象相匹配的吉祥物类外观的机器人参与客户服务，减少使用逼真的类人机器人避免消费者产生恐怖谷效应。并给它们预先编程使用积极礼貌策略以拉近与消费者的心理距离，改善服务机器人“冷冰冰”的形象。

我院MTA硕士生在国际权威SSCI期刊上发表学术论文充分展示了国际旅游与公共管理学院的学术培养成果。学院努力搭建学术交流与科研实践平台，营造浓厚学术氛围，让MTA硕士生接触科研、掌握科研利器、学习先进技术，分享科研动态，培养具有社会责任感、创业创新能力和国际视野的高层次应用型旅游管理专门人才。

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Appreciation vs. apology: Research on the influence mechanism of chatbot service recovery based on politeness theory

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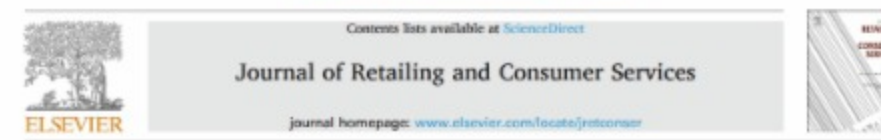
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ABSTRACT

Failures in human-chatbot interactions are becoming inevitable such as failure of chatbots to maintain contextual awareness. Thus, an effective service recovery strategy is essential for e-commerce enterprises to restore customers and restore their compliance. Therefore, based on politeness theory, this study explores the fundamental mechanism and boundary conditions for a chatbot politeness strategy (appreciation vs. apology) on customers' post-recovery satisfaction using five scenario-based experiments. The results indicate that establishing a good human-chatbot relationship (represented in a more effective recovery strategy than addressing the chatbot's limited competence (apology)) in addressing service failures, face concerns mediates the effect of the politeness strategy on post-recovery satisfaction, and time pressure plays a moderating role in the effect of the politeness strategy on face concerns and post-recovery satisfaction. This study extends the research of politeness theory and face concerns in the field of chatbot marketing, and provide practical guidance for e-commerce enterprises to deal effectively with chatbot failures.

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Optimizing service encounters through mascot-like robot with a politeness strategy

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ABSTRACT

Mascot-like service robots embody anthropomorphic features, fostering affinity, and cultural representation. It is unknown whether they have politeness strategies that are more effective compared to humanoid robots. Drawing on politeness, uncertainty valley, and mind perception theories, this study investigates the interaction effect of service robot appearance types (humanoid and mascot-like) and politeness strategies on customers' service encounter evaluations, as well as the psychological mechanisms and boundary conditions of this effect. The findings reveal the superiority of mascot-like robots over humanoid robots in positive politeness contexts; human identity threat mediated this effect. Sense of power plays a moderating role: specifically, mascot robots with positive politeness strategies are more appealing to customers with low sense of power. This research significantly contributes to our understanding of service robot appearance and communication within the framework of mind perception and politeness theories in human-robot interaction. Moreover, it offers valuable guidance for companies enhancing customer experiences through service robots.

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